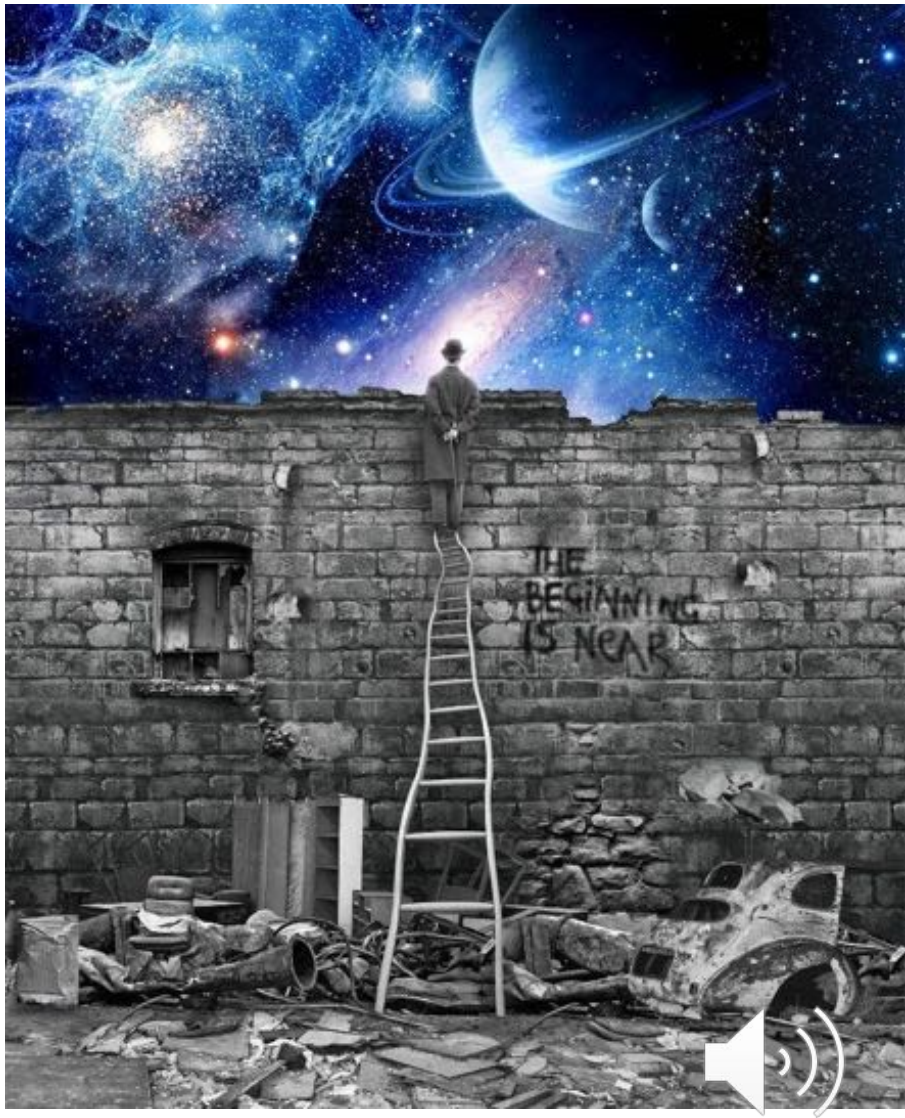
