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# **Science to public**

## **Research Methodologies and Scientific Communiation**

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# Science to public

## Learning objectives

- Dissemination opportunities of scientific achievements
- Social media platforms
  - Facebook
  - Blogger
  - Twitter
- Other forms of science communication
  - Science slam
  - Citizen science approach



# Science to public

Why is science communication important?

Why should scientists communicate about their research? This video explains at least three reasons why science communication is important:

<https://www.youtube.com/watch?v=CndVeN-yAaw>



# Science to public

Disseminating your results is a part of the academic process. You can communicate your results to

- scientists in the same research field
- scientists of other research areas or
- audiences outside scientific communities.



# Science to public

Before you prepare your written or oral presentation you always have to question yourself as follows:

## 1. Who is your audience?

- How much information do they have on the topic already?
- What is their relationship to the topic; is it academic, work-related or of private interest?
- Is a summary of the topic sufficient or do you need to go into greater detail?
- Does the audience expect a formal or informal presentation?
- Give the audience space for their own thoughts



# Science to public

## 2. How should the presentation be structured?

- Formulate a title which is short, catchy and precise
- Select a suitable amount of material to fill the time you have available
- Indicate what you are going to say, say it, and finally; summarise
  - In the introduction state clearly what you are going to speak about. The aim is to capture the attention of your listeners and stimulate their curiosity
  - Then present the main points of the argumentation and ensure you cover everything you want to say
  - The conclusion should clearly emphasise your main points



# Social Media

The relationship of and communication between science, public, and media is facing new challenges against the background of advancing digitalization.

It's very important to develop a social media strategy when using social media as a person and as a scientist. The idea behind setting up a social media strategy for yourself is setting up your personal brand, setting up the frequency with which you will post and setting up the content which will be posted.

It is important to be consistent on all social media platforms, therefore make sure to be professional and conducting yourself in a manner which family, colleagues and potential employers would approve of.



# Social Media

What is Social media:

<https://www.lifewire.com/what-is-social-media-explaining-the-big-trend-3486616>

<https://whatis.techtarget.com/definition/social-media>

History of Social Media:

<https://historycooperative.org/the-history-of-social-media/>

<https://interestingengineering.com/a-chronological-history-of-social-media>





# Social Media

## Social media and its influence on the world

[https://www.ted.com/playlists/397/the power of social media](https://www.ted.com/playlists/397/the_power_of_social_media)

<https://www.forbes.com/sites/quora/2017/08/02/how-does-social-media-influence-the-economy/#46e7600d44d0>

<https://www.adlibbing.org/2019/04/08/social-medias-impact-on-society/>

<https://www.voicesofyouth.org/blog/how-strongly-can-social-media-influence-and-control-peoples-lives>



# Social Media

## Social media in education

<https://www.sciencedirect.com/science/article/pii/S1096751613000262>

<https://www.sciencedirect.com/science/article/pii/S0747563212003743>

<https://www.academiaapps.com/advantages-social-media-education/>



# Social Media

## Social media as a research tool

<https://blog.marketresearch.com/social-media-as-a-research-methodology-the-role-of-social-media-in-research-and-development-1.pdf>  
[Using social media for social research.pdf](#)



# Social Media

Different forms of social media



Source: pixabay.com (assessed 27/6/2019)



# Social Media

How to promote research on different social media channels:

[https://www.youtube.com/watch?v= ckQISfDulg](https://www.youtube.com/watch?v=ckQISfDulg)

<https://www.youtube.com/watch?v=DS5WCC7LcJU>

<https://www.youtube.com/watch?v=6F7VtR-isJs>

<https://www.youtube.com/watch?v=pnn2sBr9NsU>



# Social Media

How to use blogs for academic research:

<https://study.sagepub.com/mollett2/student-resources/chapter-1/so-you-want-to-blog>

<https://www.youtube.com/watch?v=Zb1MRAIDBf0>



# Social Media

How to use facebook for academic research:

<https://onlineacademic.wordpress.com/social-media-for-academics/facebook-for-academics/>

[https://www.researchgate.net/post/How do academics use social media](https://www.researchgate.net/post/How_do_academics_use_social_media)

<http://www.morrisonsocialmedia.co.uk/how-to-use-facebook-as-a-research-tool/>

<http://storybistro.com/target-market-research-facebook/>



# Social Media

How to use twitter for academic research:

[https://www.youtube.com/watch?v=dl9xamUYS\\_s](https://www.youtube.com/watch?v=dl9xamUYS_s)

<https://www.youtube.com/watch?v=JlvLWat2Bns>





# Social Media

How to use researchgate for academic research:

[https://www.youtube.com/watch?v=IO331ix\\_EVk](https://www.youtube.com/watch?v=IO331ix_EVk)

<https://www.youtube.com/watch?v=nHUF3WUdpPU>



# Other forms of science communication

## Science slam

<https://www.youtube.com/watch?v=DVa6k9zyWiE>

[https://en.wikipedia.org/wiki/Poetry\\_slam](https://en.wikipedia.org/wiki/Poetry_slam)



Source: pixabay.com



# Other forms of science communication

## Citizen science approach

<https://scistarter.org/citizen-science>

<https://www.youtube.com/watch?v=UDR6YKjkh-0>

<https://www.youtube.com/watch?v=5ijSk-QWwjw>

<https://www.youtube.com/watch?v=SZWJzB-yMrU>



Source: mountain culture magazine

