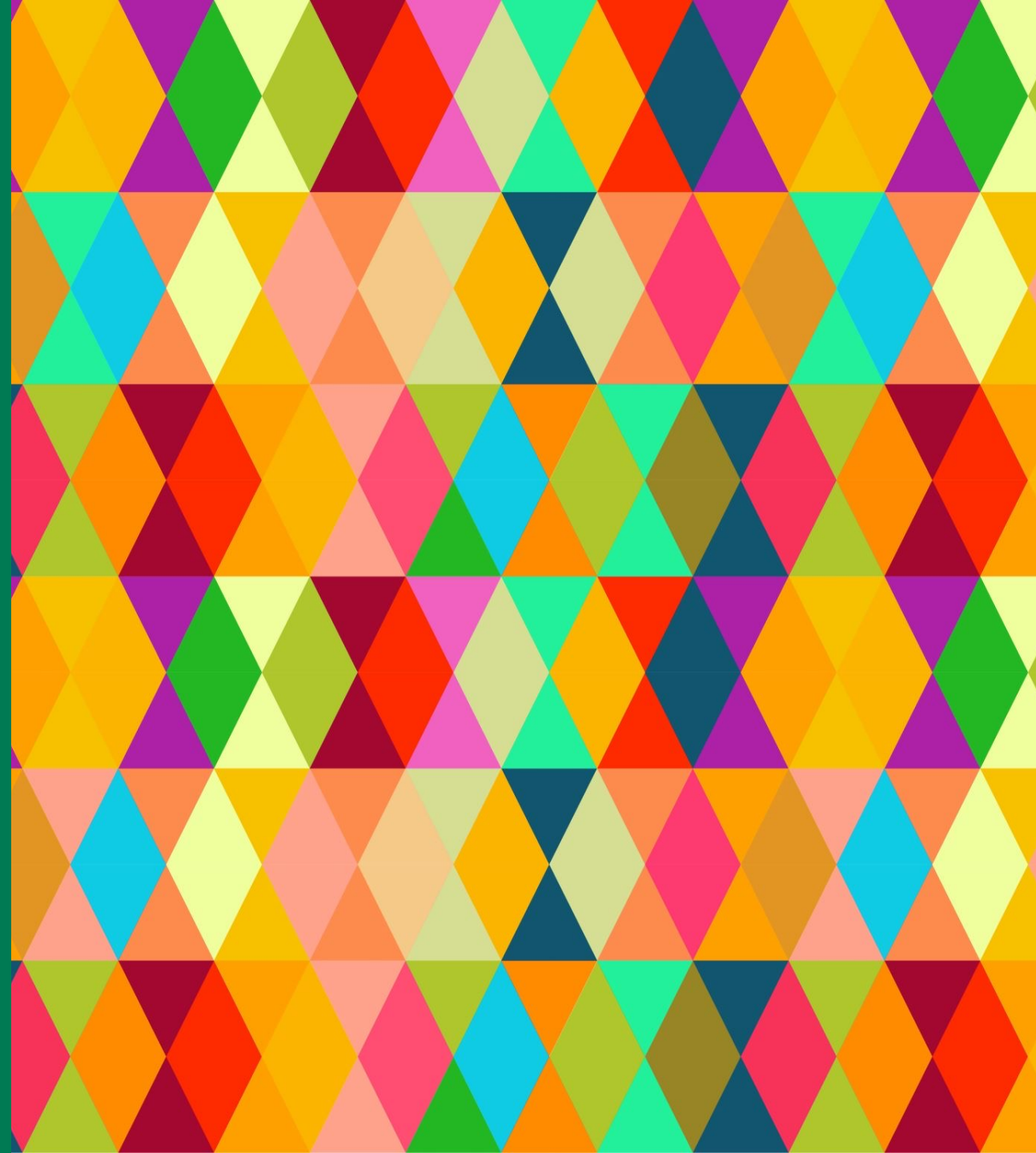


MUNI
FSS

Science communication

Week 10, 24.04.2024

Raffaella Pagogna



Outline



Science
Communication



Research poster



Troubleshooting



Q&A

What is science communication?

„The use of appropriate skills, media, activities, and dialogue to produce one or more of the following personal responses to science: Awareness, Enjoyment, Opinion-forming, Understanding. Science Communication may involve science practitioners, mediators, and other members of the general public, either peer-to-peer or between groups.” (Burns et al. (2003, S. 191)

„Authoring, publication and use of academic research material among scholars,
for the purpose of communicating knowledge and facilitating research in the academic community.“ (Davies/Greenwood (2004, S. 158)

What is science communication?

Two sub-areas of scientific communication:

- 1) external communication from scientists to the public
- 2) (internal) communication by scientists for scientists

Goals in communicating with society

Six frequently mentioned goals:

1. education and training;
2. informing society;
3. entertainment;
4. justification of science;
5. the control of science;
6. participation of and discussion with society

Quality criteria



1) Science communication needs researchers, communicators and journalists. But the weighting between the areas is shifting. Journalism is becoming weaker, there are more and more professional communicators - but unfortunately still too few researchers who are actively involved in science communication.



2) Science communication can only be successful if research marketing / PR takes a back seat and transparent dialog succeeds.



3) The dialog with the public must be started early, goals and opportunities must be clearly stated be clearly stated.



