General public

Dr Rowena Fletcher-Wood, PhD, MChem (Hons Oxon)
Last time...
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**?
Who are the public? (and why should they care?)

- Anyone not in my research field
- Anyone who is not a specialist but are interested in some aspects of my research
- Retired folk often more interested than undergrads!!
- Family
- Friends
- Any one outside of my research
- My family, friends,
- Generally everyone from teenagers to elderly
- They fund research
- They might care because they buy gemstones!
- People interested in knowing more about the planet they live on
- Anyone who is not a specialist in the area that I work in
- They would like to know that we're able to clean up the mess
- Interest about the world around them

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

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@RowenaFW
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!)

What is the best sandstone for storing our CO2?

Extracting underground water.

Mud or salt to improve your skin?

Finding our water source

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refuge leakage causes people to relocate

how the shape of pores in rocks may affect volcano stability

Where worms live where pollutants reside word play between pore and poor

fracking caused a earthquake

It didn't stop the water from flowing into homes

New porous material results in building collapse elements absorbed in mineral tunnels

Carbon storage in sedimentary rocks - a viable option?

A pore choice
Backwards planning

Writing → Content → Impacts

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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?