Thinking Science Communications

The Importance of Audience Engagement

An Interactive Workshop
THINKING SCIENCE COMMUNICATIONS
AN INTERACTIVE WORKSHOP

- Workshop Format and Schedule
- Introductions
- Why??
- Food Evolution Documentary and Discussion
- How to Begin??
  - That One Sentence Activity
- Social Media
  - Platforms/Best Practices
  - Dealing with Negative Comments
- Engaging in a Two-Way Conversation
  - Start with Why? Activity
- Q&A/Open Discussion/Resources
A guide to result-driven communications
COMMUNICATION

As Much As You TALK

Make Sure You LISTEN

IS A TWO WAY STREET
JAN FIERRO, Michigan State University, USA

TEMINA LALANI-SHARIFF, INTERNATIONAL RICE RESEARCH INSTITUTE (IRRI), PHILIPPINES

M.D. ARIF HOSSAIN, Feed the Future South Asia Eggplant Project And Biotechnology Potato Partnership, Cornell Alliance for Science, BANGLADESH

YOU
Why??

- Your work is important and should be shared so it can continue to grow and gain momentum.

- A well educated community is better equipped to make smart fact based decisions.

- If you don’t, someone else will and they will probably get it wrong.
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- FOOD EVOLUTION DOCUMENTARY SCREENING
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FEAST ON FACTS

DISCUSSION/Q &A
Science - knowledge or a system of knowledge covering
general truths or the operation of general laws especially as
obtained and tested through scientific method.

Activism - doctrine or practice that emphasizes direct
vigorous action especially in support of or opposition to
one side of a controversial issue.

“Science is completely counter to activism,” Mark Lynas
WHAT WENT WRONG???
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TEA BREAK
HOW TO BEGIN

Less Is More
TAKE A MINUTE TO STUDY THIS SLIDE
HOW MANY OBJECTS DO YOU RECALL?

12
TAKE A MINUTE TO STUDY THIS SLIDE
HOW MANY OBJECTS DO YOU RECALL?

3
COMMUNICATING SCIENCE

KEEP IT SIMPLE – LESS IS MORE

CITATIONS - Britain’s Warwick Business School reports that the shorter the title of a scholarly paper, the more likely it is to be cited.

PAPERS STUDIED: 140,000
NUMBER OF WORDS IN TITLE: 1-55 words

BOTTOM OF THE TITLE RANGE: “XDS,” 1999 citations

TOP OF THE TITLE RANGE: “Taxonomic evaluation of the genus Enterobacter based on multilocus sequence analysis (MLSA): Proposal to reclassify E. nimipressuralis and E. amnigenus into Lelliottia gen. nov. as Lelliottia nimipressuralis comb. nov. and Lelliottia amnigena comb. nov., respectively, E. gergoviae and E. pyrinus into Pluralibacter gen. nov. as Pluralibacter gergoviae comb. nov. and Pluralibacter pyrinus comb. nov.,” 19 citations
Each character reduced citations by an average of 1.78 percent.
ACTIVITY - WRITE DOWN THE ANSWER TO THIS QUESTION:

WHAT DO YOU DO????
I am the communications manager for the Feed the Future Biotechnology Potato Partnership funded by USAID, our project is developing a genetically modified 3r-gene potato using the Rpi-blb2, Rpi-vnt1, and Rpi-mcq1 genes from wild solanum varieties designed to resist phytophthora infestans. This tuber will be in the farmer preferred varieties and be distributed to small-holder farmers in the South East Asia countries of Bangladesh and Indonesia.
I am the communications manager for the Feed the Future Biotechnology Potato Partnership funded by USAID, our project is developing a genetically modified 3r-gene potato using the Rpi-blb2, Rpi-vnt1, and Rpi-mcq1 genes from wild solanum varieties designed to resist phytophthora infestans. This tuber will be in the farmer preferred varieties and be distributed to small-holder farmers in the South East Asia countries of Bangladesh and Indonesia.
I work in communications for the Feed the Future Biotechnology Potato Partnership, we are developing a disease resistant potato to benefit farmers in SE Asia.

That one sentence can open dialogue and begin an exchange of information, ideas and concepts.

