

Communication and Public Engagement (Room 0.47)

Speakers:

Paul Manners (Chair)

Ger Hanley

Paola Mattei (virtual)

Communication and Public Engagement

Paul Manners (Chair)

*Founding Director, National Co-ordinating Centre for
Public Engagement, United Kingdom*

Public engagement and science communication

What are the best ways to communicate impact to different audiences?

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

Ger Hanley Founder of Write Fund, Republic of Ireland

Paola Mattei Professor of Political Science, University of Milan

Research and impact

3



1



2



4



5



6



7







“The crisis of trust has produced a new mood for dialogue.

Direct dialogue with the public should move from being an optional add-on to science-based policy-making and to the activities of research organisations and learned institutions, and should become a normal and integral part of the process”.

House of Lords Select Committee on Science and Technology 3rd report (2000)



**THE ONLY REASON I DONT LIKE
SCIENCE IS THE ARROGANCE IN
SOME PEOPLE I SEE WHO FEEL LIKE
THEY'RE ON SOME PEDESTAL**

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





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Building a more open, public-centred research system

Building public trust in research



2000 to present

A public backlash against GM crops galvanised a shift from promoting 'public understanding' to 'public engagement with research', to foster more responsive, sensitive and participatory practices.

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**The rise of the
impact agenda**



2010 to present

The introduction of the assessment of research impact with the REF and Pathways to Impact in 2010 galvanised a step change in how external engagement is valued.

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2018 to present

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Inclusion and connectivity



2023 onwards

UKRI's current strategy ('Transforming Tomorrow Together') and REF 2028 both signal a profound shift in the policy landscape.

25%

People,
culture and
environment



- an **inclusive and collaborative** research system that supports a **diversity** of people, ideas, institutions, methodologies, outputs, and activities

50%

Contribution to
knowledge and
understanding



- a research system that produces **high-quality, rigorous** research that is **open** to all

25%

Engagement
and impact



- an **engaged and impactful** research system that connects research with wider society to bring about positive socio-economic change

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What are the best ways to communicate impact to different audiences?

- Impact is relational
- Impact is emergent and uncertain
- Impact and research are intertwined
- Impact requires shared understanding and meaningful connections
- Impact requires great ethical sensitivity

Etc...



Societal Impact of Social Sciences,
Humanities & Arts
18 – 20 October 2023

Communication and Public Engagement

Ger Hanley

Write Fund, Dublin, Ireland

Communication and Public Engagement

Paola Mattei *(virtual)*

Professor of Political Science, University of Milan

Recommendation

Parallel session: Communication and Public Engagement

Recommendation: “Universities need to care about engagement with the public as much as they care about brand and marketing. Our future depends on it”