



EIROforum

serving european science

# Introduction to science communication: why share your research

Bárbara Ferreira // Media Manager // European Southern Observatory



# What is science communication?

- To engage the scientific community with the non-specialised public
- Many publics, many ways to engage
- But why even bother?

# Your motivation

- Why are you here?
- Why do you want to learn how to communicate your science with various audiences?

# Why share your research

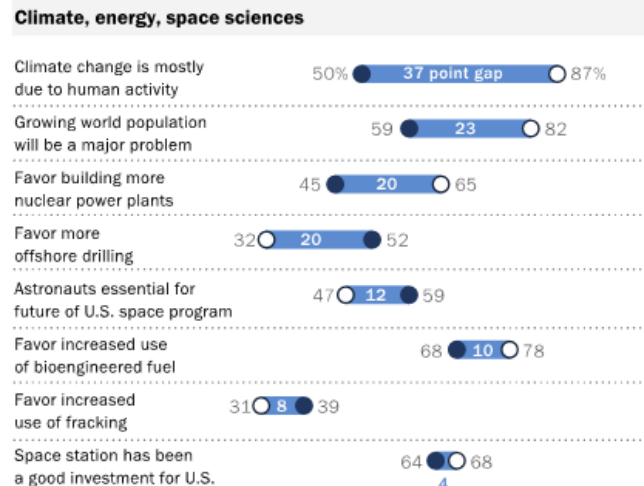
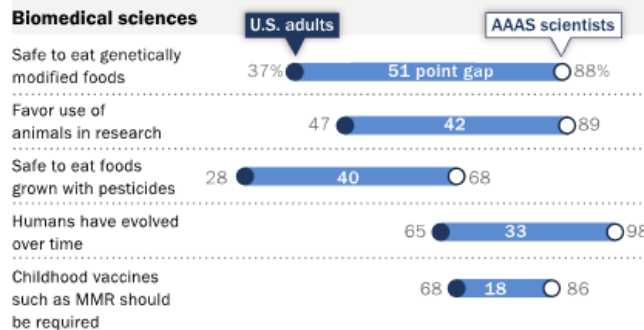


picture alliance / ZUMA Press / Sachelle Babbar

Share facts to prevent the spread of fake news

## Opinion Differences Between Public and Scientists

% of U.S. adults and AAAS scientists saying each of the following



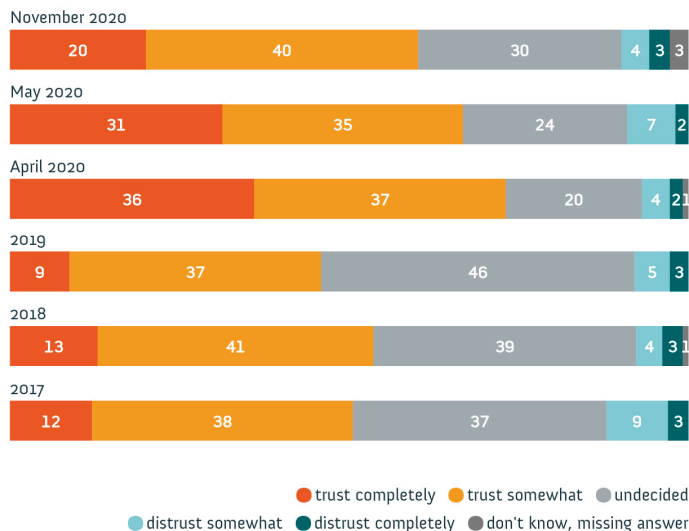
Survey of U.S. adults August 15-25, 2014. AAAS scientists survey Sept. 11-Oct. 13, 2014. Other responses and those saying don't know or giving no answer are not shown.

PEW RESEARCH CENTER

Bridge the gap between scientists and the public

## How much do you trust science and research?

Increase trust of  
public in science  
and research



Source: Science barometer – Wissenschaft im Dialog/Kantar | Minimum of 1,000 respondents each survey wave | Figures are in per cent. Numbers may not add up to 100 per cent due to rounding.



Inspire the next generation (and dispel myths of what scientists look like)



Help policymakers make informed decisions





# But...

- “I don’t have time”
- “It will leave me exposed to criticism”
- “Science communication is not valued”

# Helps you be a successful scientist

- Increase the reach of your science
- Get more interdisciplinary collaborations
- Increase your citations
- Develop your transferable skills
- Help get more funding for your science



Rendering of ESO's Extremely Large Telescope (ESO/L. Calçada)

# There are pitfalls...

NEWSFEED

# Scientists Say Smelling Farts Might Prevent Cancer

Laura Stampler @LauraStampler | 10:37 AM ET



**I guess you owe that smelly guy in the subway a "thank you"**

It has been a weird week in health news. First doctors said that [Justin Bieber might save young boys' lives](#) (the "hip" bowl cut is actually a form of sun protection — skin cancer be gone!), and now [scientists out of the University of Exeter](#) are implying that smelling farts could [actually prevent cancer](#), among other diseases.

"Although hydrogen sulfide



...but you can avoid them by  
communicating effectively.