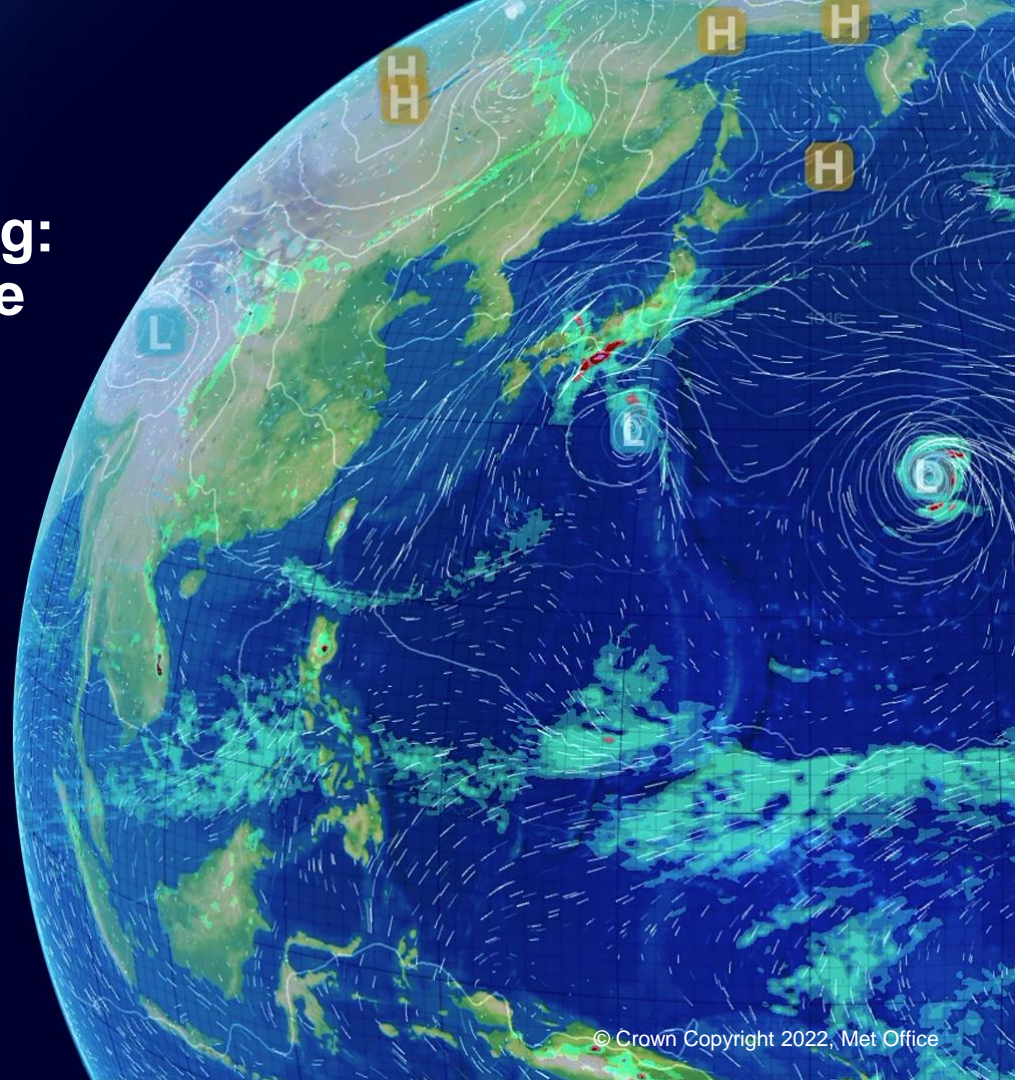


From blogging to broadcasting: How I found my feet in science communication

Dr. Rosie Oakes

Senior Scientist, International Climate Services



Science communication...why bother?

Science communication..why bother?

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 around 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

Science communication...why bother?

To explain science hazards to non-scientists

To keep people informed about the things that impact their life

Climate science requires more than just scientists to solve

To keep me on my toes

encourage my friends to love science too!

Supports evidence-based decision making

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 . IP

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

To inform public, benefit society

take on misinformation

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

Science communication...why bother?

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

Science communication...why bother?

My motivators:



Science can only have
impact if it reaches people



Funded by public
money – wanted
to give back

Science communication...why bother?

My motivators:



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Questions from non-
specialist help me refine
research questions

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

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



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

Teaching Experience

Drexel University

Camp Director, GeoDESLA (Geosciences module of Drexel's Environmental Science and Leadership Academy) - August 2018

Research shows that one of the most common reasons students get into the geosciences is because of positive field experience, ideally during high school. The GeoDESLA field camp aims to provide students with just that. I lead the camp on it's inaugural year as students experienced digging for dinosaurs with the group at the Bighorn Basin Paleontological Institute, exploring the wonders of Yellowstone with Drexel Professor and volcanologist Leje Vanderskuyven, and www.bbpaieo.org/learn about hydrology and glacial geomorphology with Senior Scientist and Assistant Professor Marie Kurtz.

