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





















"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 policymaking 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)

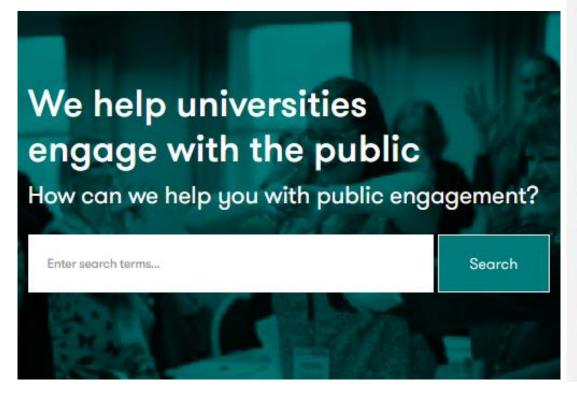


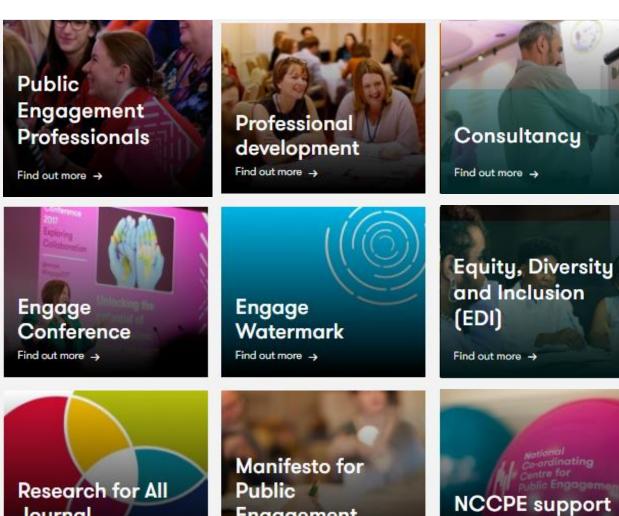




JUST BECAUSE YOU BELIEVE IN SOMETHING THAT HAS BEEN PROVED BY SCIENCE DOESN'T MAKE YOU SPECIAL, EVERYONE IN GENERAL SHOULD BE MORE HUMBLE







Engagement

Find out more →

Find out more ->

Journal

Find out more →



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.

Building public trust in research

The rise of the impact agenda





2000 to present

2010 to present

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Building public trust in research

The rise of the impact agenda

Civic: the rise of place







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Culture moves centre stage



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Inclusion and connectivity



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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 socioeconomic 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...





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"