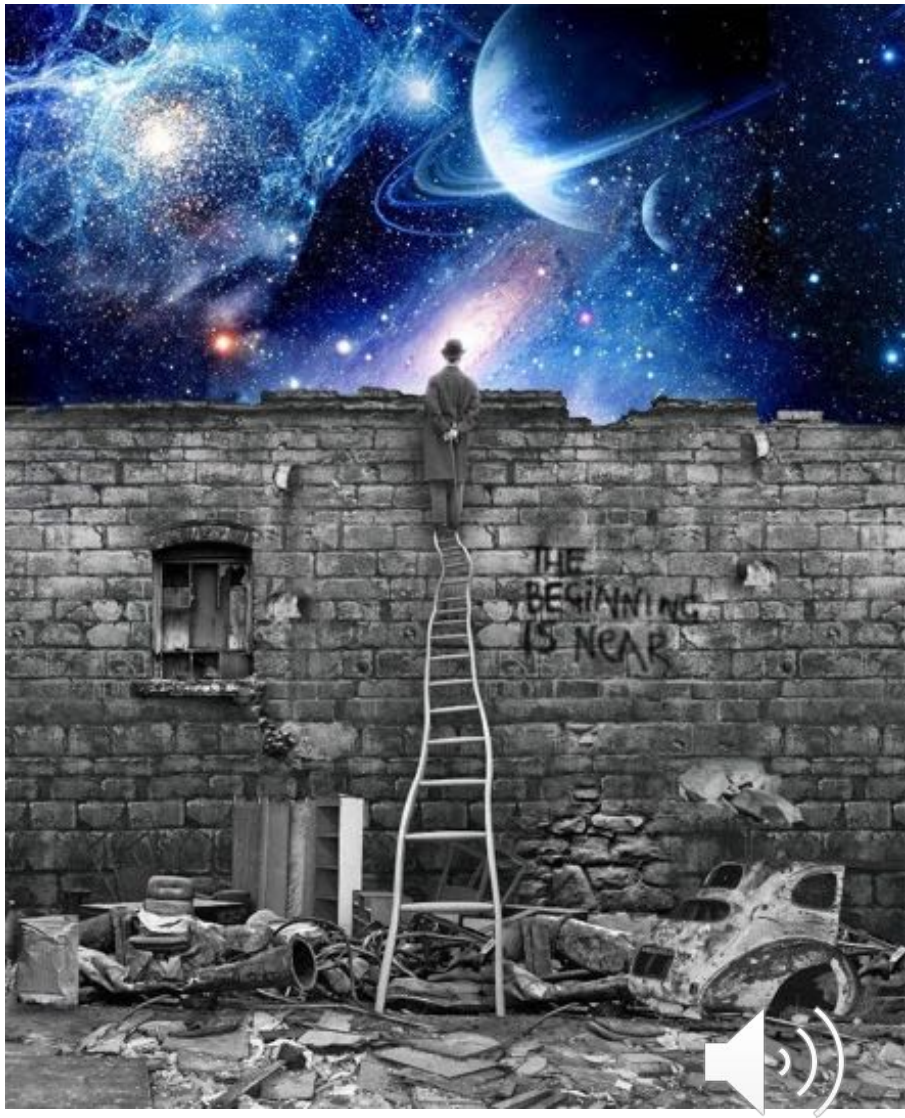
Future of Science Communication



