Public Engagement and Visibility of Research

Regional Training of ESCs and ECPs for Capacity Building

Region 5: B&H, Croatia, Slovenia, Montenegro, North Macedonia,

03 Feb 2022, hotel Jelena, Banja Luka, BiH

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Public engagement with research

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Goals

1. To understand what is public engagement with research
2. To find out why we need public engagement
3. To learn how to achieve the goals of public engagement

Instructions:

- **Mute your microphone**
- **Switch-off your camera**
- **Use Chat option to post a questions.**

Content

- What is public engagement?

- Why we need public engagement?

- Who can we engage and for what purposes?

- How to engage public?

- Key challenges and barriers

- How you can help a researcher

What is public engagement?

○ National Co-ordinating Centre for Public Engagement, Bristol, UK

"Public engagement describes the myriad of ways in which the activity and benefits of higher education and **research can be shared with the public**. Engagement is by definition a **two-way process**, involving interaction and listening, with the goal of generating mutual benefit."

What is public engagement?

◦ University of Oxford, UK

Public Engagement with Research is a range of ways of engaging members of the public with the **design, conduct and dissemination** of research - all with the goal of generating **mutual benefit** by enhancing the quality and socio-economic impact of research.

Without or with engagement with public
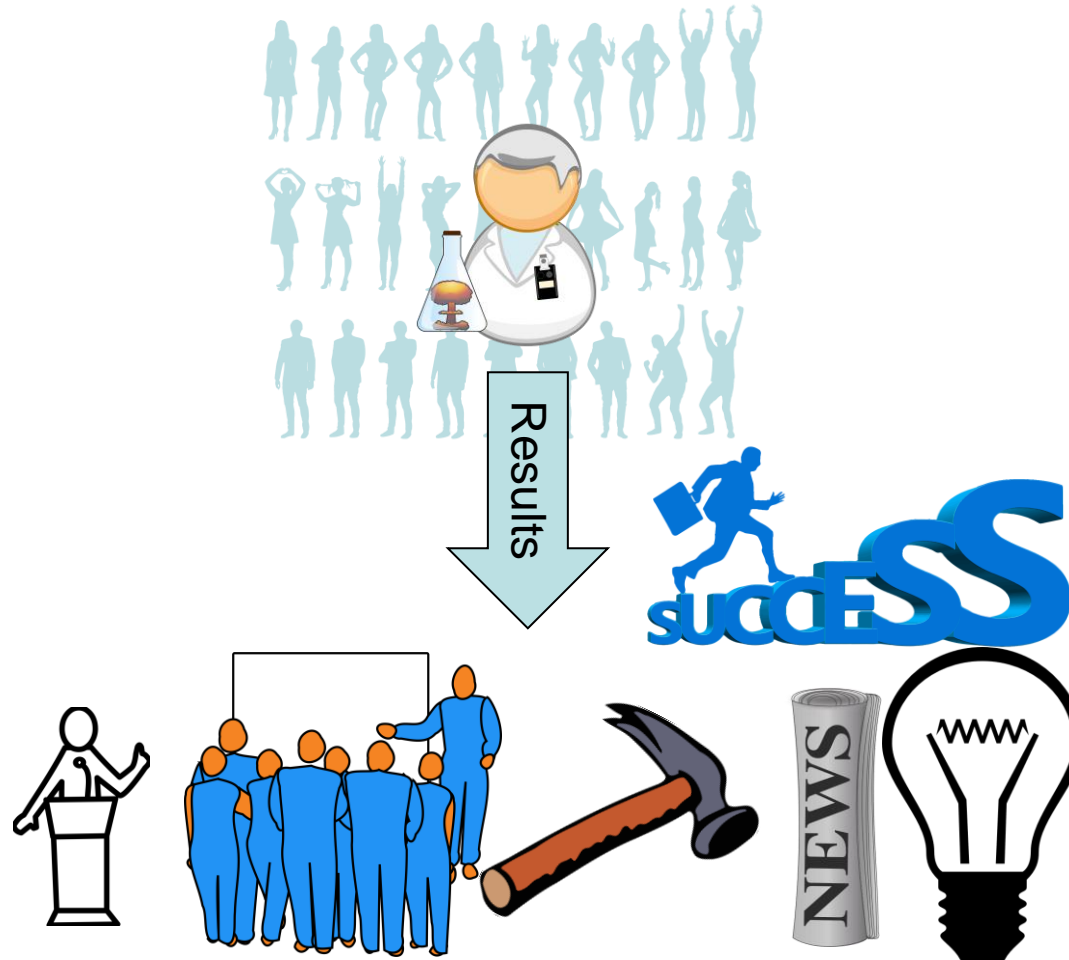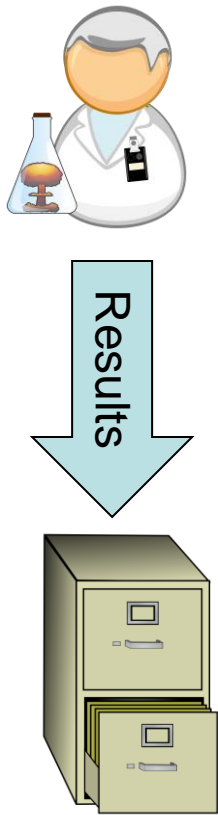
- Provide additional sources of information, knowledge and expertise
- Get new research idea
- Improve the quality and impact of research
- Raise the profile of researchers
- Raise employability of researchers
- Develop new skills

