Importance of Science Communication

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If a tree falls in a forest and no one is around to hear it, does it make a sound?  

Is science communication foregone conclusion (for you)?
THE PURPOSE FOR UNIVERSITIES

- The Finnish universities have three main tasks set by the Ministry of Education:
  - RESEARCH
  - TEACHING BASED ON RESEARCH
  - IMPACTING ON / INTERACTION WITH THE SOCIETY

- All of these tasks require communication as an integral part of the process.
What is science communication?

- generally refers to public communication
- communication between scientists from different fields
- communication between scientists and non-scientists
Your Mom (& family)

Researchers
Specialists
Enterprises

Decision makers
Reporters
Citizens

Research-based information

Teachers
Students

Your own science community
Dissemination and Communication

- Dissemination: producing and publishing scientific papers
- Communication is to inform and reach out to the society
- It should be addressed to multiple audiences that go beyond the project’s own audiences
Why is it important?

What are the goals for #scicomm
Reasons for science communication

WHAT MOTIVATES YOU?

• Money
• Sense of duty
• Desire to educate people
• Publicity / Media presence
• Pure Narcissism
• Other reasons / purposes?
Importance of science communication

- Science communication strengthens the connection between science and community
- It increases the confidence towards scientific information
- It ensures people’s right to benefit from the advances of science
- We/you as researchers have also an obligation to communicate our work
Know your research and learn to tell it to others

Once you have a clear picture of your research, think who are your key stakeholders and what do you need them to do.
Where is your audience?

Who might be interested in your research?
Go where the audience is!
Be visible

- Improve your skills in social media
  - Facebook
  - Twitter
  - LinkedIn
  - Research Gate…
  - Blogs

- Make a researcher profile!
Be brave.

Be brave. You have the right to communicate. Within the university it is a good place to start and practice.
Remember to

- Clarify
- Simplify
- Impact
- Give concrete examples of implementation (if possible)
- Be honest (hyperbolism is a trap)
- Show / tell less (than too much)
If a tree falls in a forest and no one is around to hear it, does it make a sound?

If a researcher fails in communication, does the research exist?
Thank you!

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