

RETHINK

science communication



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Uncertain times

Chaos and confusion

How can we make sense
of what's going on here?

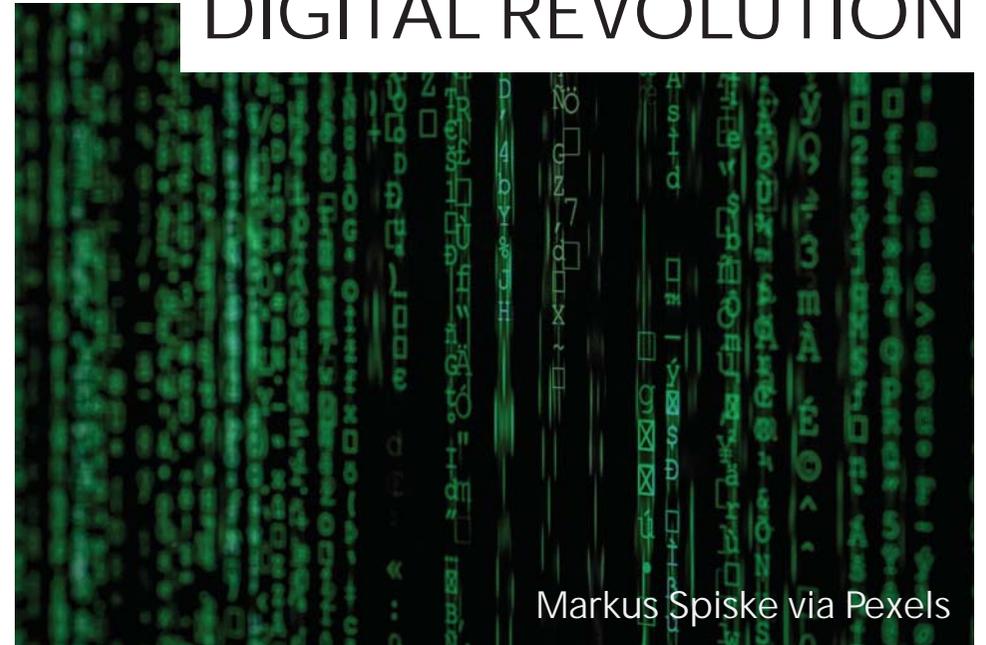
Communicating about science in society increasingly complex & challenging

BLURRING BOUNDARIES



Saph Photography via Pexels

DIGITAL REVOLUTION



Markus Spiske via Pexels

reTHINK RESEARCH

#sciComm

- The shifted landscape
- Communicative practices online
- Citizen sensemaking practices
- Science communication quality
- Training resources for scientists, science communicators and journalists



Highlight

Communicative practices online

Online survey of science communicators across Europe

MOTIVATIONS

65% said they seek to create **conversations** between **researchers** and the **public**

62% said they seek to **counter misinformation** about science, technology or health

