Parallel Session (B.026)

Public Engagement & Science Communication

Paul Manners

Founding Director, National Co-ordinating Centre for Public Engagement (NCCPE), United Kingdom

Public engagement and science communication

What are the obstacles and opportunities of (social) media in bridging the communication between science and society?

Paul Manners (Chair) Founding Director, National Co-ordinating Centre for Public Engagement, United Kingdom

Ger Hanley Founder of Write Fund, Republic of Ireland

Dariusz Aksamit Head of Council of March for Science Foundation, Poland

Current public support

- More than half of people say they are “interested in science, but have no strong connection to it”

- Younger people are less likely to feel that science will enhance the UK’s competitive edge, or that research drives economic growth

From our focus groups in May 2022:

“We’ve been doing scientific research for ages and it’s not helped”

“I think the majority of people would be much happier” – responding to a scenario where the Government halves its target for R&D investment, to fund other priorities


Rationalist Society
DON'T LIKE SCIENCE?
Give us back your
phone, microwave and

People who think like **SCIENTISTS**

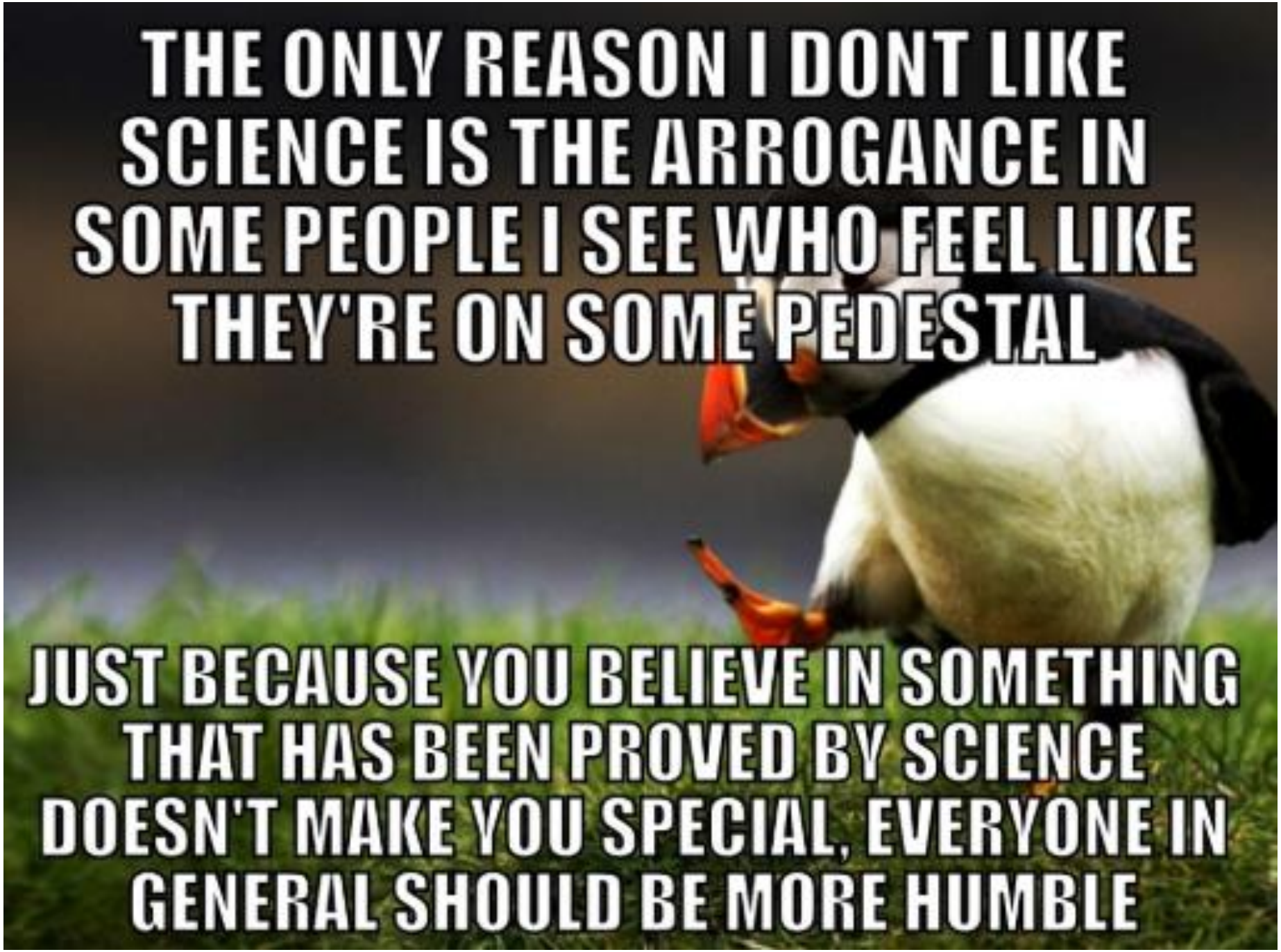
Don't accept everything without **QUESTION** ? THEY NEED EVIDENCE

UNDERSTAND THAT **KNOWLEDGE** IS IMPORTANT

HAVE A SENSE OF **WONDER** & **Curiosity**

DRIVE REAL **PROGRESS** AND SEEK **TRUTH**

Are not afraid to **THINK** hard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JUST BECAUSE YOU BELIEVE IN SOMETHING THAT HAS BEEN PROVED BY SCIENCE DOESN'T MAKE YOU SPECIAL, EVERYONE IN GENERAL SHOULD BE MORE HUMBLE

