

Introduction to Public Engagement

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Session overview

- What is public engagement and why do we do it?
- Communicating your research to others
- How to get involved in public engagement

Imagining the Sun

- <https://nustem.uk/imagining-the-sun/>
- STFC and Northumbria University funded project.
- https://www.youtube.com/watch?v=_MpTiA2hFOE

What is public engagement?

What examples of public engagement have you done or know about?

Browser tabs: IOP IOP in your area, STEM Ambassadors | STE, FameLab | British Council

Address bar: <https://www.publicengagement.ac.uk>

Navigation bar: Interesting sites, Coupa Home, iRequest, Reading Lists, Library Search, Amazon, Home · BoB, AddBookmark

Logo: National Co-ordinating Centre for Public Engagement

Text: We help universities engage with the public

Menu: Case Studies, News, Events, Blog, Resources, FAQs, Contact, Login

Search bar: [Search icon]

Navigation bar: Explore it, Support it, Plan it, Do it, About us, Work with us

Image: A group of people sitting around a table, engaged in a discussion.

Text: Find out more

Text: We are the national co-ordinating centre for public engagement

Text: Engage 2017: Exploring Collaboration

Text: Case study of the month

Text: Research for All journal

Text: Research for All is a new open-access, peer-reviewed journal that aims to raise the quality of engaged research by stimulating discussion.

Text: Find out more

Text: Self assess your institution with the EDGE Tool

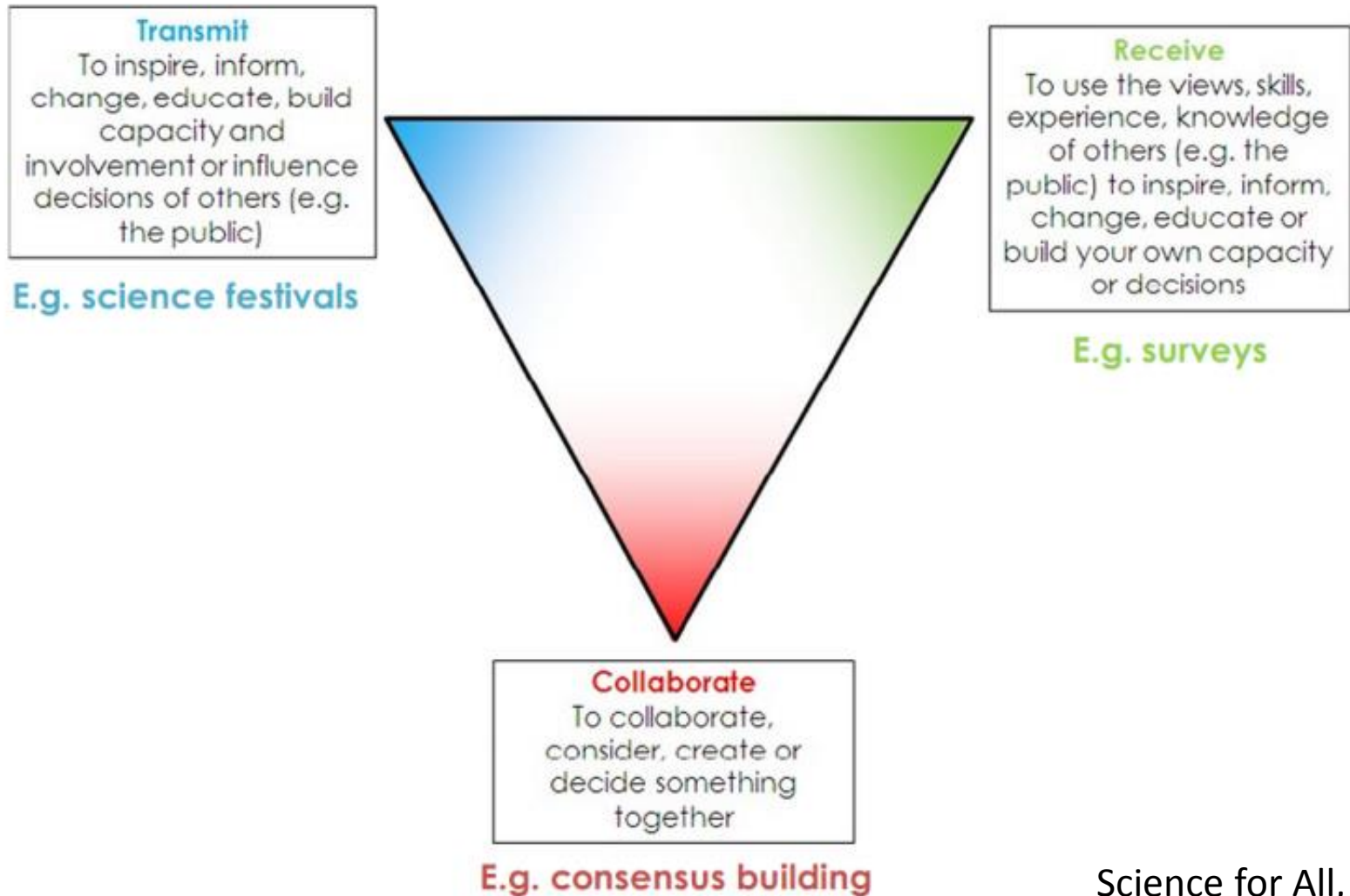
Text: The NCCPE seeks to support a culture change in universities. Our vision is of a higher education sector making a vital, strategic and valued contribution to 21st-century society through its public engagement activity.

Taskbar: [Icons for various applications]

NCCPE defines public engagement...

"Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit."

Communication or engagement?



Science for All, 2010

Why do researchers do public engagement?

- Skills development
- Career enhancement
- Enhancing your research quality and its impact
- New research perspectives
- Higher personal and institutional profile
- Influence and networking opportunities
- Forming new collaborations and partnerships
- Enjoyment and personal reward
- Additional funding
- Increasing awareness of the value of research to society
- Increasing student recruitment
- Inspiring the next generation of researchers

RCUK, 2010: 30

Communications skills 1 - Jargon

Communication skills 2 - simplification

1. In pairs, summarise your research topic to your partner.
2. Write down your summary
3. Using the 500 most frequent words in English, rewrite your summary

Communication skills 3 - publics

- There has been a major solar storm, and the news has been full of the risk to satellites and technology.
- Explain what has happened and why there is a risk to a partner – in language suitable for their ‘character’.

How to get involved?

University public engagement office

Institute of Physics

<http://www.iop.org/activity/branches/>

STEM ambassador network

<https://www.stem.org.uk/STEM-ambassadors/ambassadors>

How to get involved...

Bright Club

<http://www.brightclub.org/>

Fame Lab

<https://www.britishcouncil.org/education/science/public-engagement/famelab>

Next steps...

Get in touch

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