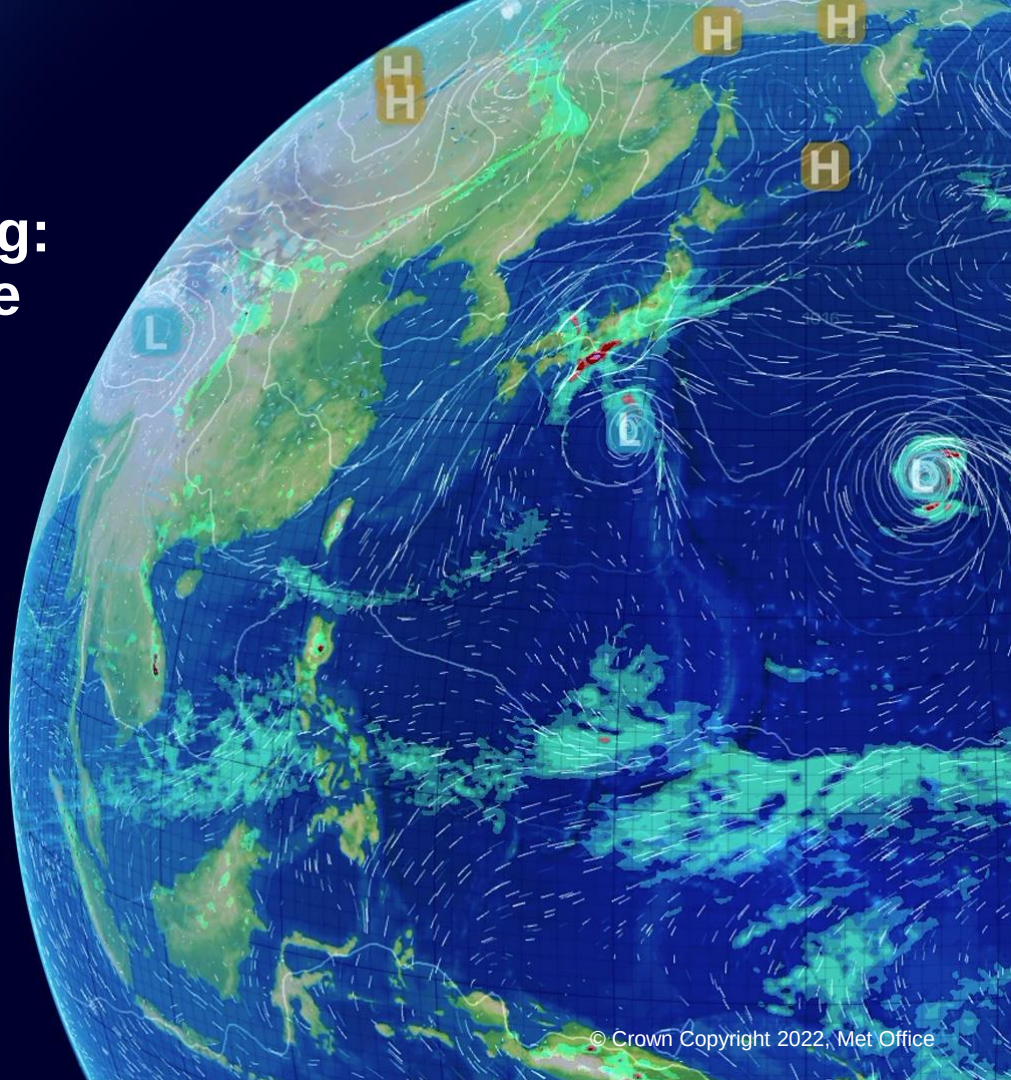
From blogging to broadcasting: How I found my feet in science communication



Dr. Rosie Oakes

Senior Scientist, International Climate Services

Met Office

Science communication…why bother?

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Science communication...why bother?

Mentimeter

to inspire others into a career in science

Get public interest and support

There's sort of no point in doing any scientific research if we can't share it!

Decision makers aren't scientists

Public deserve to be kept in the loop with science that will affect them

to raise awareness of the science we're working on

To ensure that science is genuinely impactful, and accessible to the public

The false information circulating aroud covid has shown us we need to communicate better with the general public to prevent the spread of misinformation

It's the whole point of science.

To teach kids exciting stuff

To apply you research to people's everyday

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Science communication...why bother?

Mentimeter

To explain science hazards to non-scientists

encourage my friends to love science too!

needed for developing an advanced society. so our civilization fares better.

To keep people informed about the things that impact their life

Supports evidence-based decision making

To inform public, benefit society

Climate science requires more than just scientists to solve

Two reasons, growing up a kid like me was never clever enough do a PhD and be a researcher, so I want to share why with kids. Secondly, teh Big Bang Theory portrays a horrible image of what a scientist is, and I want to challenge it. JP

take on misinformation

To keep me on my toes

To share science with other scientists on more rapid timescales than traditional publishing.