Ger Hanley

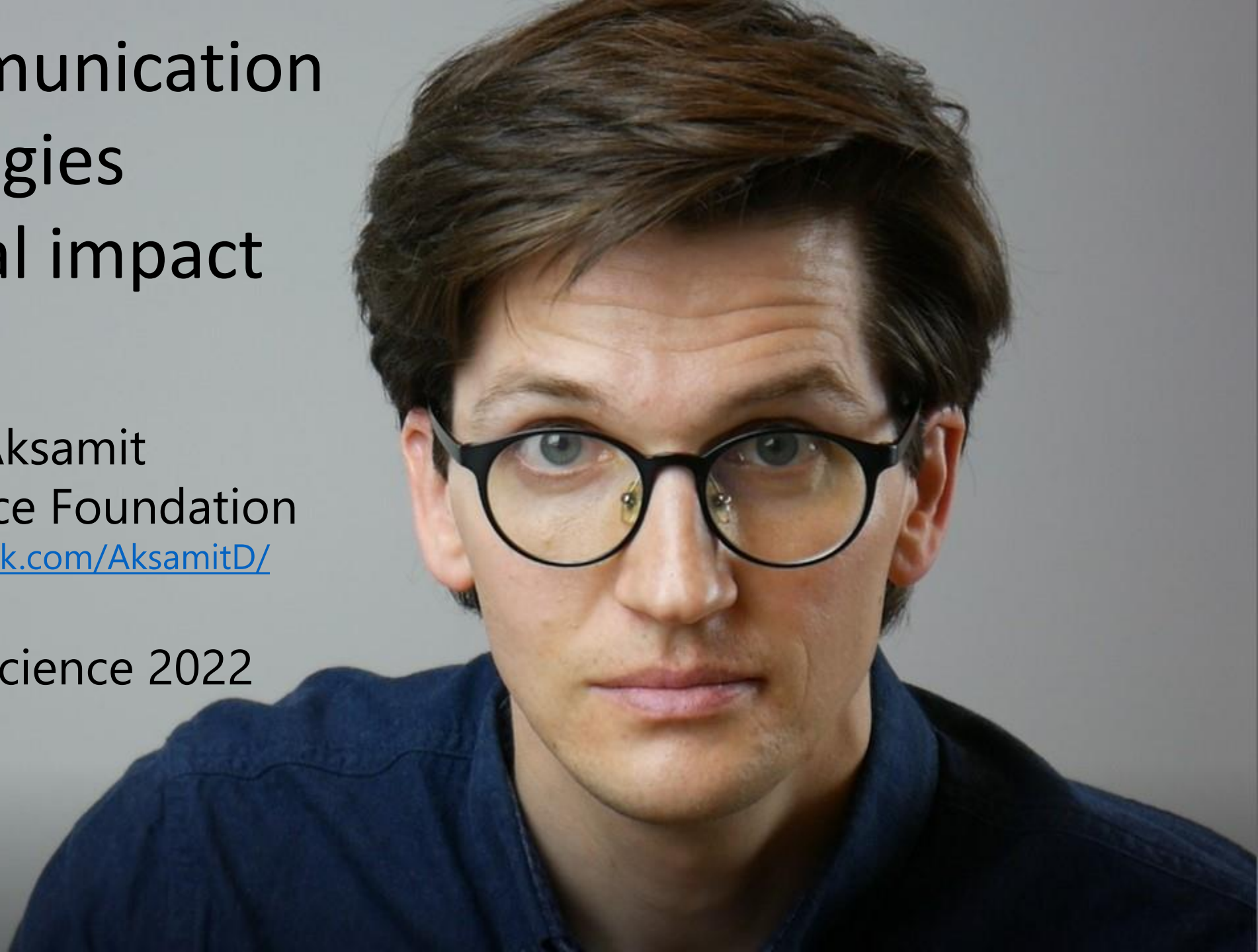
Founder of Write Fund, Republic of Ireland

Due to copyright reasons, the speaker has asked for her slides to not be shared

Dariusz Aksamit

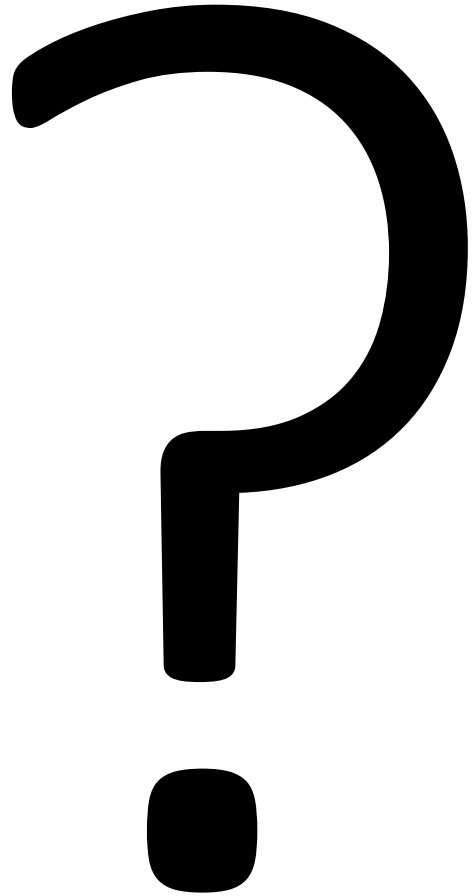
Head of Council of March for Science Foundation, Poland

