

# Science Communication & Public Engagement

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What does Public Engagement mean to you?

# Why undertake Public Engagement?

## Why is community engagement important for research?

From basic science to health challenge research, effective community engagement involves communities most likely to be affected by research outcomes in ways that prioritise their views and experiences. It encourages mutual trust and improves the scope, relevance and impact of research.



<https://wellcome.org/what-we-do/community-engagement>

## REF 2029

Research Excellence Framework

<https://2021.ref.ac.uk/guidance-on-results/guidance-on-ref-2021-results/index.html>

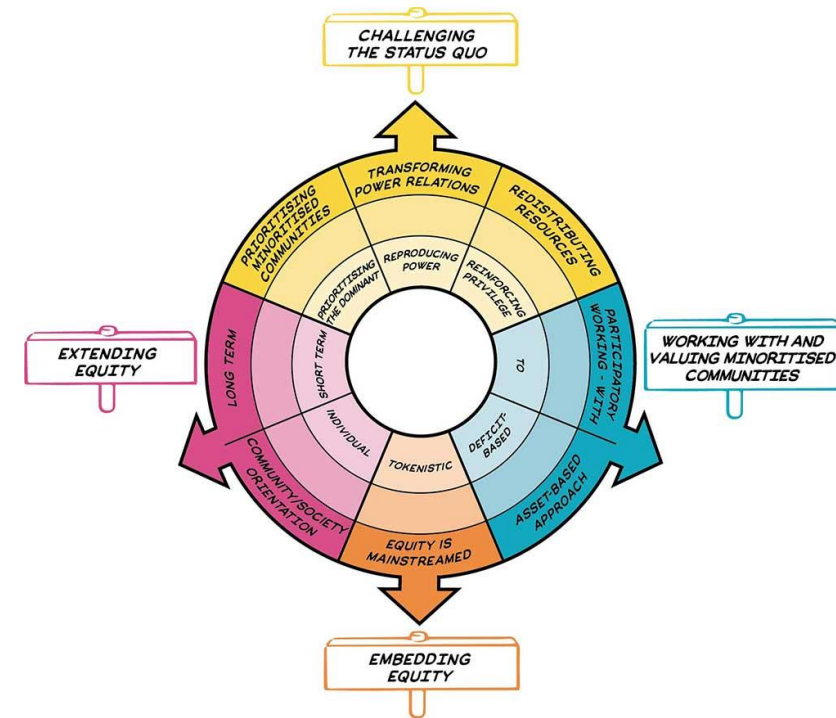
REF includes 25% weighting for impact and defines impact is

*‘an effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia’*

# Models of Engagement

UKRI (2024) sets out 4 key principles:

- **Open dialogue** – engaging diverse voices in the planning and execution of your research, understanding public perspectives and values
- **Participatory research** – bringing non-academic partners into the research process, including shaping your research. Includes: citizen science, crowdsourcing, co-production, patient involvement and public involvement.
- **Inspiring the next generation** – engaging with young people, including nurturing development of research and STEM skills, and an interest in research careers
- **Open innovation** - involving and inspiring people to engage in applied research and innovation to solve important societal issues

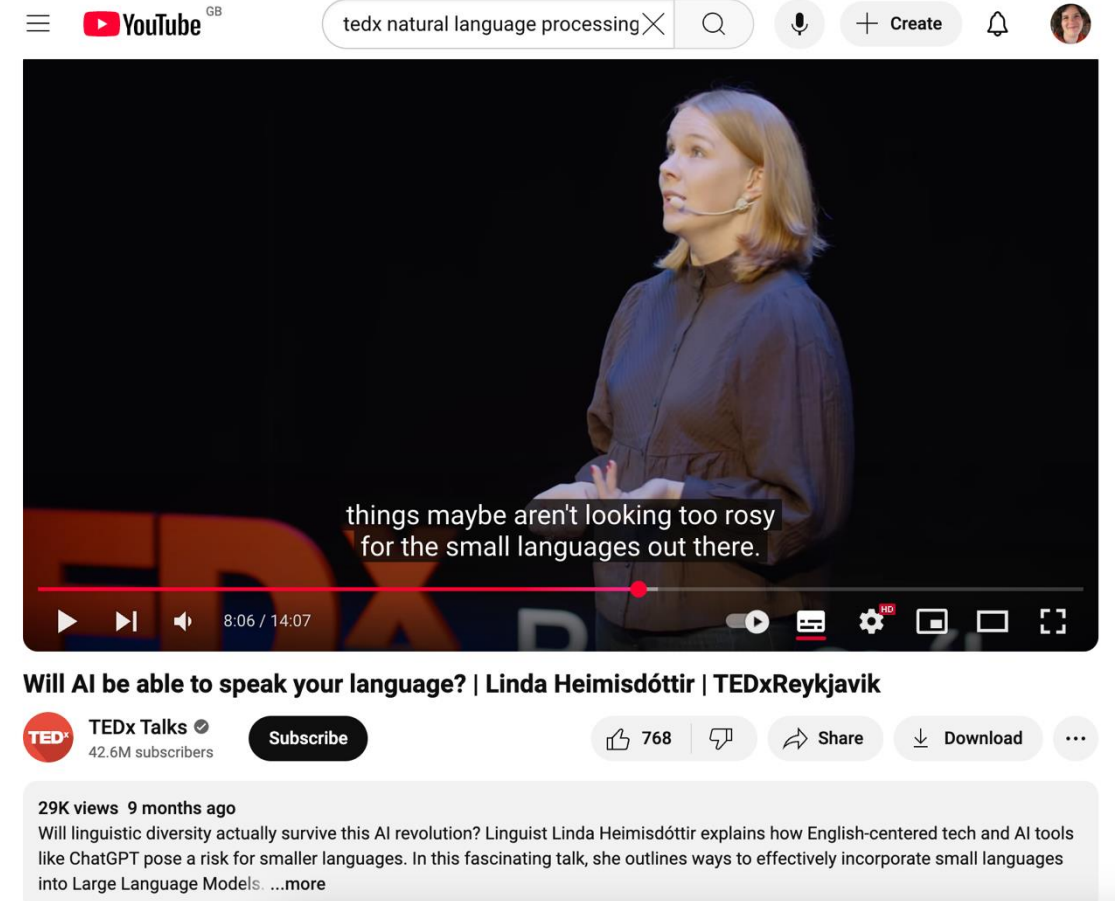


YESTEM Project Team (2021)

# Are public talks good public engagement?

## It depends...

- UKRI note public talks as a useful route to engage the public however...
- It depends on *where* you are speaking and *who* you are engaging – audiences can be self-selecting and lack diversity...
  - Can you target the right people to engage – could you partner with organization/s to do this?
  - Can you go to your audience/target community where they already are?
- Is a talk a good format for the needs of this audience – is short video content, in-person discussion, something more active or participatory more appropriate?



