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From Dissemination to Participation – A Creative Approach to Geoscience Communication

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Science communication exists on a spectrum: from dissemination to dialogue. While participation is likely to be the most effective way of helping to truly diversify science, there is still a need for geoscience communication initiatives that exist across this spectrum. In this Katia and Maurice Krafft Award lecture I will present an overview of my research into using poetry and games as facilitatory media to help disseminate knowledge, develop dialogue between scientists and non-scientists, and engender participation amongst diverse publics, including those audiences that have previously been marginalised by the geosciences.

By presenting a series of case studies, published works, and works in progress, I aim to demonstrate how this creative approach can help to address a lack of diversity in the geosciences. This lack of diversity should be paramount to anyone who is involved in either the geosciences or geoscience communication, not only because it is ethically the 'right thing' to do, but because ultimately greater diversity results in better science.

In addition to my own research, I will also explore how the work that we are doing with the EGU journal *Geoscience Communication* is supporting others in developing innovative and effective research and practice in this space, and how this in turn is helping to provide greater recognition for science communication in the geosciences.