<u>Communication role on perception and beliefs of EU Citizens about Science</u>

Hurdles and incentives to engage in public science communication

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Objectives

Obj 2. To review the existing structural obstacles that scientists and other R&I stakeholders, including policymakers, currently face when attempting to communicate science successfully.

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- To identify the barriers and incentives:
 - For scientists communicating science
 - For professional science communicators





Methodology

26 semi-structured interviews

Science communication Researchers



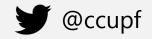
15 countries

1 workshop

18 science communication practitioners (journalists, communicatrion officers etc.)

15 countries





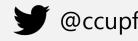


INCENTIVES for Scientists communicating science

• As a social commitment

- To return knowledge to society by financing science
- To improve democracy and produce more responsible science
- To create awareness, improve scientific culture and promote scientific vocations
- As a strategy to obtain personal or professional benefits
 - To attract funding and collaboration
 - To persuade stakeholders
 - To enjoy themselves
- As part of the research work





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BARRIERS for Scientists communicating science

- A lack of (formal and informal) recognition.
- A lack of **time** due to the excessive red tape and the competitiveness of science itself.
- A lack of **specialised training** in science communication.
- A fear of being **misunderstood** by the public or by journalists.
- A fear of being **discredited by peers**.



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DERIVED RECOMMENDATIONS for policy makers

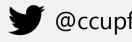
- Including the requirement of science communication activities in the calls for proposals of scientific programmes.
- Launching **dedicated calls for funding** science communication activities.
- Promoting science communication as **part of scientists' jobs**.
- Including formally science communication activities as a criterion of value in the evaluation of scientists' careers (i.e., in Tenure Track).
- Providing **'rewards'** for researchers participating in science communication activities.



DERIVED RECOMMENDATIONS for practitioners

- Offering adequate science communication training to scientists, including specific workshops for PhD students, postdocs or senior researchers.
- Including science communication subjects in undergraduate science degree programmes as part of the necessary skillset.
- Considering participation in science communication activities as an additional indicator of scientific productivity and excellence during the recruitment and career of research staff at universities, research centres, etc.
- Offering scientists institutional support (financial, technical and human resources) for carrying out their science communication activities.







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INCENTIVES for professional communicators

- New specialized jobs
- Alternative career for people with scientific training
- Personal motivation
- In response to a **social responsibility**:
 - Fight hoaxes and misinformation
 - Increase public awareness •
 - Help people make informed decisions
 - Facilitate science-society dialogues







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BARRIERS for professional communicators

- Lack of resources (mainly economical)
- Need for specialized knowledge
 - Scientific knowledge
 - Social relevance of science
 - Evaluation of scientific communication activities
- Lack of **support** from scientific institutions, the media and governments
- Temporary jobs and disconnected from the institutional strategy





DERIVED RECOMMENDATIONS for policy makers

- Earmarking **specific resources** for promoting specialisation in science communication.
- Establishing awards or recognitions to reward science communication actions and professional science communicators.
- Promoting the stability of these new science communication jobs in public science institutions.
- Promoting science communication as an alternative career path for people with scientific training, with a proper structure and rewards (in terms of wages and evaluation) system.







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DERIVED RECOMMENDATIONS for practitioners

- Offering communicators specialised training in science, like, for example, subjects included in undergraduate or postgraduate degree programmes.
- Including science communication in **institutional strategies**.
- Creating **institutional positions** relating to science communication in research institutions.
- Promoting specialised science communication among legacy and digital mass media organisations.





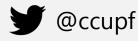




Thank you for your attention

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