SISSA

Who are you communicating with, and why?

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Workshop on Science Communication in Developing Countries:
Bridging tha Gap between Science, Policy and General Public

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Expected Outcomes

- to be able to identify potential non-expert aoudiences for techno-scientific information;

- to be clear about **why** you want to communicate science and technology;

- recognize the different roles of an audience;

Sequencing and Pacing of the Module

1. Lecture on identifying the trainee profile; audience types
2. Activity 1
3. Lecture on various publics for science communication; uses and gratification
4. Activity 2
5. Summing up

Identification of Trainees' Profile

- Your experiences in communicating with non-experts
- Characteristics of the audiences
- Interest of non-experts audience
- Reasons of the involvment in communication activities

Audience Types

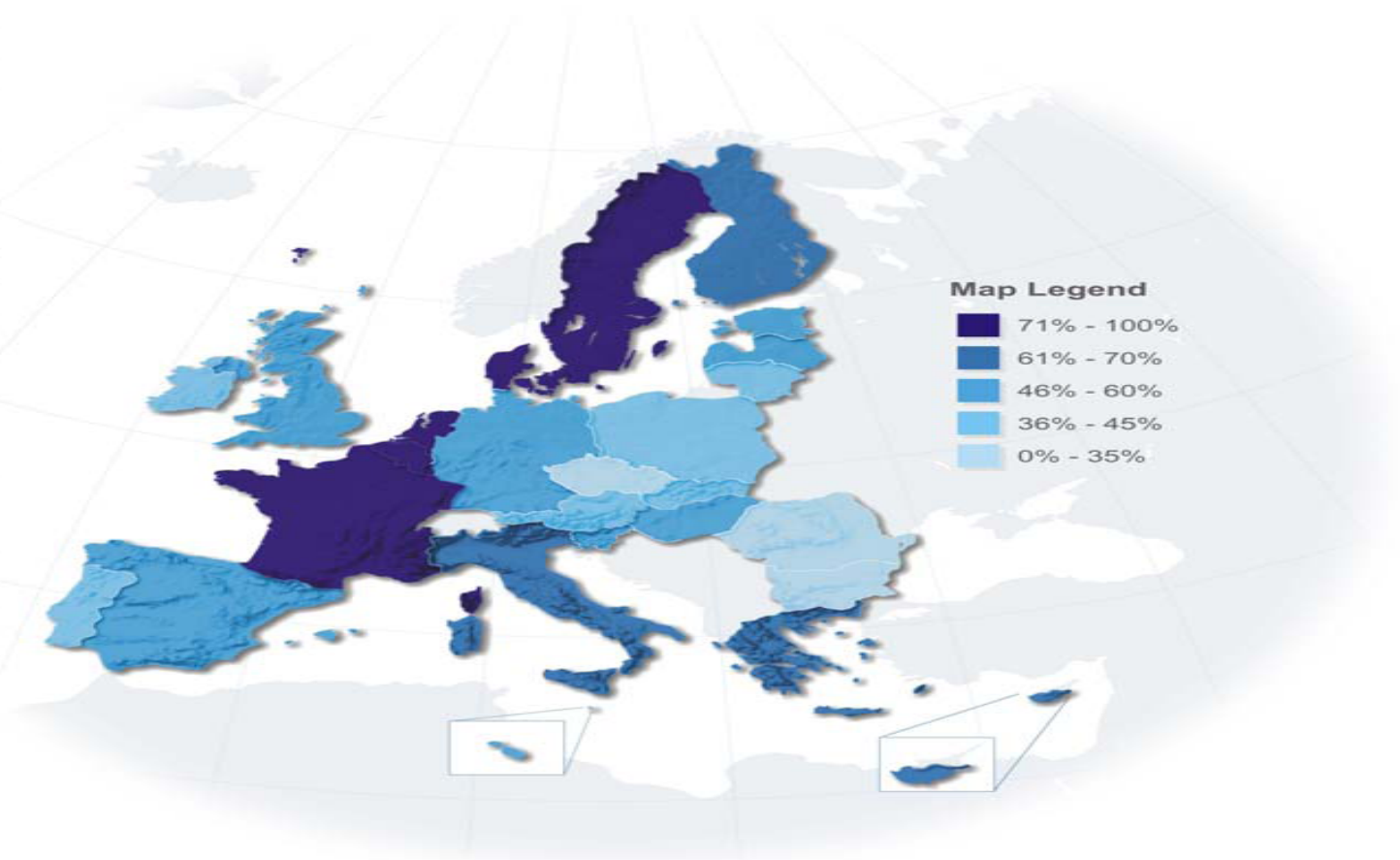
- Size, captive audience, average age, prevailing gender
- Levels of education, socio-economic backgrounds
- Ideological or religious beliefs
- Audience's prior knowledge and experience of science and technology
- Attitudes towards science and technology
- Familiarity with the medium or the context of communication

