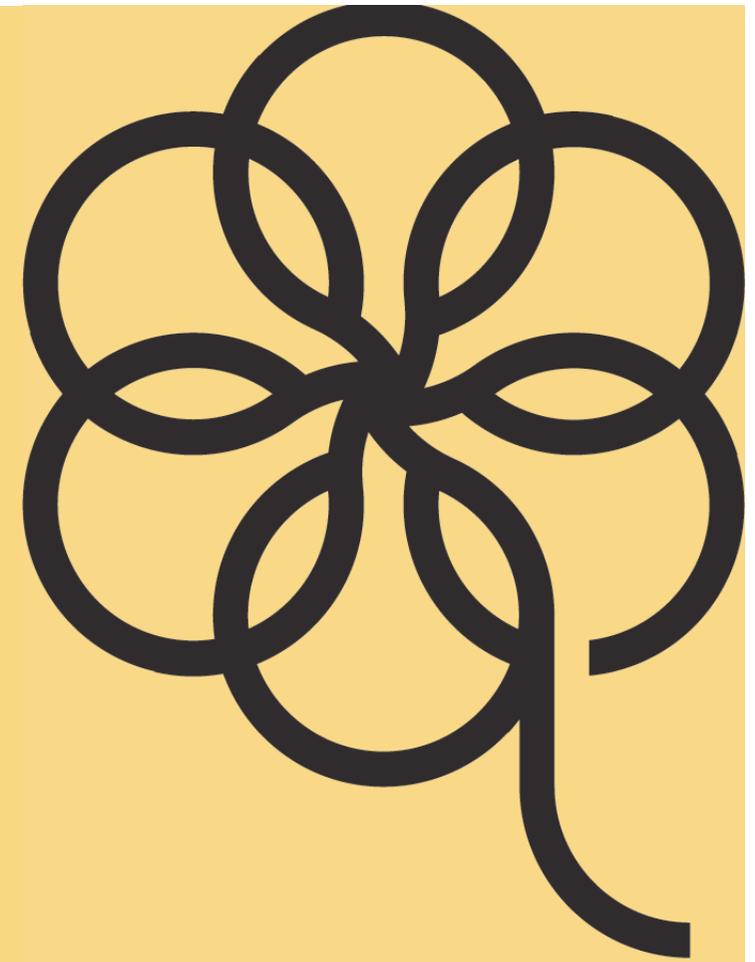


Policy recommendations to promote quality science communication



quest

Event: EU Policy Dialogue on Science Communication

Date: 18.11.2020

Presenter: Alessandra Fornetti & Ilda Mannino, VIU



QUality and Effectiveness in Science and Technology communication

- H2020 Project, SwafS
- 1.02.2019 > 30 months
- 1,194,227.50 Euro
- 6 countries / 8 partners:
 - > Italy, UK, Estonia, France, Ireland, Norway