The students blogged about their experiences. Check out what we got up to here.



GeoDESLA 2018 students and staff at Yellowstone Park.



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

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?

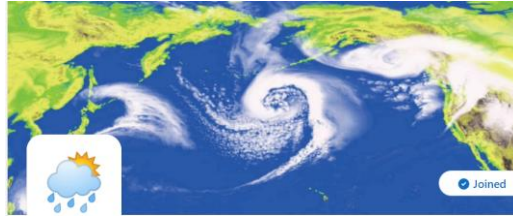


Internal
videos and
blogs

Low risk

High risk

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



"Introducing" Seminar Series

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?



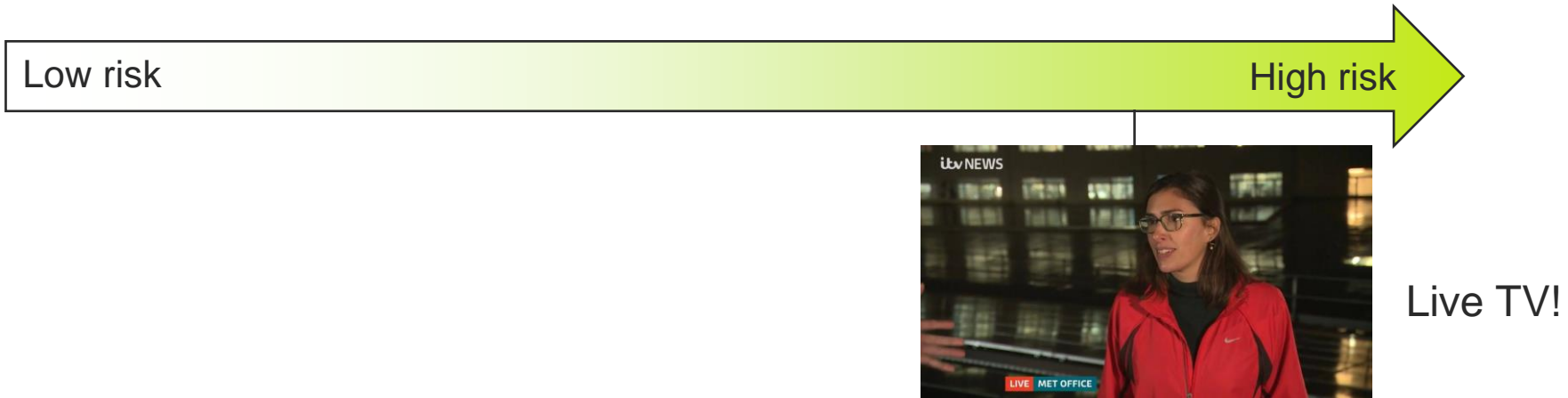
YouTube
documentary

Low risk

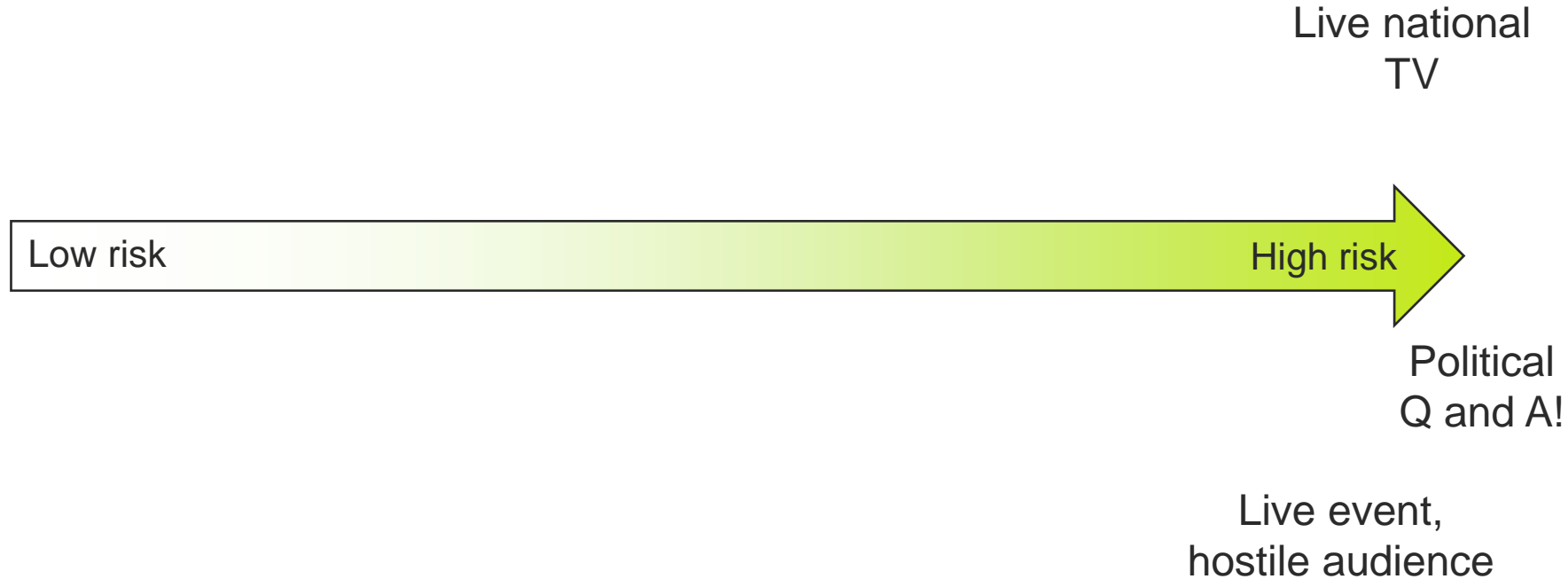
High risk



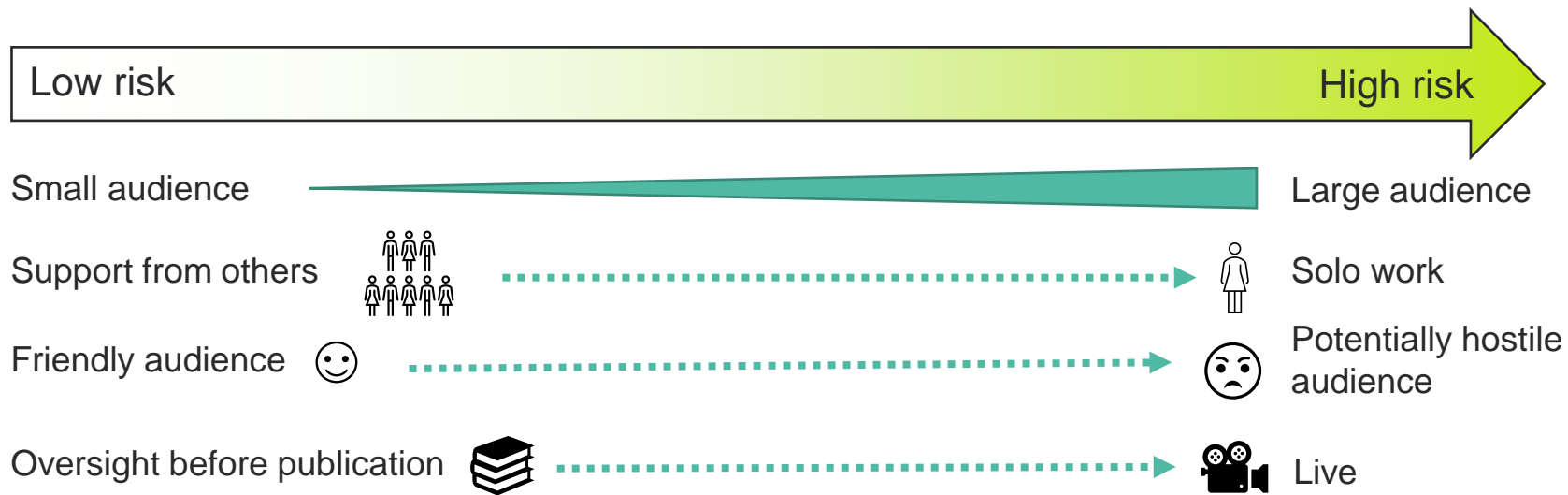
So you want to get into sci comm...now what?



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



