

EGU21-15856

<https://doi.org/10.5194/egusphere-egu21-15856>

EGU General Assembly 2021

© Author(s) 2021. This work is distributed under the Creative Commons Attribution 4.0 License.



5 reasons why research projects should communicate their science

Marie Heidenreich

Project Management Juelich, Marine Research and Geosciences, Germany (m.heidenreich@fz-juelich.de)

1. Science communication is relevant when it comes to getting a project approved. This applies not only to nationally funded research projects, but also to science within the Horizon Europe framework. A solid communication concept is not only a great advantage when it comes to project approval. Science communication can also increase the impact within the research community.

2. Science communication increases the impact of a project. The impact of a project is primarily assessed on the basis of publications in scientific journals. Scientists also read newspapers and watch television - and surf the Internet. Without the appealing presentation of research results, they would not necessarily become aware of studies outside their own specialist area. More and more researchers are on social networks such as Twitter and find out about new articles via their timeline. So thanks to social media, it's becoming easier to share publications online.

3. Science communication improves collaboration within a project. A positive side effect: especially in large collaborative projects in which researchers are involved in very different disciplines, the project partners can communicate better if the different research approaches and goals are flanked by professional science communication. In their interview study "What do scientists gain from science communication?", science communication scientists from the University of Münster asked 75 scientists from two interdisciplinary research networks and found that science communication stimulates the exchange between colleagues, imparts knowledge about research in other disciplines, provides an overview of research in the network and promotes the establishment of personal contacts among colleagues.

4. Thanks to science communication, research reaches people outside of the science community. The more clearly presented, the more interest is aroused. But we hardly need to explain that to you as the guests of this session. The communication of scientific results on the effects of plastic in the ocean caused the largely invisible phenomenon of plastic littering has now received enormous public attention and is currently perceived as one of the greatest threats to the marine environment. Many research projects that want to initiate societal change can only achieve their goals with public relations.

5. Often the decisive factor: there is funding for science communication. In everyday science, this is a crucial prerequisite for science communication to take place. Research projects can

acquire additional resources and hire professional science communicators to support outreach. Therefore, the scientists can concentrate on their research. The talk will include a brief overview of the funding opportunities that are available for science communication in the EU.