Results

Results

success

NEWS

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Why we need public engagement

- **Consulting** a broad public audience on their opinions, ideas and unresolved issues

- **Collaborating** with public during the planning and implementation of our project

- **Informing** non-research audience about our project ideas, implementation of the project and project's results in a way that they will understand

Consulting

- To get fresh idea wich may help with creating new research
- learning to understand a problem from the public's perspective
- Hearing from a local community about the issues they want addressed
- Setting the research questions
- Responding to societal needs or requests
- Check researchers' assumptions

Collaborating

- More diverse people can improve the quality of research
- Collecting data
- Doing research together
- Creating knowledge together
- Applying knowledge together
- Widening research horizons
- Surfacing new ideas
-

Informing

- ◦ Informing people about your work
- ◦ Increasing the impact of research
- ◦ Inspiring young people to consider a career in research

Side effects of public engagement in research

- Developing of skills
  - Negotiation skills
  - Facilitation skills
  - Risk management
  - Communication skills
  - Recognizing different people and different viewpoints
  - Interpersonal skills
  - Project management including budgeting and fundraising
  - Problem solving

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Who can we engage and for what purposes?

- Public is a very broad term.
- It includes children, primary school children, high school students, students, adults and the elderly. Healthy and sick people. Employed and unemployed and so on.
- Does researcher really want to engage all these people?
- Researcher need to determine target group
- To do that it is necessary to answer the question:

Why I need public engagement and for what purpose?

Consulting
Collaborating
Informing

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Who can we engage and for what purposes?

○ Once a researcher know why and for what want to engage the public, it will be much easier to determine what kind of people he/she want to engage

○ Examples:

– Dogs owners

– Members of the local Society for Environmental Protection

– People between the ages of 50 and 60 with cardiovascular problems

– Wine lovers

– Members of consumer associations

– Members of the Fb group "Basketball above all„

– Policy makers

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Key challenges and barriers

- ◦ Funding – provide funding for public engagement activities

- ◦ Lack of skills for public engagement

- ◦ Identification of the required target audience. It depends on the type of project.

- ◦ Unreliable data quality. This is especially critical for citizen science projects. Participants sometimes should have some skills.

- ◦ Problems in communicating with the non-academic community.

How you can help a researcher

○ Imagine that a researcher came to your EURAXESS CDC office asking you for advice on how to engage the public in his research

○ Yes, you are not a Public Engagement Specialist, but you can help him a lot if you take on the role of **coach** and ask him the following questions:

- What is your research about?

- Why you need public engagement?

- For what purpose you need public engagement?

- Which target group needs to be engage?

- How will you convince them to engage in my research?

Increasing the visibility of the research

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Goals

- To understand importance of the visibility of research
- To present methods to increase the visibility of research

Content

- What is visibility of research?

- Why we need visibility of research?

- How to increase visibility of research?

- Key challenges and barriers

- Exercise: Development of a short plan to increase visibility of research

What is visibility of the research

Visibility of research is a measure that shows the extent to which researchers'

- research idea,

- research hypotheses,

- research plan,

- methodology,

- collected and processed data,

- developed software, tools, materials and

- research results

are visible to the rest of the world

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Why we need visibility of research?