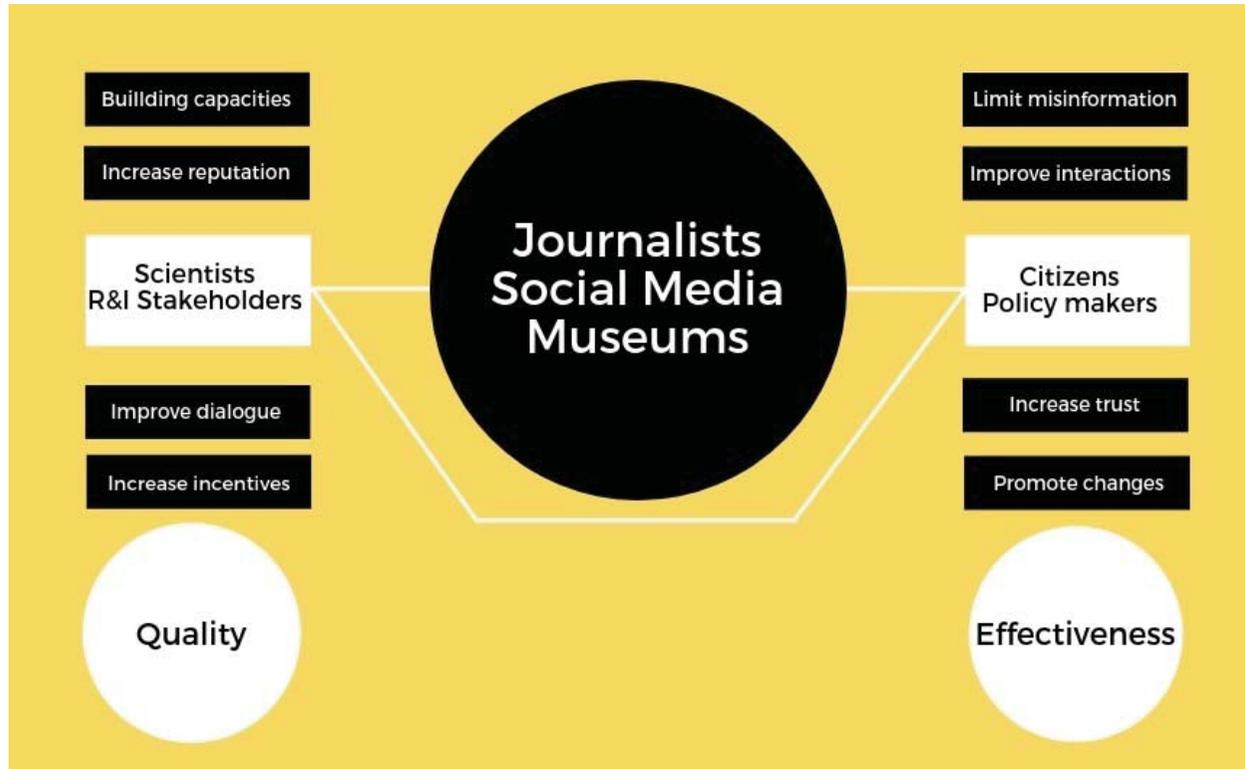




- **science communication** scholars
- **journalists**
- **digital creativity** scholars
- **social media** research team
- **university/HE communicators**
- **science museums explainers**
- **media sector** professionals
- **scientists**
- **RRI policy** experts



multidisciplinarity



increase **QUALITY** in
science communication

- **journalism**
- **social media**
- **museums**
 - › **climate change**
 - › **vaccines**
 - › **AI**

objective



Twofold approach:

- Research
- Interactive process with stakeholders
 - › co-design
 - › testing
 - › validation

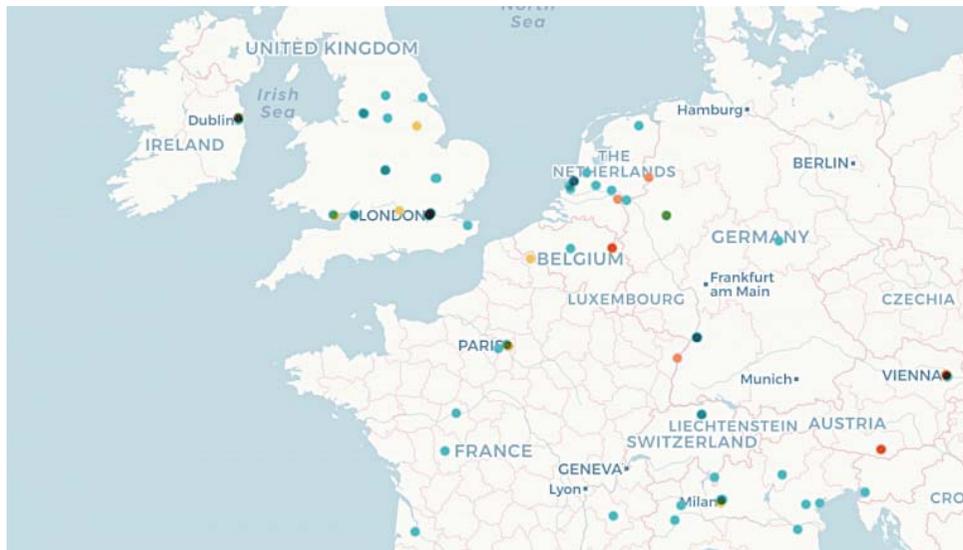
- CERN (Switzerland), ETH Rat (Switzerland), IIT (Italy), INFN (Italy)
- BBC (UK), BNSJ Balkan Network of Science Journalists, AJSPI Association des Journalistes Scientifiques de la Presse d'Information (France), WCSJ World Conference of Science Journalism
- Sense about Science (UK), SciCo Science Communication (Greece), SISSA Medialab (Italy), Museo Nazionale della Scienza e della Tecnica (Italy), EUPRIO (Belgium, Headquarter), AICUN (Italy)
- NOI Spa (Italy), Alcantara SpA (Italy), Labs Explorer (France)

methodology



State-of-the-art of Science Communication

- Summary Report: European Science Communication today
- Science Communication education and training across Europe + interactive map