<https://www.youtube.com/watch?v=pvnXj0YJ6sA>



# Alternative presentation/interactive formats



<https://pintofscience.co.uk/>

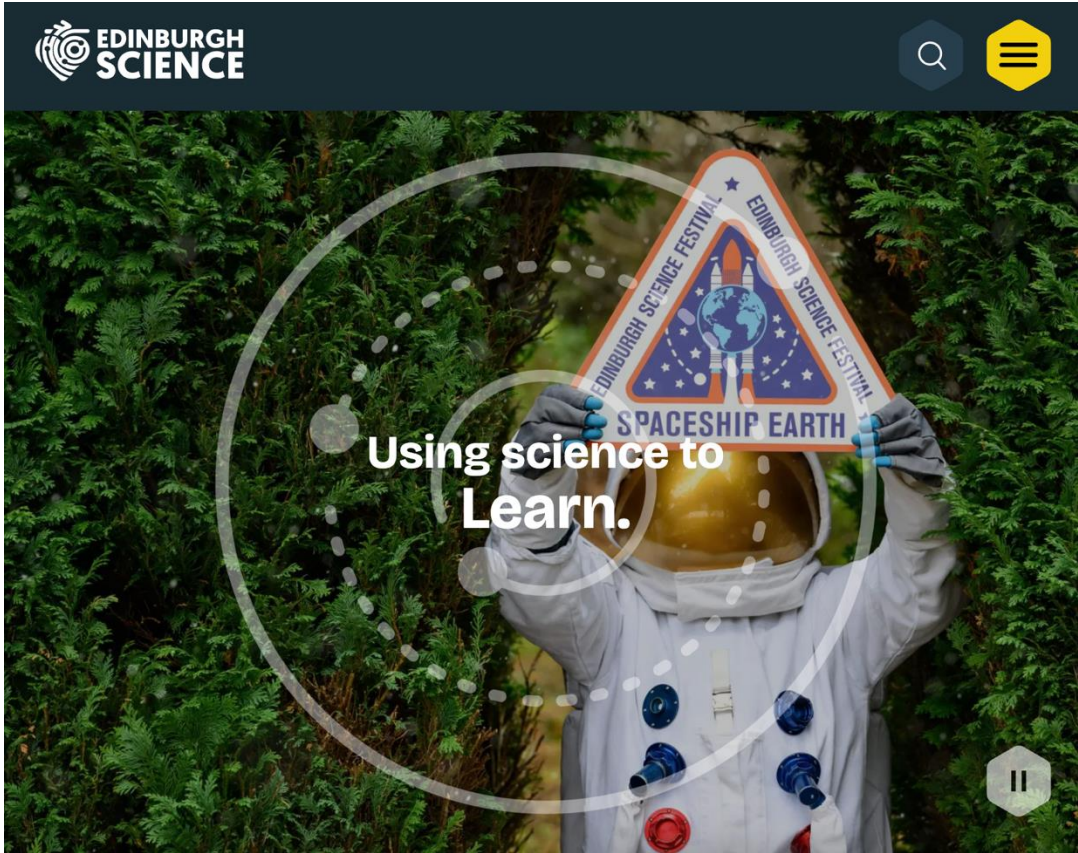


Mhairi Aitken (Turing Institute) performing at the Cabaret of Dangerous Ideas (new name TBC) at The Stand

What public engagement examples have you seen/encountered that work well?



# Science Festivals (Edinburgh & Others)



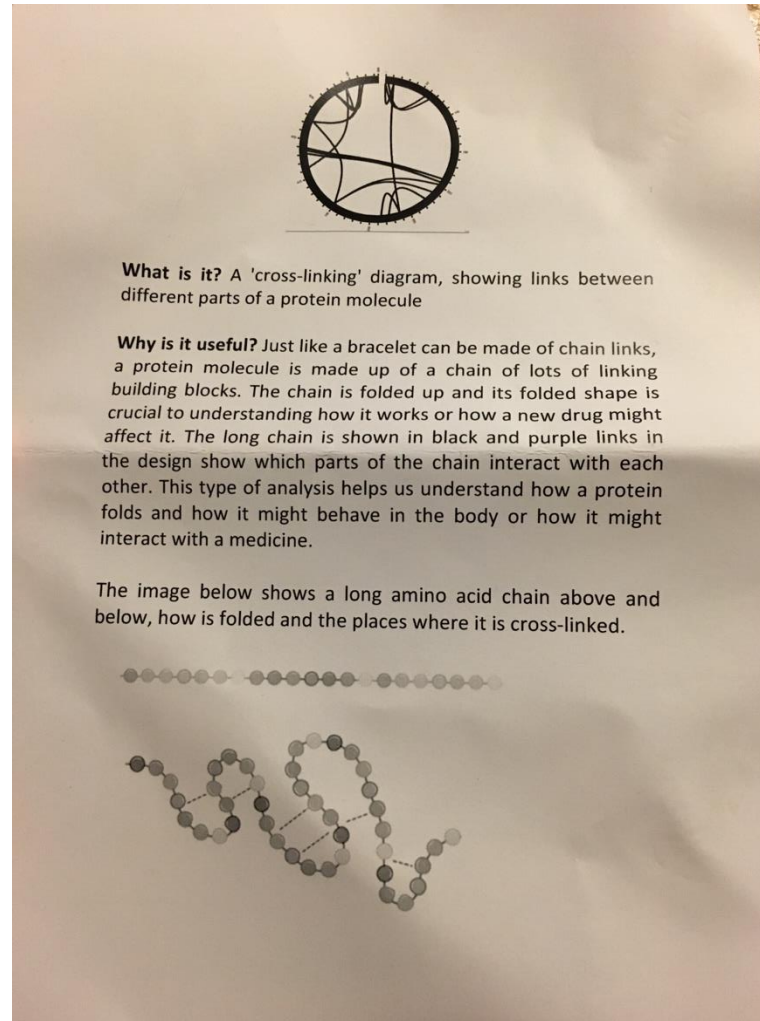
<https://www.edinburghscience.co.uk/>



Creative Informatics Unleashed, Science Festival 2024  
(Pirie 2024)



# Opportunistic Engagement at Public Events



## Tattoo My Science at the Meadows Festival (2018)

- Brief encounters at a large-scale public event
- Free, appealing, visual, playful
- Child friendly but not a family-only activity
- Brief information given at point of applying temporary tattoo
- Further information shared as a take-away (2018) or as part of extended conversations (2024)
- Highly sharable as a talking point post-event.

Part of wider strategy: University of Edinburgh Wellcome Centre for Cell Biology (2018)

# Social Media (pragmatic vs playful)



**The Cosmic Shambles Network** @cosmicshambles.com · 19d  
Out now!



**Helen Czerski** @helenczerski.bsky.social · 20d

Out NOW: The 2nd part of our @CosmicShambles documentary on the oceans. This one is about ocean passengers (fungi, microplastics & lots more) - lots of things that are too small to see but that really matter. Watch on the Shambles YouTube channel here:

[youtube.com/cosmicsh...](https://youtube.com/cosmicsh...)