Better communication strategies for societal impact

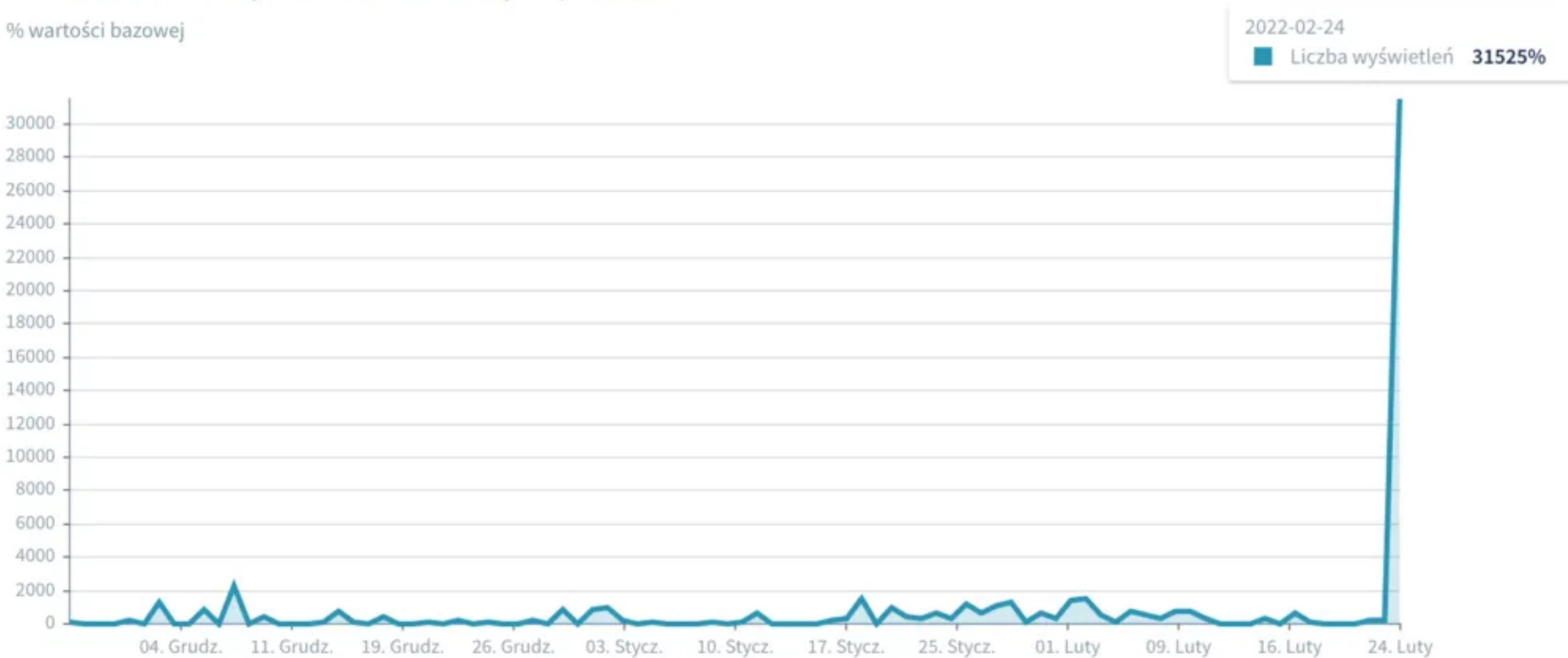


Dariusz Aksamit
March for Science Foundation
https://www.facebook.com/AksamitD/

AESIS Impact of Science 2022

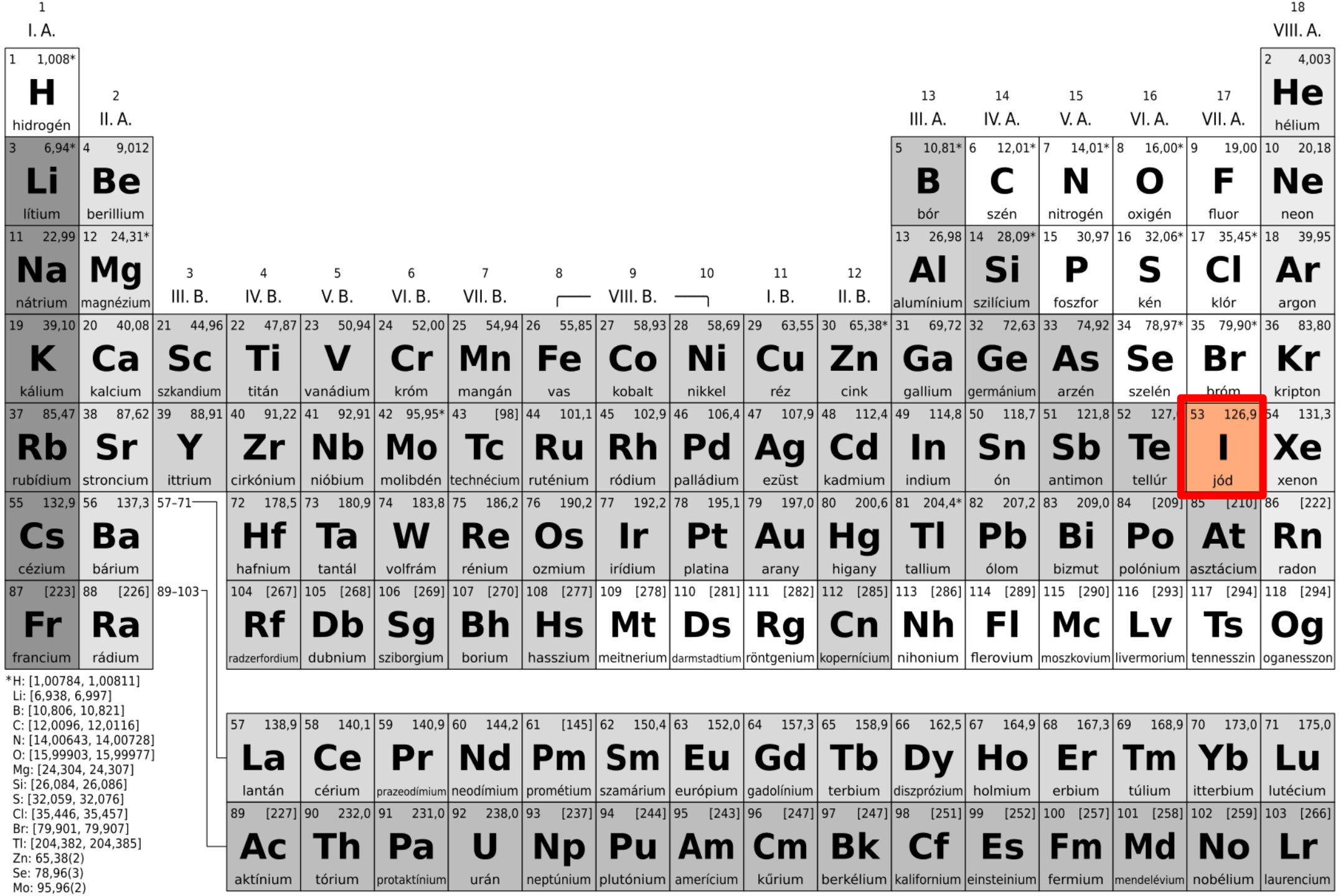


Średnia liczba wyświetleń w naszym portalu



Średnia liczba wyświetleń w naszym portalu

The Lugol’s solution



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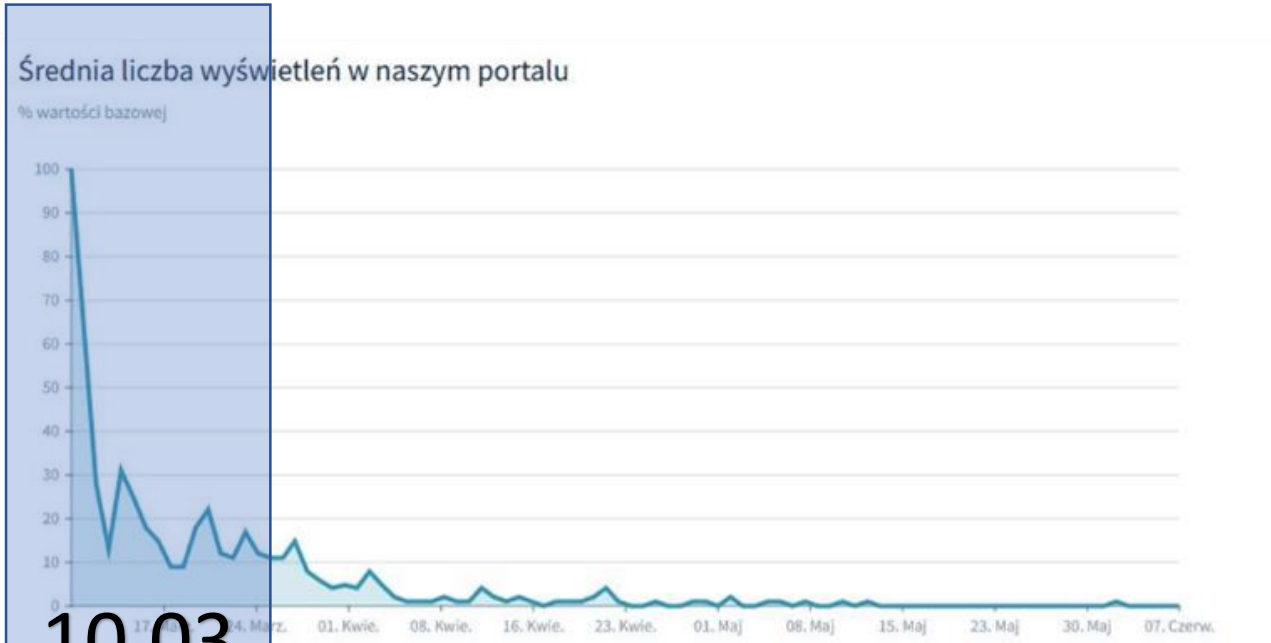
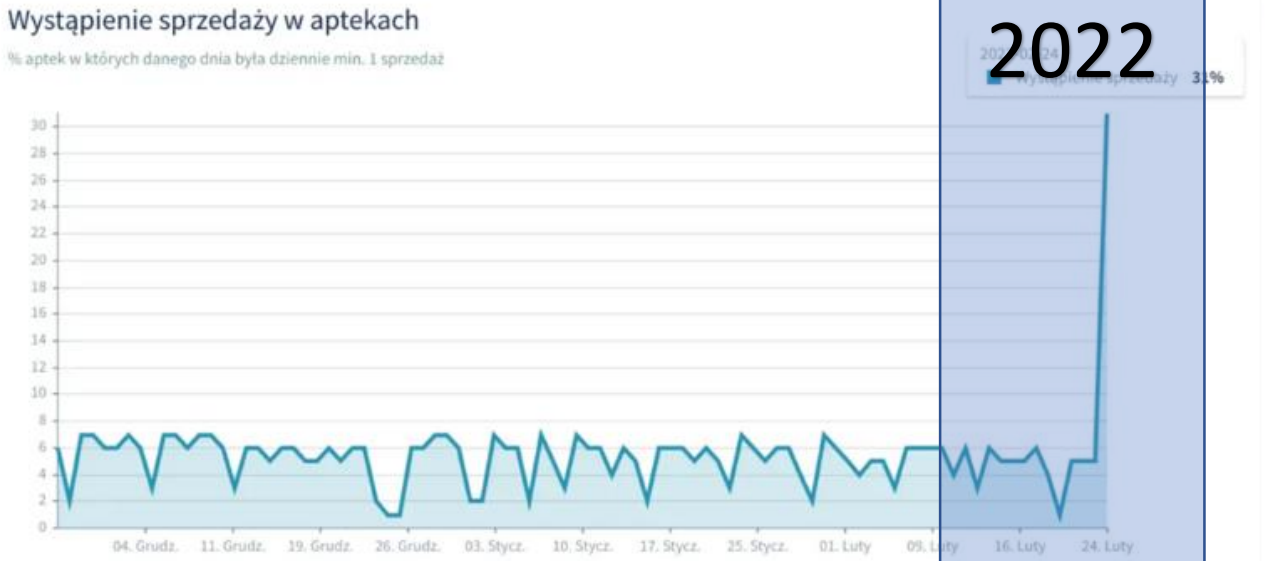
24.02
2022