**Knowledge and tools for
scientists and communicators
to improve science
communication quality**

questproject.eu/outputs/

outputs



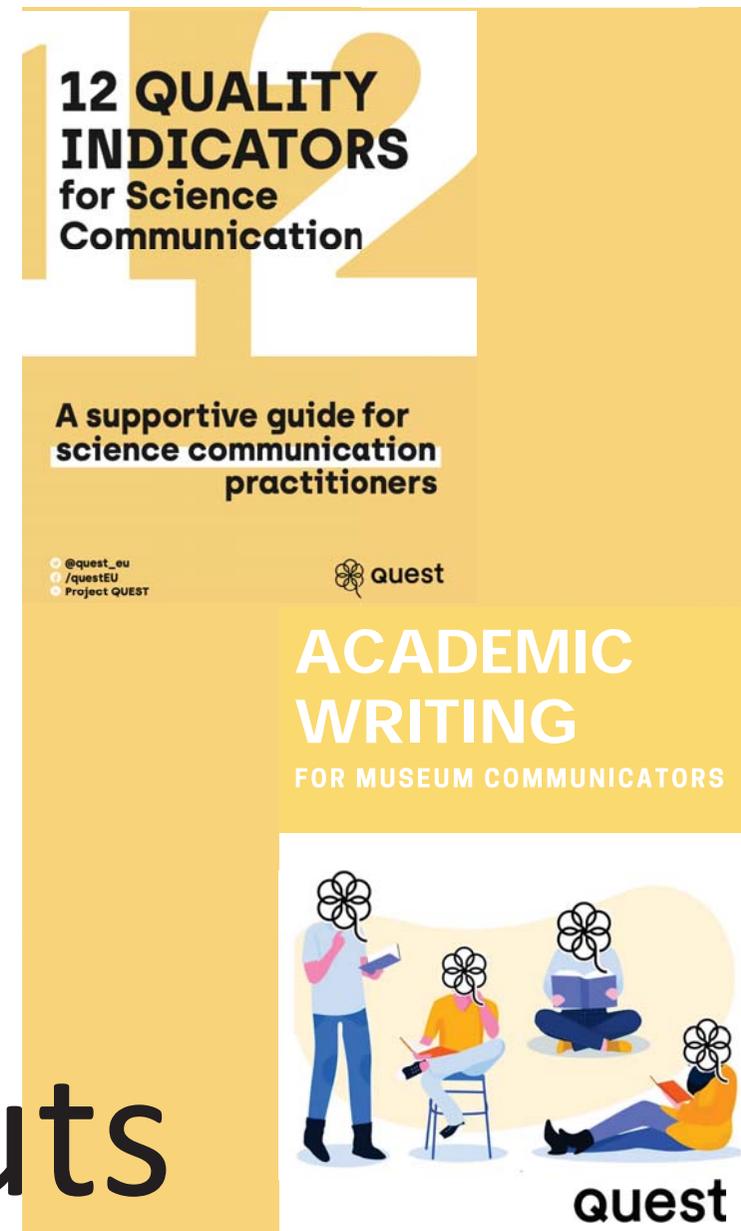
Already developed

- Guidelines for QUEST stakeholder engagement approach
- KPIs: quality in science communication
- Digital tool for journalists
- Guidelines for social media managers
- Handbook for museums
- Curriculum science journalism

Forthcoming

- 4 Educational toolkits for: Scientists, Communicators, Social media, Museums

outputs





R&I institutions



journalism



museums



social media

Recommendations
Policies and Incentives
for Quality
Science Communication

outputs



- state of the art



- workshops > over 180 participants
- surveys > over 100 answers (Euprio, Erice)
- interviews > 60 interviewees (Lausanne, online)
- focus groups > 40 scientists (Milan, Venice, online)



- barriers and challenges
- needs
- best practices



- survey for journalism
- survey for museums
- survey for R&I institutions
- workshops