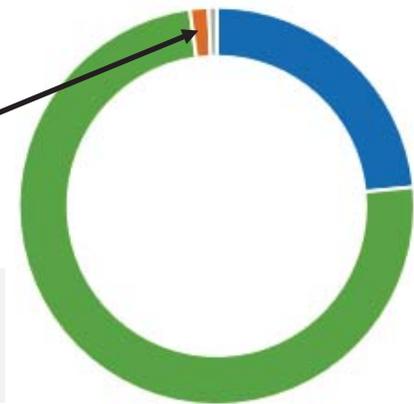
BARRIERS

47% said a **lack of time...**

...and 30%

said a **lack of resources**

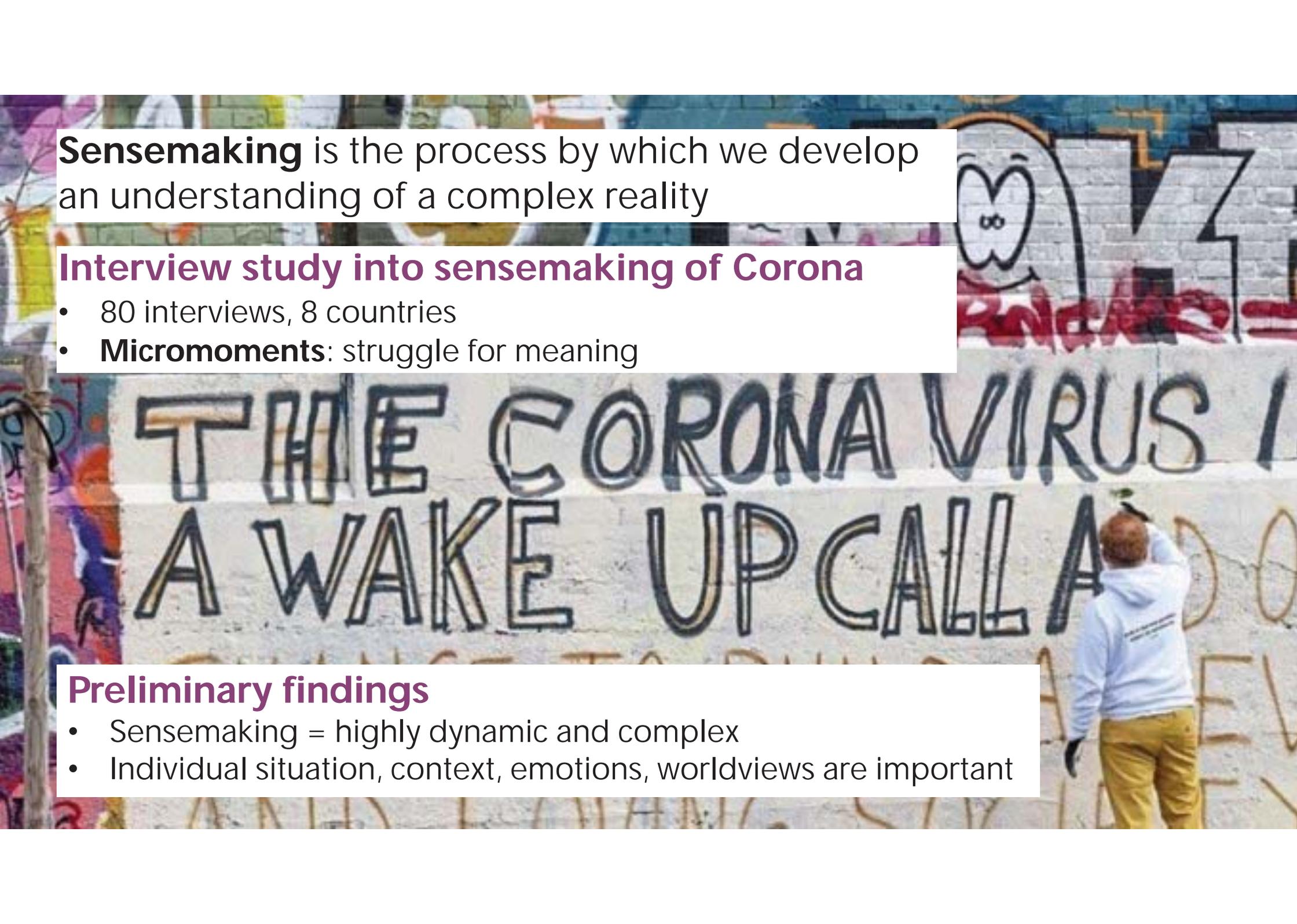
Proportion of audience not already interested in science



Highlight

Citizen sensemaking practices





Sensemaking is the process by which we develop an understanding of a complex reality

