

# Science communication for faculty

Shaping the future 25th june 2024 Joana Lobo Antunes





What do people like?



Cytoplasm

cytochrome c quinol dehydrogenase NrfH



# How are we doing?

#### Respondents show most interest in environmental problems, followed closely by new medical discoveries and new scientific discoveries and technological developments

QA2 In everyday life, we have to deal with many different issues, where we feel more or less interested. For each of the following, please indicate whether you are...(% - EU27)



SD segments more likely to say 'very interested' in areas related to science and technology





Respondents who use the internet everyday

Base: EU27 respondents (26,827)

#### Respondents are most informed—very well or moderately—about environmental problems including climate change, followed by politics and new medical discoveries

SD segments more likely to say

'very well informed' in areas

QA3 In everyday life, we have to deal with many different issues, where we feel more or less informed. For each of the following, please indicate whether you are...
(% - EU27)



Base: EU27 respondents (26,827)

### Television is by far the most used source to get information about developments in science and technology, followed far behind by newspapers



Base: EU27 respondents (26,827)

#### Scientists, whether working in the public or private sector, are seen as best qualified to explain the impact of scientific and technological developments on society

QA5. Among the following categories of people and organisations, which are the best qualified to explain the impact of scientific and technological developments on society? (MAX. 3 ANSWERS)

#### (% - EU)



Base: EU27 respondents (26,827)

### Respondents see scientists mostly positively—as intelligent, reliable, collaborative, and more—though nearly four in ten also think that they are bad at communicating

QA12a The following is a list of characteristics that can be associated with scientists today. For each characteristic, indicate if you think it describes scientists well or describes them badly (% - EU27) SD segments more likely to have a positive view



Base: EU27 respondents (26,827)

#### Asked about the barriers to engage with science and technology, respondents most mention lack of time and lack of knowledge in the field



Base: EU27 respondents (26,827)



### Why should faculty bother?

# Why should faculty bother?

- Altmetrics/visibility/impact
- Scientists that engage in Science Communication have better scientific track record (Jensen et al, Science and Public Policy, 2008; Bentley and Kivik, 2011)
- Communicating your research to non experts makes you look at your work from a different angle, improving it (Jurdant, 1973)
- It is rewarding to have positive feedback from non experts. It's fun. (Besley, 2015; Poliakoff and Webb, 2007)

### Why should Técnico bother?

Public accountability Democratic legitimacy Transparency Reputation Notoriety

Scientific Societal

Funding Students Researchers Promote Scientific culture Promote Science careers

## What can you do?

- 1. Practice your communication skills
- 2. Social media for scientists
- 3. Science Communication is more than giving lectures
- 4. Be available. Practice, learn, share



# What have we been doing at Técnico

# **Open days**



"Fui a vários dias abertos das diferentes faculdades de engenharia e aquele de que gostei mais foi o do Técnico."

– Beatriz, 1º ano Engenharia Aeroespacial, 4 setembro 2023

# Explain it like I'm 5



# **Digital campaigns**



Celebrating International Day of Women and Girls in Science, we'll share inspiring Técnico women scientists. Join us in creating a future of diversity, equality, and many scientific discoveries. #MulheresnoTécnico #WomenInScience #IDWGS bit.ly/3d2PGEI (1/ n) Traduzir Tweet

Instituto Superior Técnico added 44 new photos to the album: \*\*\* Dia Internacional das Mulheres e Raparigas na Ciência. February 11 .

....

O Técnico celebra o Dia Internacional das Mulheres e Raparigas na Ciência com as nossas inspiradoras Mulheres Cientistas que desenvolvem trabalhos de investigação na nossa instituição ou que levam o nosso nome pelo mundo. Promovemos a diversidade de perfis, a paridade no acesso e participação na ciência e uma plena igualdade de género nas funções relacionadas com a investigação.

Deixem-se inspirar pelas #MulheresnoTécnico, esperamos que no futuro muito mais mulheres encontrem... See More

#### Performance for Your Post

35,472 People Reached

576 Reactions, Comments & Shares 7

412	On Post	195 On Shares
83	43	40
O Love	On Post	On Shares
9	6	3
Comments	On Post	On Shares
72	72	0
Shares	On Post	On Shares



10:55 AM · 11 de fev de 2021 · Twitter Web App

35 Retweets 7 Tweets com comentário 133 Curtidas





2,412 Post Cli	:ks	
560 Photo Views	30 Link Clicks	1,822 Other Clicks (
NEGATIVE FEEDBAC	ĸ	
3 Hide Dost	0 Hide	All Doete

3 Hide Pos O Report as Spam O Unlike Page

Reported stats may be delayed from what appears on posts

# **Digital campaigns**













RAMONES: Monitorização de radioactividad artificial no oceano



Mulheres e Propriedade Intelectual -Acelerar a inovação e criatividade

### Science merchadising



# Science merchadising



#### Rodrigo Vicente <u>@centra\_ist</u>

wondered how would we see a black hole if it were moving head-on towards us. This simulation, from numerical calculations using Einstein's theory of general relativity, gave them the answer and this nice paper -and now a mug https://journals.aps.org/prd/abstract/1

#### Sónia Eugénio @cqe lisboa

captured this crystal flower, that is actually a metallic nickel-based dendrite, with a high surface area, that stores electrical energy. Developed at Técnico, they became a commercial device manufactured by C2C Newcap, a Técnico spin-off.



### 110 histórias, 110 objetos



# **Social Media Strategy**

#### Guide



#### Hub

áginas do Técnico nas Redes Sociais		
Contas oficiais o	do Técnico	
Ensino no Técni	co	
Investigação no	Técnico	
Estudantes do T	récnico	
Serviços do Téci	nico	

#### Artes, Desporto, Lazer e Alumni

#### Training

- 1. For staff
- 2. For scientists and professors
- 3. For students