- Researcher's scientific work **only makes sense** if it is visible to his institution, the scientific community and society as a whole

- By making research visible and accessible researcher increase chances of his research **being noticed**, used and having impact, thus increasing his own **reputation** and chances of success in his academic or research work.

- Only if his research work is recognized as valuable, he will meet **his personal goals**

How to increase visibility of research?

- To distinguish themself researchers should use ORCID iD, Scopus Author ID and WOS ResercherID

- They should publish their **research results** in indexed journals, book and conference paper

- They should publish their **projects, research results, presentations and videos** on the portals of professional networks

- They should publish their **research data** in the open access data repositories

How to increase visibility of research? (2)

○ Researcher should:

- Publish and update CV regularly

- Make web site or blog

- Be active in professional social networks

- Use social network to direct the research community and the general public towards their research outcomes

- Present their research results at conferences, scientific exhibitions, TED talks, radio and TV shows

Distinguishing

- **ORCID iD** is a persistent digital identifier that researchers own and control, and that distinguishes them from every other researcher. They can connect their iD with their professional information — affiliations, grants, publications, peer review. Most of the leading journals will ask them for ORCID iD.
  - Registration at www.orcid.org
- **ResearcherID** - used in Clarivate Analytics's Web of Science, the world's leading scientific citation search and analytical information platform
- **Scopus Author ID** is developed by Elsevier and used in Scopus

Distinguishing - Example

Tools to increase research visibility

- Media chanels used for news (state on July 2021)
  - Online media including social media **82%**
  - TV (broadcast + cable) **64%**
  - Social media/Social networking service **56%**
 - Print media **24%**

- Social media
- Social networking service
- Personal network
- Professional network
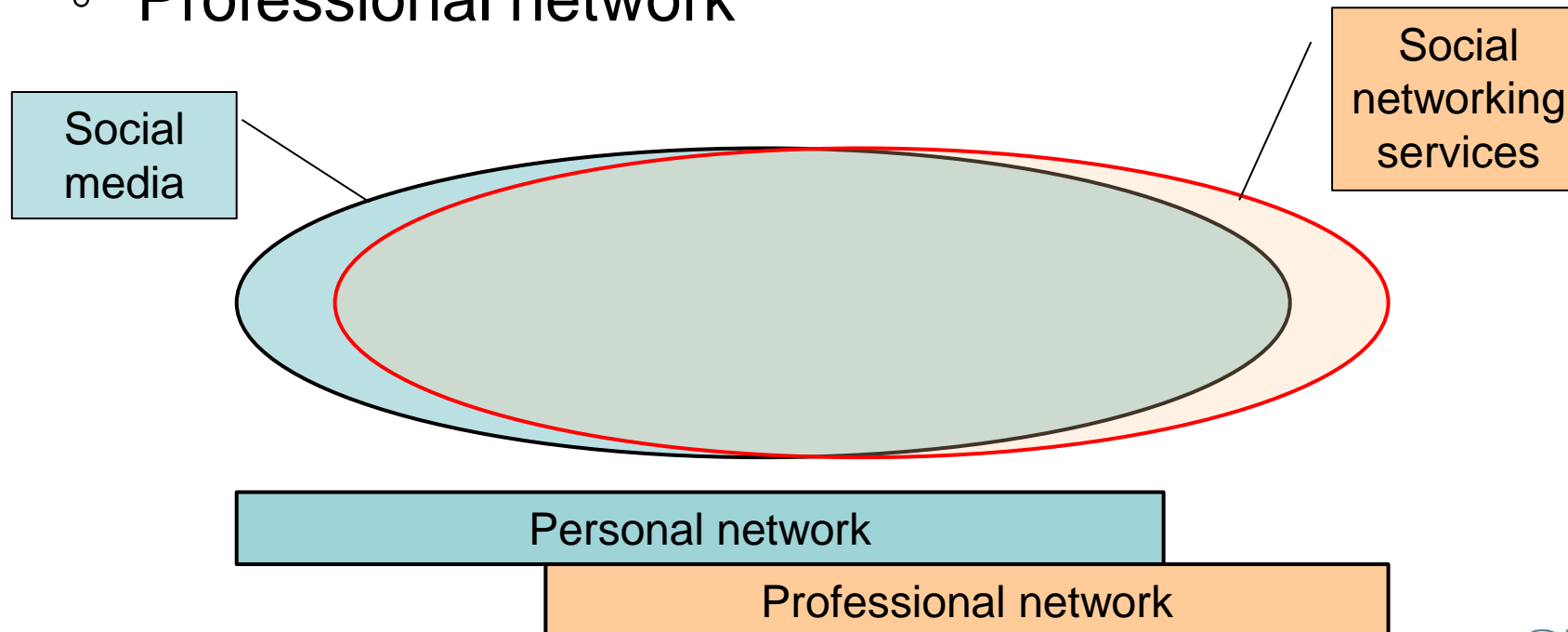
Social media

