

# POPULARIZATION COMPONENT – COMMUNICATION

## COMMUNICATION 3 – COMMUNICATION ABOUT THE SURVEY

### CONTEXT

#### GENERAL CONTEXT

Implementation is an important part of the ability of a survey to gather useful data. As the relevance of a survey depends partially on the size of its sample (Lohr, 2008), it is essential to take care of the diffusion in order to gather the most participants possible.

This is particularly true in situations where surveys are done without any control of the researcher before the final data collection (Leeuw & Hox, 2008), and especially in situations where participants can have difficulties accessing the survey, as it is the case in countries with several languages or when mastering a computer is mandatory (Manfreda & Vehovar, 2008).

#### INSIDE THE PROJECT

Workpackage 2 is focused on survey (Deliverable 6) and interviews (Deliverable 7). The good diffusion of the survey is critical in order to gather a representative and relevant sample. As the survey can also be used for recruiting interviewees, the communication about it is even more crucial for this step of the project.

### BACKGROUND AND PURPOSE

#### BACKGROUND

The survey methodology is an up-dated and up-graded version of the one used in the study about rats in Paris (Delahaye, 2021).

The survey exists in two versions – English and Estonian – and the communication will try to reach both linguistic target communities.

#### PURPOSE

The communication plan in this deliverable is aimed at diffusing the survey created in Deliverable 6. Its secondary objective is to help recruit interviewees for answering sets of questions created in Deliverable 7 – a specific question for recruitment is included in the survey.

### PRACTICAL ASPECT

#### METHODS AND TECHNIQUES

After advice of Timo Maran (Philosophy and Semiotics Department), three different approaches were tried to distribute the survey more broadly:

- Internal distribution: the faculty has its own distribution mediums, managed by Sander Mändoja (Communication Service of Faculty of Art and Humanities). Contacted, Sander Mändoja agreed on

include links to the survey in the newsletter he sent to the whole faculty every two weeks. He also proposed to contact his counterparts in other faculties of the university, so they can do the same for their own newsletters. For the social medias' aspect, contact was made with Tuuli Pern (Department of Philosophy and Semiotics), who agreed to diffuse the information through the social medias groups she administrates for the University.

- Specific distribution: contact was made again with Marko Mägi (Institute of Ecology and Earth Sciences of Tartu) and Veljo Runnel (University of Tartu Natural History Museum and Botanical Garden), in order to reach more particular audience, probably interested in this subject and motivated to answer a survey on this topic.
- Large audience: contact was made with the RAKE (See link in References and links section), in order to ask if distribution only – contrary at creation + distribution on survey – was a service they could provide, and if so, to obtain a quotation for this prestation. Main interlocutor was Siim Espenberg (RAKE – CASS), the director of the structure.

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### ETHICAL AND SAFETY COMPLIANCE

This communication plan is one-way only – from the project team and/or university platform – to the potential participants. Therefore, no data is collected, and all potential sensitive interaction – if participants follow the link and end up on the survey page – are already managed through the ethical plan detailed in Deliverable 6.

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### FEEDBACK

The survey was distributed through the faculty newsletter on the 29<sup>th</sup> September.

RAKE services did not match the budget of the project.

An answer came back from the journal Eesti Loodus (see in the References and links section), that proposes to advertise the survey to their readers. It was not clear if they were contacted by Veljo Runnel or Marko Mägi, but it was apparently someone from the Natural History Museum.

## GENERAL PROJECT – CURRENT STATE OF PLAY

### IMPORTANCE OF THE CURRENT STEP

This step is crucial to gather a relevant and sufficient number of participants, which is an essential condition to the quality of the survey's results.

### PROPOSITIONS FOR OTHER ASPECTS OF THE PROJECT

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#### ACADEMIC ASPECTS

This material could be used for sensitization and communication with international partners, especially the French National Natural History Museum, which teams are interested into methods and tools exchanges (see Document I2).

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#### RESEARCH ASPECTS

This communication plan is an important step to ensure the quality of the survey (Deliverable 6). It can be use again, or modified and improved, for future projects requiring the same diffusion.

## NEXT STEPS

This material will be used as communication support for the diffusion of survey (Deliverables 8 and 10) and interviews (Deliverable 9).

## ANNEXES

## REFERENCES AND LINKS

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### REFERENCES

- Delahaye, P. (2021). Rats, Mice and Humans. *Linguistic Frontiers*, 4(1), 44–52. <https://doi.org/10.2478/lf-2021-0004>
- Leeuw, E. D. de, & Hox, J. J. (2008). Self-Administered Questionnaires: Mail Surveys and Other Applications. In *International Handbook of Survey Methodology*. Routledge.
- Lohr, S. L. (2008). Coverage and Sampling. In *International Handbook of Survey Methodology*. Routledge.
- Manfreda, K. L., & Vehovar, V. (2008). Internet Surveys. In *International Handbook of Survey Methodology*. Routledge.

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### LINKS

Presentation of RAKE institute: <https://skytte.ut.ee/en/content/applied-social-sciences>

Presentation of Eesti Loodus journal: <https://www.loodusajakiri.ee/valjaanded/eesti-loodus/>

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