

@RowenaFW

General public



Dr Rowena Fletcher-Wood, PhD, MChem (Hons Oxon)

Last time I asked you to think about...

1. **Who** is Joe public?
2. **How** are they different from a child?
3. Why would they **care**?



Anyone not in my research field

So...

Anyone a huge range of occupations and also retired folk

research outcome my affect public health

Anyone who is not a specialist but are interested in some aspects of my research

Dean Bullen

Re

People who don't have specialist knowledge of my are

inter My family, friends, anyone outside of my

retired folk often more interested than undergrads!!

Who are the public?

Generally everyone from teenagers to elderly

(and why should they care?)

my non scientist friends/ peers - they want to know what I do

They fund research

People interested in knowing more about the planet they live on

They would like to know that we're able to clean up the

Family Friends

They might care because they buy gemstones!

anyone who is not a specialist in the area that I work in

mess

Anyone not in my field, not in the "trade"

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Okay, well I think we've got fantastic order to stop. So that way.

like to remind where resources

interest about the world around them

“It is a fact often overlooked by scientists that most (other people are mostly interested in other people, and they are mostly not interested in anything else. The fact that scientists are more interested than average in things and ideas... marks them out as mentally very unusual.”

Stewart and Nield 2012



Are people interested?

“...[A]n excess of coverage of astronomy, anthropology, **geosciences**, ecology and evolution ... and of medical stories”

The BBC Trust Review of Impartiality and Accuracy of the BBC's Coverage of Science, July 2011, Independent Assessment by Professor Steve Jones, Imperial College London

“Geological issues are increasingly intruding on the everyday lives of ordinary people.”

Communicating contested geoscience to the public: Moving from 'matters of fact' to 'matters of concern'. 2017, Iain S. Stewart, Deirdre Lewis.



Norway eyes sea change in deep dive for metals

Kitty litter chief suspect in nuclear waste accident

Flights cancelled and thousands evacuate



Facial cleansers for acne
(goes back to that AGI
list of public vs science
meanings of words!)

refuge leakage causes
people to relocate

Where worms live

how the shape of pores
in rocks may affect
volcano stability

where pollutants reside

word play between pore
and poor

What is the best sandstone for
storing our CO2?

A pore choice

fracking caused a
earthquake

Extracting underground
water.

where do microplastics hide?

It didn't stop the water from
flowing into homes

Mud or salt to improve your
skin?

New porous material results
in building collapse

elements absorbed in
mineral tunnels

Finding our water source

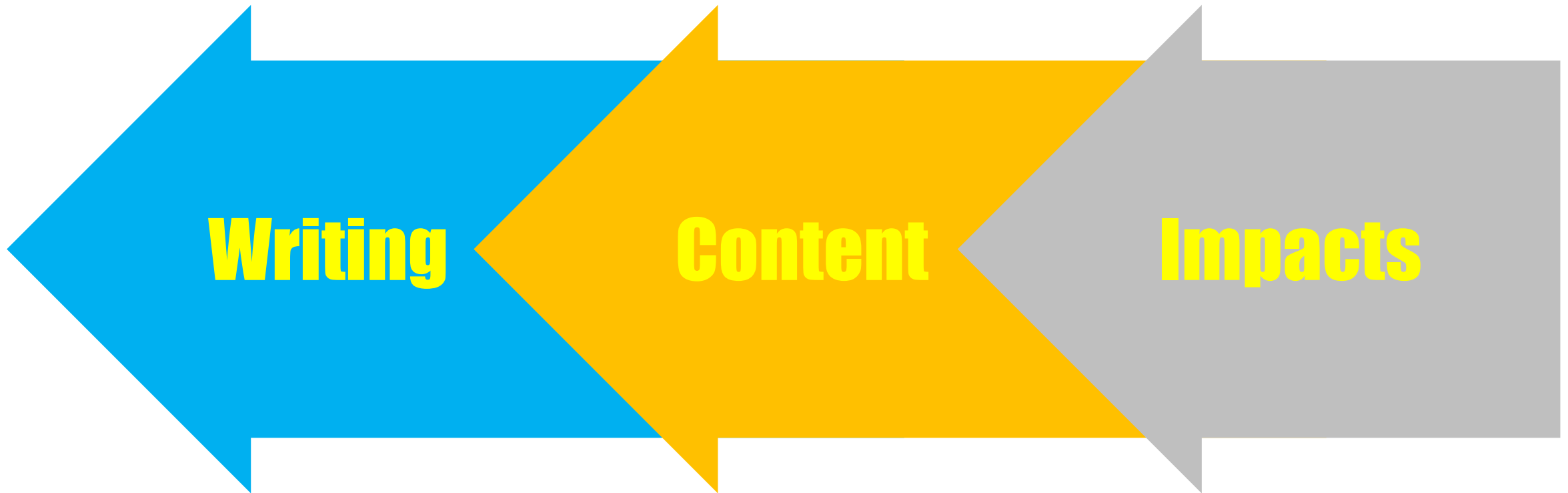
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Carbon storage in
sedimentary rocks - a
viable option?