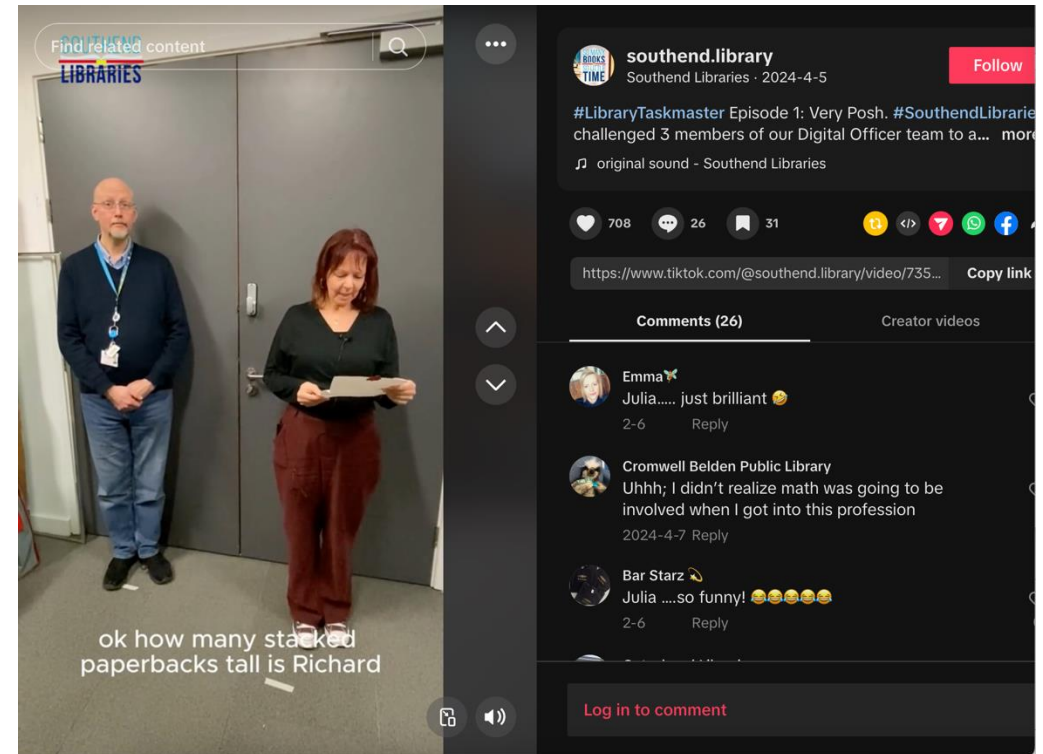
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...

<https://bsky.app/profile/cosmicshambles.com>



<https://www.tiktok.com/@southend.library/video/7354356988853128481?q=library%20taskmaster&t=1741135616086>

# Dance your PhD



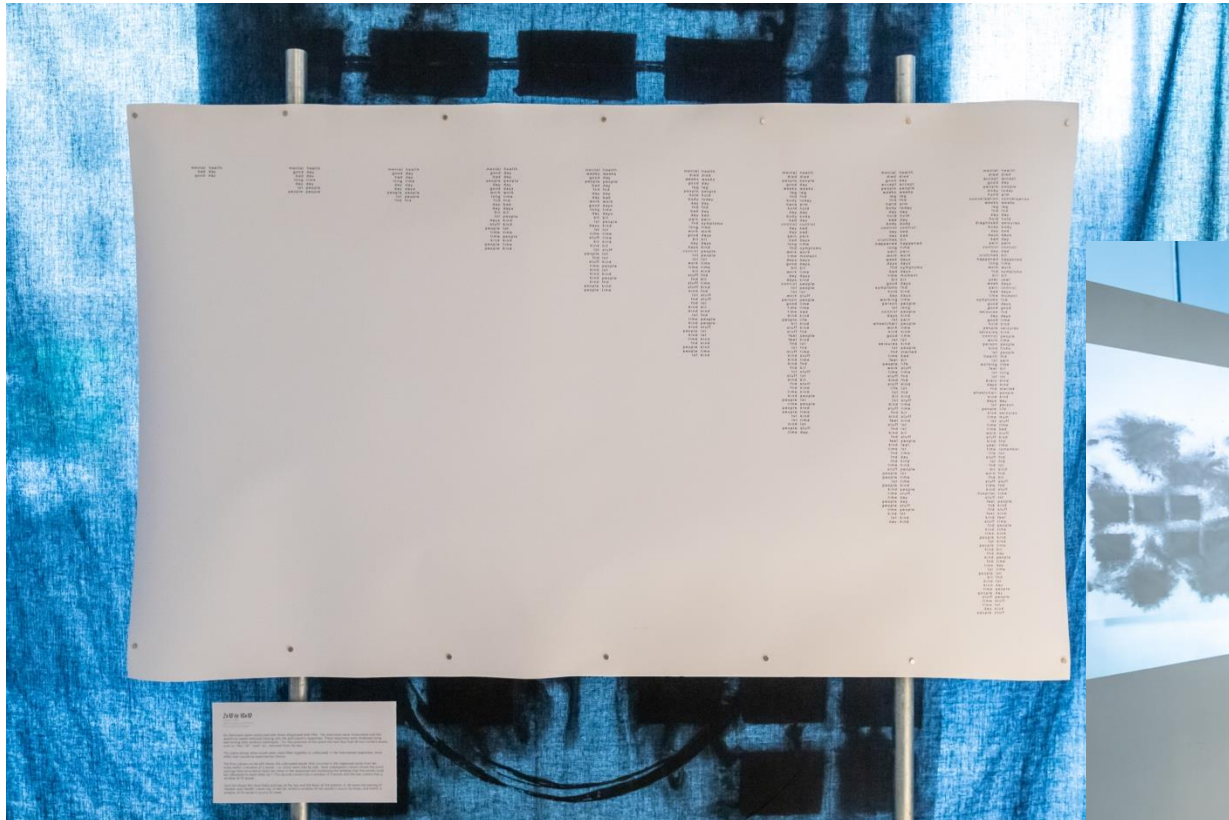
**Take a look behind the winner of Dance Your PhD 2024 | Kangaroo Time**

