



Engaging science communication that are time-saving for scientists using new online technology

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Science communication is a time consuming and challenging task. Communicating scientific results comes on top of doing science itself and the administrative work the modern day scientists have to cope with. The competition on peoples time and attention is also fierce. In order to get peoples attention and interest, it is today often required that there is a two-way communication. The audience needs and wants to be engaged, even in real-time. The skills and times required to do that is normally not included in the university curricula. In this presentation we will look at new technologies that can help scientists overcome some of those skills and time challenges. The new online technologies that has been tested and developed in other societal areas, can be of great use for research and the important science communication.

We will illustrate this through an example from biodiversity, wetlands and these fields use of Earth observations. Both the scientists themselves representing different fields of research and the general public are being engaged effectively and efficiently through specifically designed online events/seminars/workshops. The scientists are able to learn from each other while also engaging in live dialogues with the audience. A cooperation between the Group of Earth Observations and the Ramsar Convention of Wetlands will be used to illustrate the method.

Within the global Earth observation community, where this example comes from, there is a great potential for efficient capacity building, targeting both experts, decision-makers and the general public. The method presented is demonstrating one way of tapping into that potential using new online technologies and it can easily be transferred to other fields of geoscience and science in general.