Future of Science Communication is **evidence based**

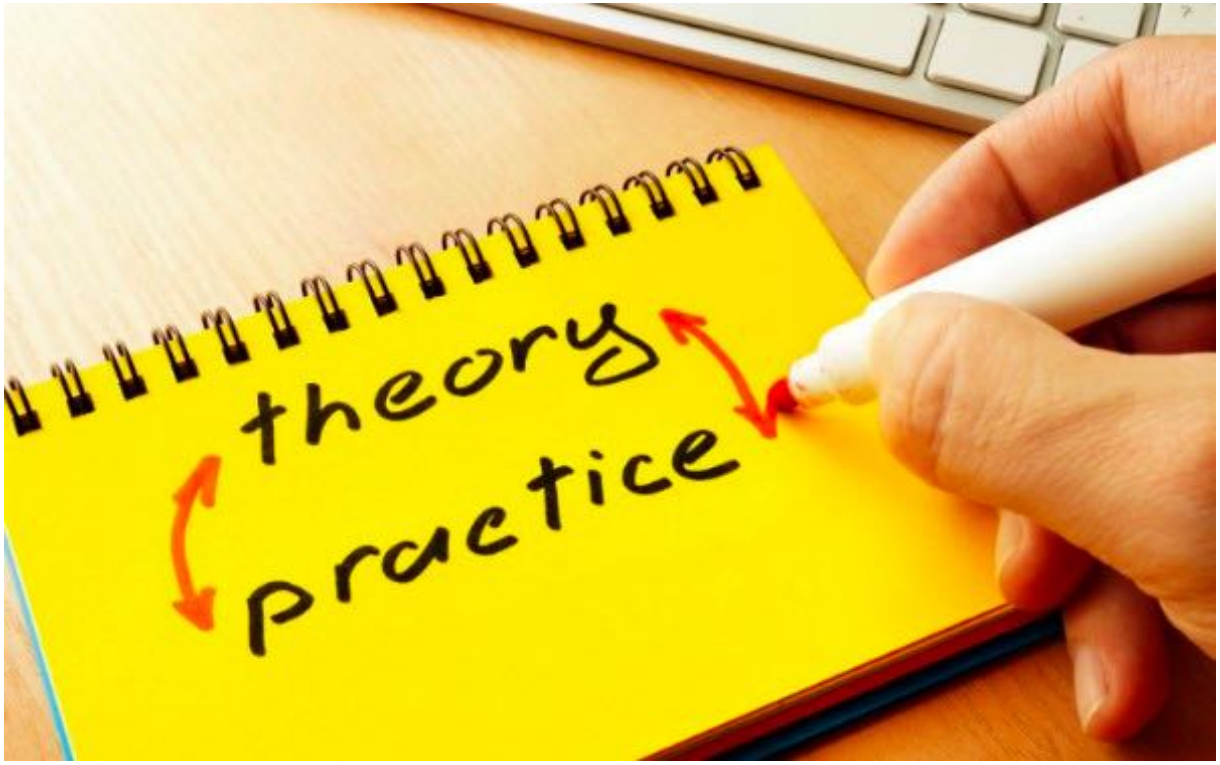


Future of Science Communication is **evidence based**

Using robust social scientific evidence [...] to ensure success should be viewed as a basic necessity across the sector

There are numerous indicators of professional expertise in science communication, including:

- Applying social science research and theory when designing science communication activities to avoid well-known pitfalls and improve the odds of success.



IMI | Institute for Methods Innovation

There are numerous indicators of professional expertise in science communication, including:

- Planning, developing, applying objectives in logical way to address needs of specific stakeholders or audiences.

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There are numerous indicators of professional expertise in science communication, including:

- Following good ethical principles including informed consent for participation and responsible data protection and management.

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There are numerous indicators of professional expertise in science communication, including:

- Being open and transparent about the nature of the funding, organisations involved and influences on the design of science communication activities.

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There are numerous indicators of professional expertise in science communication, including:

- Ensuring that appropriate and relevant communication skills are developed and applied for a given science communication challenge.

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There are numerous indicators of professional expertise in science communication, including:

- Being inclusive and welcoming of those who are often marginalised or excluded, both in the development and delivery of science communication activities.

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There are numerous indicators of professional expertise in science communication, including:

- Willingness and capability to reflect on limitations in one's own communication objectives and strategies despite institutional constraints and agendas, even if this may invalidate previously accepted practices.

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There are numerous indicators of professional expertise in science communication, including:

- Committing to continually improve practice based on ongoing collection and analysis of evaluation evidence (Jensen 2014; Jensen 2015a).

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There are numerous indicators of professional expertise in science communication, including:

- Working to make any given science communication activity as resource efficient as possible to ensure that opportunities for positive impact are not squandered.

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There are numerous indicators of professional expertise in science communication, including:

- Applying well-established principles of good communication should be a basic expectation of science communication practice for professionals and their funders.

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Evidence-based science communication must be expected to ‘invalidate previously accepted’ practices and ‘replace them with new ones that are more powerful, more accurate, more efficacious’ (Sackett et al. 1996: 71).