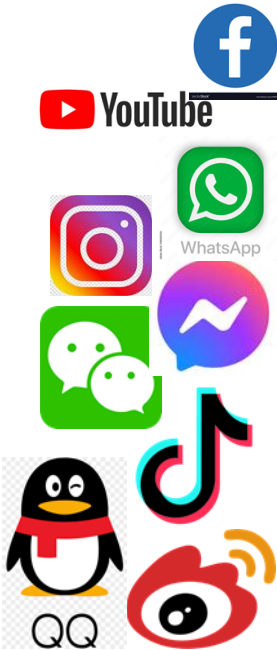- Social media are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks.

- Common features:
  - Social media are interactive Web 2.0 Internet-based applications
  - User-generated content—such as text posts or comments, digital photos or videos, and data generated through all online interactions
  - Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
  - Social media helps the development of online social networks by connecting a user's profile with those of other individuals or groups.

Source: https://en.wikipedia.org/wiki/Social_media

Social media/networking services platform space
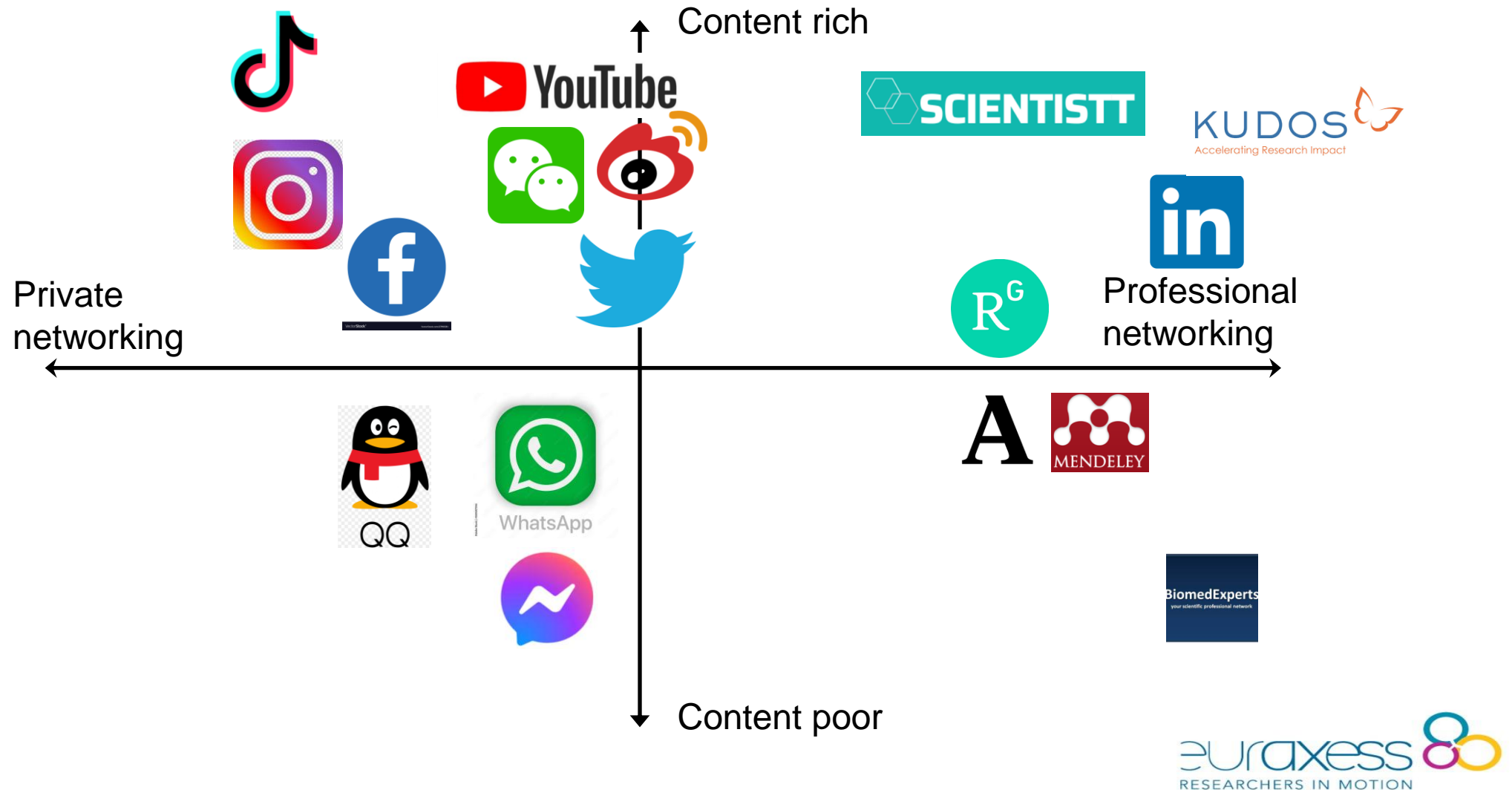
Social media statistic (October 2021)