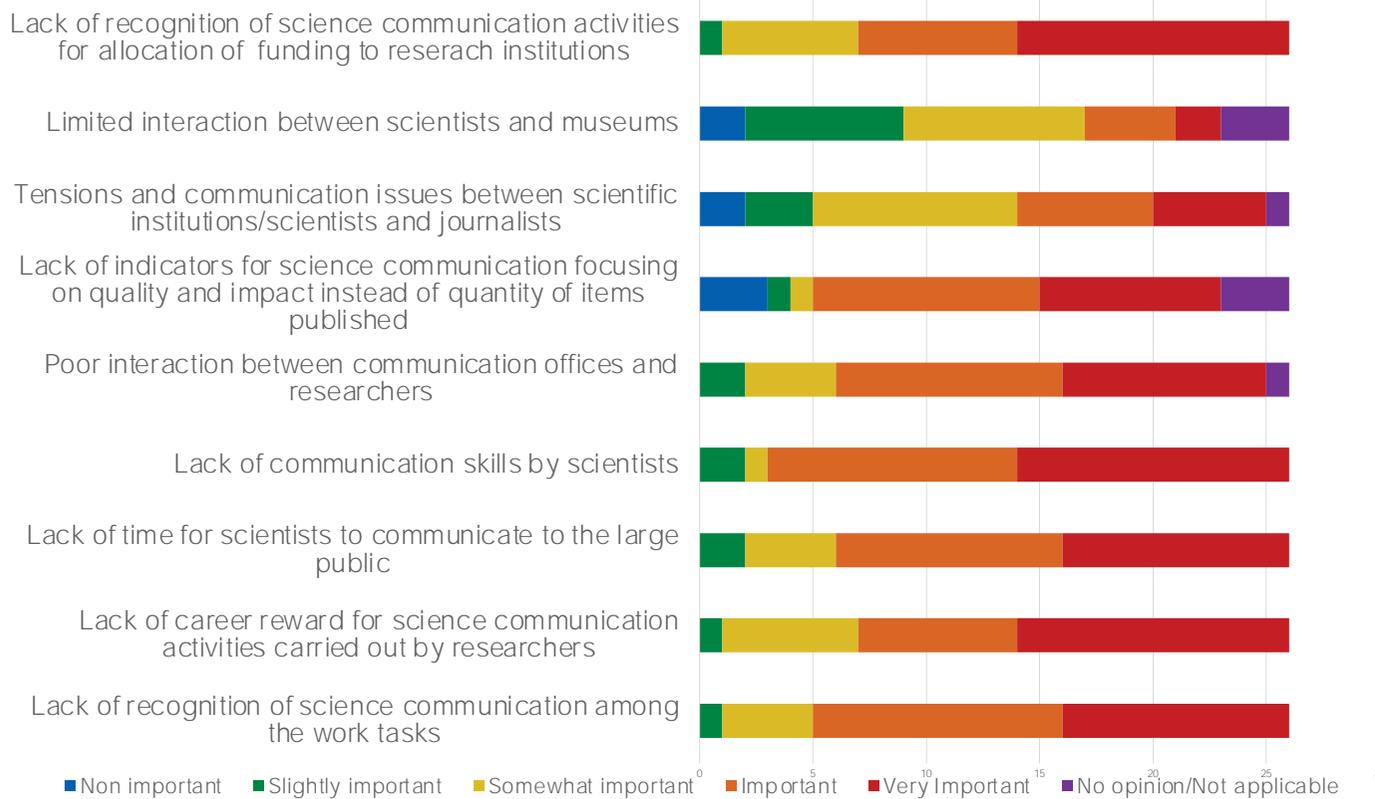


Recommendations > policies and incentives for Quality science communication

methodology



CHALLENGES FOR QUALITY SCIENCE COMMUNICATION IN R&I INSTITUTIONS



Challenges for R&I

QUESTIONnaire Results

- Lack of communication skills by scientists
- Lack of recognition of science communication activities for allocation of funding to research institutions
- Lack of career reward for science communication activities carried out by scientists

validation

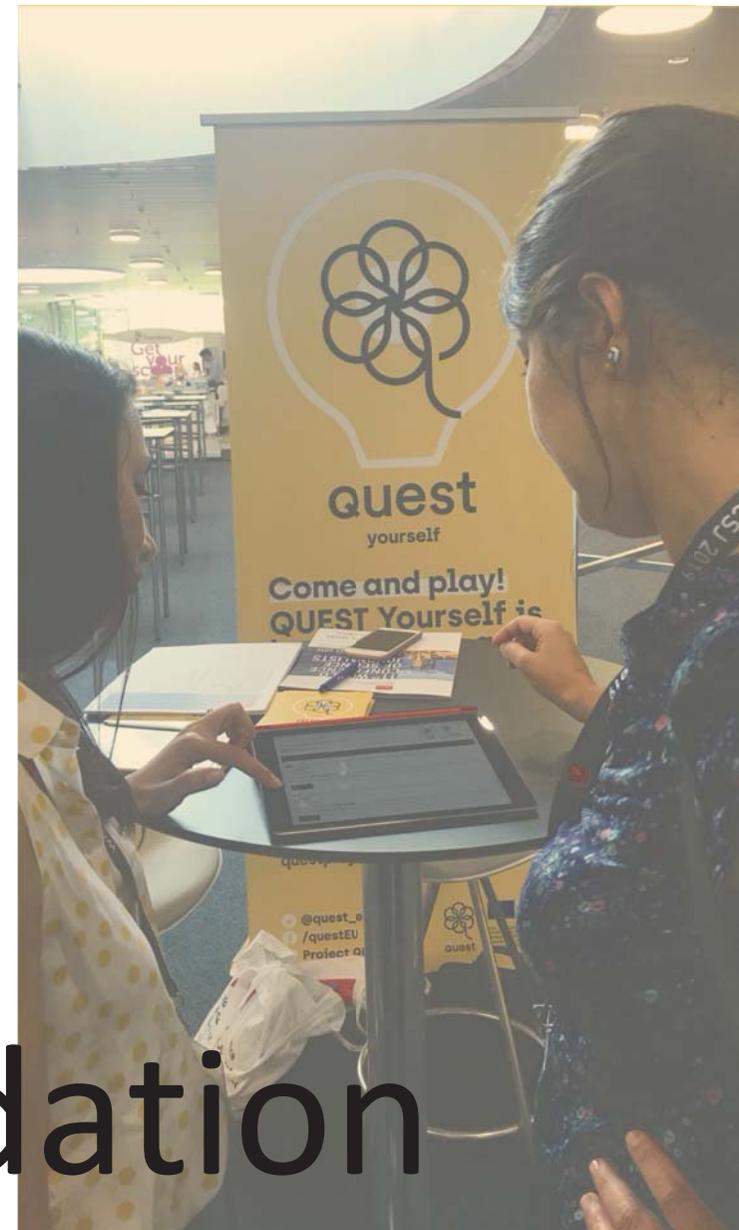


Validation session

Question 1

- In your opinion what are the most relevant actions to improve quality in science communication in R&I institutions (max 3 selections)?

