

Science Communications and expanding research reach

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Outline

- **WHAT:** Is science communication and how it can make research more accessible and understandable to broader audiences.
- **WHY:** Science communication is important to society, your institution and you.
- **HOW:** To build an effective communications strategy.
- **EQUIP:** You with practical tips and resources, so you can effectively elevate the reach of your research by engaging with non-expert audiences.

What is Science Communication?

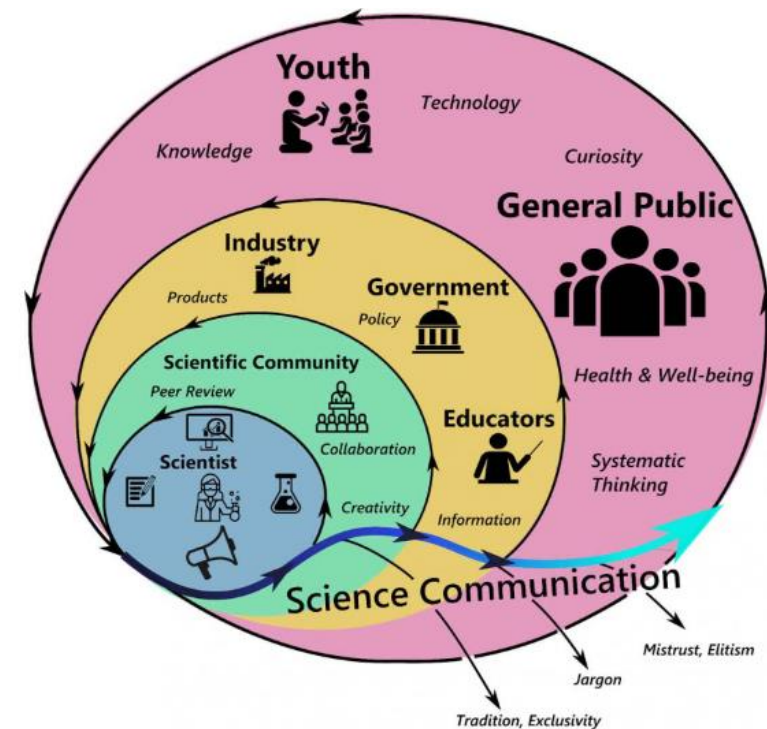
Practice of conveying scientific information and concepts to **non-expert audiences**. It aims to make science **accessible** and **understandable**, often through **various formats** such as articles, talks, and **public engagement activities**. The goal is to **inform, engage, and foster dialogue** between scientists and the **public**, enhancing understanding and appreciation of science.

Key Aspects

- Dissemination of Knowledge
- Public Engagement
- Empowerment Through Education

Goals

- Increase Research Awareness
- Bridge the Gap
- Inspire Future Generations



Why is it important?

Enhances Public Understanding

- Builds trust in scientific research by demystifying processes.
- Provides context for scientific news and breakthroughs.
- Empowers individuals to make informed decisions.

Encourages STEM Engagement

- Fosters critical thinking and scientific literacy.
- Inspires the next generation of scientists.
- Promotes diversity by reaching out to underrepresented communities.

Addresses Global Challenges

- Raises awareness around global challenges and influences attitudes and behaviours.
- Informs evidence-based practice and policymaking.
- Empowers the public to contribute to solutions for issues like climate change and public health.

Why does it matter?



To me as a researcher

- Improves research by gaining new perspectives.
- Increases visibility and potential for collaborations.
- Improves communication skills.
- Expands professional network.
- Enhances career prospects.
- Fulfils funding requirements for broader impacts.



To my institution

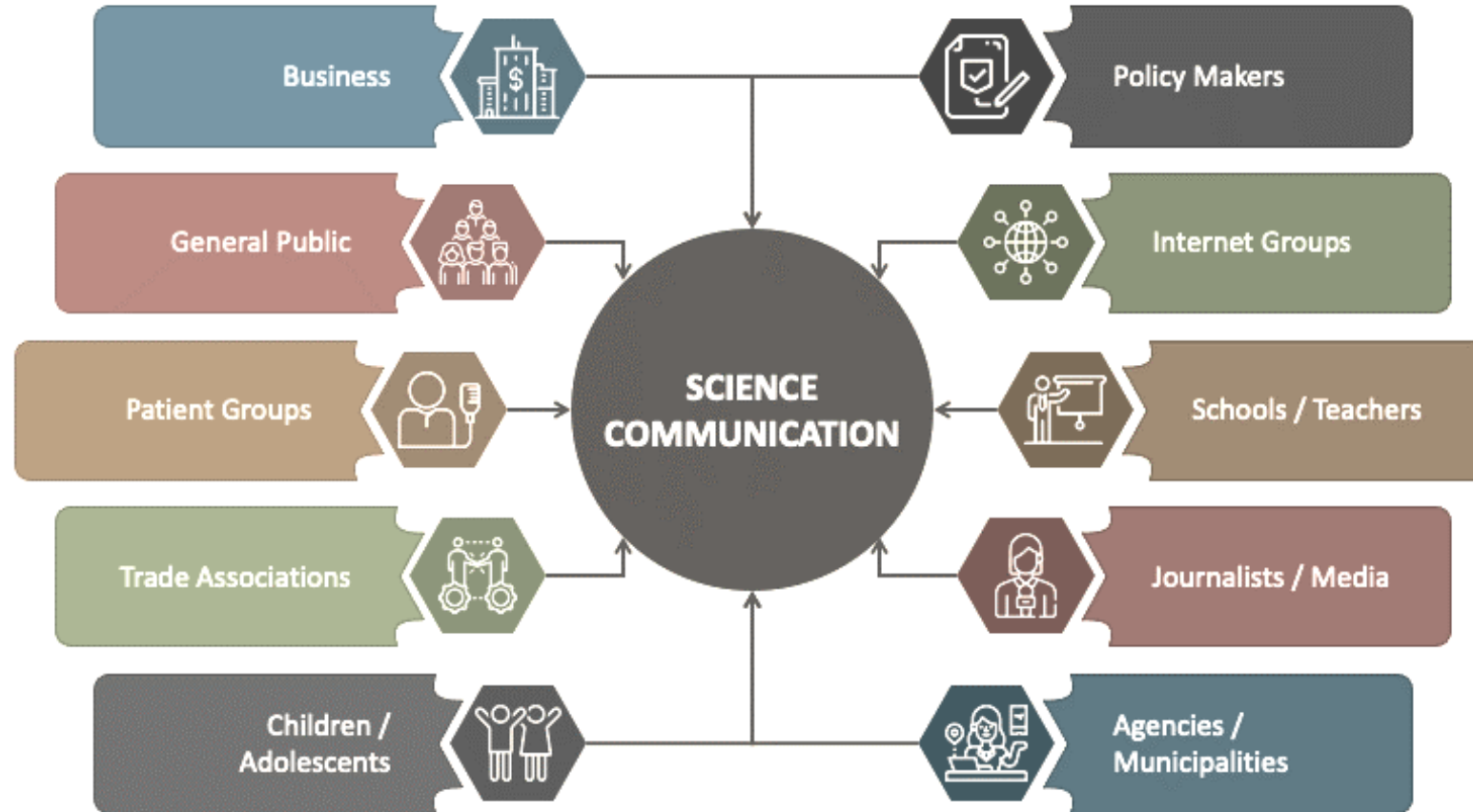
- Raises public awareness of research activities.
- Attracts more potential collaborators and students.
- Strengthens community relations.
- Builds influence in key research areas.
- Catalyses research impact.
- Maximises funding opportunities.