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Science communication...why bother?

Mentimeter

To help understand the world around us - and how we can protect it but use it effectively and safely

To educate and inform. Make big technical things understandable and so they can appreciate it

A message cant be received without communication and science is in everything so understanding should be shared (two-way min)

Confidence

Public understanding of science

prioritisation

balance against other development goals

To start a conversation about science

encouraging more people to study science

Science communication…why bother?

My motivators:

Science can only have impact if it reaches people

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Funded by public money – wanted to give back

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Questions from non-specialist help me refine research questions

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So you want to get into sci comm…now what?

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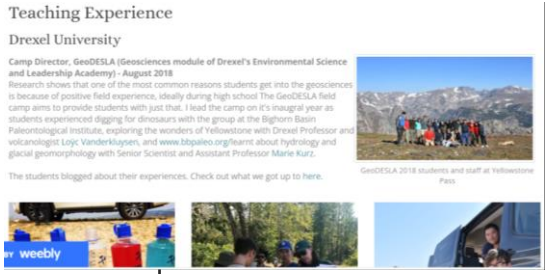

Personal blog

Low risk → High risk

So you want to get into sci comm…now what?

Low risk → High risk

Outreach as part of a team

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So you want to get into sci comm…now what?

Low risk → High risk

Outreach as part of a team

So you want to get into sci comm…now what?

Internal videos and blogs

Low risk

High risk

So you want to get into sci comm…now what?

Live seminars

Low risk

High risk

So you want to get into sci comm…now what?

Low risk → High risk

Solo classroom/ community outreach

So you want to get into sci comm…now what?

Podcasts (Mostly weather/ Mostly climate)

Low risk

High risk

So you want to get into sci comm…now what?

Podcasts (Mostly weather/ Mostly climate)

Low risk → High risk

TikTok

So you want to get into sci comm…now what?

Low risk → High risk

Live event, big audience

So you want to get into sci comm…now what?

YouTube documentary

Low risk

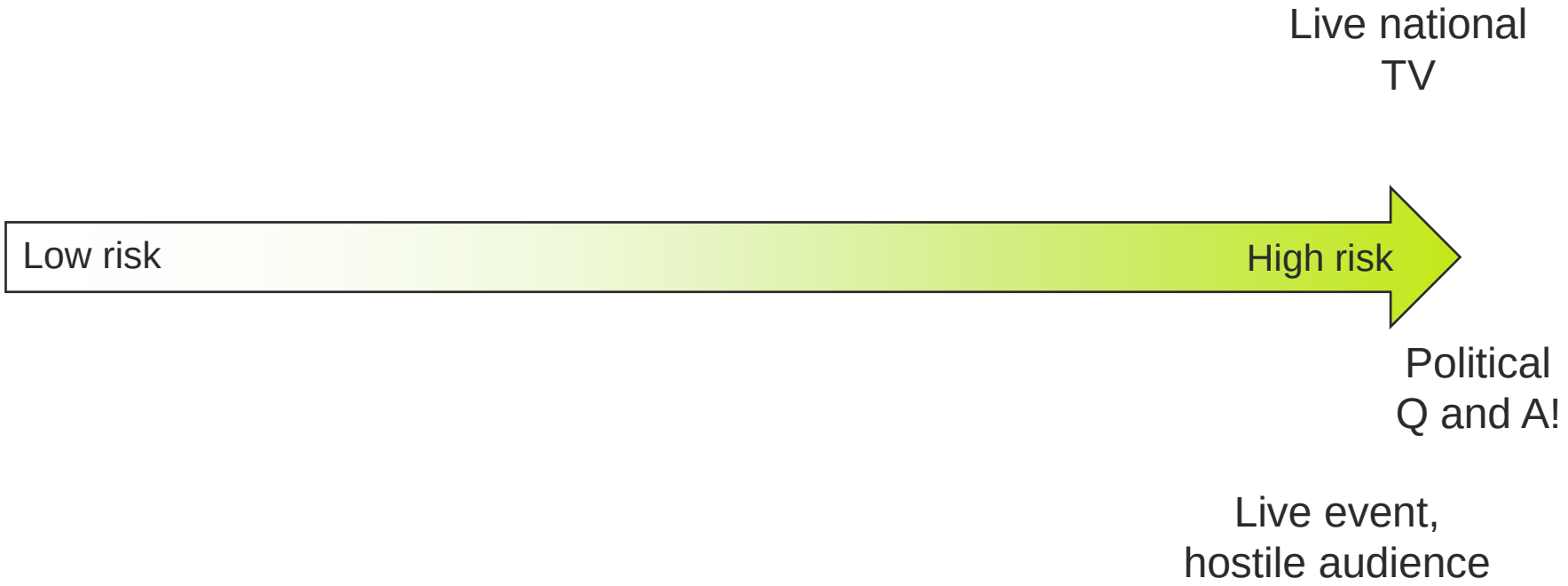
High risk

So you want to get into sci comm…now what?