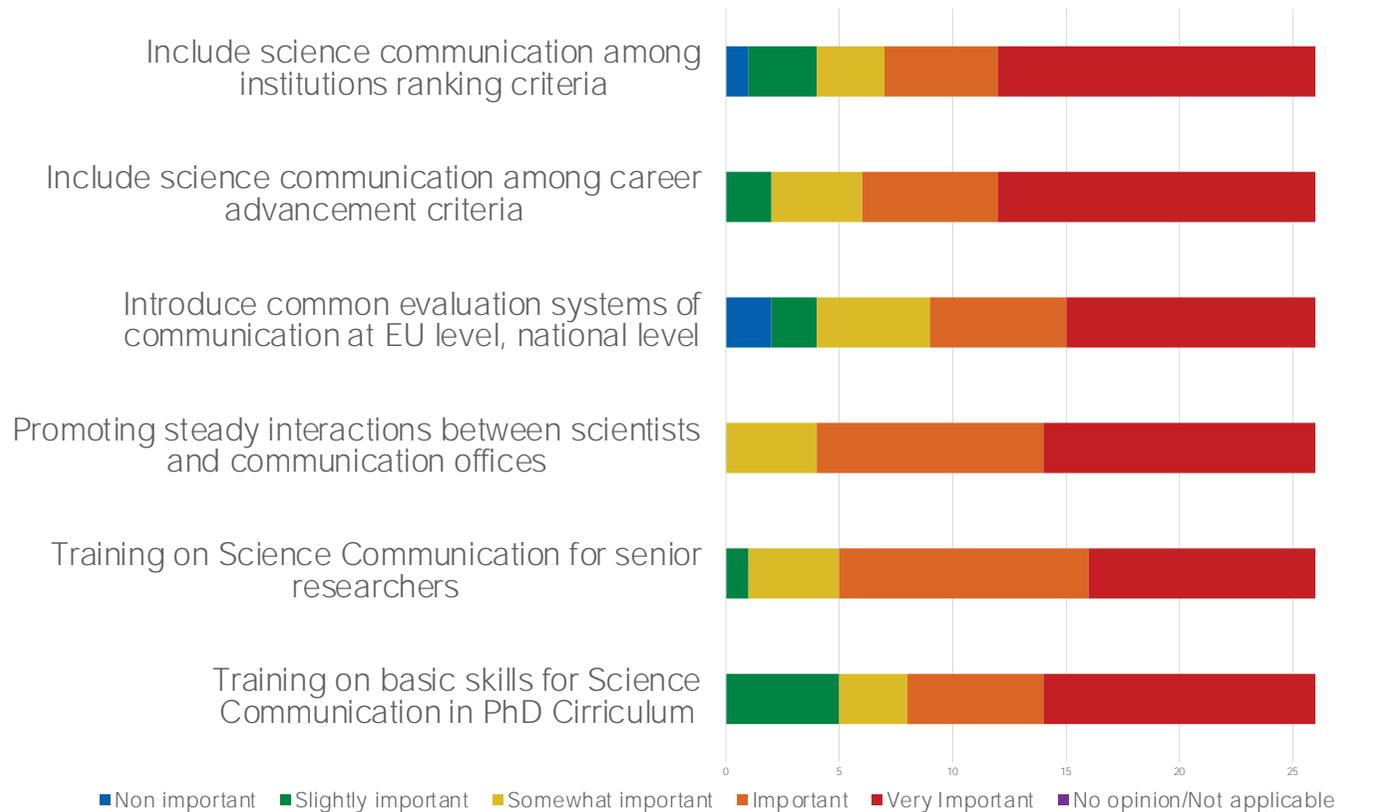
app.sli.do/event/mrr6gzx6/live/polls



validation



RELEVANCE OF ACTIONS TO SUPPORT QUALITY SCIENCE COMMUNICATION IN R&I INSTITUTIONS



Actions for R&I

QUESTIONnaire Preliminary results

- The identified actions are considered relevant
- Training of senior researchers even slightly more than junior ones
- Particularly relevant is to improve interaction between media offices and scientists

