

Communicating your research: The importance, challenges and Best Practices



UPCOMING EVENT: HINARI MASTER TRAINER ONLINE COURSE

The online course aims to present the recent developments of the Hinari portal and provide training in different topics such as searching for health information and marketing a library.

FIND OUT MORE

NEWS




New 1,209 journals on AGORA since July 2016!
13th October 2016

AGORA adds SHARE to its databases: Get access to 125 additional data providers!
7th October 2016

[More news](#)

BLOG



Publisher of the Month: Taylor & Francis
Our highlighted publisher this month is Taylor & Francis Group. [Taylor & Fran](#) [...]

A look at AGORA usage in the world
Africa leads in terms of usage, but AGORA has considerable presence in Asia and Latin America. [...]

[More posts](#)



HOW TO REGISTER




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CASE STUDIES




'Making a Difference': Where Are They Now?

An update on the progress of CURE Hospital - Ethiopia, where HINARI is a vital tool for doctors to find the right medical information for patient care.

[Read more](#)

TRAINING



New Training Section

In order for librarians and researchers to make the best use of the resources provided, we understand the importance of training and effective promotion of the services.

The partners are committed to providing appropriate long-term training on the use of online resources and more.

[Read more](#)

FOLLOW US ON TWITTER

RT @egjordanino: Tips for Designing Better Research Posters, by @rodriguezalts <https://t.co/XLY17V0qg> via @r4ipartnership #science [1 day ago](#) retweeted via [egjordanino](#)

RT @SAGESociology: Great podcast on using #BigData to look at why ideas go viral- <https://t.co/AC4e7IDv1> #IC2S2 [1 day ago](#) retweeted via [SAGESociology](#)

RT @OUPAcademic: How should #science impact health policy? <https://t.co/1BqPCEs7Td> via @OUPMedicine

What is Research4Life?

History

Programmes

Aims

Training

1

Why is Science Communication important?

2

What challenges do we have to face?

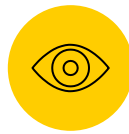
3

Best practices and case studies



Science Communication

“the use of appropriate skills, media, activities, and dialogue to produce one or more personal responses to science”



Why?

Why is so important to communicate science



RESPONSIBILITY

CONTRIBUTE TO DEMOCRACY

- Better informed public





1 Single-Dose 0.5-mL Vial
Measles, Mumps, Rubella and Varicella
Virus Vaccine Live
ProQuad®
STORE FROZEN: -58°F TO +5°F
For only
Manufactured and Dist. by:
Merck Sharp & Dohme Corp., a subsidiary of
MERCK & CO., INC.
Kenilworth, NJ 07033, USA

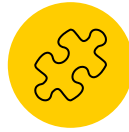
FIGHT MISINFORMATION

- We need to help make science coverage accurate!