Social media	Monthly active users (billion)
Facebook	2.895
YouTube	2.291
WhatsApp	2.0
Instagram	1.393
Facebook Messenger	1.3
WeChat	1.251
TikTok	1.0
Douyin (抖音)	0.6
QQ (腾讯QQ)	0.591
Sina Weibo	0.566
Telegram	0.55
Snapchat	0.538
Kuaishou	0.506
Pinterest	0.454
Twitter	0.436
Reddit	0.43
Quora	0.3

Number of people using social media platforms

Number of people using social media platforms, 2004 to 2019

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.

Our World in Data

Facebook
YouTube
Whatsapp
WeChat
Instagram
Tumblr
TikTok
Reddit
Twitter
Pinterest
Snapchat
MySpace

2 billion
1.5 billion
1 billion
500 million
0

2004   2006   2008   2010   2012   2014   2016   2019
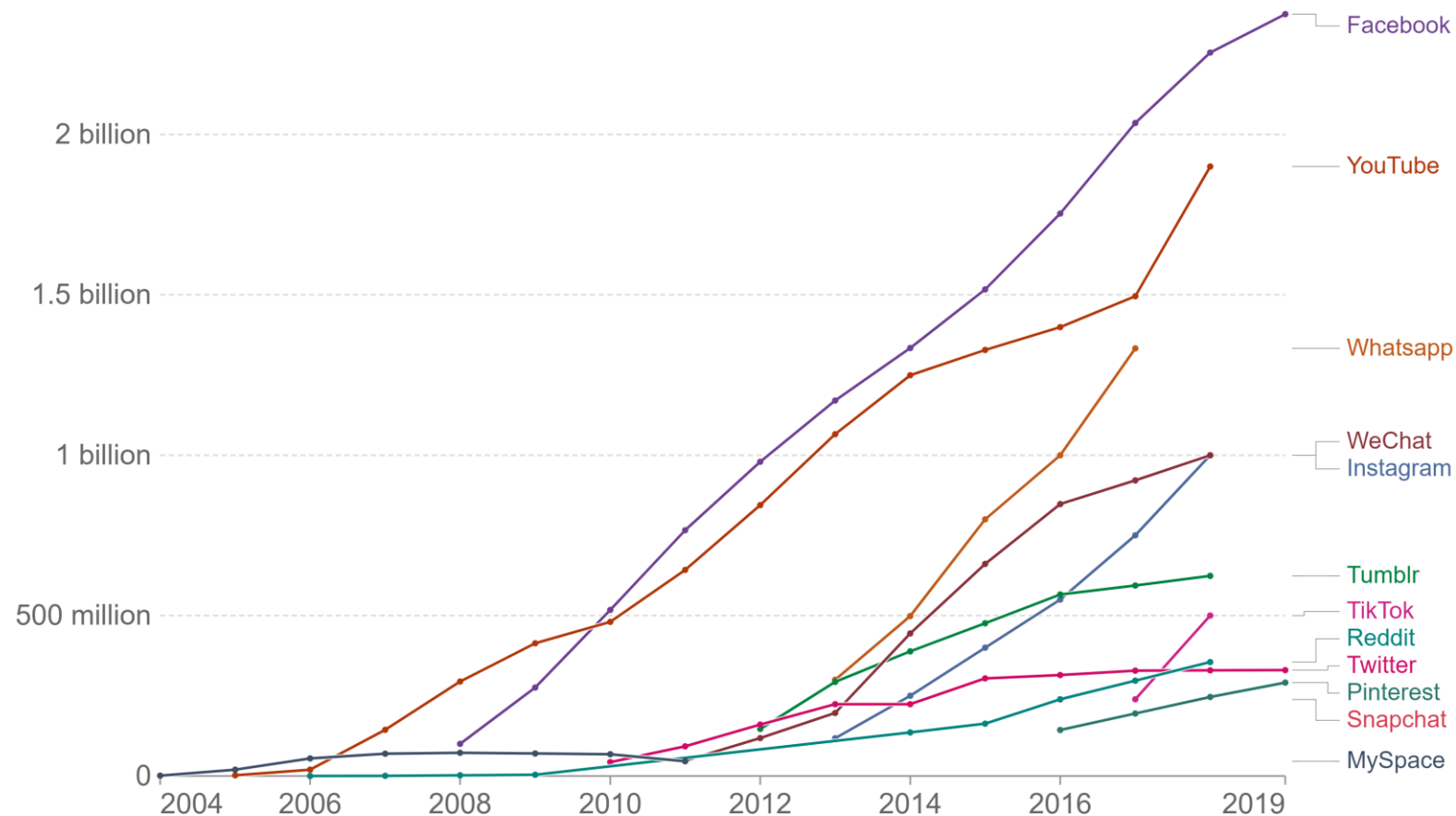
Source: Statista and TNW (2019)