10.03
2022



https://news.files.bbci.co.uk/include/shorthand/42095/media/map-one-this-is-it.png


Reuters
N
Military vehicles moving along road
BLACK SKY
Be The First To Know

Russians + Chernobyl

=

very very very

bad memories…

Foto: PAP/Krzysztof Sitek

Reuters/Daniel Wallis /Agencja FORUM

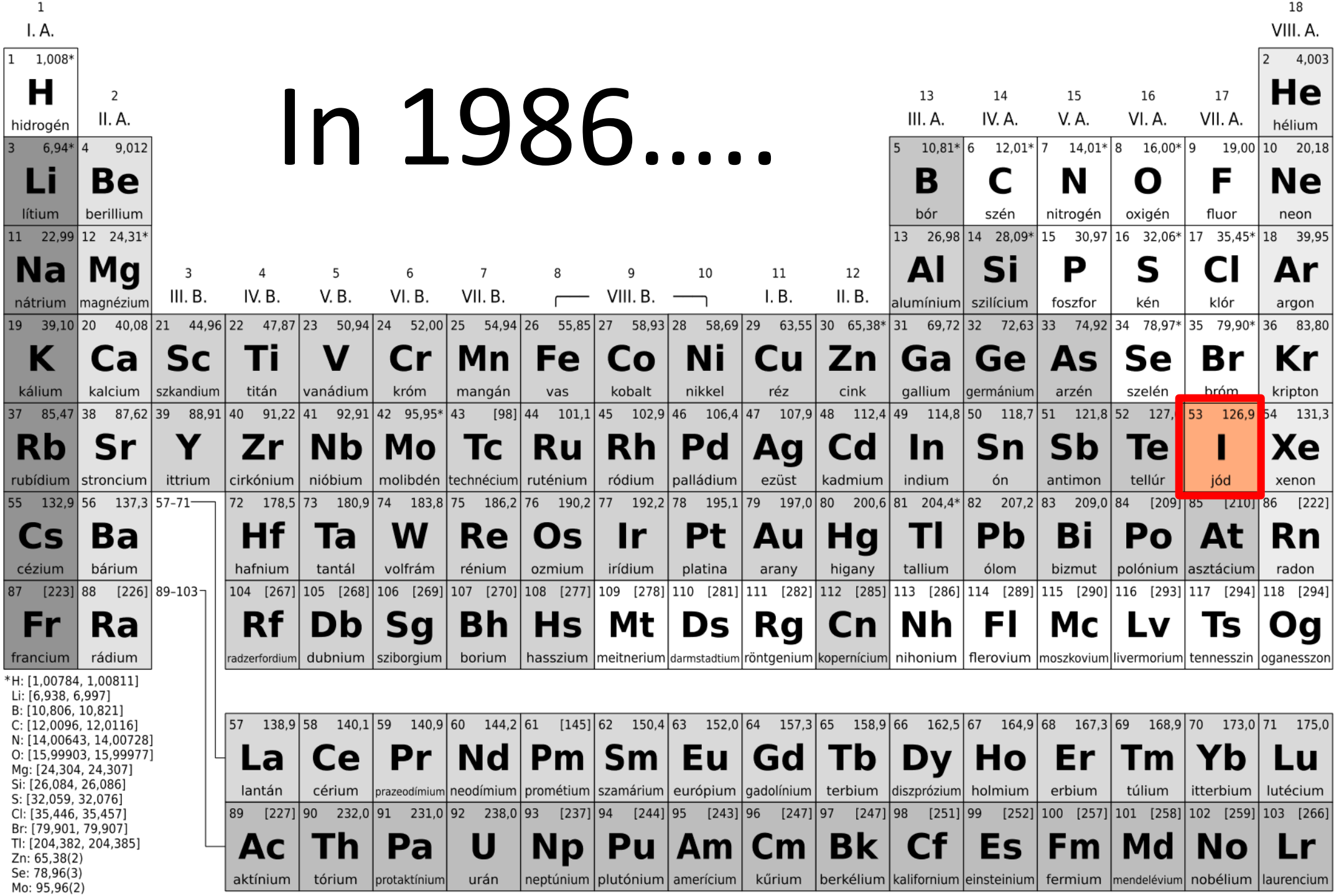
Everyone knows
that Lugols solution
protects from radiation!

Everyone knows that Lugol's solution protects from radiation!

But this is not true!!!