How to get started

Things to consider



Who is your target audience?



How to build a communications strategy

- Know your target audience
- Assess knowledge base and focus on the big-picture
- Choose appropriate formats and channels
- Develop a clear message
- Use relatable analogies and avoid jargon
- Use story-telling to engage
- Evaluate effectiveness of communication and adjust as needed



Tailor your approach



Practitioners

- Emphasize practical applications of research
- Use case studies to illustrate concepts
- Provide actionable recommendations
- Explain how findings improve practices or solve problems
- Use terminology familiar to the professional group
- Offer resources for further learning and implementation



Media

- Craft clear, concise messages for easy quoting
- Provide compelling visuals or multimedia elements
- Prepare "sound bites" that capture key points
- Offer context for complex topics
- Respect media timeframes
- Avoid jargon and explain technical terms as needed



Educators

- Provide context for complex topics
- Use analogies to explain difficult concepts
- Develop curriculum relevant materials
- Create interactive demonstrations or experiments
- Highlight cross-subject and real-world connections



General Public

- Use storytelling to make research relatable
- Focus on why your research matters to everyday life
- Use analogies to explain complex concepts
- Employ various formats to reach different audiences
- Engage in two-way dialogue, encouraging discussions
- Address common misconceptions about your topic
- Highlight the human element in your research

Offline Outreach

- Public talks and community forums.
- Workshops in schools and educational institutions.
- Science fairs and exhibitions showcasing research projects.

Online Outreach

Translation

Dissemination

Animation

Article

Website/
Blog

Podcast

Video
Abstract

Infographic



Measure, Assess & Evaluate



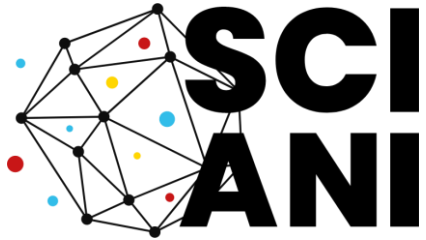
What resources can be helpful?

- Institutional resources (outreach teams, press offices, workshops)
- Science communication toolkits ([QUEST toolkit](#))
- Online platforms (social media, blogs, podcasts)
- Latvian initiatives ([ResearchLatvia](#))
- European initiatives ([COALESCE](#), [Science Europe](#))

What if I don't have the time?



Karger's Outreach Services



Science Animated

www.sciani.com



Research Features

www.researchfeatures.com



Sci60

www.sci60.com



Research Outreach

www.researchoutreach.org



ResearchPod

www.researchpod.org

Karger's Outreach Services

Research Features

Our Research Features publication brings your work to a wide audience of non-specialist readers. Striking imagery and graphics tell your story in an engaging, accessible way.

Research Outreach

Research Outreach explains your work without losing crucial detail and nuance, extending your reach to a wider readership.

Research Pod

At ResearchPod, we connect the research community to a global audience of peers and the public, raising visibility and understanding through the rapidly growing and highly popular medium of podcast.

White label publications

As your magazine partner, we collaborate with you to consolidate your research activities into a single publication. Similar in style to Research Features or Research Outreach, the magazine will help develop your organisation or institution's brand through high-quality, original content written by experts

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Videos are shared 1200% more than text or image. Using a video abstract to summarise your research paper, article, or podcast in just one minute can significantly broaden your audience and your reach.

Websites

An online presence is a critical tool to reach potential investors and collaborators. With a webpage, you can consolidate all your outreach activities in one central hub, to enhance discoverability. Our team supports you on your web development journey, from design all the way through to build and maintenance.

Social Media

All our services include social media promotion, from broad, global dissemination to targeted promotion, so your work gets where you need it to go. We also provide you with the hard data that tells you just how far your message has travelled via our Impact Report.



Questions?

Stay in touch



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