Some answers for mass audiences

Question: QB2. Would you say that you are very interested, fairly interested, not very interested or not at all interested in scientific research...?

Answers: Very interested + Fairly interested

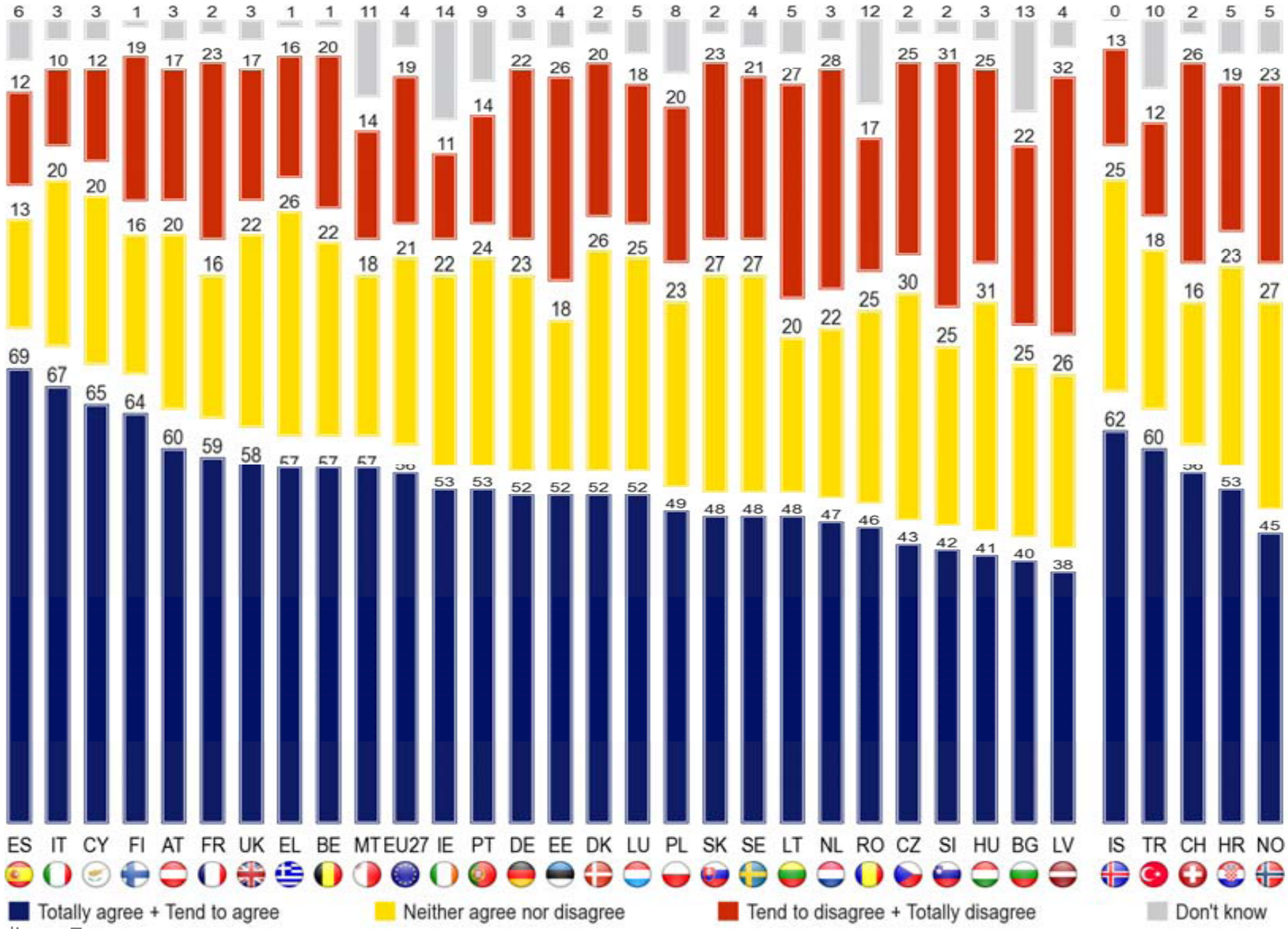
Sweden	80%
Denmark	79%
France	79%
Luxembourg	78%
The Netherlands	73%
Belgium	72%
Finland	70%
Cyprus	67%
Greece	66%
Italy	64%
United Kingdom	60%
Slovenia	60%
European Union (27)	57%
Germany	57%
Estonia	53%
Latvia	52%
Hungary	50%
Spain	48%
Malta	47%
Austria	42%
Portugal	42%
Ireland	41%
Poland	40%
Lithuania	38%
Slovakia	37%
Czech Republic	34%
Romania	32%
Bulgaria	24%