Massive prophylaxis operation was NOT combined with massive education

In 1986.....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10 20,18 Ne neon
11 22,99 Na nátrium
12 24,31* Mg magnézium
3 III. B.
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25 54,94 Mn mangán
26 55,85 Fe vas
27 58,93 Co kobalt
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30 65,38* Zn cink
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43 [98] Tc technécium
44 101,1 Ru ruténium
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46 106,4 Pd palládium
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48 112,4 Cd kadmium
49 114,8 In indium
50 118,7 Sn ón
51 121,8 Sb antimon
52 127, Te tellúr
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54 131,3 Xe xenon
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72 178,5 Hf hafnium
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74 183,8 W volfrám
75 186,2 Re rénium
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77 192,2 Ir irídium
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62 150,4 Sm szamárium
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64 157,3 Gd gadolínium
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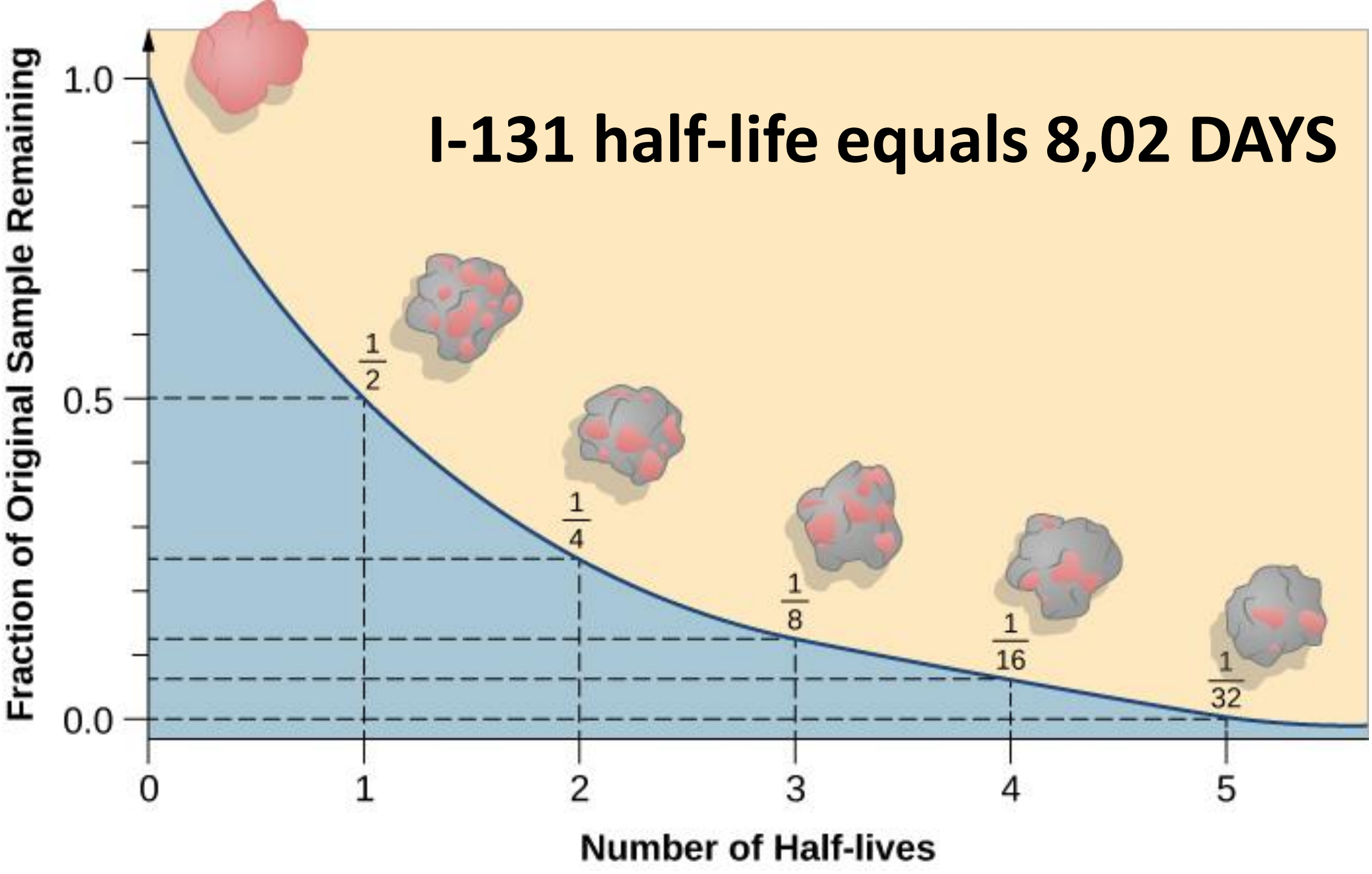
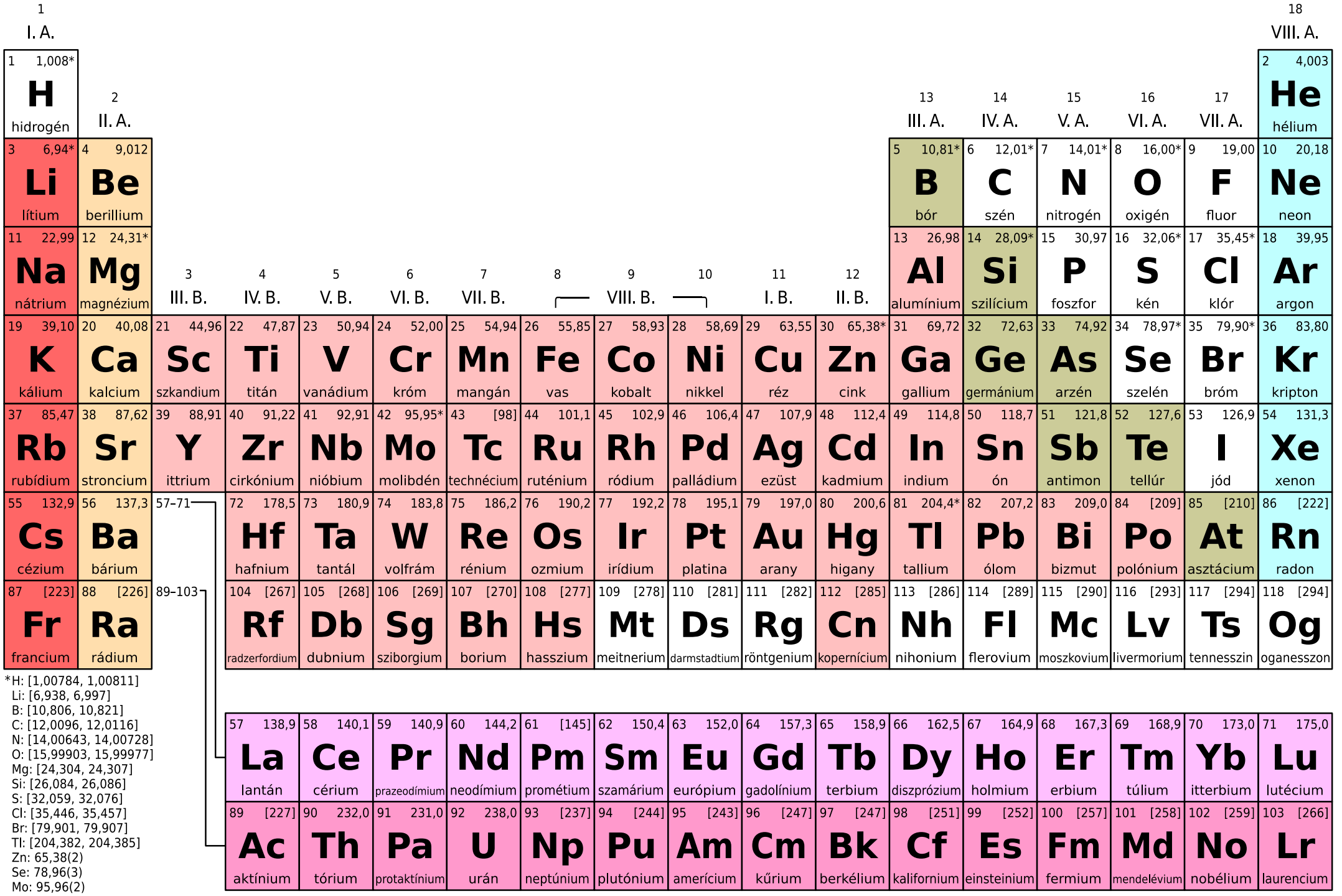
https://mito-med.pl/wp-content/uploads/2020/09/tarczyca-mitochondria-a-produkcja-energii-w-organizmie.jpg