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Social networking service

- A **social networking service** or **SNS** (sometimes called a **social networking site**) is an online platform which people use to build social networks or <u>social relationships</u> with other people who share similar personal or career content, interests, activities, backgrounds or real-life connections.

- A **personal network** is a set of human contacts known to an individual, with whom that individual would expect to interact at intervals to support a given set of activities.

- A personal network is a group of caring, dedicated people who are committed to maintain a relationship with a person in order to support a given set of activities.

Source: https://en.wikipedia.org/wiki/Personal_network

- A professional network service is a type of social network service that is focused solely on interactions and relationships of a **business nature** rather than including personal, nonbusiness interactions.

- A professional network service is used by business individuals to establish and maintain professional contacts and a way to either find work or **get ahead in career** as well as gain resources and opportunities for networking

Source: https://en.wikipedia.org/wiki/Personal_network

Professional network service for researchers

- ○ ResearchGate
- ○ Academia.edu
- ○ Mendeley
- ○ Scientistt
- ○ Kudos
- ○ LinkedIn
- ○ BioMedExperts
- ○ Twitter
- ○ Meetup
- ○ Xing
- ○ Opportunity

- ResearchGate, the largest researcher's network, is a European commercial social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators

- Location: Germany, Berlin

- Founded: 2008

- Worldwide: 193 counties

- Number of users: 20+ million

ResearchGate

68
Nobel prize laureates

89%
Postgraduate qualification

Members by discipline

15%	14%	14%	7%	6%	4%	40%
Medicine	Biology	Engineering	Chemistry	Comp. Science	Physics	Other

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Research Gate

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- Academia.edu is an American **for-profit** social networking website for academics

- Location: USA, San Francisco

- Founded: 2008

- Worldwide: ?

- Number of users: 71+ million

Academia.edu

Miroslav Trajanovic

Preview Your Personal Website ▶

🏛 **University in Nis, Faculty of Mechanical Engineering, Faculty Member** | 🏷 **Mechanical Engineering +4**

Dr Miroslav Trajanovic, professor at Faculty of Mechanical Engineering, University of Nis, Nis, Serbia, has 35 years
medicine and education. He is expert for computer programming, CAD, finite element method and biomedical engi

529 Followers | **68** Following | **31** Co-authors | **18,892** Total Views | 🏆 top 5%

📄 **UPLOAD**   ✏ **EDIT**   📄 CV   🔗 2

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ACADEMIA

Dear Miroslav,

Academia has invited you to join the discussion of David H Helman's paper "Fragment - Philosophy and Software Design". You have been invited either because you are following David H Helman or because Academia thinks you'd be interested based on the overlap between this paper and what you read and write on Academia.

