

# POPULARIZATION COMPONENT – DISSEMINATION

## DISSEMINATION 3 – POPULARIZATION BOOK

### CONTEXT

#### GENERAL CONTEXT

Citizen sciences projects are increasing in number and diversity, and the interest of the general public in this kind of program is increasing accordingly. The recent events due to the pandemic context have shown a desire of the general public to be more involved in science and to “do their part”.

On another hand, even if the interest in science is growing, data (including ones gathered in Workpackage 2) show that providing factual and scientific elements to the general audience is not enough to make them deeply involved with animal species, their study and their protection. Popularization programs and initiatives need to acknowledge emotional and symbolic aspects, and find a way to address them.

#### INSIDE THE PROJECT

Milestone 2 was very clear about the importance of narration and emotional aspect in cohabitation in general and popularization in particular.

### BACKGROUND AND PURPOSE

#### BACKGROUND

This documentation is the counterpart, for this project, of the small popularization book produced at the end of the previous project in Paris (Delahaye, 2022).

#### PURPOSE

The purpose of this book is to communicate in a pleasant and accessible way the scientific discoveries and current state of the art to the general audience.

### PRACTICAL ASPECT

#### METHODS AND TECHNIQS

The book follows the same structure and global plan than the popularization book created after the rats in Paris project.

Expertise of a third-party have been requested in two aspects: the cultural and symbolic aspect of crow in Estonian ancient culture and mythology (Patrick Juho-Ville O’Rourke, Semiotics Department); the linguistic aspect and accessibility of the text (Thorolf Johannes Van Walsum, Semiotics Department).

All illustrations used were either royalty free or directly from field observations.

## FEEDBACK

The book was read, commented and corrected by Thorolf Van Walsum, in order to improve linguistic quality, style and general appealing.

## GENERAL PROJECT – CURRENT STATE OF PLAY

### IMPORTANCE OF THE CURRENT STEP

This step is the summary, for the general audience, of the project.

### PROPOSITIONS FOR OTHER ASPECTS OF THE PROJECT

## ACADEMIC ASPECTS

This book is a way to spread results from scientific papers to the general audience. Results presented here will be quite similar to results presented in the last paper of the project (see Document P3).

## RESEARCH ASPECTS

The support is one of the semiotic solutions that could improve the current cohabitation, based on the results of different Milestones. Depending its reception, this attempt could be useful to decide which medium should be preferred when communicating with general audience.

## NEXT STEPS

This deliverable closes the Popularization component for the entire project. Next step will be to include these results in the final report for the funding agency.

## ANNEXES

### REFERENCES

- Champiat, C., & Delahaye, P. (Directors). (2019, October). *Des Corneilles et des Hommes*. Association Science Télévision. <https://vimeo.com/366803347>
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- Delahaye, P. (2022). *Étude de la cohabitation urbaine interespèce: Brigitte, rongeur urbain*. l’Harmattan.
- Le Guilcher, G. & Royer, C. (2023). *La Femme Corneille*. Futuropolis.

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### DOCUMENTS

Book plan for DM3 (docx version - 17/08/2023)