INSPIRE NEXT GENERATIONS

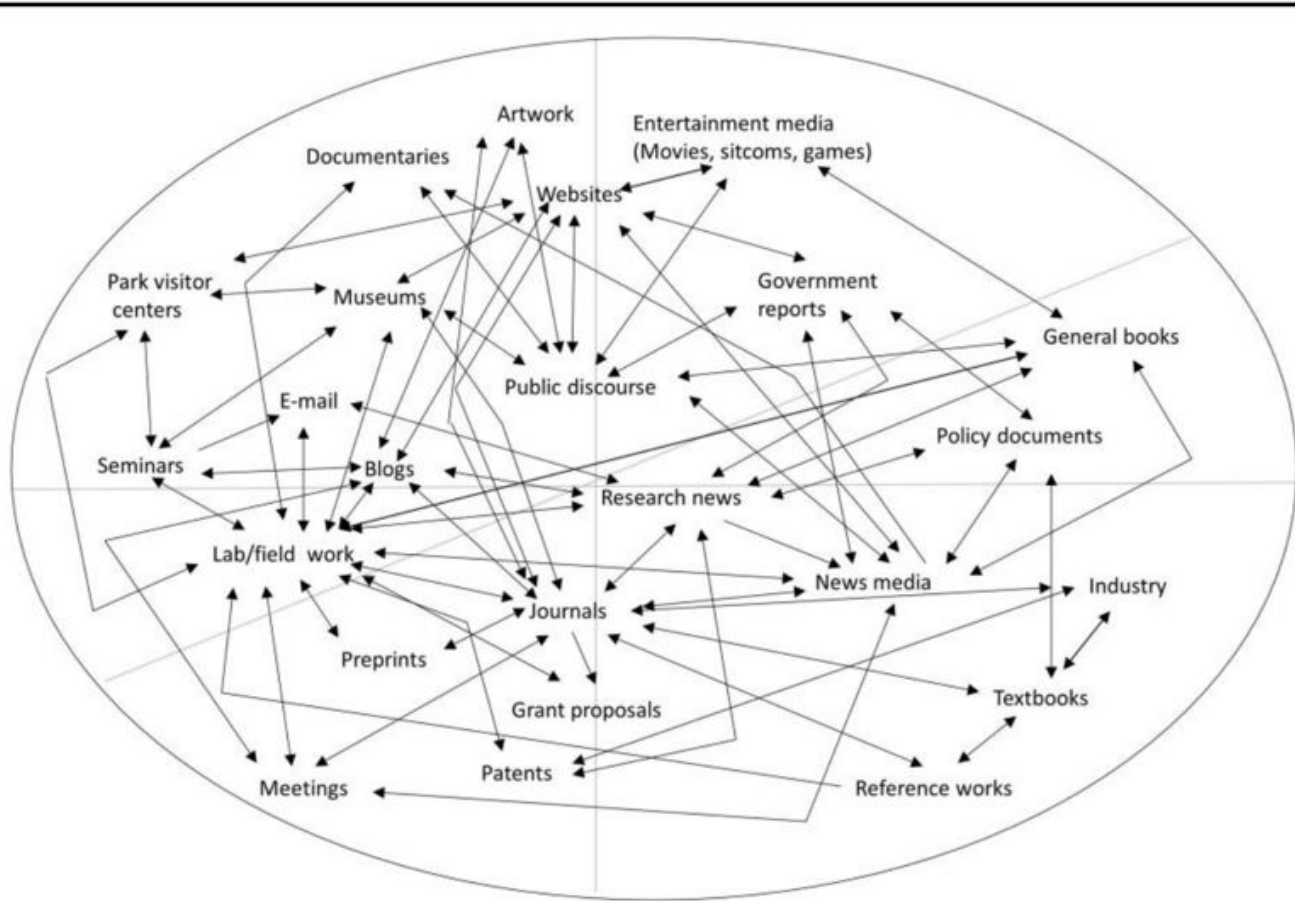
- We need more students pursuing science careers (particularly women).





Challenges

Why is so difficult to communicate science



Sphere of Science Communication

From: Lewenstein, Bruce V. (2011). Experimenting with Engagement. Commentary on "Taking Our Own Medicine: On an Experiment in Science Communication." *Science And Engineering Ethics*, 17(4), 817-821.

Scientific information flow

Source

- Research centers
- Universities
- R&D private organisations
- Government institutions
- NGO's



Medium

- Scientific journals & books, scientific conferences
- Popular science magazines
- Television, film, radio
- Science education in schools
- Science museums

Audience

- Scientists
- Stakeholders
- Policy makers
- Lay audience





Problems

- Giving information to people doesn't change their behavior.
- There are other factors that affect the decision making process.
- Ethical factors, cultural factors, experiences, etc.
- One way communication.



How

How to do better science communication.



Know your target audience

- Lay audience:

Visuals, tell your experience, make the story simple but not talk them down.

- Policy makers:

Know the agenda, think about solutions rather than the process.

- Media ????



Tell the story

- Missing ingredient
- Emotional connection to the audience
- Using narrative and data triggers activity in other parts of the brain



0:07 / 2:20



"Unsung Heroes" - Nasra Gathoni



Research4life Partnership

✓ Subscribed 51

1,246

Up next

Autoplay



Research4Life and its impact on Agronomist in Burkina Faso
by Research4life Partnership



Adapt to and embrace new media. Why?

- Make information open
- Connecting and starting conversations
- Promotion = citations & downloads
- Set the record straight
- You're in the driver seat

