



An early career researcher's perspective on presenting flood risk research to the media

Louise Slater

Department of Geography, Loughborough University, Loughborough, UK (l.slater@lboro.ac.uk)

My research lies at the intersection of three disciplines: hydrology, climatology, and geomorphology, and focusses on understanding the drivers of changing flood hazards to improve flood projections. Because flooding has major impacts on people's lives, and flood losses are projected to continue to increase in future decades, attribution studies are readily picked up by the press.

As an Early Career Researcher, I will share my own experiences in communicating flood-related research results (through university press releases, Twitter, blog posts, and interviews), and what I have learnt about the types of strategies that can be followed to increase research dissemination/outreach, and the "Attention Score" of individual papers.

In terms of interacting with the media, I will also share some suggestions regarding the types of questions that often arise, as well as awareness strategies to avoid potential pitfalls, misunderstandings or misinterpretations.