

POPULARIZATION COMPONENT – COMMUNICATION

COMMUNICATION 4 – COMMUNICATION THROUGH EVENT EXPERIMENT

CONTEXT

GENERAL CONTEXT

Popularization issues are often linked to communication since it can be difficult for the general audience to gather information about scientific projects, and for scientists to reach the general audience.

Popularization events, publicly displayed and gathering a lot of different fields, researchers and subjects, can be a major entry point for communication about projects, and a valuable opportunity to introduce the general audience to scientists.

INSIDE THE PROJECT

Workpackage 3 is focused on observations (Deliverables D12 to D19). These observations are a good occasion to gather video and photo material that could then be used as communication material. The way this material is introduced to the public is an important criterion for the success of global communication between scientists and the general audience. An event of popularization is a perfect occasion to introduce this material.

BACKGROUND AND PURPOSE

BACKGROUND

The chosen event is a French major popularization event called REC (“Rencontres de l’Esprit Critique” Critical Mind Gatherings). It takes place in Toulouse, and the event attended is the 3rd edition.

Previous editions gathered more than 40 speakers and 800 participants (2021) and more than 100 speakers and 1400 participants (2022). The event is free but the audience is encouraged to make a payment to an NGO chosen by the organisation committee (“Tout le monde contre le cancer” Everybody fighting cancer 2021, “Ukraine libre” Free Ukraine 2022, “L’Equipage solidaire” Solidarity team (against students’ poverty) 2023).

PURPOSE

The event (besides being an occasion to be involved with the general audience and to share scientific knowledge with civil society through popularization) will be used as a test of how this kind of event can be, or not, the starting point of a communication campaign regarding a project (or a way to give more visibility to an existing project).

It will aim to see if an encounter with the public and the fact to share, briefly, a closer relationship, is a more effective way to diffuse a project and gain involved public or participants, than a global campaign with no such precise target.

PRACTICAL ASPECT

METHODS AND TECHNIQS

Two sessions of public talk with the audience were scheduled. The possibility of having a written presentation support allowed us to visually display the first page of the website and its address for a few minutes each time. During questions with the public, the name and address of the project were mentioned again only for two reasons:

- a direct question from an audience member
- a relevant example extracted from the project to answer a question from an audience member or nuance an answer from another speaker

Views on the introduction video were measured before the event and compared with the number one week after the event. Other relevant events (registration to the newsletter, contact through the form etc.) were also noted and taken into account.

ETHICAL AND SAFETY COMPLIANCE

The audience of the event is not chosen in any way. People are coming on a volunteer basis, because they have an interest in science, research and critical mind. The event is free, and accessible to people with a large variety of disabilities.

The communication about the project will be made publicly, to the audience that is coming to conferences related to the project's subject (biodiversity, animal ethics etc.) and clearly explained as part of the project.

FEEDBACK

The audience was enthusiastic about both knowing this kind of project exists and about what they learned regarding crows and humans cohabitation. Feedback was excellent both coming from the audience and the organizers.

The views were not impacted by the presentation, and many members of the audience explained that they were probably not going to look at content in English, stressing the importance of proposing content in the language of the targeted audience.

The audience was really curious about the project and other projects of the same kind, which can be considered a success, and could be interested in different material regarding it – the book written about the project in Paris (Delahaye, 2022) was available at the event and sold well.

GENERAL PROJECT – CURRENT STATE OF PLAY

IMPORTANCE OF THE CURRENT STEP

This step is important to explore the ways to communicate about projects and results and could be added, depending on the outcomes, in the next Exploitation plan.

PROPOSITIONS FOR OTHER ASPECTS OF THE PROJECT

ACADEMIC ASPECTS

The results of this event can be included as a concrete example when presenting the results and possibilities of the project in conferences or international partnerships.

RESEARCH ASPECTS

This event is a significant bridge between scientists and the general audience, which can be proposed and tested as part of the solutions offered when the issues identified in cohabitation are related to sensitization and lack of appropriate knowledge.

NEXT STEPS

The results of this deliverable will be used to create the last part of the communication aspect (see Documents COM5).

ANNEXES

REFERENCES AND LINKS

REFERENCES

Delahaye, P. (2022). *Étude de la cohabitation urbaine interespèce: Brigitte, rongeur urbain*. l'Harmattan.

LINKS

REC website: <https://rec-toulouse.fr/>

Introduction video: https://www.youtube.com/watch?v=jqVTsuKbR_U

ACKNOWLEDGEMENTS

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