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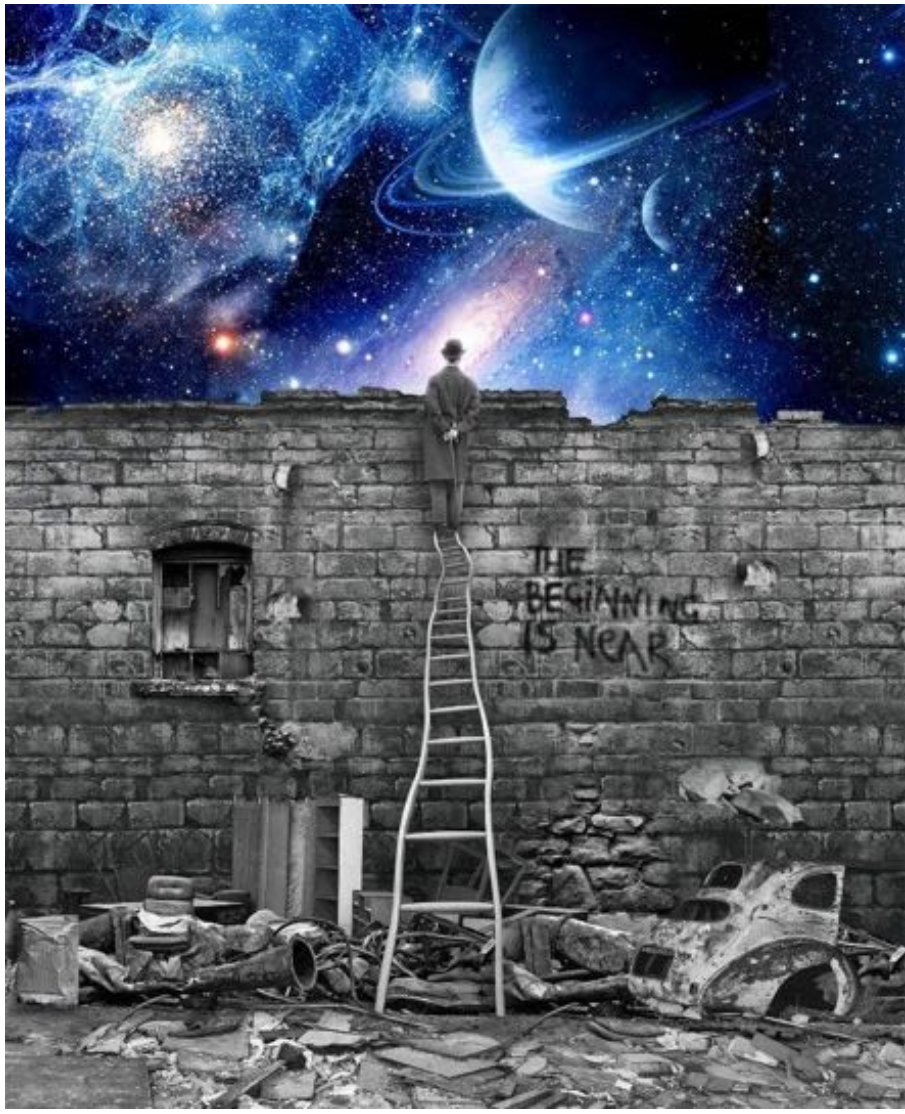
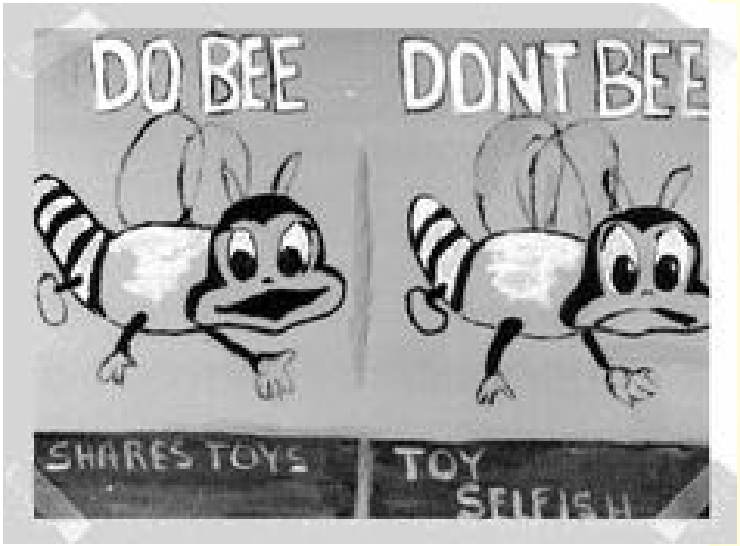
Future of Science Communication is **evidence based**