I-131 half-life equals 8,02 DAYS
Fraction of Original Sample Remaining
1.0
0.5
0.0
1/2
1/4
1/8
1/16
1/32
0
1
2
3
4
5
Number of Half-lives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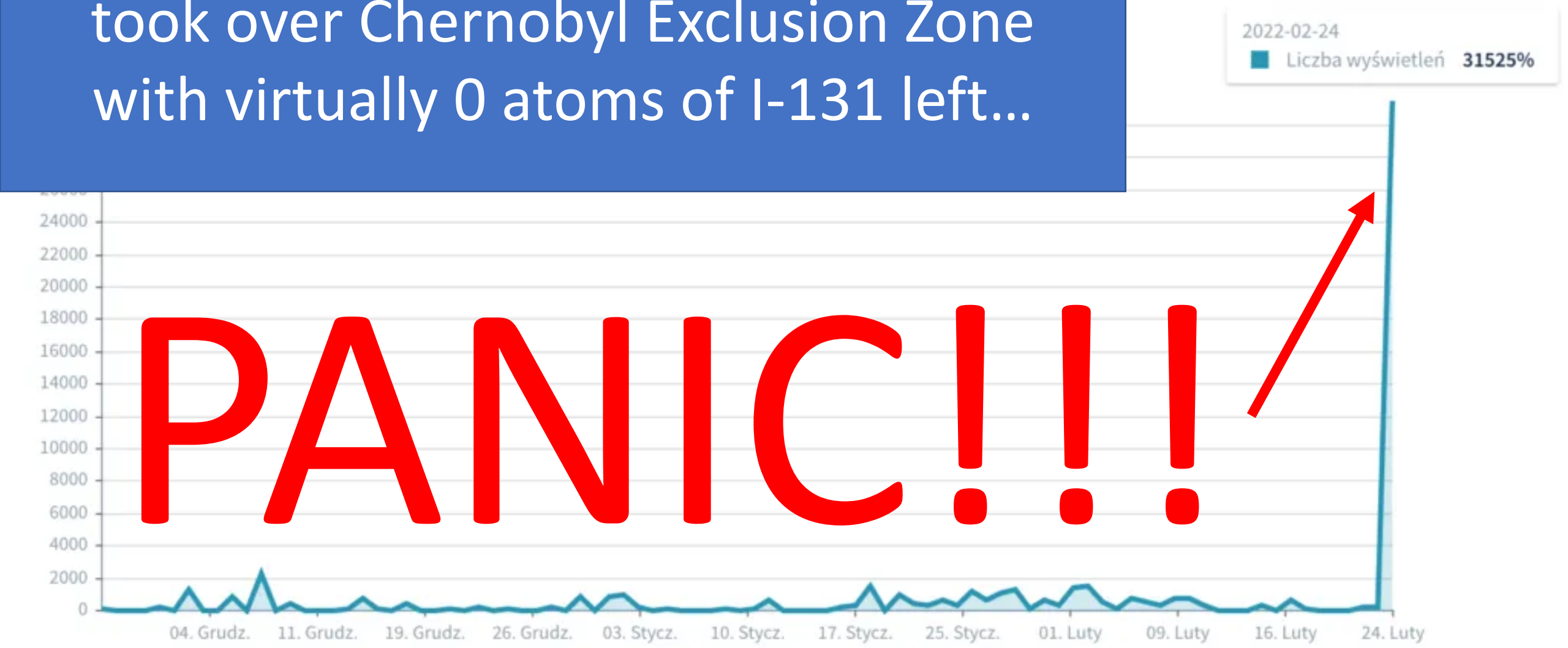
Massive prophylaxis operation was NOT combined with massive education

…so milions of people have STRONG (but FALSE!) „memories”
that Lugol’s solution protects from radiation in general

And this is the result – day when Russians took over Chernobyl Exclusion Zone with virtually 0 atoms of I-131 left…



PANIC!!!


Belarusian involvement in the 2022 Russian invasion of Ukraine
Russian temporary bases and places of concentration of ground forces
Russian permanent bases (not involved in invasion)
Belarusian military airbases used by the Russian air force to bomb Ukraine
Temporary helicopter airbases used by the Russian army
Directions of Russian ground offensive (as of 15 March 2022)
Evidences of missile launches
Belarusian hospitals allegedly used to treat Russian soldiers wounded in Ukraine
Permanent bases of military units of Belarusian army, excluding auxiliary (not involved in invasion)
Latvia
Russia
Belarus
Lithuania
Poland
Ukraine
Viciebsk (Vitebsk)
Zaslonava & Baroŭka
Vileyka VLF transmitter of Russian navy
Russian military cargo trains
Barysaŭ
Minsk
Unidentified base (former 41738 base, alleged HQ of Russian forces in Belarus)
Mačuliščy
Russian planes (attack aircrafts?)
Lida
Hrodna (Grodno)
Suvalki corridor (gap)
Russian planes (AEW&C) and helicopters
Marjina Horka
Asipovičy (Osipovichi)
Mahilioŭ (Mogilev)
Sozh river
Russian military cargo trains unloading bombs
Slonim
Baranavičy
Babrujsk
Russian military transport planes
Dnieper river
Russian planes (fighters/attack aircrafts, AEW&C planes) and helicopters
Hantsavichy radar station (early warning radar)
Homiel (Gomel)
Russian military cargo trains
Witness reports and photos of missile launches
Russian planes and helicopters
Russian troops in hotels, Russian military & Rosgvardiya vehicles
Missile launchers (satellite images, witness reports of launches)
Rečyca
Russian troops, military vehicles, military cargo trains
Luniniec (Luninets)
Kobryn
Drahičyn
Ivanava
Pinsk
Kalinkavičy (Kalinkovichi)
Deployment of ground forces (24-25 Feb.)
Pripyat river
Brest
10 March Russian plane crash site
Mazyr
Temporary airbase of Russian helicopters near P35 road
Senkivka border crossing
Russian vehicles observed occasionally
Vialiki Bokaŭ (Bolshoy Bokov)
Russian helicopters
Chojniki (Khoyniki)
Brahin
Gorodnya
Malaryta
Stolin
Witness reports of missile launches
Unidentified temporary base, Russian troops stationed
Naroŭlia
11 March border incident
Chernihiv
Varash
Sarny
Ovruch
Prypyat
Chernobyl NPP
Kovel
Rivne NPP
Vilcha border crossing
Korosten
Lutsk
Rivne
Zhytomyr
Khmelnytskyi NPP
Kyiv river
Gostomel
Irpin
Brovary
Kyiv (Kiev)
Dnieper river

