



PUBLIC SCIENCE ENGAGEMENT AND INTERACTING WITH THE MEDIA

17th May 2023: E4 DTP – 2nd Year Training Workshop

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Plan for this afternoon:

14:30 – 15:45 Introductions and Definitions

NERC/UKRI and Public Engagement

Public Engagement and Science Capital

15:45 – 16:00 Break

16:00 – 17:00 How to do it well

Interacting with the media

Using your own research for engagement

I WAS ONCE IN YOUR SHOES...

...but things were a bit different back then.



THE UNIVERSITY
of EDINBURGH

NERC
SCIENCE OF THE
ENVIRONMENT

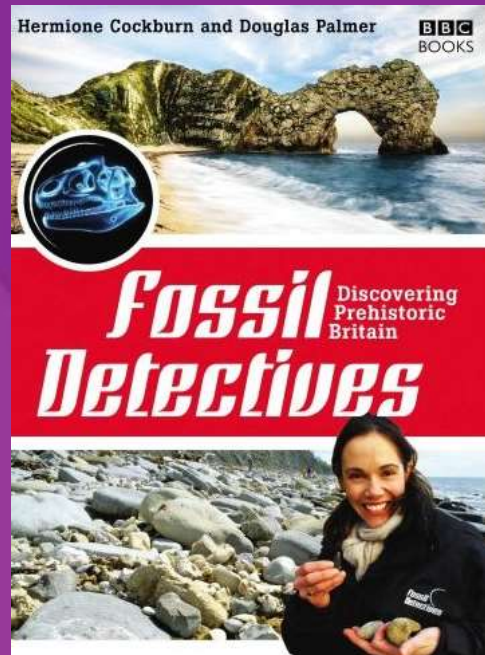


LAMONT-DOHERTY
EARTH OBSERVATORY
THE EARTH INSTITUTE AT COLUMBIA UNIVERSITY



1993 - 2003

2003 – 2023: a career in public engagement with science



TV
Radio
Teaching
Writing
Facilitation
Exhibitions
Outreach
Strategy

THE SCOTTISH SCIENCE CENTRE NETWORK

Delivering inspiring science engagement to people of all ages, genders, backgrounds and abilities within in our centres, out in our local communities and across Scotland. >700,000 engagements per year.



Dynamic Earth,
Edinburgh



Aberdeen Science Centre



Glasgow Science Centre



Dundee Science Centre

The UK Network of Science and Discovery Centres and Science Museums

Hands-on Interactive Science and Discovery Centres are highlighted in blue

www.sciencecentres.org.uk



- The Association for Science and Discovery Centres (ASDC) is the national charity that brings together the UK's major science engagement organisations to play a strategic role in the nation's engagement with science.
- Together, our vision is for a society where science is accessible, inclusive and valued by all as a fundamental part of everyday life.

DYNAMIC EARTH: APPROACHING 25 YEARS OF EARTH SCIENCE ENGAGEMENT



OUR VISION:
A positive future for us and our planet.

OUR MISSION:
To empower people with understanding and empathy for the Earth.

Programme examples alongside the 'core' experience:

- school workshops
- community learning
- sleepovers
- panel discussions
- film screenings
- teacher CLPL
- STEM careers days
- science showcases
- outdoor learning
- science festival events

memorable, immersive, hands-on



“Public Engagement with Research describes the many ways we can share research with the public and listen in response. It is a two-way process that enables change and has mutual benefit. High-quality engagement can enhance the impact of research.”

- 1) Why should you do public engagement?
- 2) What's in it for you?

Why do engagement?

