CFI-MSI SciComm Workshop

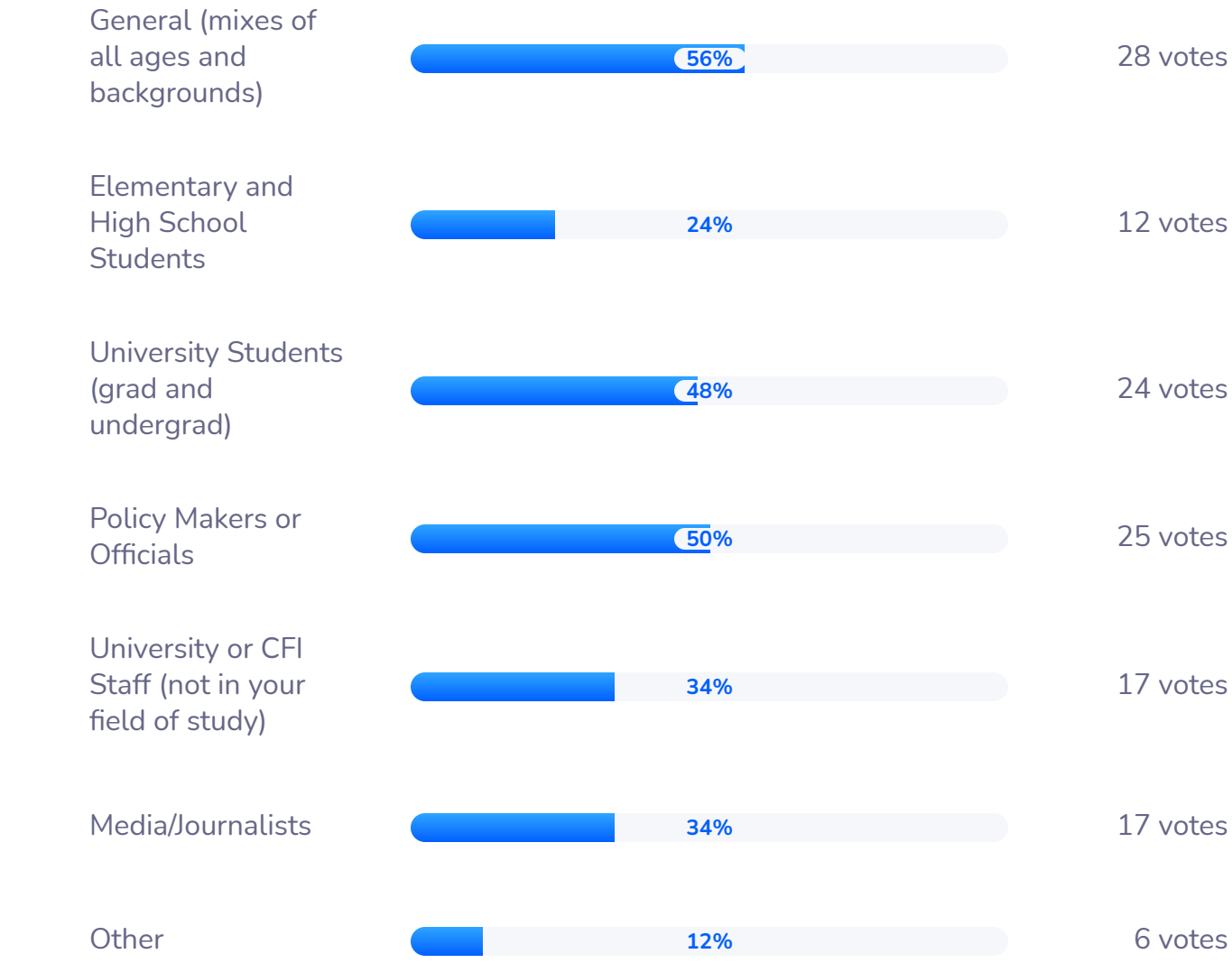
Number of participants: 104

1. How would you describe science communication?

90 respondents

2. What part of the public does your MSI interact with most often?

50 respondents



3. Share your elevator pitch

2 respondents

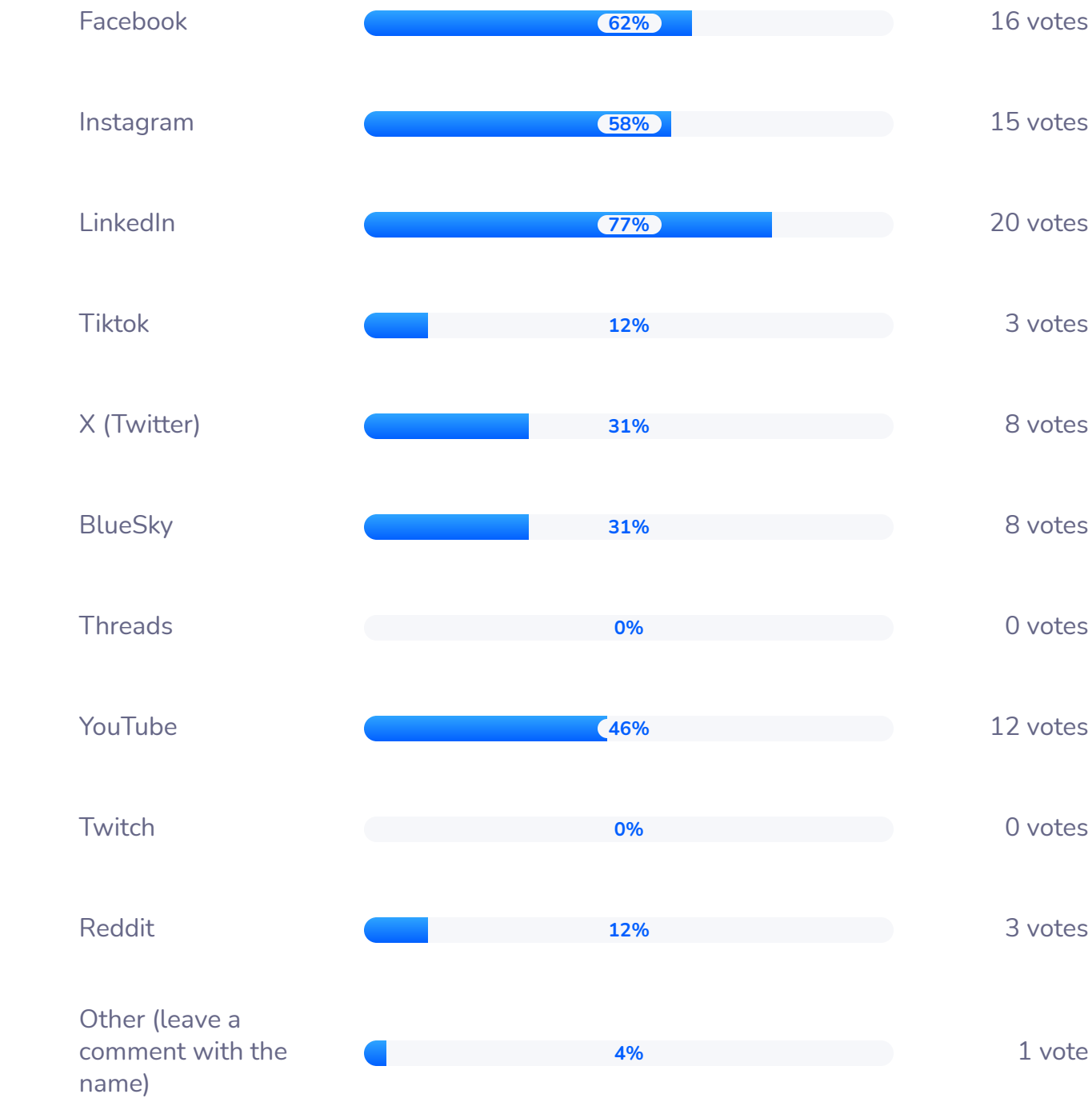
The Canadian research icebreaker CCGS Amundsen operates in the Arctic, AND it brings together scientists, students, and communities to study many aspects of the Arctic environment — from oceanography and sea ice to ecosystems and climate. BUT BUT the Arctic is changing faster than almost anywhere else on Earth. It is difficult to access, logistically complex, and increasingly strategically important for Canada. THEREFORE THEREFORE, the Amundsen provides one of the best research platforms to access these remote environments, support collaboration among people and disciplines, and generate the knowledge needed to address Canada's Arctic priorities and their impacts for the future.

We are in the midst of a biodiversity crisis, species are at risk of disappearing at a rate faster than we can describe them. But, we can't solve this issue with traditional taxonomy, because there are not enough experts and not enough time to describe the millions of species that are still unknown to western science. Therefore, we are using molecular tools to employ small, standardized regions of DNA as a proxy for species identification. Creating a molecular species identification system that can be used by anyone.