Responce

As a group of radiation experts,
we immediately posted an offer
for journalist to consult on this topic,
giving basic informations to disseminate

Science Advocates Association

Builing community of experts
Non-political

March for Science Foundation (Poland)

Buiding relations with a society
Public engagement

„Science & Media Congress” since 2018

„Science in media” closed group for journalists and scientistists / science communicators

Grupa strony Centrum Nauki Kopernik

Rzecznicy Nauki - nauka w mediach

Grupa Prywatna · 312 członków grupy

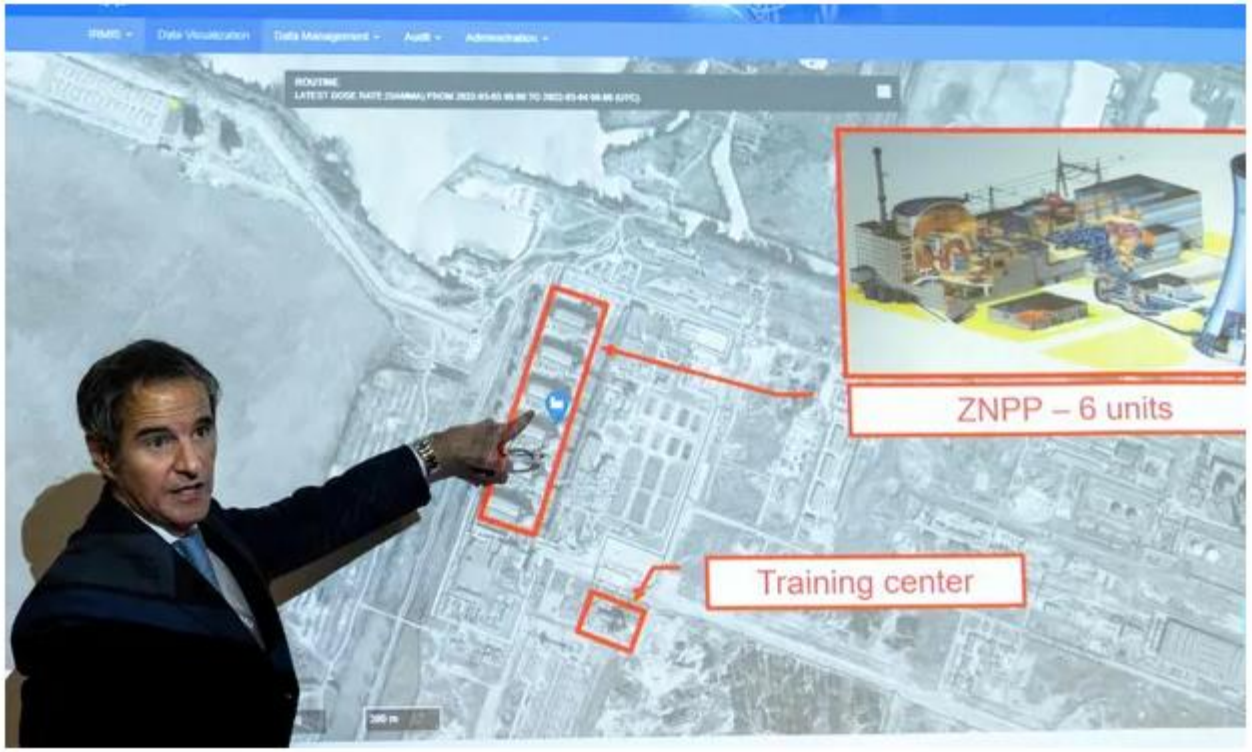
Dołączono + Zaproś

Informacje Dyskusja Ogłoszenia Pokoje Tematy Członkowie Więcej

‘Grave concern’ as Ukraine Zaporizhzhia nuclear plant under Russian orders

https://www.theguardian.com/world/2022/mar/06/ukraine-zaporizhzhia-nuclear-plant-staff-under-russian-orders

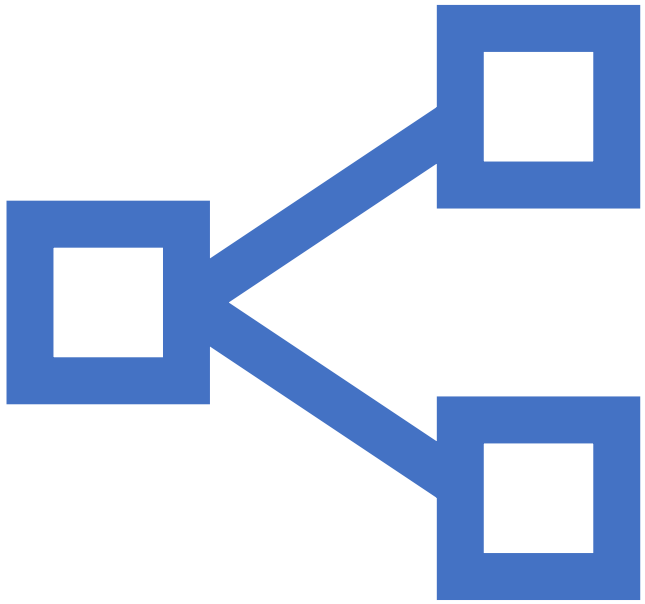
International Atomic Energy Agency says Russian military orders of staff at nuclear plant violate international safety protocols



Rafael Grossi, director general of IAEA, points on a map of Zaporizhzhia nuclear power plant at press conference in Vienna, Austria on 4 March. Photograph: Joe Klamar/AFP/Getty Images

Staff at Ukraine’s Zaporizhzhia nuclear power plant are being told what to do by the Russian military commander who seized the site last week, in violation of international safety protocols.

We established non-official and fast communication channel – by Messenger. Unfortunately it was used a few times more…



Conclusion 1

PREPARDNESS:
building and maintaining
a strong, friendly
an trustworthy
relationship
with journalist is crucial.