> *I am currently working on a book about how philosophical ideas can be applied to the design of enterprise systems. The books is an extended thought experiment. This fragment sets up the thought experiment and one example of how it can be carried through. I am interested in any and all comments; methodological, specific to the fragment, and suggestions for future directions.*
> *Thank you for your comments!*

To view the paper and comments, please follow the link below:

Join the Discussion for free

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- **Mendeley** is a company which provides products and services for academic researchers.
- Its reference manager is used to manage and share research papers and generate bibliographies for scholarly articles.
- Location: Netherlands, Amsterdam
- Founded: 2008 in UK
- Mendeley was purchased by the academic publisher Elsevier in 2013
- Worldwide: ?
- Number of users: 2,5+ million

Scientistt

- Location: UK, Durham

- Founded: 2020

- Transparent and accessible research community

- Researchers can connect with others, communicate their research, and get recognition for their work

- To showcase research in various formats such as blogs, podcasts, or videos to **engage people** with researchers' work

- To learn about the latest research in formats that is accessible to anyone without a specialist or scientific backgroun
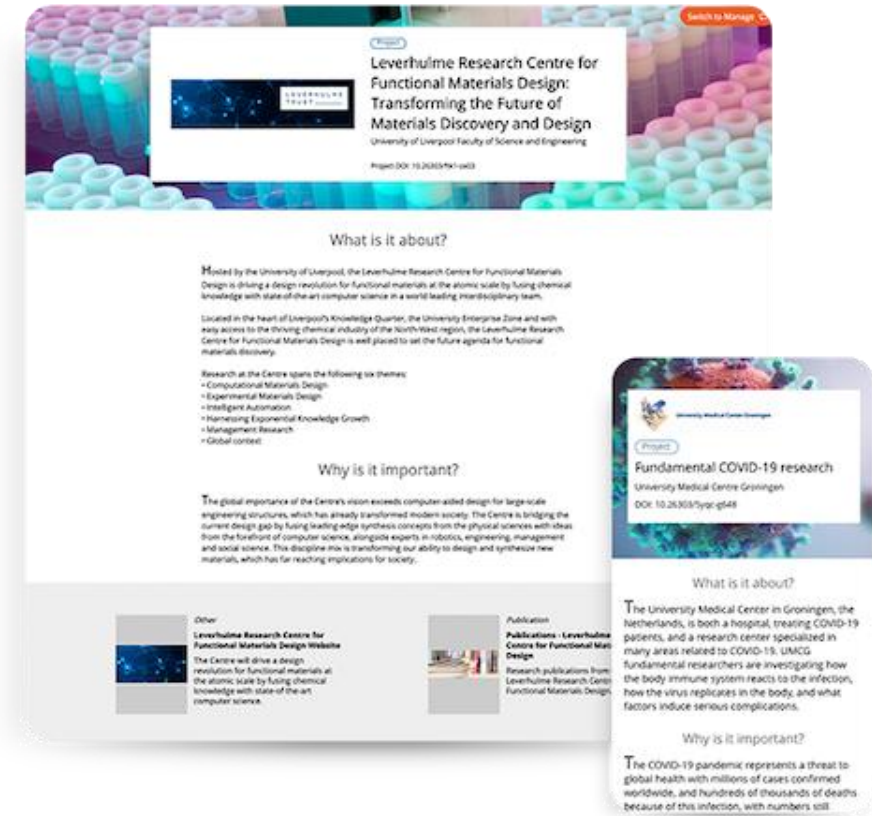
- https://www.scientistt.net/

- Helps researchers and their institutions and funders **increase the visibility and impact** of their publications
- Showcase Your Expertise and Increase Readership of Your Research
- Create a digital portfolio of your research
- Link together your publications, data and presentations
- Showcase your research to a broad, global audience
- Track readership, social media coverage and citation growth
- No technical knowledge needed

Kudos

○ Researchers should:

- – Create a profile that summarizes research

- – Upload publications, so others can find them

- – Find and follow other researchers, so they can receive automatic updates on their new publications

- – Find and read others' publications

- – Make a review of their colleague's scientific paper

- – See platform-specific metrics that indicate the readership and reach they have on those sites

Exercise: Development of a short plan to increase visibility of research

- Imagine that a researcher came to your EURAXESS CDC office asking you for advice on how to increase visibility of his research

- Yes, you are not a specialist for the visibility, but you can help him a lot if you take on the role of **coach** and ask him the following questions:

- What is the **purpose** of your research?

- **To whom** do you want to present your research and results?

- How will they **access** information about your research?

- Are your achievements **discoverable**?

- How will you help them discover your achievements?

Thank you!

QUESTIONS

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