Behind the scenes: <https://www.youtube.com/watch?v=2U76WCw3dhw>

Winning dance: <https://www.youtube.com/watch?v=RoSYO3fApEc>



# Public Engagement through artistic works: Andrew Brooks: FND Stories

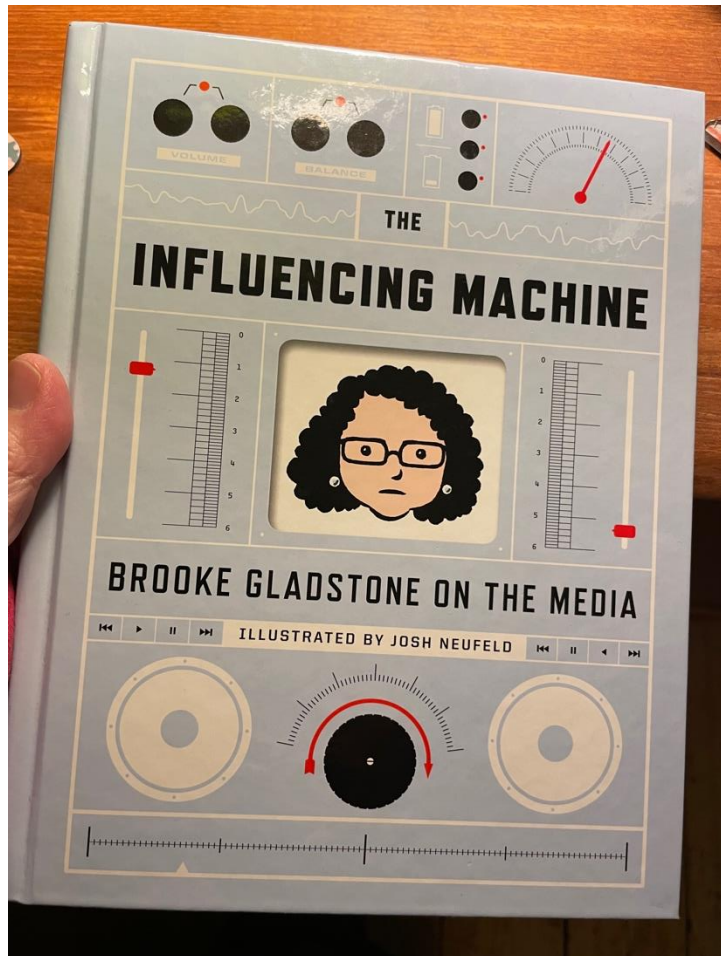


<https://www.ajb-art.com/fnd-stories>

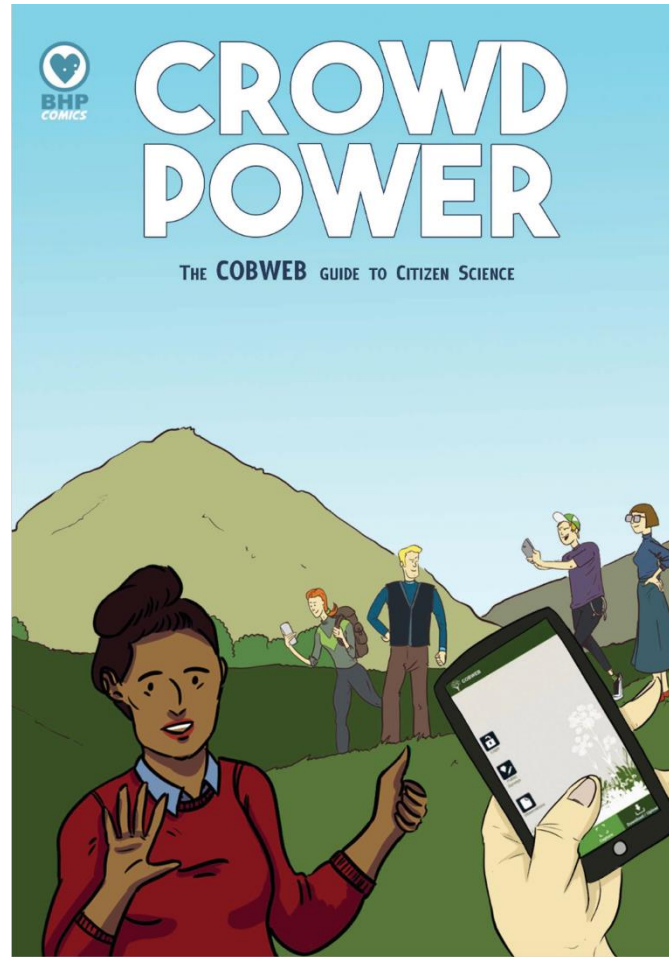




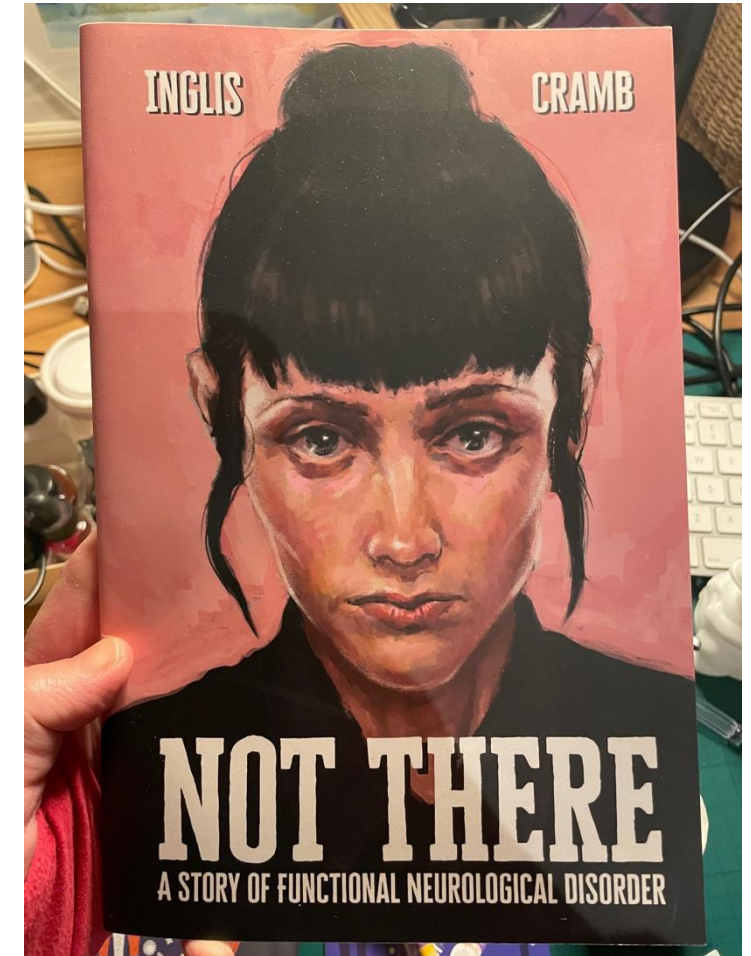
# Comics/graphic novels



Gladstone and Neufeld (2011)



Nazir et al (2016)



Inglis and Cramb 2021.  
See also Inglis (2021)

# Podcasts (& Broadcast)

The screenshot shows the BBC Radio 4 website. The top navigation bar includes the BBC logo, a 'For you' button, a notification bell, and links to Home, News, Sport, Weather, and iPlayer. The main header features the 'RADIO 4' logo and the title 'The Artificial Human'. Below this is a sub-navigation bar with links to Home, Episodes, Clips, Podcast, and Contact Us. The main content area has a large orange banner for 'THE ARTIFICIAL HUMAN' featuring a man and a woman. To the right, there is a section titled 'Available now' with a smaller version of the banner and a play button icon. Below the banner, there is a description: 'Artificial intelligence is in our homes, phones, schools and workplaces... What does this even mean? Aleks Krotoski and Kevin Fong answer the questions we're all asking about AI.' and a 'Show more' link. To the right of the main banner, there is a section titled 'Can AI Save Darth Vader?' with a play button icon and a duration of 28:23. Below this, there is a link to 'All available episodes (25 total)'.

<https://www.bbc.co.uk/programmes/m001wjf8>



## Funding opportunity

### New Generation Thinkers 2025

Opportunity status:	Closed
Funders:	<a href="#">Arts and Humanities Research Council (AHRC)</a>
Co-funders:	BBC
Funding type:	Other
Publication date:	28 October 2024
Opening date:	28 October 2024 9:00am UK time
Closing date:	28 January 2025 4:00pm UK time

<https://www.ukri.org/opportunity/new-generation-thinkers-2025/>

The screenshot shows the Radiolab website. The top navigation bar includes the Radiolab logo and a 'Become a member' button. The main content area features a large image of a woman, with the title 'The Immortal Life of Henrietta Lacks' and the date 'FEB 21, 2025'. Below the title, there are buttons for 'Listen', 'Transcript', and a share icon. To the right of the image, there is a description: 'Today, a story that starts small and private, with one woman alone in her bathroom, as she makes a quiet, startling discovery about her own body. But that small, private moment grows and grows, and pretty soon so big that it has impacted the life of every person reading this right now—and all n ever even knowing the impact she had. We originally aired this story back in 2010, ring it back today, as questions about bodily autonomy circle with renewed force.'