Source: European Commission, 2007. *Special Eurobarometer on Scientific Research in the Media*. Brussels: European Commission

QC7.10. I would like to read out some other statements. For each of them, please tell me how much you agree or disagree.

Most people think that science and technology are making their lives healthier



Mass audiences S&T: what social research says

- Gender differences
- Younger persons are more interested to S&T
- Correlation between courses attended during school and levels of knowledge
- Causal relation, probably, between socio-economic status and appreciation
- The most scientifically “literate” are not always the most deferential to science

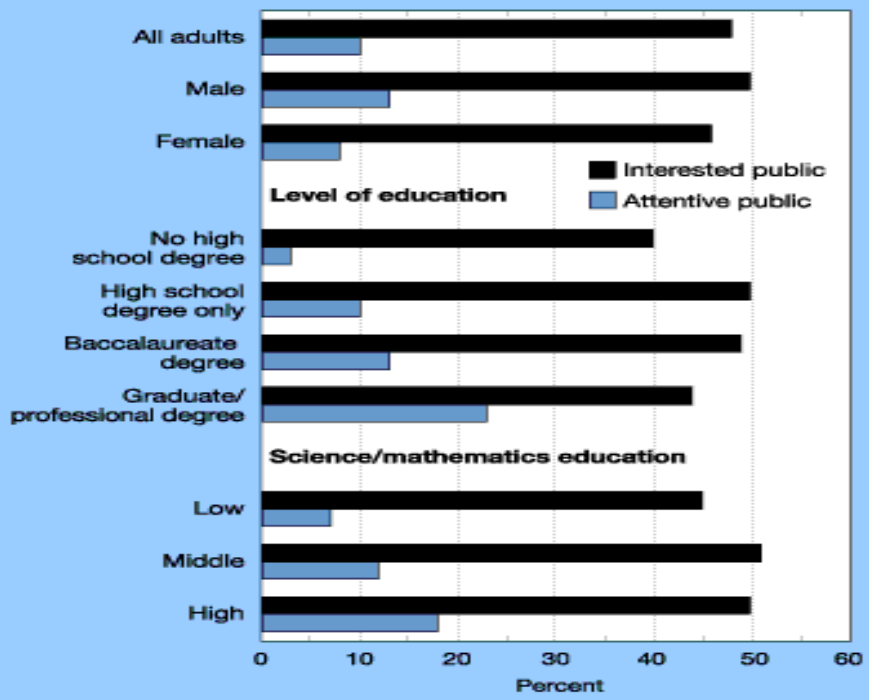
Activity 1

Audiences for Science Communication

Not One Public, but Several

- Attentive Public: 15%
- Interested Public: 10%
- Residual Public: 75%

Figure 7-3.
Public attentiveness to science and technology issues, by sex and level of education: 2001