Take 5 minutes to see if you can edit what you wrote to one sentence.
ENGAGING WITH YOUR AUDIENCE

- CHANNELS OF COMMUNICATION
  - NEIGHBORS, FRIENDS, FAMILY YOUR COMMUNITY
  - SOCIAL MEDIA
    - FACEBOOK
    - TWITTER
    - LINKEDIN
    - WHATSAPP
IS SOCIAL MEDIA IMPORTANT FOR EFFECTIVE SCIENCE COMMUNICATION?

Image source: Genetic Literacy Project
Global Biotechnology Media Trend
Sep 1, 2017 - Sep 15, 2018

• Analysis of 7,369 Traditional news items and Social Media posts
• Traditional Media gross reach: 3,606.1 M
• Social Media gross reach: 17,950.7 M

Source: Cornell Alliance for Science
MEDIA CHANNELS TREND

- Print: 1,477.1 M
- Online: 2,086.9 M
- Blogs: 41.5 M
- Facebook: 1,953.5 M
- Twitter: 15,995.1 M

Traditional Media: 17%
Social Media: 83%

Source: Cornell Alliance for Science
TREND AND POSITIONING OVER TIME

Pro-biotech: 2,314.1 M
Anti-biotech: 1,409 M
Mixed Position: 620.5 M
No Position: 4,323.9 M

No Position: 50%
Pro-biotech: 27%
Anti-biotech: 16%

Source: Cornell Alliance for Science
GMO INFLUENCERS’ GROSS REACH

Pro-GMO Influencers: 12 M

Anti-GMO Influencers: 10 M

Source: Cornell Alliance for Science
#SABC 2018 IN TWITTER
TWEETING TIPS

• Use keywords
• Target influencers
• Use hashtags
• Give credit
• Create lists
• Use images
• Be consistent
Facebook: AUDIENCE REACH AND ENGAGEMENT EXAMPLE

- Bangladesh Alliance for Science organized March for Science Bangladesh with its 4000+ followers
- Engaged targeted audience through interactive content and posts
- Reached Grassroot and Grass top audience through social media
- Grabbed media attention and covered by top level national media and some international media
- Targeted message reached multiple stakeholders and audiences
March for Science Bangladesh: 
\[ \rightarrow \text{Participants and Campaigners} \] 

- Rally and Discussion at BAU
- Rally at SAU
- Seminar at SAU
- Rally at JU
MARCH FOR SCIENCE BANGLADESH MOVEMENT MEDIA COVERAGE

Science supporters gather in Bangladesh

The science march in Bangladesh earlier today was what looks like a fairly small gaggle of people. The organizers are promoting the event on social media. Here's the allianc's promotion video.

Update: Hossain estimates that nearly 300 people participated in the event. Here is a Facebook profile: a photo is below. —Marlin Enserink

BBC

Daily Sun

Jago news 24.com

Call to conserve indigenous rice varieties

Cultivation of indigenous rice varieties should continue along with developed varieties

Staff Correspondent
ETIQUETTE OF ENGAGING ON SOCIAL MEDIA

- Social media is inherently “social”
- It is a 2 way street and dependent on you responding to posts, commenting
- Response times are important
- Add to the conversation
- ALWAYS be respectful and polite

Dealing with negative statements:
- Most research suggests that no response is usually the best response to negative comments and posts
- If you feel you must respond, a short one time, non-emotional reply is appropriate
- Do not engage in an ongoing debate
- Report any harassing behavior to the proper social media channel
WHAT ARE THE ELEMENTS OF A GOOD MESSAGE?
ENGAGING IN A TWO WAY CONVERSATION

START WITH “WHY?”

By Simon Sinek
MESSAGE PYRAMID

Headline / Lead

The big WHY?
- belief, purpose, cause

Facts

Truth
- how and what

Anecdotes, examples, analogies

Emotions
- reinforces your point
COMMUNICATING SCIENCE

ACTIVITY - LET'S BUILD YOUR MESSAGE

WHAT DO YOU DO?

WHY DO YOU DO WHAT YOU DO?

WHY DOES IT MATTER TO THE WORLD?
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- LET'S SHARE YOUR MESSAGES
THANK YOU FOR YOUR ATTENDANCE