Today, a story that starts small and private, with one woman alone in her bathroom, as she makes a quiet, startling discovery about her own body. But that small, private moment grows and grows, and pretty soon so big that it has impacted the life of every person reading this right now—and all n ever even knowing the impact she had. We originally aired this story back in 2010, ring it back today, as questions about bodily autonomy circle with renewed force.

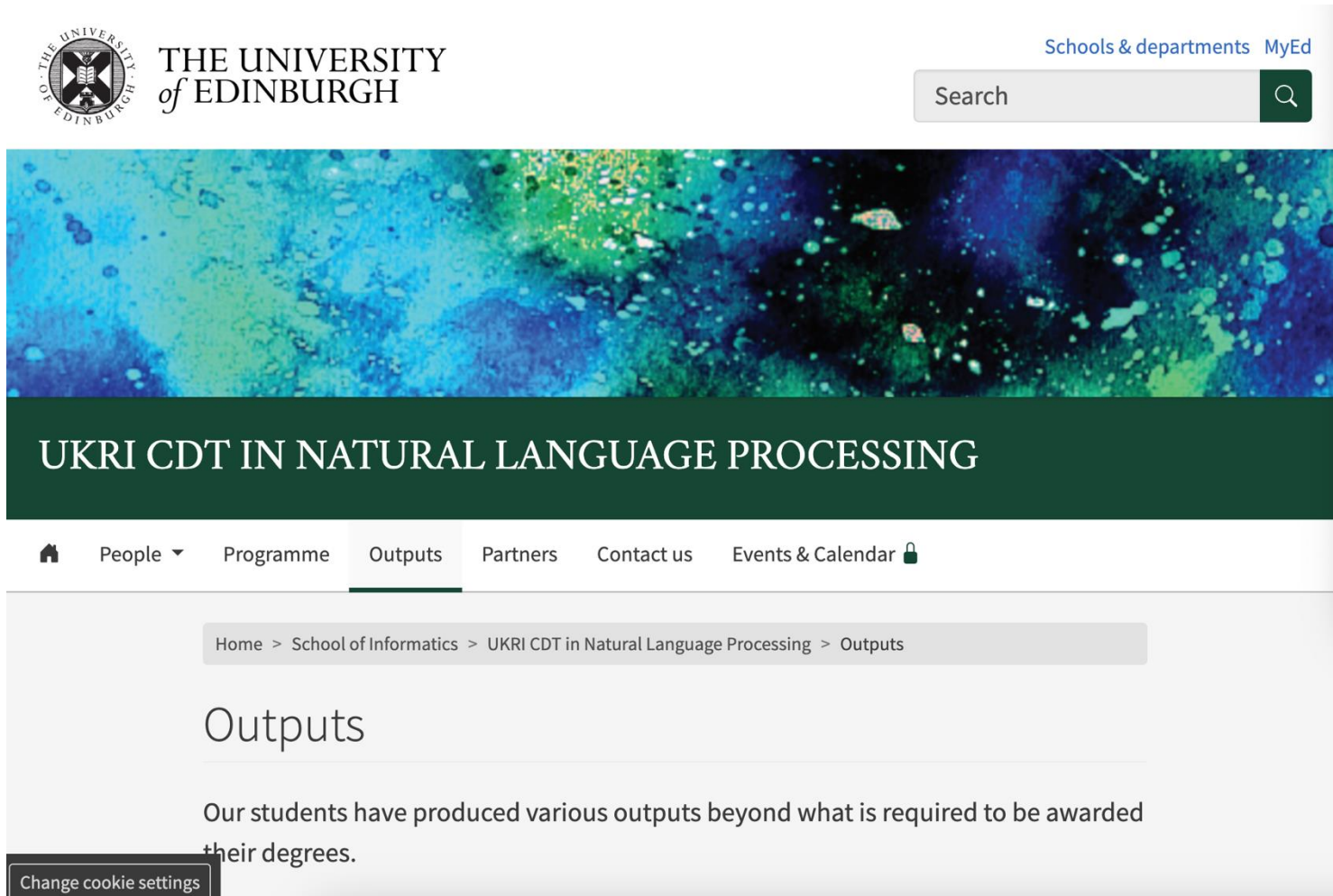
<https://radiolab.org/podcast/the-immortal-life-of-henrietta-lacks>

The screenshot shows the BBC Radio 4 website. The top navigation bar includes the BBC logo, a 'For you' button, a notification bell, and links to Home, News, Sport, Weather, and iPlayer. The main header features the 'RADIO 4' logo and the title 'The Life Scientific'. Below this is a sub-navigation bar with links to Home, Episodes, Clips, Podcast, and Presenter - Jim Al-Khalili. The main content area has a large purple banner for 'THE LIFE SCIENTIFIC' featuring a man. Below the banner, there is a description: 'Professor Jim Al-Khalili talks to leading scientists about their life and work, finding out what inspires and motivates them and asking what their discoveries might do for us in the future.'

<https://www.bbc.co.uk/programmes/b015sqc7>



# Some examples of what previous PhD students have done...



The screenshot shows the University of Edinburgh website. At the top left is the University of Edinburgh logo. To its right is the text "THE UNIVERSITY of EDINBURGH". Further right are links for "Schools & departments" and "MyEd". Below these is a search bar with the word "Search" and a magnifying glass icon. A large banner image with a blue and green abstract pattern is displayed. Below the banner, the text "UKRI CDT IN NATURAL LANGUAGE PROCESSING" is written in white on a dark green background. Below this is a navigation menu with links: Home, People, Programme, Outputs (which is highlighted), Partners, Contact us, and Events & Calendar. Below the navigation menu is a breadcrumb trail: Home > School of Informatics > UKRI CDT in Natural Language Processing > Outputs. The main heading "Outputs" is displayed. Below it, the text "Our students have produced various outputs beyond what is required to be awarded their degrees." is shown. At the bottom left, there is a "Change cookie settings" button.

THE UNIVERSITY of EDINBURGH

Schools & departments MyEd

Search

UKRI CDT IN NATURAL LANGUAGE PROCESSING

Home > School of Informatics > UKRI CDT in Natural Language Processing > Outputs

## Outputs

Our students have produced various outputs beyond what is required to be awarded their degrees.