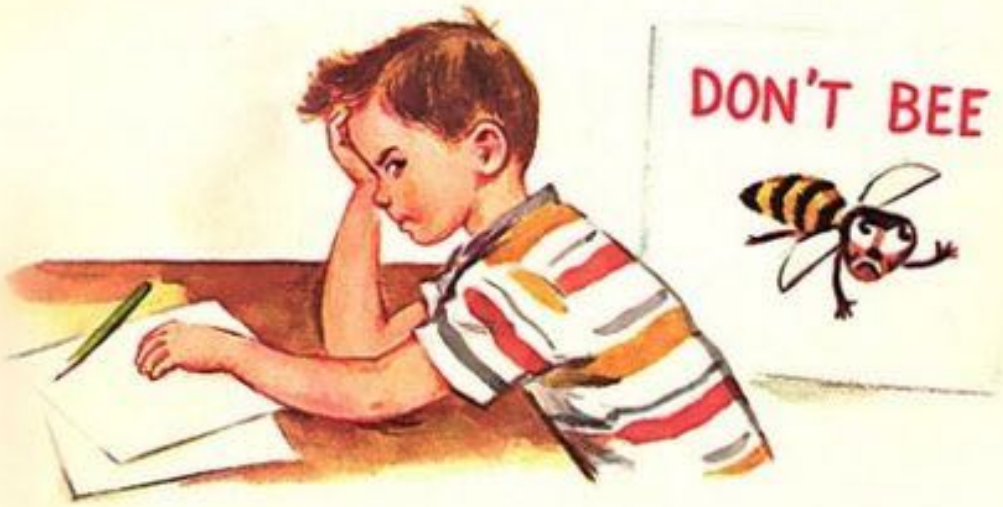


Future of Science Communication is **effective**

Future of Science Communication



This is a Do Bee.
He's a cheerful, smiling fellow.



This is a grouchy old Don't Bee.
He's never very happy.

The unreflective science communicator

Chooses **how** and **what** to communicate based on **personal preference** of the communicator, rather than audience needs

The unreflective science communicator

Never needs to evaluate because the communicators know in their ‘guts’ that what they do is fantastically effective and brilliant

Unreflective science communicators

Have no clarity about what they are trying to achieve (‘we do this because we have always done it’)

Unreflective science communicators

Choose **how** and **what** to communicate based on **personal preference** of the communicator, rather than audience needs