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



How to prepare for an event

1. Know your audience



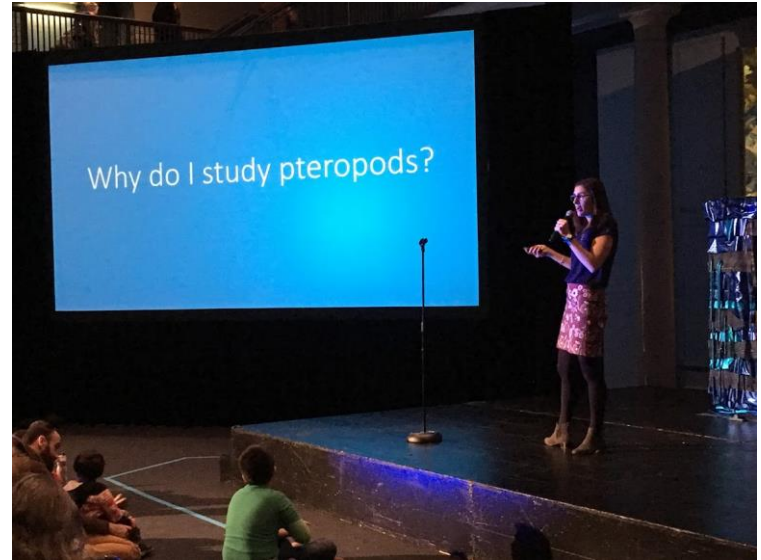
How to prepare for an event

1. Know your audience
2. Know your topic...and know what you don't know



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



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

Friday

4

Exeter Ho



SciComm practice pals; Microsoft 

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!)

The best bit of advice I got...

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

Barriers and suggestions for overcoming them



Thank you for listening! Questions?



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