[Change cookie settings](#)

## Other Outputs

Besides publications, our students have engaged in a variety of other activities reflecting the aims of the CDT:

### Public Engagement (including Equality, Diversity & Inclusion Initiatives)

#### Laurie BURCHELL

- **Poster** – Exploring diversity in back translation for low-resource machine translation, ILCC Poster Session, Informatics Forum, July 2022
- **Talk** - CDT NLP Industry Day, February 2021
- **Talk** – research presentation to funder community (+100), online, December 2020
- **CDT NLP Ambassador** – WomenInAI Open Day, online, October 2020

#### Agostina CALABRESE

- **Workshop** - Co-organiser of 2nd Workshop on Novel Evaluation Approaches for Text Classification Systems (NEATCLaS), co-located ISWSM, June 2023
- **Hate Speech Detection** - Slack workspace connecting researchers from academia and industry, independently from their institution, 2022
- **Activity Host** - introducing children to computer science at Informatics Circle/zoom, February 2022, December 2021, July 2021, June 2021
- **Microblogger** – volunteer for the ACL 2021 conference, tweeting about papers in both English and Italian, August 2021

# Planning Public Engagement Activity

1. What is the purpose for engaging the public? Are you trying to change their mind, to share something new, to bring them into a conversation about your work? What would success look like?
2. Who is the intended audience/community you want to engage? (The 'general public' is too broad an audience for almost any public engagement activity.)
3. Where can you find that audience? What is the right kind of space (physical or virtual) to find them?
4. What does your audience know already? What expectations or possible misunderstandings might they bring in? Will they be receptive? Do you need to plan for a difficult situation? (e.g. Holder 2014)
5. What is your audience's cultural context – will they relate to what you want to do? Does it pose any risks or challenges for them?
6. How will you communicate your work and involve your audience in it? What's the right format for this activity? What are the limitations (practical, financial, technological, etc.) on what is possible?
7. Ethics - do we need formal ethics approval? (Garcia Iglesias et al 2024)
8. Practical planning – what do you have? what do you need? Do you need other people to support you?
9. What are the key messages you want your audience to take away? How will you ensure they do?
10. How will you document, evaluate and capture impact of your activity?
11. Will this be a one-off or are you beginning an ongoing conversation?

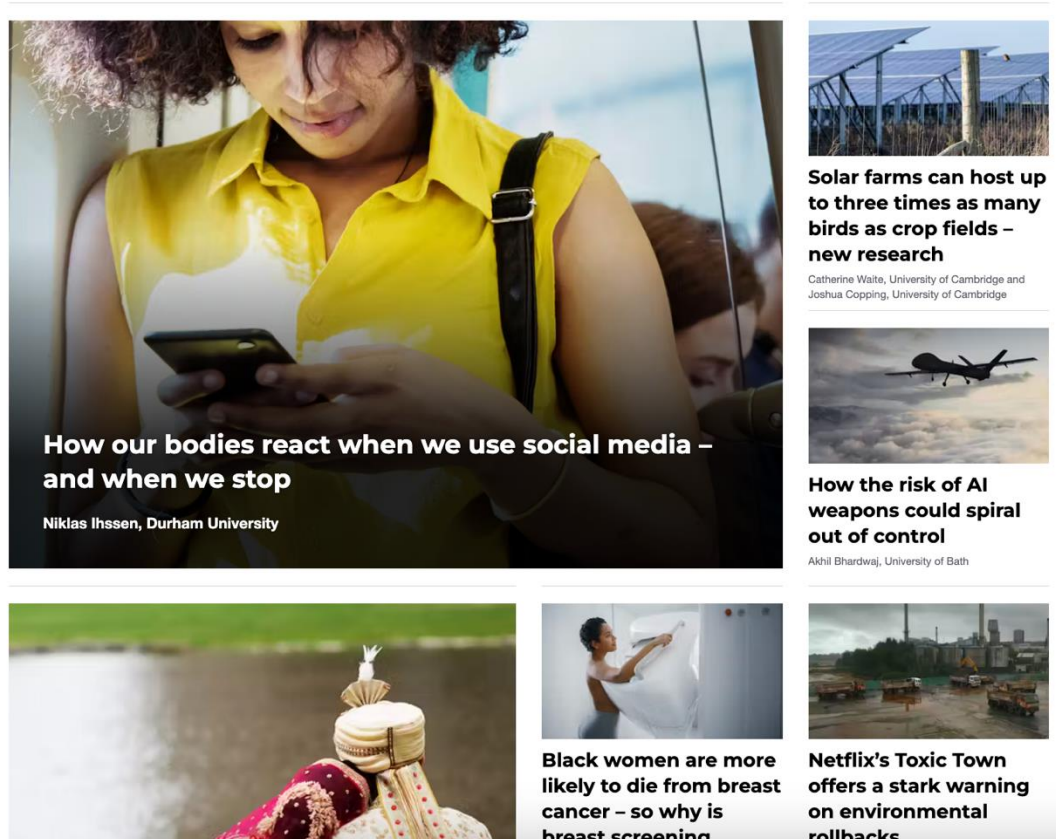


Thinking about the Science Festival...

As you've been preparing, has anything surprised you?

Are there aspects you've needed to think differently about?


# The Conversation



<https://theconversation.com/>

<https://theconversation.com/our-research-on-dark-web-forums-reveals-the-growing-threat-of-ai-generated-child-abuse-images-249067>

# Engagement through open resources




[Home](#) [Image library](#) [About](#) [Who We Are](#) [Contact](#) [Guides](#) [Blog](#)

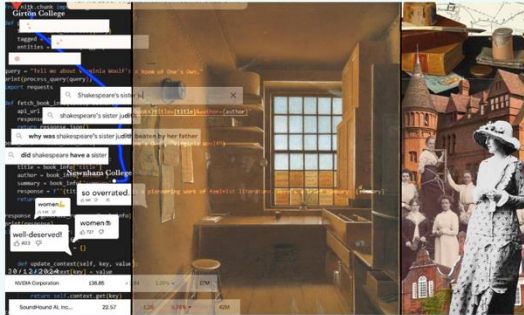
## Images of AI library

Welcome to the inspiration library. Images can be downloaded and used by anyone for free if credited using the Creative Commons license referenced on the image card.


We are currently testing a new search function, and would be grateful for [feedback](#).




**Glitch Binary Abyss II - Elise Racine & The Bigger Picture**




**Women and AI - Reihaneh Golpayegani & Cambridge Diversity Fund**



[Communities](#) [My dashboard](#)




 nicola.osb...

**Planned intervention:** On Tuesday March 18th 06:30 UTC Zenodo will be unavailable for 10-20 minutes to perform a storage cluster upgrade.

 Creative Informatics

Published January 16, 2020 | Version 1.3 Working paper Open Edit New version Share

### Creative Informatics Ethics Statement

Osborne, Nicola<sup>1</sup> ; Schafer, Burkhard<sup>1</sup> ; Terras, Melissa<sup>1</sup> 

[Show affiliations](#)

Creative Informatics is an ambitious research and development programme based in Edinburgh, which aims to bring the city's world-class creative industries and tech sector together, providing funding and development opportunities that enable creative individuals and organisations to explore how data can be used to drive ground-breaking new products, businesses and experiences. Creative Informatics is nurturing local talent through five key funding programmes and regular events that support Edinburgh's creative industries to do inspiring things with data. This work is supported by research into the cluster and emerging data driven creative practices.

