

# POPULARIZATION COMPONENT – DISSEMINATION

## DISSEMINATION 2 – GUIDELINES FOR POPULARIZATION

### 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 mainly based on the results obtained and exposed in Deliverables 9 and 10, and on their comparison with data gathered in Deliverable 11. The material created for this documentation is inspired by different initiatives already existing or ongoing, created by interviewees in Deliverable 9.

#### PURPOSE

The purpose of this documentation is to improve the current quality of popularization and communication between scientists and the general audience.

### PRACTICAL ASPECT

#### METHODS AND TECHNIQS

The different kinds of media used for dissemination were categorized in two ways:

- Categorization by target aspect: this categorization aims to allow a relevant choice, depending on the kind of semiotic relationship that seems to have an issue (material, emotional or symbolic). Most of the samples introduced fall under multiple aspects, so the choice of the most relevant one depends on the targeted aspects and the possible combination of media.
- Categorization by the number of people involved: this categorization aims to allow a reasonable choice, depending on the human resources available for the project. Categories are:

- Scientist alone: this category proposes material suitable for an investigator alone, mostly at beginning of a project or as prep communication.
- Scientist plus exterior partner(s): this category proposes suitable material for a scientist creating a common project with an exterior partner (non-profit, artist, activists, citizens or inhabitants' association etc.) that is bringing some specific abilities (video, graphism etc.)
- Research team: this category proposes material suitable for a medium-sized research team, that has more time, all together, to give to a project than a scientist alone, even if it does not necessarily require very specific or technic abilities.
- Team plus technicians or service providers: this category proposes material suitable for a team who also manages to obtain a budget in order to recruit outside some needed and specific or technical abilities.
- Entire department: this category listed the most ambitious projects, that require important involvement and are targeting the largest scale of audience.

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### ETHICAL AND SAFETY COMPLIANCE

Using emotional aspects as suggested in this documentation should always be done in order to create empathy between inhabitants and the target species. It should not be used to make people feel guilty about their – previous or actual behaviour – nor to manipulate them.

The emotional aspect is a tool used to communicate factual elements on another level to people. Under no circumstances it is ethical to use it to diffuse false information.

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### FEEDBACK

Almost all the proposed solutions have been experimented with, either in this project, in previous projects, or by other teams contacted for the project. Some of them are still works in progress, and feedback is not yet available:

- Leaflet/guidelines/toolkit: the introduced leaflet is part of a vast campaign In Paris, by the non-profit Paris Animaux Zoopolis (link to the website in References section), in order to sensitize inhabitants and advocate for non-lethal solutions regarding the rats' population in Paris. It is complicated to link directly their campaign to the results, but in January 2020, 61% of inhabitants were in favour of non-lethal solutions regarding the rats (see the link to the study in References section).
- Project diary/page/website: the project has its own website (see link in References section), but tools were not implemented in order to count the number of visitors each post or page received. A previous experience with a popularization page (see the link to "The Dendrobate Doctor" page in the References section) gathered 10.000 followers.
- Chronicles/editorials (written, live, podcast): the introduced podcast is the audio version of a weekly chronicle published on the webpage "The Dendrobate Doctor". The data tool shows that each post was seen between 7.000 and 97.000 times, depending on the sensitivity of the subject treated.
- Project/event video: the video introduced here was made for the deliverable COM2. Used only in very restricted situations (it was not on Public in the channel for months), it has been seen fully 40 times (partial viewings are complicated to account for).
- Popularization book: the book introduced (Delahaye, 2022) was a production of the previous project about rats in Paris (Delahaye, 2021). The book was published in March, and has been sold or downloaded 75 times.
- Youtube channel: the channel introduced is the video alter-ego of the webpage "The Dendrobate Doctor". It is almost inactive since April 2022, but still counts more or less 1.500 followers.

- Graphic novels and comics: this project is an idea by the Paris National Natural History Museum team. It is created in collaboration with Geoffrey Le Guilcher and Camille Royer and should be published in February 2023.
- Popularization movie: the movie introduced is a collaboration with Clément Champiat (Champiat & Delahaye, 2019) for the popularization festival Parisciences. It received the Jury Special Award, has been seen more than 500 on the original platform, but also has been so much re-uploaded and shared that the real number of viewers is impossible to determine.
- Event/exhibition/public seminar: the sample introduced is the “small” version of this kind of media. Public seminars proposed by the French Society of Zoosemiotics (see list in the References section) gather usually between 30 and 75 participants, mostly a general audience interested in listening to scientists. Events or exhibitions are much more ambitious variations of this media.

## GENERAL PROJECT – CURRENT STATE OF PLAY

### IMPORTANCE OF THE CURRENT STEP

This step is the logical consequence of the data gathered on Workpackage 2. It will have to be mixed with other material from the popularization component (Communication or Exploitation).

### PROPOSITIONS FOR OTHER ASPECTS OF THE PROJECT

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#### ACADEMIC ASPECTS

The material created for this step is particularly interesting for the IPBC as a potential international partner (see document I3).

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#### RESEARCH ASPECTS

Propositions in the material created for this step could be submitted as new questions or items in a future survey about other study-cases of cohabitation, in order to determine how people are willing to be informed or involved regarding the species they have to live with.

#### NEXT STEPS

## ANNEXES

### REFERENCES AND LINKS

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#### REFERENCES

Champiat, C. & Delahaye, P. (Directors). (2019). *Des Corneilles et des Hommes*. Association Science Télévision. <https://vimeo.com/366803347>

Delahaye, P. (2021). Rats, Mice and Humans. *Linguistic Frontiers*, 4(1), 44–52. <https://doi.org/10.2478/lf-2021-0004>

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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#### LINKS TO WEBSITES AND DOCUMENTS

Website of the project: <https://www.crows.ut.ee/>

Paris Animaux Zoopolis: <https://zoopolis.fr/>

Study “Paris et la condition animale”: [https://zoopolis.fr/wp-content/uploads/2020/01/116952\\_Rapport>Ifop\\_PAZ\\_Cause\\_animale.pdf](https://zoopolis.fr/wp-content/uploads/2020/01/116952_Rapport>Ifop_PAZ_Cause_animale.pdf)

Popularization webpage “The Dendrobate Doctor”: <https://www.facebook.com/TheDendrobateDoctor>

The French Society of Zoosemiotics list of seminars: <https://societefrancaisedezoosemiotique.fr/seminaires/>

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All interviews’ participants for their ideas, suggestions and opinions about improving communication with the general audience.

## DOCUMENTS

Popularization media sample (PDF version – 19/01/23)