Interview study into sensemaking of Corona

- 80 interviews, 8 countries
- **Micromoments:** struggle for meaning

Preliminary findings

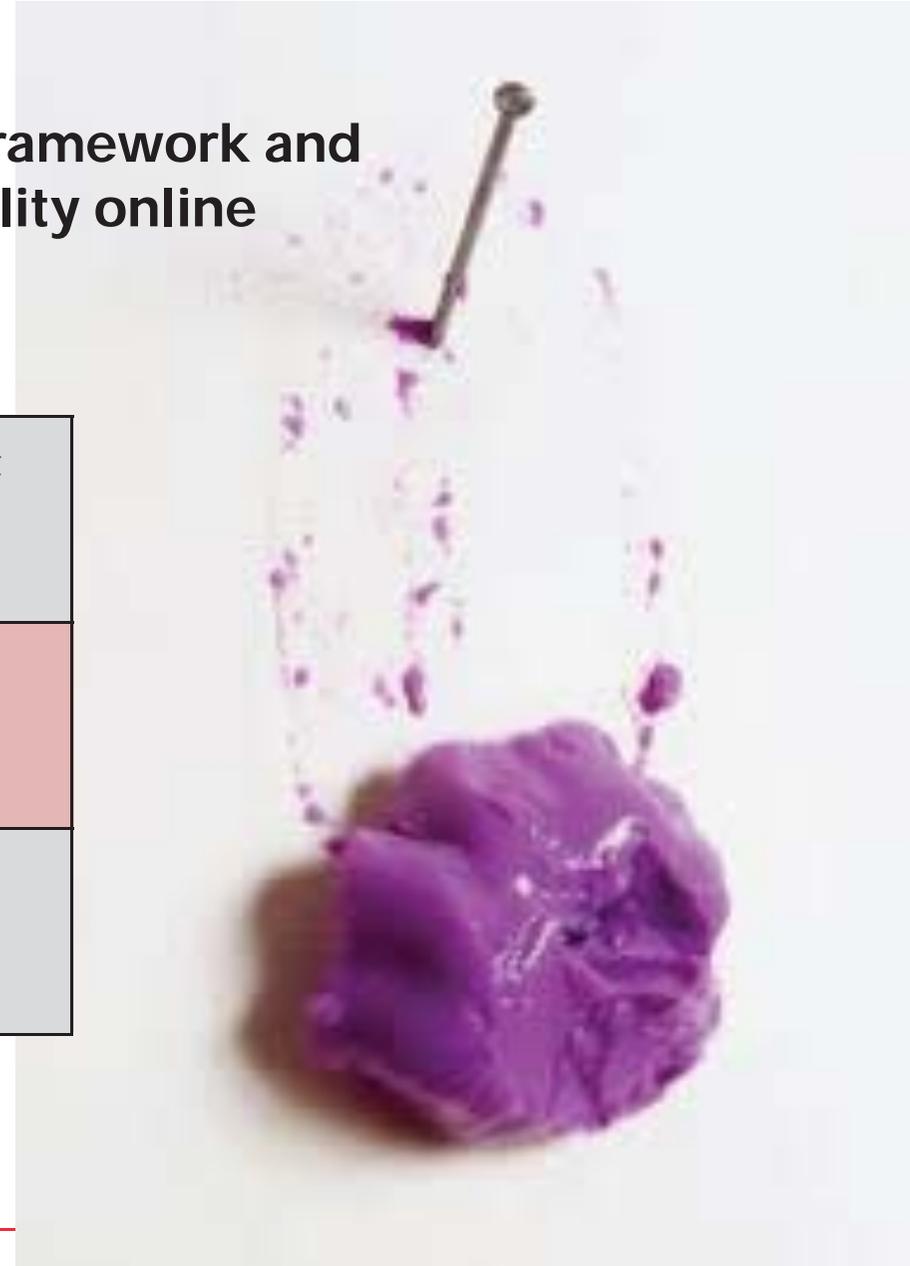
- Sensemaking = highly dynamic and complex
- Individual situation, context, emotions, worldviews are important

