



The Impact of Social Sciences  
and Humanities on Society

14-16 October 2020, Ottawa

12.30 – 13.45pm

# Roundtable: SSH Research Impact in Global Crises

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AESIS

 #SSH20



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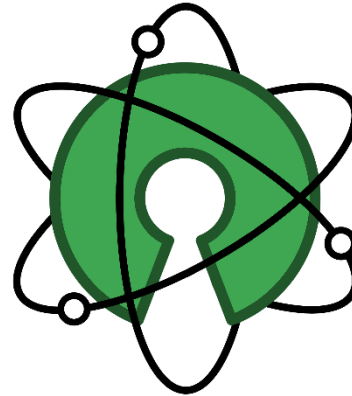
## SSH Research Impact in Global Crises

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# Roles of Social Sciences and Humanities in Global Crises

- The “other” perspective
- Communication facilitator
- Consultant to politics



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## The “other” perspective

- Social Sciences tend to be defensive but they are vital for understanding society.
- Social Sciences understand diversity and the complex pattern of different peoples behaviour.
- Social Sciences embrace interdisciplinarity.



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# Communication facilitator

- Social Sciences know about the importance of communication as language is the medium they operate in.
- Social Sciences are able to explain complex phenomena.
- Communicators often have a background in social sciences and humanities.



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# Consultant to politics

- Many consultants to politics have studied social sciences.
- In order not to ignore the needs of the citizens in a crisis, these needs must be collected. Only social scientists can do that.
- Consistent and credible communication is particularly important in a crisis. The communicative competence of social scientists is therefore in great demand as a consulting service.



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