The Creative Informatics Ethics Statement has been created to capture the programme's position on the values and priorities for the work we undertake and support, and forms part of our work to encourage best practices and thoughtful reflection on work with data and new technologies in the creative industries. This statement provides guidance for those working in and around the creative industries, or with data more broadly in a creative context, and should be used as a tool for reflection with prompts to consider, document, and review approaches and practices, and as a way to encourage positive engagement with legal and societal responsibilities. The authors are publishing this work openly as we enthusiastically welcome reuse and remixing of the Creative Informatics Ethics Statement and welcome questions or comments that may feed into future iterations and best practices.

2K VIEWS

1K DOWNLOADS

[Show more details](#)

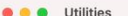
Versions

Version 1.3

10.5281/zenodo.361

[Cite all version using the DOI 10.5281/zenodo.361](#)

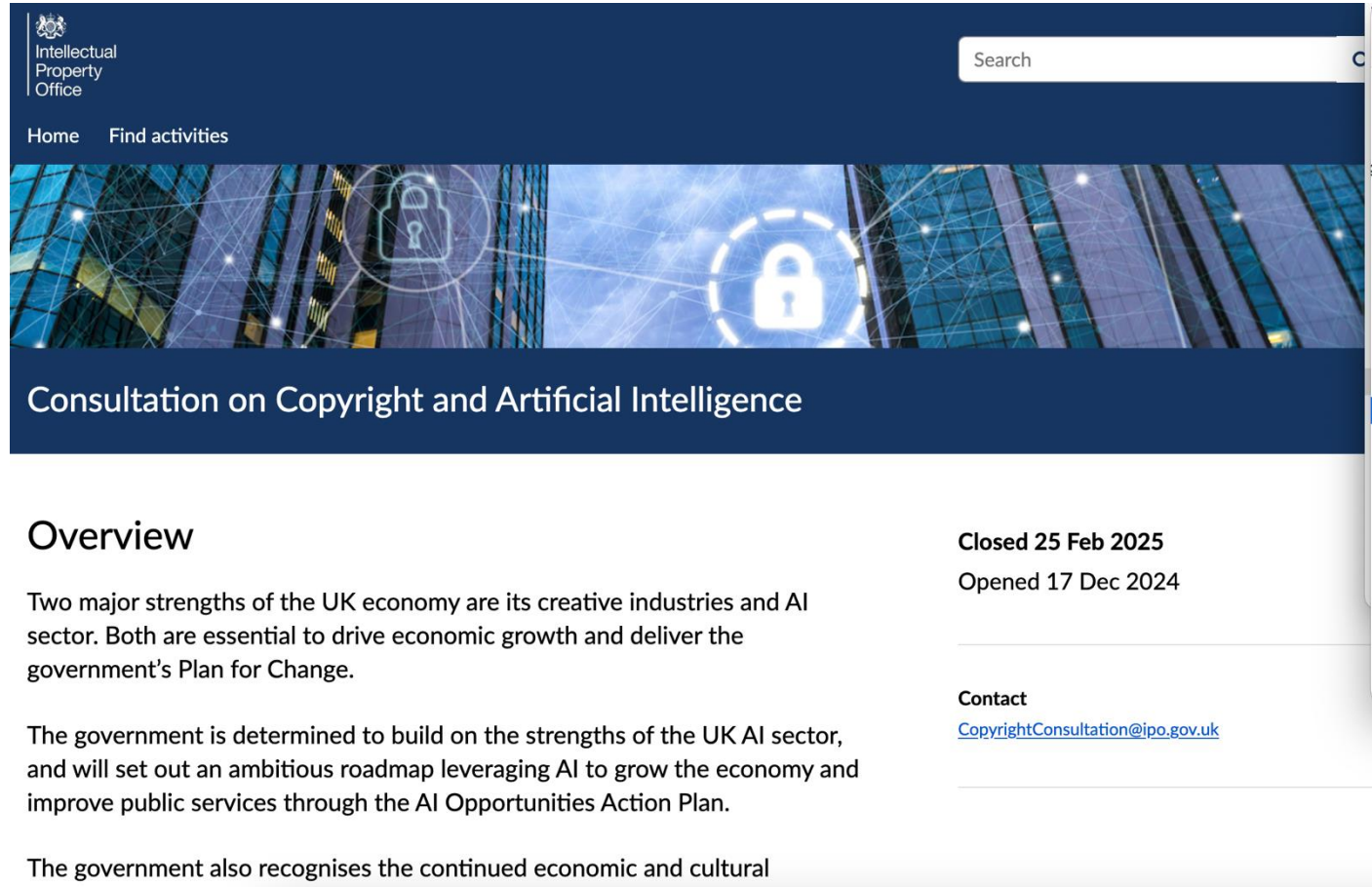
Utilities



<https://doi.org/10.5281/zenodo.11260235>

<https://betterimagesofai.org/>

# Public Engagement through public contributions to policy



The screenshot shows the top section of a consultation page. At the top left is the Intellectual Property Office logo. To its right is a search bar. Below the logo are links for 'Home' and 'Find activities'. A large banner image follows, featuring a blue background with a network of white lines and two padlock icons. Below the banner, the title 'Consultation on Copyright and Artificial Intelligence' is displayed. The 'Overview' section contains three paragraphs of text. To the right of the text, the consultation dates are listed: 'Closed 25 Feb 2025' and 'Opened 17 Dec 2024'. Below this, a 'Contact' section provides an email address: 'CopyrightConsultation@ipo.gov.uk'.

Intellectual Property Office

Search

Home Find activities

Consultation on Copyright and Artificial Intelligence

## Overview

Two major strengths of the UK economy are its creative industries and AI sector. Both are essential to drive economic growth and deliver the government's Plan for Change.

The government is determined to build on the strengths of the UK AI sector, and will set out an ambitious roadmap leveraging AI to grow the economy and improve public services through the AI Opportunities Action Plan.

The government also recognises the continued economic and cultural

**Closed 25 Feb 2025**  
**Opened 17 Dec 2024**

**Contact**  
[CopyrightConsultation@ipo.gov.uk](mailto:CopyrightConsultation@ipo.gov.uk)

<https://ipoconsultations.citizenspace.com/ipo/consultation-on-copyright-and-ai/>



# Capturing & Evaluating Public Engagement

You are expected to participate in at least one public engagement activity per year and will be expected to report on this. Think about:

- Documentation of the event (with permissions)
- Recording how many people you engaged and (if possible) some idea of who they were/what their backgrounds are
- Capturing feedback from participants and/or your reflections and learnings on what went well/less well, areas for improvement etc.
- Recording any coverage/media/social media commentary and immediate impacts of follow ups, invitations to speak, collaborations or interest in further discussion of your work, etc.
- Consider how you might capture long term impacts both on your audience, and on your research (see eg Wellcome Trust 2014)

There is a great set of how to guides on planning and evaluating Public Engagement on the UoE Engagement for Impact Hub: <https://uoe.sharepoint.com/sites/EngagementforImpactHub>

# Public Engagement Reporting



## Creative Informatics: Data Driven Innovation for the Creative Industries

Lead Research Organisation: [University of Edinburgh](#)

Department Name: Edinburgh College of Art

[Go back](#)