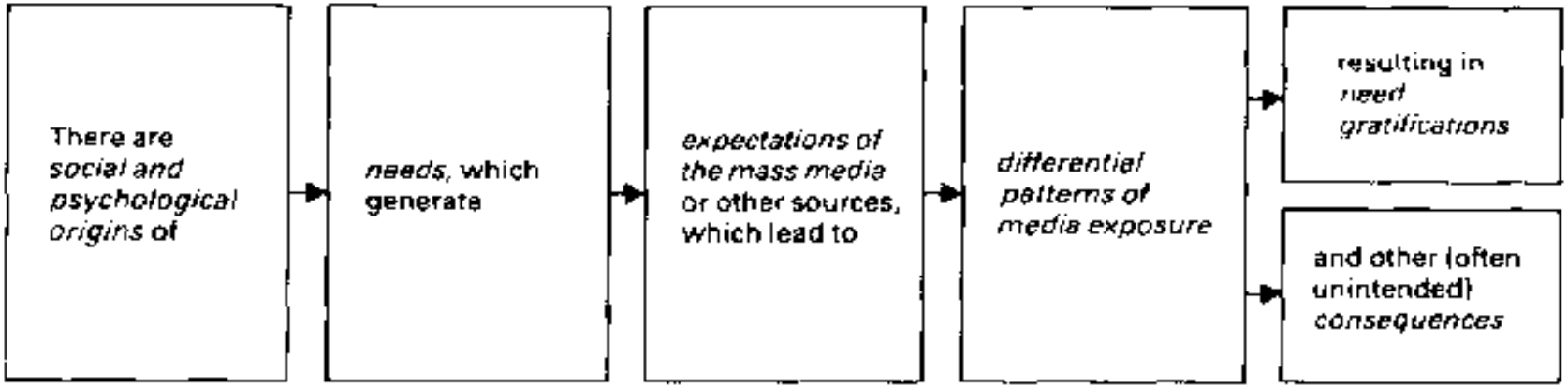
NOTES: "Attentive" public are people who (1) express high level of interest in a particular issue; (2) feel well informed about that issue, and (3) read a newspaper on a daily basis, read a weekly or monthly news magazine, or frequently read a magazine highly relevant to the issue. "Interested" public are people who express high level of interest in a particular issue but do not feel well informed about it. The attentive public for science and technology is a combination of the attentive public for new scientific discoveries and the attentive public for new inventions and technologies. Anyone who is not attentive to either of these issues, but who is a member of the interested public for at least one of these issues, is classified as a member of the interested public for science and technology. Survey respondents were classified as having a "high" level of science/mathematics education if they took nine or more high school and college math/science courses. They were classified as "middle" if they took six to eight such courses, and "low" if they took five or fewer.

See appendix table 7-8. *Science & Engineering Indicators – 2002*

Smaller audiences: contextual factors

- Personal experiences
- Interaction bewteen local communities and experts
- Stance of nodal persons or instituions in the community
- The values of specific audiences

Uses and Gratification Model



Different needs:

-Diversion
-Socialization
-Personal use
-Surveillance

Media frame for science and technology

- Prosperity and Economic Performance
- Active Citizenship
- Personal decisions
- Contemporary Thought and Culture

Activity 2

Thinking about Audiences

Summing up

- **Who** is your audience and **why** are you communicating with them?

- To frame communication according to the audience's characteristics and needs