Low risk → High risk

Live TV!

So you want to get into sci comm…now what?



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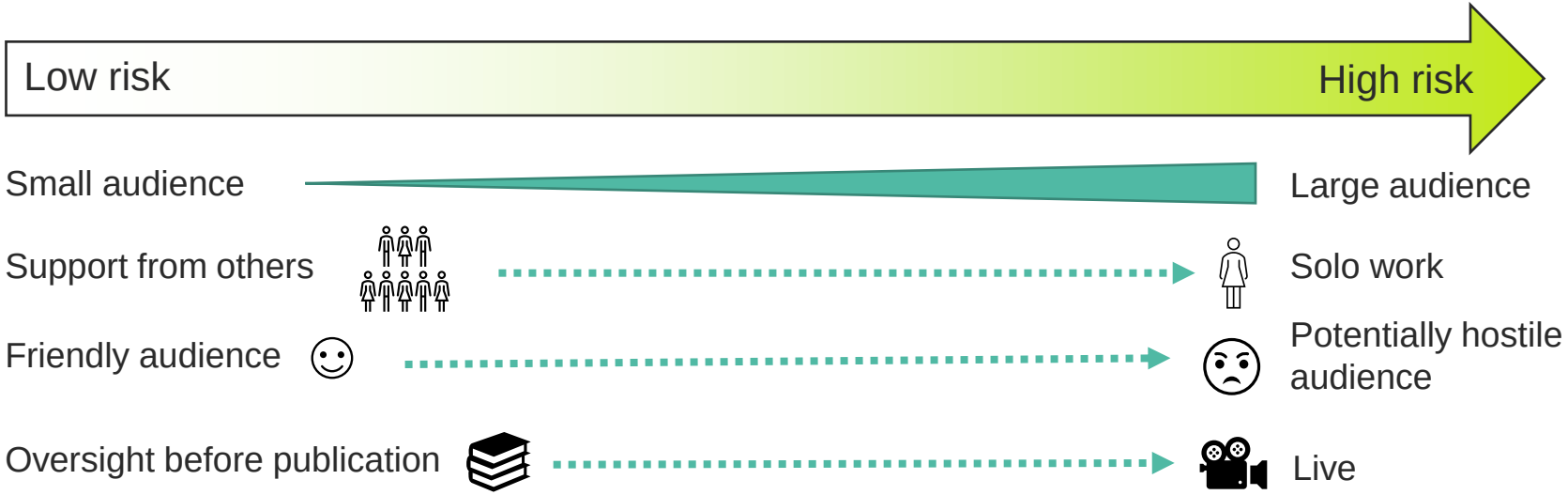

How to prepare for an event

1. Know your audience

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2. Know your topic…and know what you don’t know

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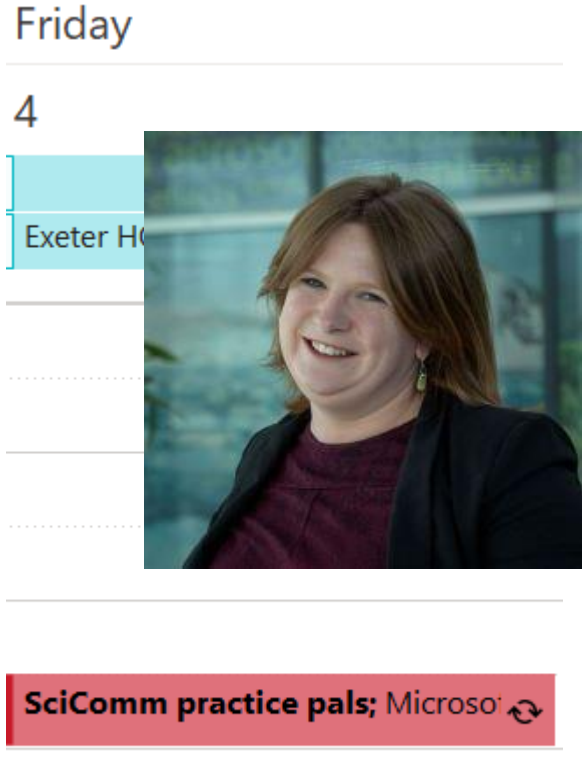
4. Practice with a friend



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How to prepare for an event

1. Know your audience
2. Know your topic…and know what you don’t know
3. Make accessible materials
4. Practice with a friend
5. You got this! (aka fake it til you make it!)

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The best bit of advice I got…

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The best bit of advice I got…

“The best thing you can do to improve your sci comm is to show up”

Barriers and suggestions for overcoming them

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Barriers and suggestions for overcoming them

Thank you for listening! Questions?

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