4) When selecting topics, science communication should also be oriented towards criteria that are criteria that speak in favor of the widest possible dissemination, e.g:

Relevance for society, the economy and politics

Topicality, references to news "major weather situations"

Benefits of science for society should be easy to communicate

Strong stakeholders in the field who participate in communication

Format: The scientific Poster


Not like decorative poster but full of information

Well-arranged information – you don't have to spend much time searching for relevant information

Poster sessions at large conferences (good way to give more people possibility to disseminate their research)

What belongs on a scientific poster?

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



‘Leaving something behind’ Migration governance and agricultural change in rural Thailand

Raffaella Pagogna, Harald Sterly, Patrick Sakdapolrak (University of Vienna)

Background

Migration and rural change

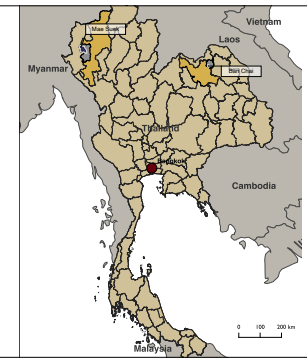
Migration creates challenges for rural ‘sending’ communities in low- and middle-income countries, yet it can also be transformative.

Migration and rural change in Thailand

- Thailand has experienced sweeping socio-economic transformation since the 1970s
- The agricultural sector has declined continuously for the past 30 years
- Migration (internal and international) is a common strategy for rural households to diversify their livelihood and is a driver of rural change
- Migration policy discourse and rural development discourse are rarely connected and migration is hardly addressed in rural development policy

Research Sites

Chang Mai (North) and Udon Thani (North-East)



Conceptual approach

Translocal social resilience

Translocality

- translocal practices of remittance sending and use (re-)create a translocal field of interconnected everyday lives between a migrant at the destination and their household at home.
- A translocal perspective sees migration and mobility as norm rather than exception

Social Resilience


- Ability to respond to shocks (climate, economic) and sustain livelihoods and well-being.
- Coping, adaptive and transformative capacities of social resilience

Translocal Social Resilience

- Translocal social networks bear the potential to foster resilience of rural livelihoods by providing access to resources, knowledge and ideas required for coping and adapting to risks, and for exploring alternative livelihoods pathways

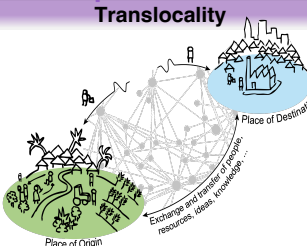
Return migrant working in a cucumber field

(Photo by Sopon Narschaikusol)




Conceptual framework

Translocality



An interview with a new generation of EPS Thai labor migrants in a Korean language school in Udonthani

(Photo by Raffaella Pagogna)



Methods

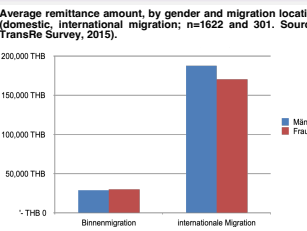
Mixed methods approach

Multi-method research design

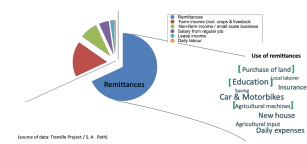
- Combination of quantitative (Survey) and qualitative participatory methods
- Research was carried out in close collaboration with practitioners and policy makers. Activities include policy dialogues, working groups, communities of practice
- Comparative approach (qualitative comparative analysis, qca) of migration divers, impacts and policy approaches of all AGRUMIG research sites in (China, Thailand, Kyrgistan, Nepal, Moldova, Morocco, Ethiopia)

Remittances

Average remittance amount, by gender and migration location (domestic, international migration; n=1622 and 301. Source: TransRe Survey, 2015).




Importance of international remittances for HH income





Results

Key messages


- Migration is a household strategy to cope and adapt to economic and environmental stresses.
- Migration is both a driver and an outcome of rural change
- Differences in migration systems between the two regions are largely determined by factors such as the agri-environment, commercial agriculture, and cumulative migration effects.
- Lack of labour is an important driver for agricultural practice or crop changes
- There is a lack of policies to help and assist migrants when returning to make use of their knowledge and skills acquired abroad (skill validation)







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Scientific poster

Target group: internal scientific communications, other students, colleagues

Objectives:

- To present the research process and results in a short, clear and self-explanatory form
- Stimulate discussion on key findings
- Spark interest in (further) details

Format and design elements are freely selectable

Ensure a balance of text, images, tables, etc.

Readability and a visually appealing appearance are important

Youtube Tutorials

- https://www.youtube.com/watch?v=_WnholbfcoM&list=PLVe64slb7fSagRXRSqGBqWnUBiwtSkCus
- https://www.youtube.com/watch?v=AwMFhyH7_5g

Poster presentation

What is an Elevator Pitch?

- An elevator pitch is a brief, persuasive speech that you use to spark interest in what your research is about.
- It helps create interest in your research – and in you.
- A good elevator pitch should last no longer than a short elevator ride of no more than 1 to 3 minutes. Your pitch should be:
 1. Interesting;
 2. Memorable;
 3. Succinct and;
 4. Easy to follow.

Why is it helpful for your research impact?

- It helps to create a memorable and positive impression, quickly.
- It may help to open the door to further conversations where you can give more detail on your work.
- Communicates the core purpose of your research in a manner that is interesting and engaging, without overwhelming an individual or audience.
- Highlights what's unique or different from all other research in this area;

If you have an elevator pitch prepared, you will always be ready for any situation or new introduction.

Example of 3 minute presentation

– https://www.youtube.com/watch?v=g44qNS_nxfU

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