Different science communicators used their social media channels to calm people down

Conclusion 2a

Social media are great

for crisis communication

thanks to time of reactions,

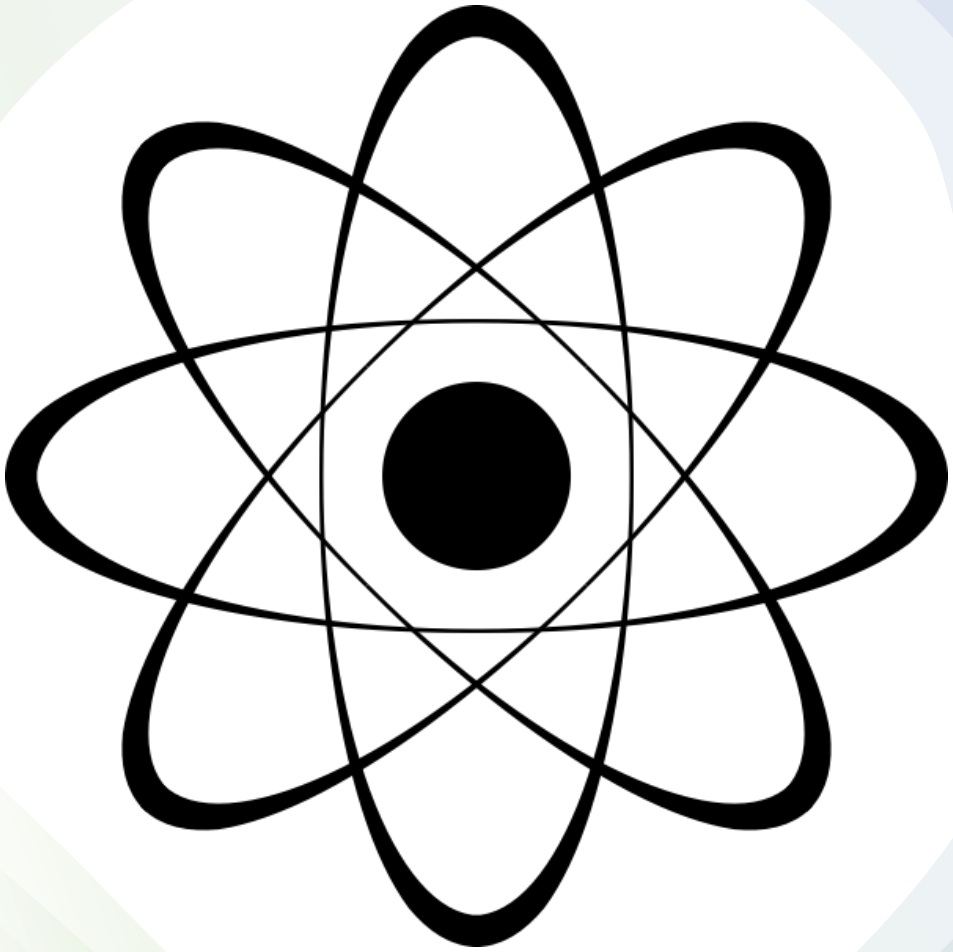
much faster than

official agencies

(though IAEA reacted greatly!)

Conclusion 2b

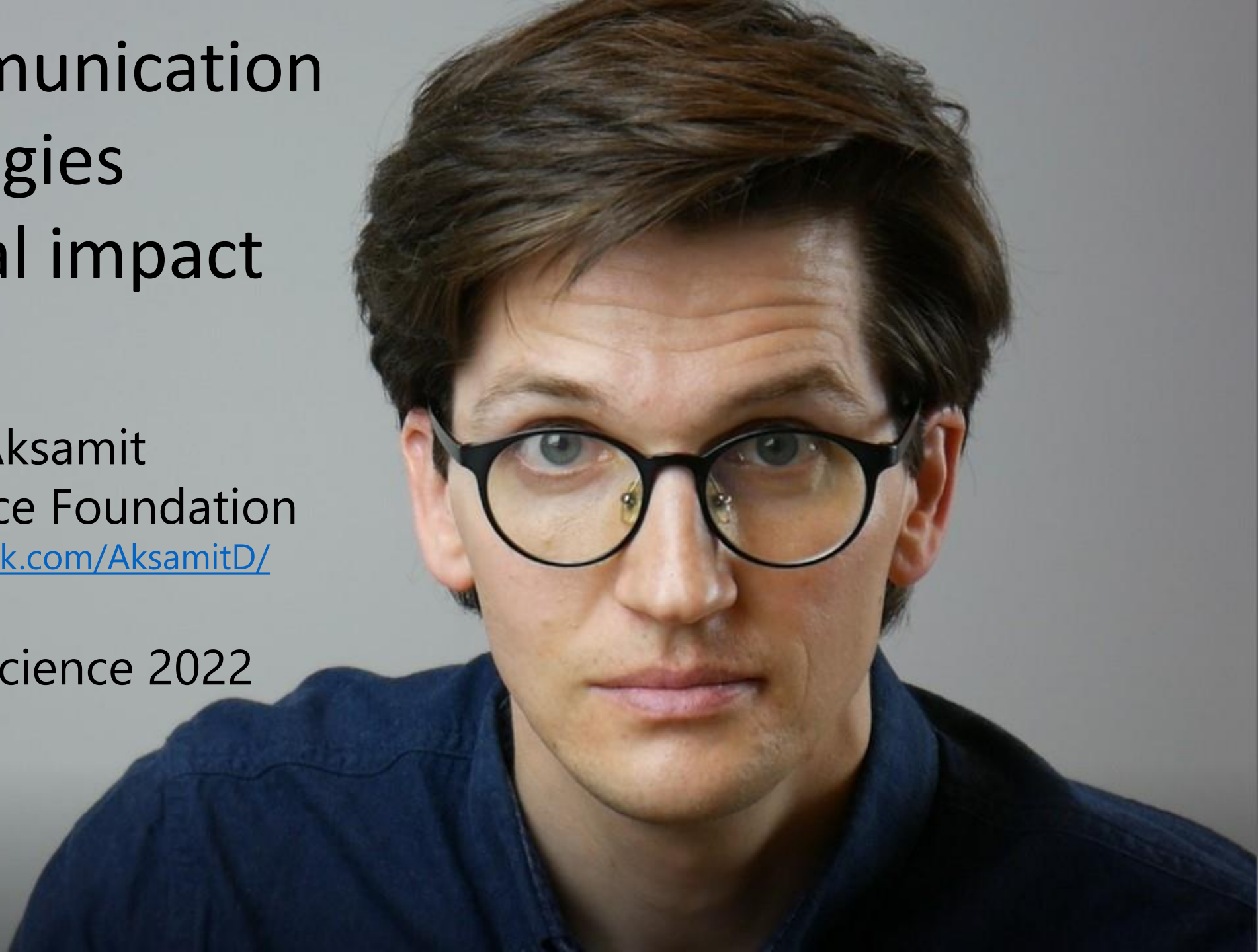
We need more SCIENCE INFLUENCERES !



Conclusion 3

It's important to build your own narrative:)
Some "green" politics tried to use those stories to foster a black PR of NPP, though we were arguing just the opposite.

Better communication strategies for societal impact



Dariusz Aksamit
March for Science Foundation
https://www.facebook.com/AksamitD/

AESIS Impact of Science 2022

Public engagement and science communication

What are the obstacles and opportunities of (social) media in bridging the communication between science and society?

- What's the problem?
- What can we do about it?

Next up

13.00	Lunch break	2nd Floor
14.00	Plenary Closing Panel	C131
15.30	Closing Reception	2nd Floor

Recommendation

Community Engagement & Citizen Science

"We need to move beyond citizen science as a methodology towards a collaborative mindset with tangible mutual benefits. Diverysity, equity and inclusion in early stages of the process can value and integrate multiple community knowledge cultures to achieve a sutainable impact aligned with societal needs."