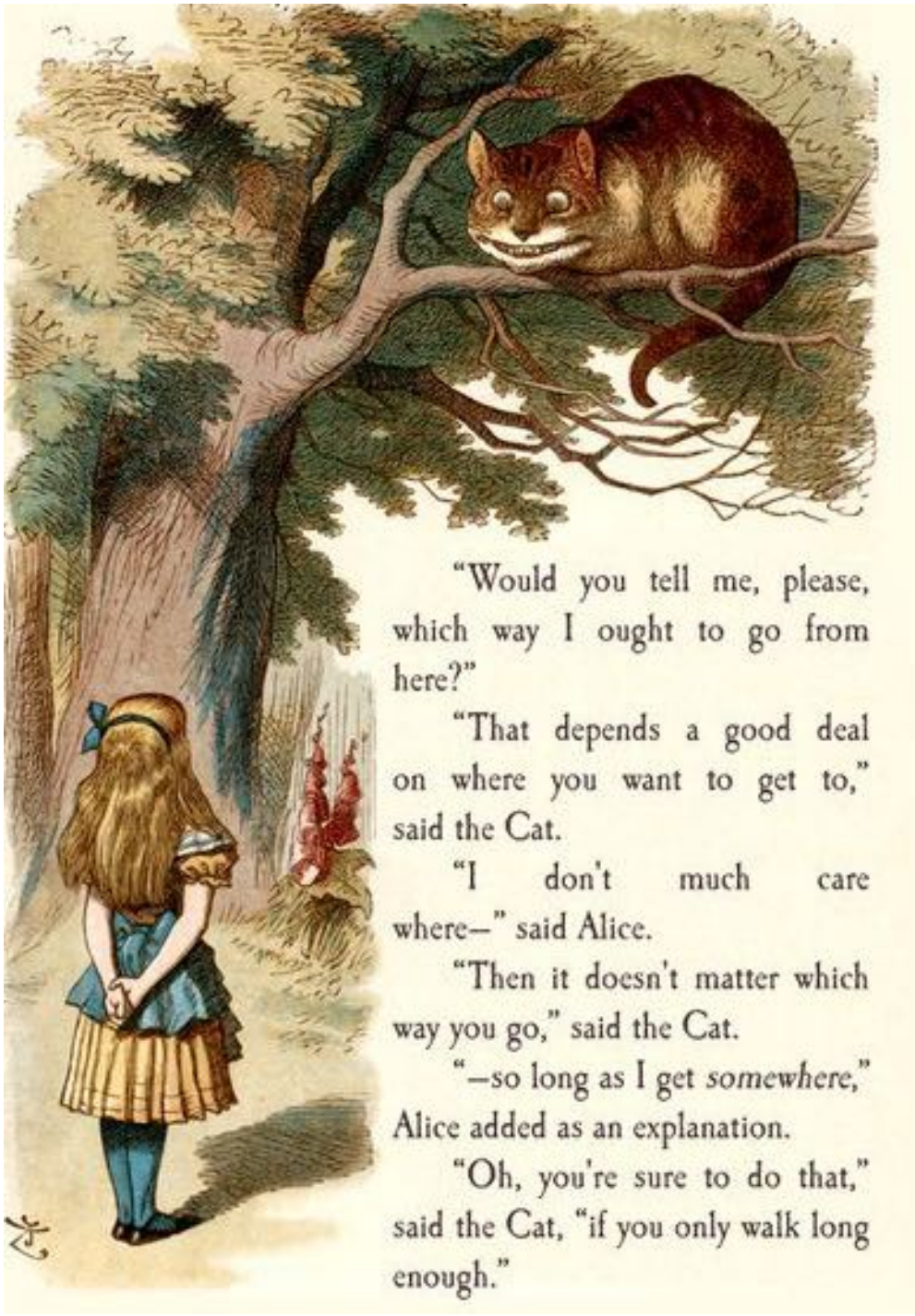
The unreflective science communicator

Does not **disclose** motivations, funders or underpinning rationale

Advocacy versus *Evaluation*

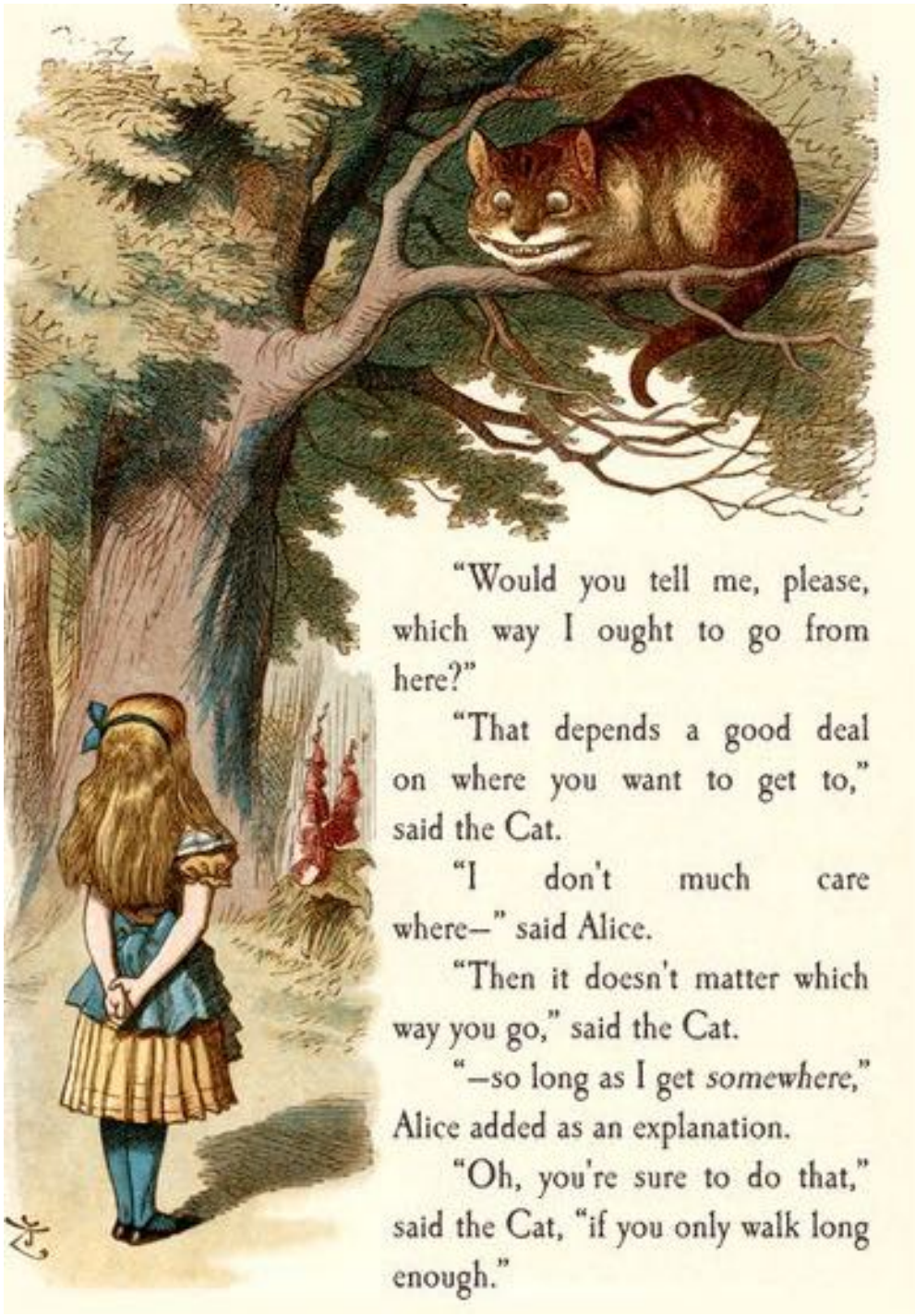
The good science communicator

Be clear about where you are **going**



The good science communicator

Clarify how you know when you have arrived at your **destination** (what does 'success' look like?)



"Would you tell me, please, which way I ought to go from here?"

"That depends a good deal on where you want to get to," said the Cat.

"I don't much care where—" said Alice.

"Then it doesn't matter which way you go," said the Cat.

"—so long as I get *somewhere*," Alice added as an explanation.

"Oh, you're sure to do that," said the Cat, "if you only walk long enough."

The good science communicator

Can articulate why you are taking particular **steps** to deliver the intended outcomes (based on evidence / theory)

The good science communicator

Seek first to **understand**, then to be **understood**