- Accountability and transparency
- Creating and nurturing trust
- Maintain and display relevance of science
- Foundations for effective policy / social benefit
- Responsiveness (of universities as a whole)
- Role models for future (STEM skills gap)
- Raise science capital and science literacy
- Science as culture

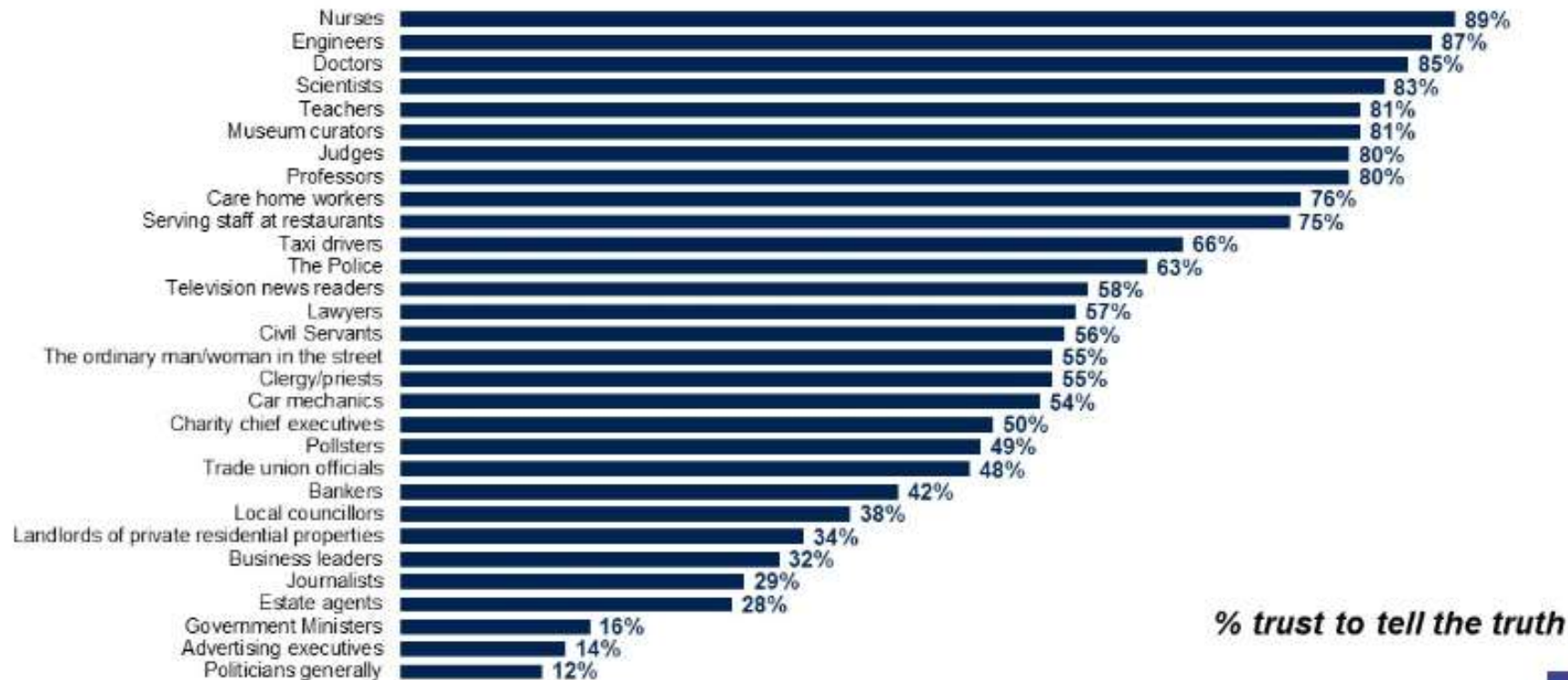
What's in it for you?

- Contribute to the bigger picture...
- Increase awareness of your research and field
- Raise your profile (externally and within Uni)
- Develop transferable skills
- Develop teaching skills and materials
- Create further opportunities
- Challenge and enjoy yourself!



Veracity Index 2022 – all professions

“Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?”



% trust to tell the truth

Base: 1,005 and 1,004 British adults aged 16+, interviewed by telephone 19 – 26 October and 26 October – 1 November
© Ipsos | Veracity Index 2022 | November 2022 | Version 1 | Public





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Public engagement – NERC

Public engagement with research

Find out how we are involving and educating people about research, innovation, and environmental science.