Overview Organisations People Publications **Outcomes**

Artistic and Creative Products

Key Findings

Impact Summary

Policy Influence

Further Funding

Research Databases and Models

Collaboration

Software and Technical Products

**Engagement**

<b>Description</b>	"Bootstrapping data processes within the arts: creative Informatics" Conference Paper, at Digital Heritage in a World of Big Data, Stirling University, 14th May 2019
<b>Form Of Engagement Activity</b>	A talk or presentation
<b>Part Of Official Scheme?</b>	No
<b>Geographic Reach</b>	National
<b>Primary Audience</b>	Professional Practitioners
<b>Results and Impact</b>	50 attendees at a Conference at Stirling University to discuss big data in cultural heritage. This was a talk I gave, which sparked many questions and discussions afterwards.
<b>Year(s) Of Engagement Activity</b>	2019
<b>URL</b>	<a href="https://digitalheritageconference.wordpress.com/programme-2/">https://digitalheritageconference.wordpress.com/programme-2/</a>

<https://gtr.ukri.org/projects?ref=AH%2FS002782%2F1>

HESA

OPEN DATA

DATA COLLECTION

SUPPORT

ABOUT

[Support](#) » [Definitions and data standards](#) » [HE Business and Community Interaction](#)

Definitions: HE - Business and Community Interaction

+ [HE Business and Community Interactions coverage](#)

+ [Higher education provider identifiers.](#)

REF2014 impact case studies  
Research Excellence Framework

[About](#)

[How to search](#)

[FAQs](#)

[API](#)

[Terms of Use](#)

[REF2014 Home](#)

Search again:

Search a case study....

Search

Submitting Institution: **Edinburgh (University of)**

REF impact found 227 Case Studies

Currently displayed text from case study: Summary of the impact ▾

Refresh

[Actual Analytics Ltd: automated processing of video data to reduce the use of laboratory animals in scientific research](#)

Summary of the impact

Series of images from animal behaviour studies contain vast quantities of complex and highly valuable data. Extracting the value from this scientific data often requires expert annotation. This is frequently an intuitive process based on experience gained through years of training to make

[Read More](#)

Submitting Institution

University of Edinburgh

Unit of Assessment

Computer Science and Informatics

Filter Impact Case Studies

Submitting Institution: ⓘ

Edinburgh (University of) (227) ▾

☐ Show only Joint Submissions ⓘ

Unit of Assessment: ⓘ

All Units of Assessment (227) ▾

Summary Impact Type: ⓘ

All Impact Types (227) ▾

Research Subject Area: ⓘ

All Subject Areas (227) ▾

# A Few Gotchas...

- **Podcasts** are great, don't try to start a new one – the time commitment involved to make a good one is huge. Do look for opportunities to contribute to others' though.
- **Communities are ongoing, research projects and PhDs are time limited** – manage expectations realistically – trust is hard to build and easy to destroy
- **Budget and plan realistically** – there is typically little additional/flexible budget for public engagement unless embedded in project / research plans
- **Social media** – can be used brilliantly for public engagement if you know your community/audience well and where they hang out. It no longer works as a broad public forum (eg as in early days of Twitter)
- **Video** content always takes about 5 times longer than you expect to make...
- **Remember to note what you've done** – it builds up quickly and helps you demonstrate that you are making an impact with your work!

# Resources: Local Training

- An Introduction to Public Engagement with Research: [https://institute-academic-development.ed.ac.uk/postgraduate/doctoral/courses/course-list#event\\_10309](https://institute-academic-development.ed.ac.uk/postgraduate/doctoral/courses/course-list#event_10309)
- Facilitation Skills for Public Engagement - w/Oliver Escobar & Sarah Stocks: [https://institute-academic-development.ed.ac.uk/postgraduate/doctoral/courses/course-list#event\\_12108](https://institute-academic-development.ed.ac.uk/postgraduate/doctoral/courses/course-list#event_12108)
- How to Design a Public or Stakeholder Engagement Process - w/Oliver Escobar & Jan Barfoot: [https://institute-academic-development.ed.ac.uk/postgraduate/doctoral/courses/course-list#event\\_11695](https://institute-academic-development.ed.ac.uk/postgraduate/doctoral/courses/course-list#event_11695)
- Edinburgh Innovations Engage Training – online learning resource on working with industry: <https://ue-edinburgh-innovations.ed.ac.uk/for-staff/training-and-events/engage>
- If participating in Cabaret of Dangerous Ideas (new name TBC), you are encouraged to participate in a series of “bootcamps” – performance and show development training



# Resources: Organisations and Communities

- Research Office (ERO) Public Engagement with Research: <https://research-office.ed.ac.uk/public-engagement-with-research>
- UoE Engagement for Impact Hub: <https://uoe.sharepoint.com/sites/EngagementforImpactHub>
- BIG STEM Communications Network: <https://www.big.uk.com/>
- National Coordinating Centre for Public Engagement: <https://www.publicengagement.ac.uk/> including a set of case studies: <https://www.publicengagement.ac.uk/learn-others/case-studies>
- UKRI CDT in NLP (previous UoE CDT) public engagement archive: <https://informatics.ed.ac.uk/ukri-cdt-in-natural-language-processing/outputs>
- UKRI CDT in NLP public engagement and outreach resources: <https://web.inf.ed.ac.uk/cdt/natural-language-processing/practicalities/public-engagement-and-outreach>
- Psycicomm (mailing list): <https://www.jiscmail.ac.uk/cgi-bin/webadmin?A0=PSCI-COM>
- EUSEA: European Science Engagement Association: <https://eusea.info/>
- European Citizen Science Association: <https://www.ecsa.ngo/>
- Better Images of AI: <https://betterimagesofai.org/>
- Beltane Public Engagement Network (dormant but useful resources and examples: <https://www.beltanetwork.org/>

# Resources: Opportunities

- 3 Minute Thesis <sup>™</sup>: <https://vitae.ac.uk/support-services/vitae-three-minute-thesis-3mt-competition/>
- Cabaret of Dangerous Ideas (name change forthcoming): <https://www.beltanenetwork.org/opportunities/cabaret-of-dangerous-ideas/>
- Edinburgh Science / Edinburgh Science Festival: <https://www.edinburghscience.co.uk/>
- I'm a Scientist Get Me Out of Here: <https://imascientist.org.uk/>
- Pint of Science: <https://pintofscience.co.uk/> inc. Edinburgh details: <https://pintofscience.co.uk/events/edinburgh>
- Being Human Festival: <https://www.beinghumanfestival.org/>
- Festival of Social Sciences: <https://festivalofsocialscience.com/>
- Science Magazine's annual Dance Your PhD competition (includes an AI and a Social Sciences winner): <https://www.science.org/content/page/announcing-annual-dance-your-ph-d-contest>
- Scottish AI Summit (accepts proposals for panels and sessions): <https://www.scottishaisummit.com/>
- UK Science Festivals Network: <https://sciencefestivals.uk/festival/>
- UKRI Next Generation Thinkers: <https://www.ukri.org/opportunity/new-generation-thinkers-2025/>
- Diverse AI – opportunities for engagement, speaking etc. often shared in Slack, sign up via: <https://www.diverse-ai.org/>
- Science is a Drag – Canadian STEM themed drag: <https://www.scienceisadrag.com/>
- Bright Club Edinburgh (on hiatus): <https://brightclubedinburgh.blogspot.com/>

# References

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