1

4. Which social media platforms is your MSI active on?

26 respondents

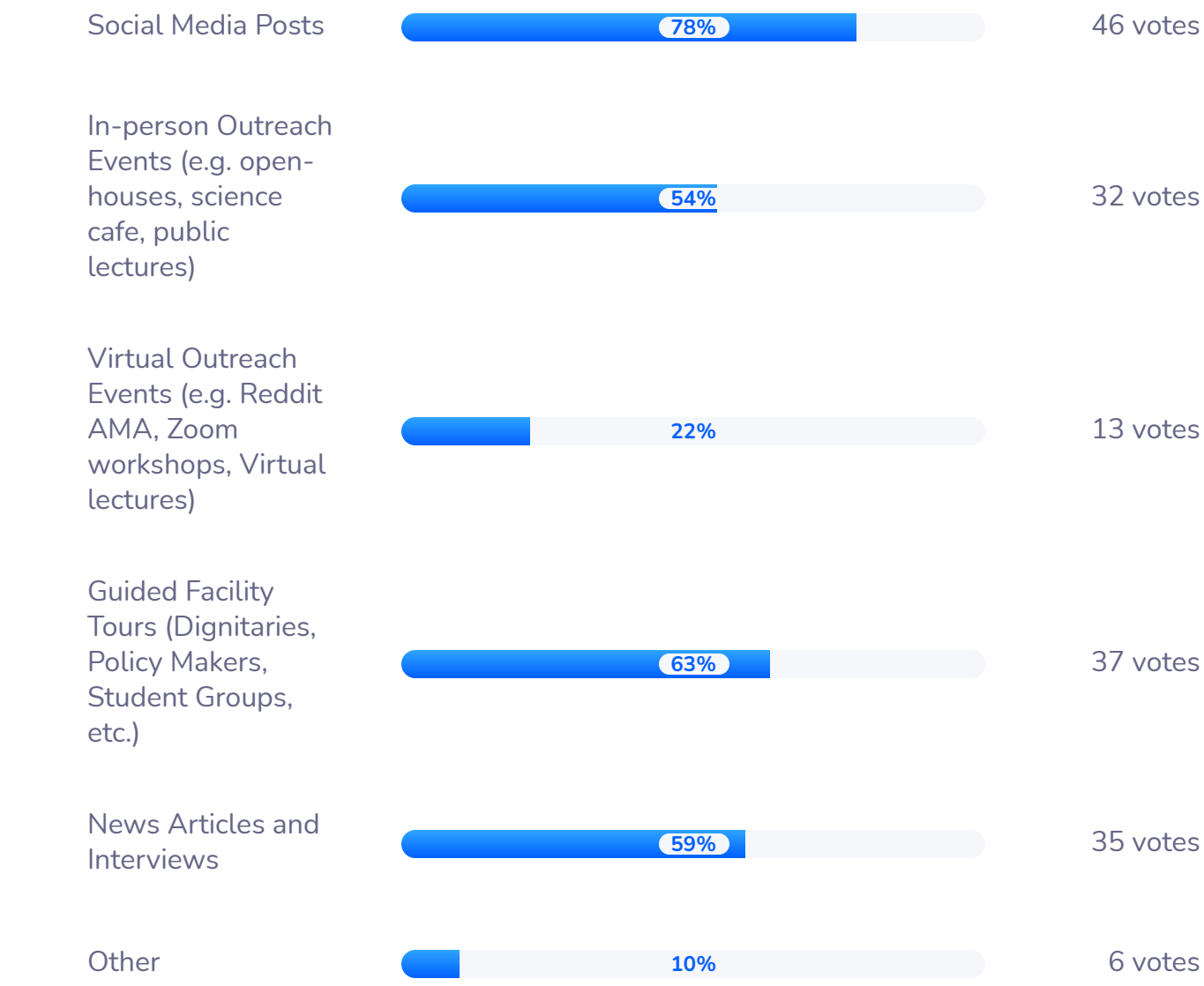


Other (leave a comment with the name) - Comments 1

Mastodon

5. What is the most common ways your MSI engages in formal public science communication?

59 respondents



Social Media Posts - Comments 6

Different platforms to reach different audiences

Main channel used but many others

Daily to weekly

Everyone online

LinkedIn, Blue sky

LinkedIn

In-person Outreach Events (e.g. open-houses, science cafe, public lectures) - Comments 5

We do this at conferences.

We have an outreach division

Science days, etc

Public lectures, ask me anything, tours, articles

Saturday morning lectures

Virtual Outreach Events (e.g. Reddit AMA, Zoom workshops, Virtual lectures) - Comments

3

Many

Focussed on students

Livestream

Guided Facility Tours (Dignitaries, Policy Makers, Student Groups, etc.) - Comments

5

Targeted to policy maker and research community.

Guided tours, student mentorships

Sometimes

Yes, weekly

Pay graduate students to act as tour guides, to connect generationally

News Articles and Interviews - Comments 4

Earned media - being a newsmaker expands reach and authenticity.

Quite often

Actively engaging

Newspapers, CBC, etc.

Other - Comments 5

It's a mix of everything from social media to getting members on podcasts or in person events

Na

Integrate arts to share research results

Public tours

Snapshots

6. Reflecting on this workshop, choose one thing...

1 You learned

ABT

A future valuable topic would be the potentials and pitfalls of AI in science communications.

Not enough communication persons from the MSIs attending this workshop due to limited participation possible, just sad. The managers often delegate all that stuff...

Platform reach and use

Know your hook

Tilden's principles

the algorithms

Provoke your audience

ABT and elevator pitch

The punch is not just the end but the beginning as well.

The 2 second attention span!

The importance of the algorithm

The elevator pitch format: hook, and, but, then

ABT method

The ABT framework

Hook and ABT

2 **You will apply**

Guide on the side

Using different platforms for different goals

The ABT method

Hook and ABT for 30-second pitch

ABT

ABT method

3 You still have questions about

How to work with limited resources/staff?

The importance of the different media types for different audiences. Eg traditional vs social in how they influence public, policy makers

Other methods besides ABT?

How to integrate individual researchers vs institutional comms. How to facilitate while managing brand and negatives

Strategy for strong channels/mechanisms to communicate to target audiences

Too much social media for science

Not sure joking is a good approach on social media, this can generate bad or trolling reactions

My own science communication skills

How to actually adapt to the audience