Highlight Quality of #scicomm

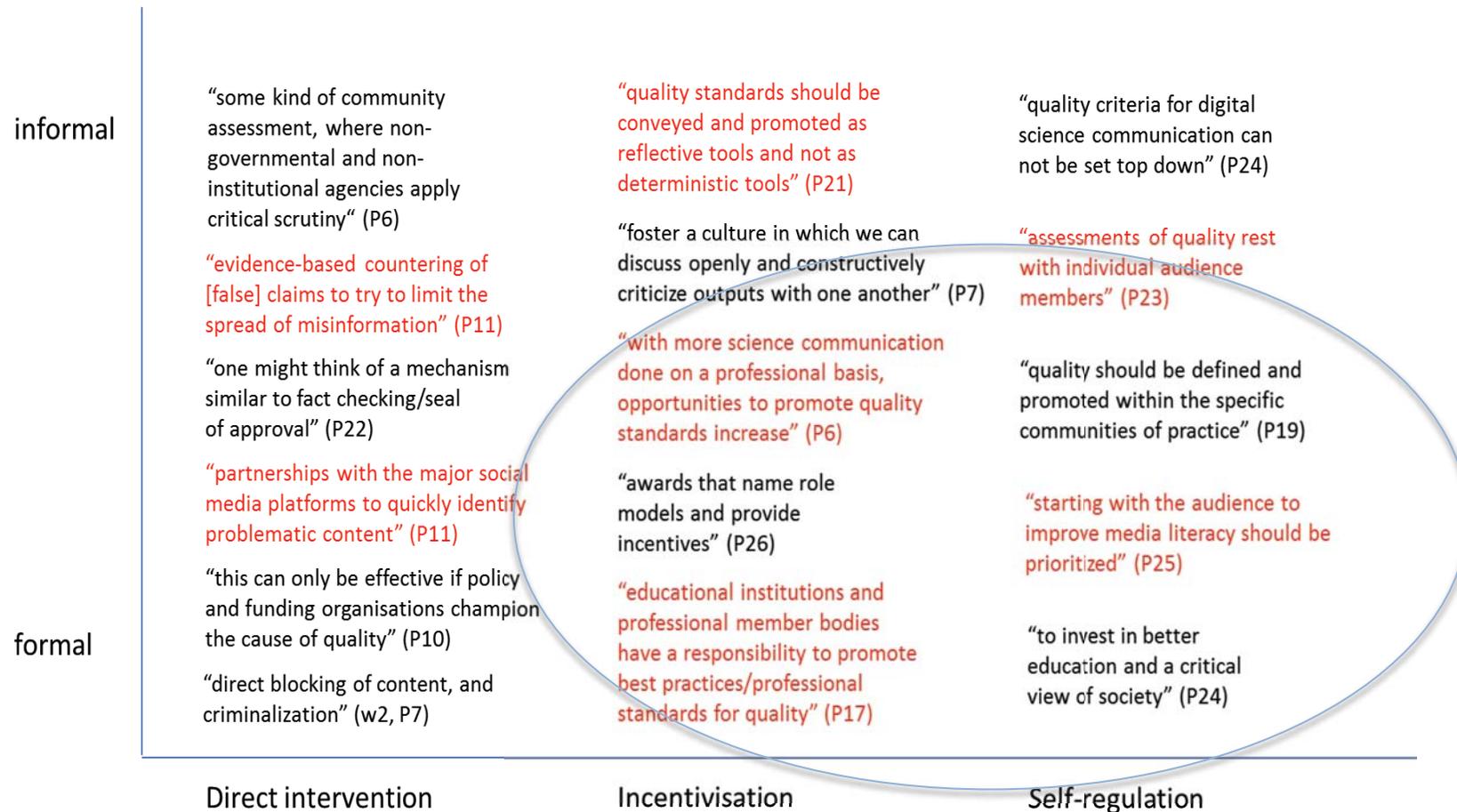


Delphi study with 3 waves to develop a quality framework and to consider approaches to promote scicomm quality online

reliability of evidence	clear motivation, aim or purpose	accessible language & style	transparent context
engaging	technically accessible	comprehensible	relevant
opportunities for dialogue & feedback	expertise of sources	accurate	relatable



How to promote quality of #scicomm



The background of the slide is a complex, dense network of thin black lines, resembling a web or a neural network, set against a light, slightly textured background. In the lower right corner, the silhouettes of several people are visible, some standing and some kneeling, appearing to interact with or observe the network. The overall aesthetic is modern and technological.

At RETHINK, we aspire to...

Enhance the **openness** and **reflexivity** of science communication actors & ecosystems

Supports the dialogue in society that is already there