validation

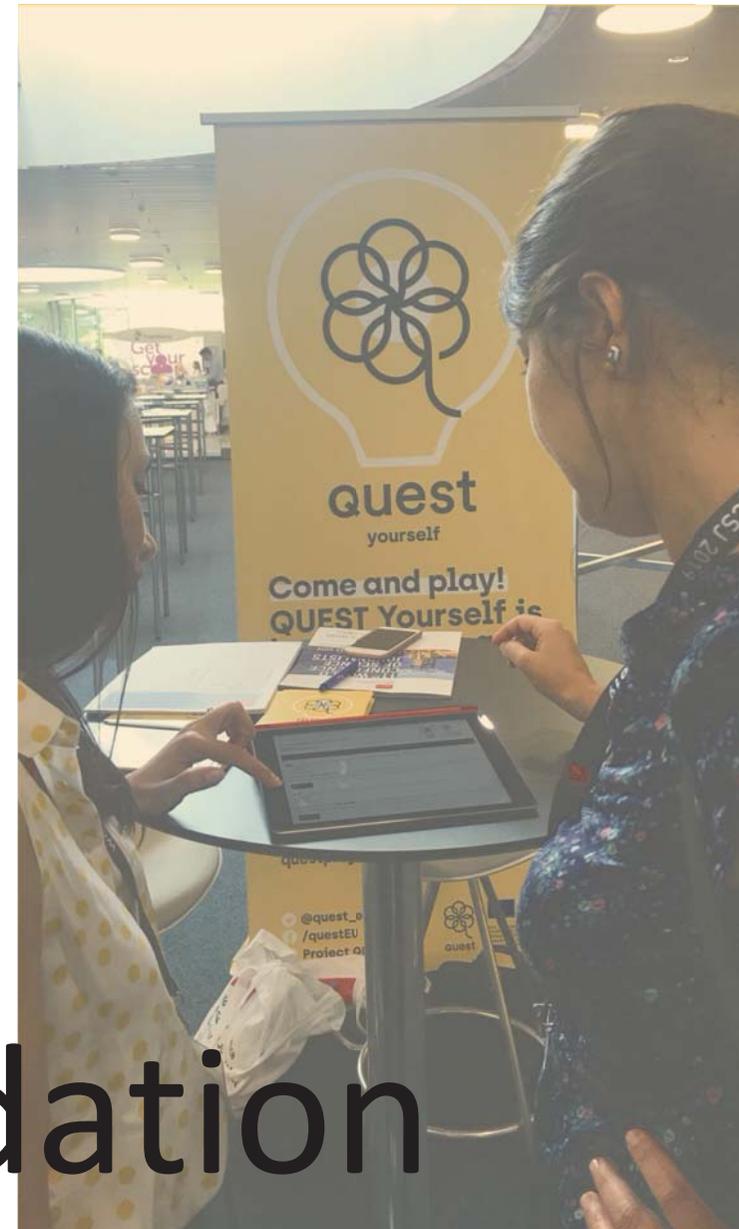


Validation session

Question 2

- In your opinion what are the most relevant issues influencing the quality and accuracy of journalism about science, in the media sector (max 3 selections)?

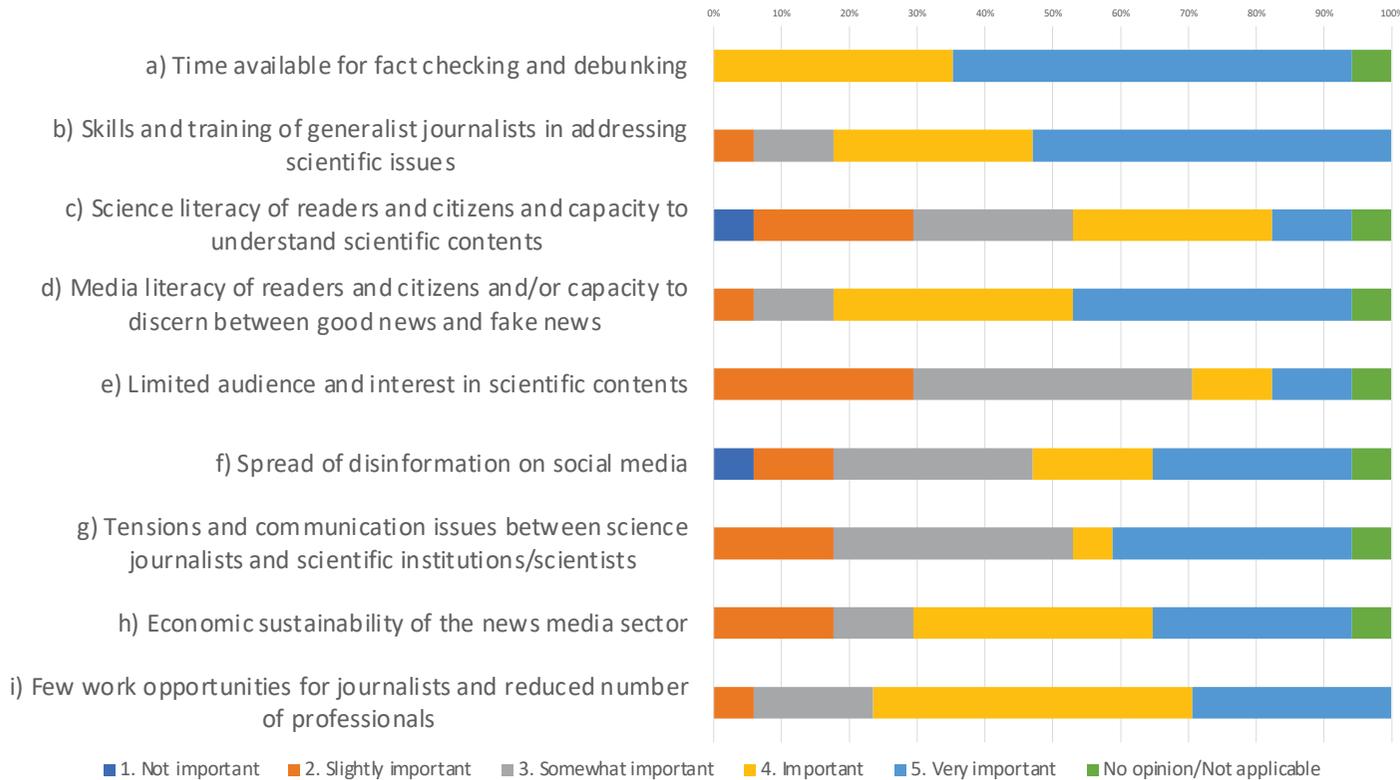
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validation



