



Science Communication & Responsible Research

Responsible Conduct in Research

July 25, 2024

WHY is science communication a part of any responsible research practice?



- Human right “to share in scientific advancement and its benefits.” (Article 27 UDHR)
- Science communication as an integral part of responsible research
- Helpful outcomes for researcher: understanding, connection/application, data

WHAT should a researcher know about science communication?



- Being able to answer questions by the public about our research.
- Being able to raise the alarm if own findings call for it
- Understand of whether to become a visible scientist (or not!)
- Understand how to constructively taking part in public discourse
- See the possible career options related to science communication



HOW to do science communication?

- Reflecting on relevance of topic: application/implication, knowledge, fascination
- Reflecting on own goals with communication
- Being authentic, precise and truthful
- Understanding the perspective of the audience: language + ideas, goals + values
- Being interested in the audiences insights and feedback



WHAT are possible negative aspects with science communication?

- Wasting time and resources on something that doesn't help your science
- Conflicting goals between yourself, your institution, your collaborators, and the media
- Being instrumentalized by third parties in the public
- Negative feedback of colleagues for being in the public: vanity, imprecision, overgeneralization, being outside of own expertise
- Negative feedback from the audience regarding research and public appearance



WHERE do I find resources to do science communication?

- Your institution: communication/press office
- Science-Communication-Organizations: WiD, NAWiK, Science Media Center, IDW, AAAS, SNSB, Museum für Naturkunde, Deutsches Museum, Deutsches Hygienemuseum, ...
- Researchers on science communication
- Professionals and agencies
- Media professionals working with you
- Feedback by colleagues and audience

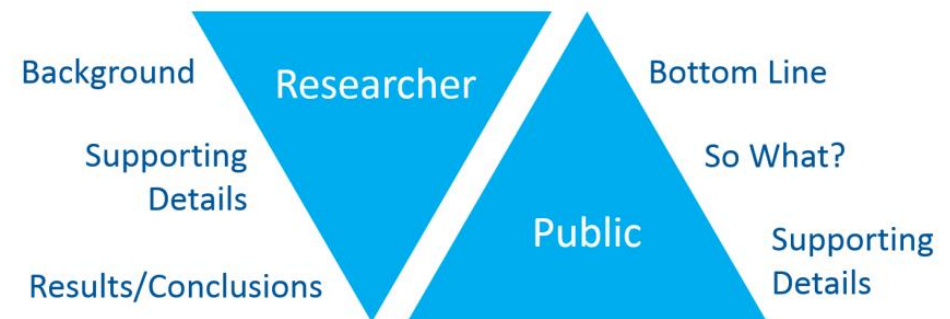
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Online Resources



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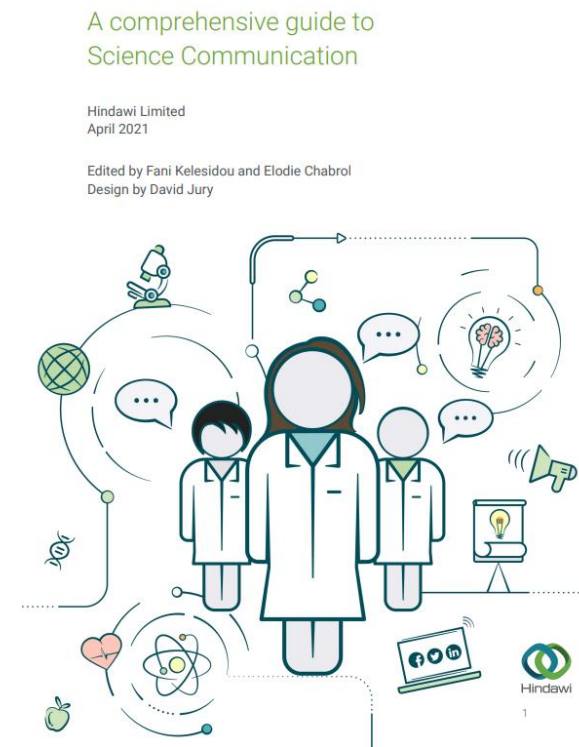
Online Resources



Adapted from Nancy Baron's *Escape from the Ivory Tower* | AAAS | Center for Public Engagement with Science & Technology

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Online Resources



MUNICH SCIENCE COMMUNICATION LAB



www.mscl.de



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