NERC public engagement strategy

Our strategy for public engagement with research and innovation supports the UKRI Vision for public engagement.

Activities you can do

Find out how you can get involved with activities like Operation Earth and AccessLabs.





Activities you can do

'Earth' by Luke Jerram

'Earth' is a touring artwork by Bristol-based artist Luke Jerram and commissioned in partnership with NERC, Bluedot Festival and the UK Association for Science & Discovery Centres.

The 7-metre diameter sculpture is covered in breathtaking imagery of Earth's surface and reflects the wonder of looking back on our planet from space. 'Earth' can be presented in a number of ways, both indoors and outdoors. Whether you see it in a park, museum or science centre, you will be amazed by its awe-inspiring presence.

For more information and exhibition schedule, see the [Gala website](#).

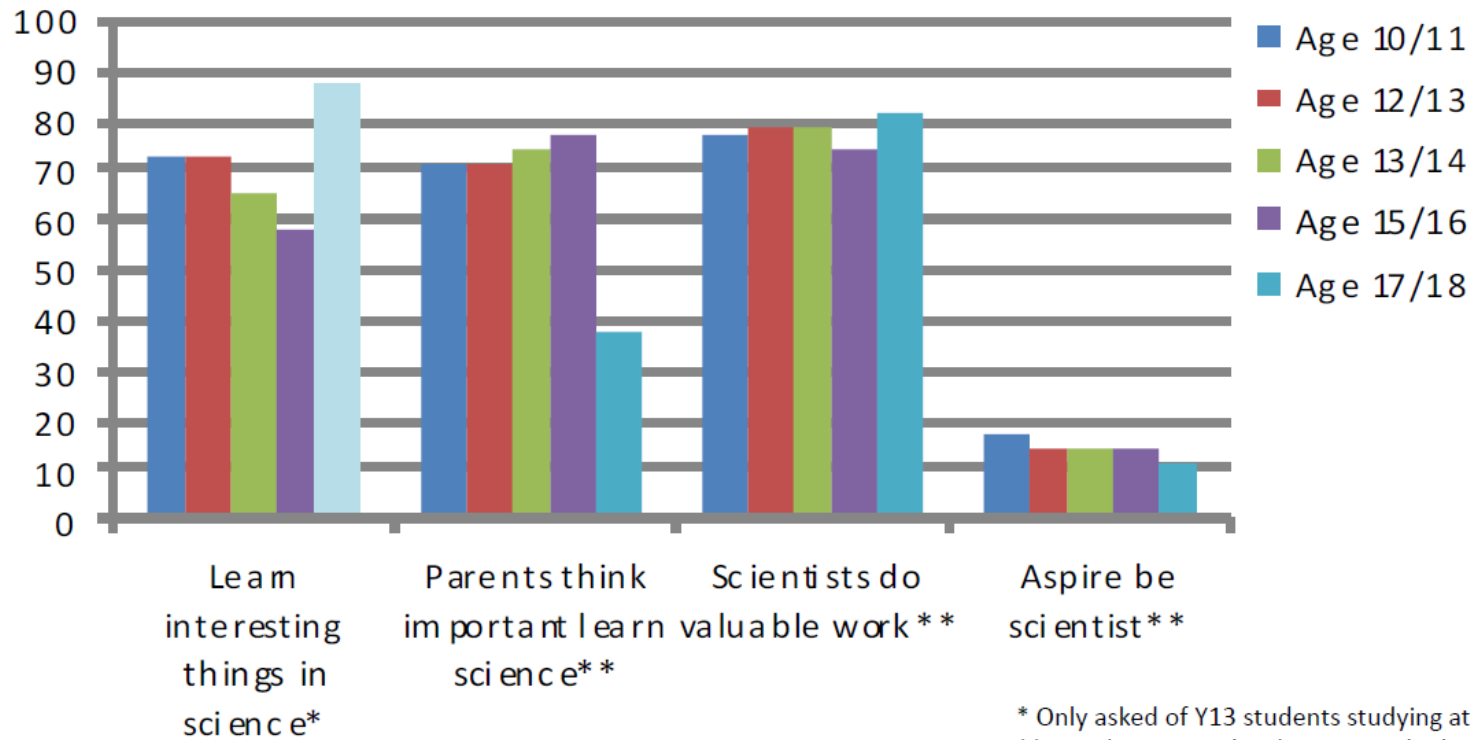
Related content

[Video: Luke Jerram's Earth](#)



Science is interesting – but not for me

Comparison of survey responses from Y6, Y8, Y9, Y11, Y13 students
(% strongly/agreeing)



* Only asked of Y13 students studying at least one science A level

** Y13 data is weighted to national A level science entries

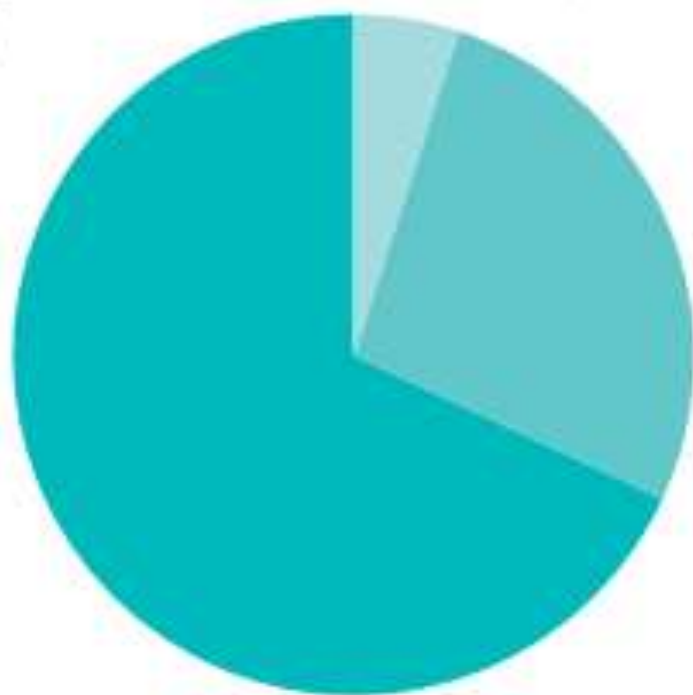
WHAT IS SCIENCE CAPITAL?

NATIONAL UK SURVEY OF SCIENCE CAPITAL

A nationally represented survey conducted with 3,638 11- to 15-year-olds living in areas near to the Science Museum Group sites found that¹...

68%

have medium science capital



5%

have high science capital
(more likely to be socially advantaged and male)

27%

have low science capital
(more likely to be female and/or from less socially advantaged backgrounds)

Ideas for how to improve levels of science capital...

- Watching science TV shows
- Following scientists on social media
- Talking to someone in a STEM career
- Taking part in out-of-school learning activities
- STEM Clubs / Young STEM Leaders
- Visiting science & discovery centres



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10 minute break!

Engaging the public via the media:
what are the opportunities to *tell*
people about your research?

- Radio / Podcasts
- Television / YouTube
- Print media / Digital media
- Social media
- 3MT competition!



Being a great contributor....

- Be prepared and ask what is expected
- Know Your Audience
- Have stories and examples ready
- Avoid jargon or explain terms clearly
- What image are you trying to portray?
- **Engage, don't lecture**
- Passion and performance



Champagne geology
(Stuart Monro)



Biomining
(Barry Johnson)



Growing diamonds
(Mark Newton)



Final activity: considering your own PhD research...

- Think about designing your own public engagement activity to engage *families with primary school aged children* in your area of research (or consider 3MT?).

What sort of things do you need to consider?

- What's the hook?
- What does the interaction look like?





THANK YOU FOR YOUR TIME

GET IN TOUCH:

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