IMPORTANCE OF ISSUES INFLUENCING THE QUALITY AND ACCURACY OF JOURNALISM ABOUT SCIENCE, IN THE MEDIA SECTOR



Challenges in Journalism

QUESTIONnaire Preliminary results

- Lack of time for fact-checking
- Lack of scientific training of generalist journalists
- Tensions science journalists / scientific institutions, scientists
- Lack of media literacy of readers

validation

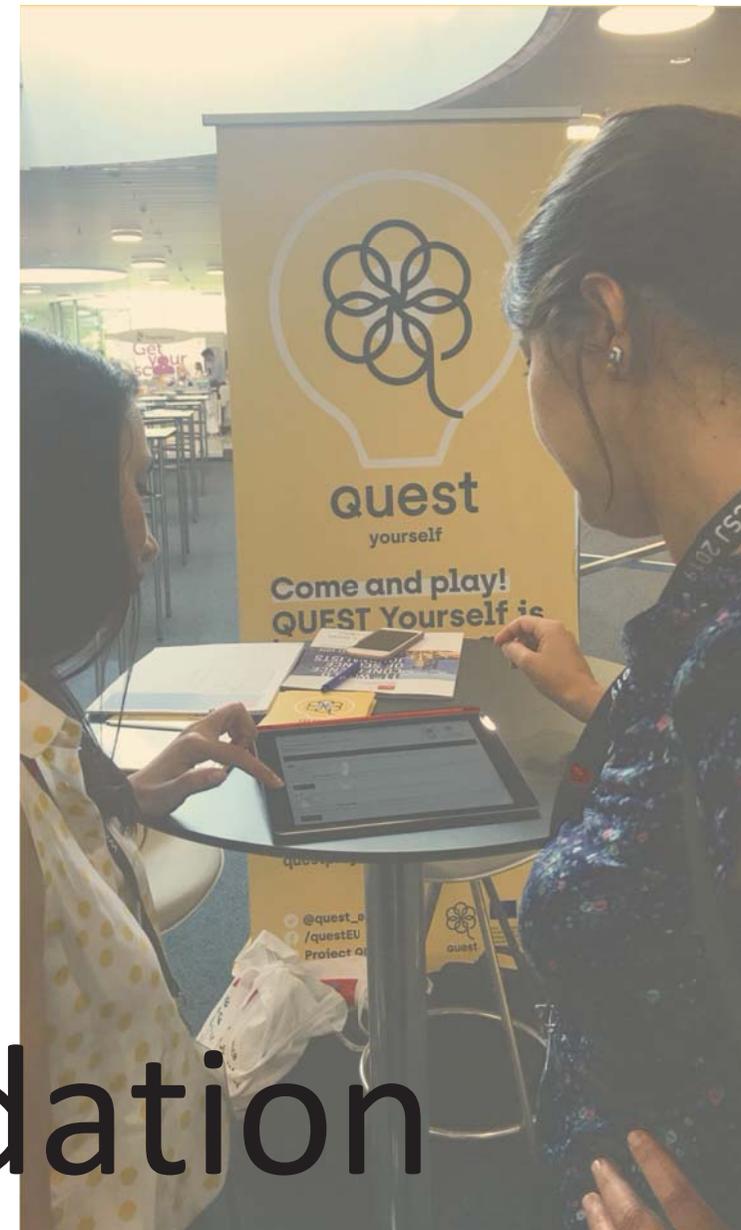


Validation session

Question 3

- In your opinion what are the most relevant issues influencing the quality and accuracy of science communication in museums (max 3 selections)?

