

CONCISE

Communication role on perception and beliefs of EU Citizens about Science

Hurdles and incentives to engage in science communication

CONCISE online Workshop

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824537".

Workshop schedule

Time	Content	Speaker
12:00	Welcome and presentations	Gema Revuelta
12:10	Workshop dynamics and objectives	Carolina Llorente
12:20	Brief presentation of CONCISE project	Gema Revuelta
12:30	Incentives to engage in science communication: Scientists	All participants
12:45	Barriers to engage in science communication: Scientists	All participants
13:00	Incentives to engage in science communication: Communicators	All participants
13:15	Barriers to engage in science communication: Communicators	All participants
13:30	Wrap up and end of the workshop	Carolina Llorente and Gema Revuelta

CONCISE

Communication role on perception and beliefs of EU Citizens about Science

- 2018-2020 (24 M)
- 5 countries
- 9 partners
 - 5 Universities
 - 2 NGOs
 - 2 SMEs



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ScienceFlows



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Aims:

- To create qualitative knowledge about the **channels by which European citizens acquire their science-related knowledge** and how them influence their beliefs, opinions and perceptions.
- To understand the **role of scientists and communicators** by reviewing their existing **hurdles and incentives** to engage in science communication.
- To elaborate recommendations (at different levels) to **improve science communication**.

CONCISE is a **European project** (H2020 - Swafs, GA n.824537) that brings together partners from 5 European countries: Spain, Italy, Portugal, Poland and Slovakia.



Citizen consultations:
500 people, 5 cities, 5 countries



Barcelona (Spain) -
Pilot

Vicenza (Italy)

Lodz (Poland)

Trnva (Slovakia)

Valencia (Spain)

Lisbon (Portugal):

4 topics: vaccines, genetically modified organisms, climate change and alternative medicine

What do we do today related to CONCISE consultations?

- To review the existing **hurdles and incentives** for scientists, communicators and other research and innovation stakeholders to engage in science communication
 - Literature review ✓
 - 30 semi-structured interviews to academics and Science Communication Teachers ✓
 - Online workshop (webinar) with science communicators, science journalists, communication officers, science museum directors ⚠️



Today's main objective:

- Review preliminary results from the interviews
- Exchange your personal and professional opinions



	Incentives	Barriers
Scientists	1	2
Communicators	3	4

Incentives to engage in science communication: SCIENTISTS

- Social commitment
 - Sense of duty: as payment to citizens who fund science by paying their taxes
 - As a return to the societal group they have been studying
- Raise awareness
- Convince strategic publics
- Publicity of their own work
 - To attract funding
 - To attract scientific collaborations
 - To reach a broader audience
- Promote scientific vocations
- Recognition in research areas
 - Included as a mandatory issue in research projects
 - Promoted by the research institution
 - Criterion by funding bodies



Barriers to engage in science communication: SCIENTISTS

- Lack of rewards/recognition
 - Not included in formal evaluation of scientific careers
 - Not included in government/institution/project objectives
 - Not enough promoted by research institutions/funding bodies/government
- Lack of time:
 - Excessive bureaucratic burden to get funds and projects
 - Competitiveness of science (publish or perish)
- No specialized training
- Fear to be misunderstood
- Discredit by peers



Incentives to engage in science communication: COMMUNICATORS

- Personal interest/will/curiosity
- Challenging and stimulating topic
 - Innovative ways to do journalism
 - Learning new things every day
- Social commitment
 - Being a facilitator in scientists and non-scientists dialogues
 - To have a practical impact in the world
- New specialized positions (Communication officer)



Barriers to engage in science communication: COMMUNICATORS

- Lack of resources:
 - Lack of economic resources
 - Lack of time
 - Few specialized job positions (especially in journalism)
- Lack of knowledge on
 - How to do efficient science communication
 - The importance of science
 - Science itself
- Lack of strategic support (governmental, newspaper, companies)
- Changes in the communication world
 - Communicator as “orchestra-man”