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Backwards planning



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Consultation
Soliciting
opinion

Poll on Social Media

Questionnaire

Focus group
questionnaire

Citizen Jury

I'm a Scientist

every day tips to reduce
pollution

panel discussion
pint of science where
you can ask qns directly

youtube videos now
common with qns in the
Two-way
engagement

Twitter post (possibly)

Open question time/column in
magazine

youtube should be over
here

radio/podcast interview

Public broadcast
advertisement
Offering
advice

science article for the
general public

press release

Book

Lecture

Opinion piece



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Schema errors

- assimilation
- accommodation



What do you read?

I saw a curious man on a hill with a
telescope.

I didn't say he found the diamonds.

The MRI was fuzzy: she must've been
wearing makeup.

What is a “hard to reach” audience?

*(and **where** can you reach them?)*

Point of view

people that don't want to listen
those who have conflicting ideas about the information you are wanting to present
not interested people
People with fixed views
People that have a very strong opinion and are not willing to change their mind
the 'well back in my day' people
people with a radical opposite opinion to mine
People with fixed views (whether religious, or otherwise).
'Inconvenient truths'
Politicians!
audience already convinced of a view which is not the same as your own; use inclusive language, e.g. "our environment"....

Access

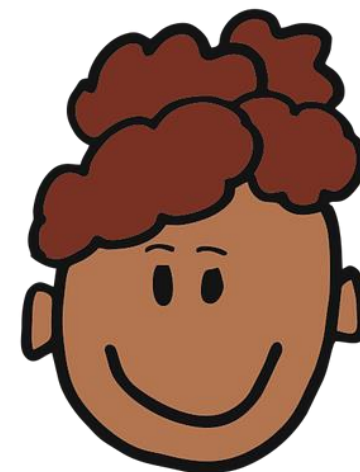
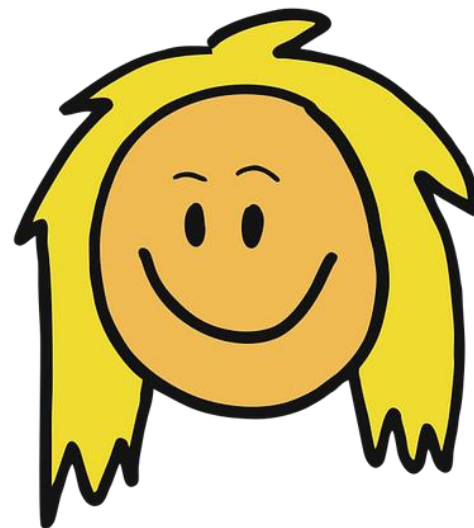
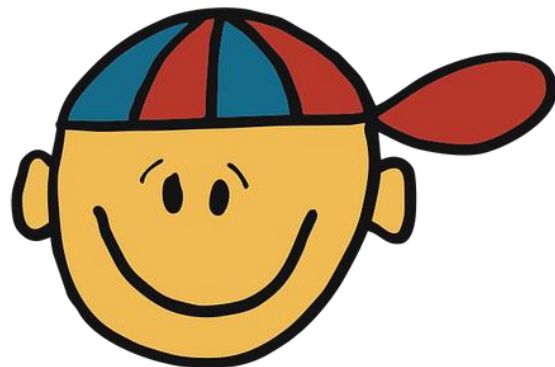
Find out where they "hang out" and go there
people in remote areas
people in prisons
people living in care homes/hospitals
Folk without the internet
people not used to social media
People distracted by too much social media
people who don't have a great foundation in English
People who don't seek out media/books/new ideas

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Debug your writing



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Next time: Policy

Think about...

1. **Who** reads policy documents?
2. What would **you** contribute?



Send us your writing if you would like it reviewed.

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Questions?