app.sli.do/event/mrr6gzx6/live/polls



validation



IMPORTANCE OF ASPECTS INFLUENCING THE QUALITY AND ACCURACY OF SCIENCE COMMUNICATION IN MUSEUMS

■ 1. Not important ■ 2. Slightly important ■ 3. Somewhat important ■ 4. Important ■ 5. Very important

Not important for the 43% of respondents

POLITICAL ENDORSEMENT



INFRASTRUCTURE AND FACILITIES



COMPANY CULTURE



MARKETING AND INSTITUTIONAL COMMUNICATION TO PROMOTE THE MUSEUM



FINANCIAL ISSUES



DEVELOPMENT OF ADEQUATE FORMATS



Main issues

TRAINING OF MUSEUM EXPLAINERS



ORGANIZATIONAL AND GOVERNANCE ASPECTS OF MUSEUMS



Challenges for museums

QUESTIONnaire Preliminary results

- training museum explainers
- governance of museum

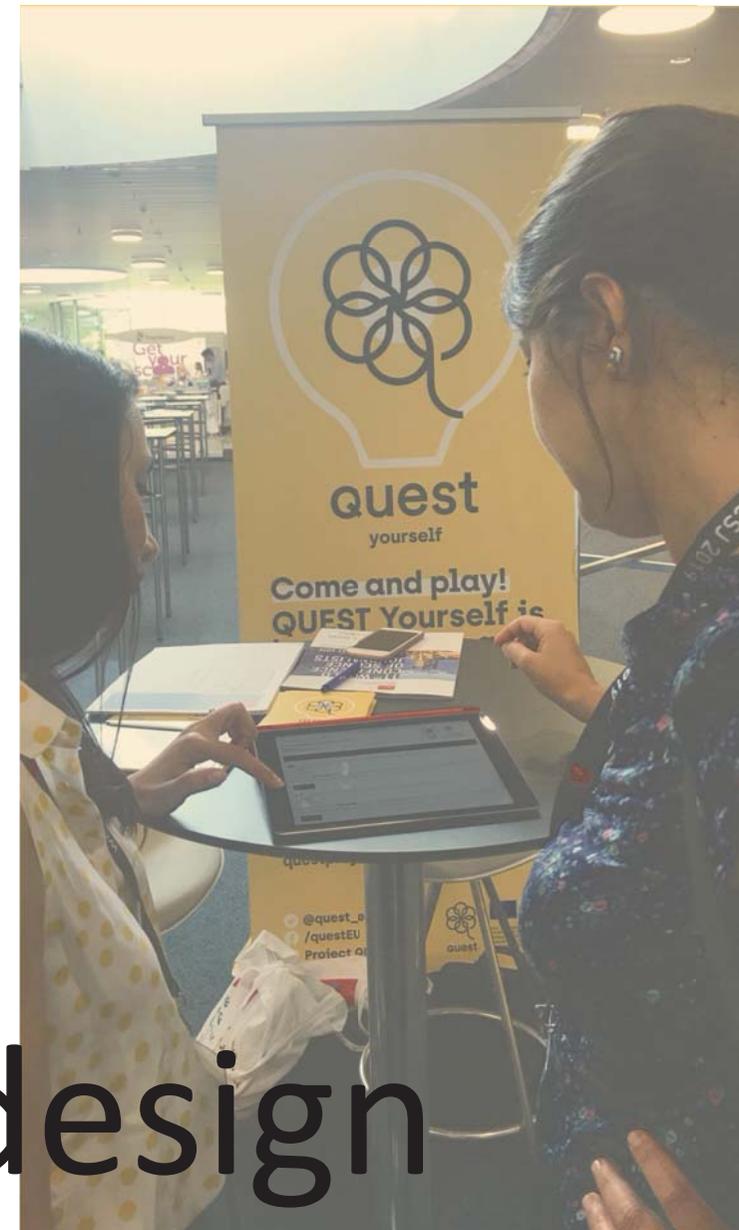
validation



Codesign and validation of QUEST Policy Recommendations

To further contribute to QUEST work on policies please fill in the QUESTIONnaires at

<https://questproject.eu/questionnaire-policy-and-incentives-for-better-science-communication/>



codesign



- QUEST recognizes the key role that **policy** can play in promoting and ensuring quality science communication in journalism, social media and museums
- Several **challenges** for quality science communication are emerging
- **Actions** related to all stakeholders and strands are **needed** to improve quality science communication
- **QUEST** approach on strands and communicators can couple with the ones of **CONCISE** and **RETHINK** to support effective EU strategies for quality science communication

conclusions

