

Communicating impact to different audiences

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Science Advice

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Science Policy Adviser, Danish Government
Chair of EU COST Expert Group on Science Communication
Knowledge Broker for Algorithms, Data and Democracy (2021-2030)



An iceberg floating in a blue ocean under a clear blue sky. The visible tip of the iceberg is small and jagged, while the submerged part is much larger and more complex in shape, illustrating the concept that the visible part of impact studies is only a fraction of the total. The text is overlaid on the right side of the image, with the title at the top and a list of activities below it.

IMPACT STUDIES

R&D collaboration

Tech transfer (IPR, licenses)

Consultancy

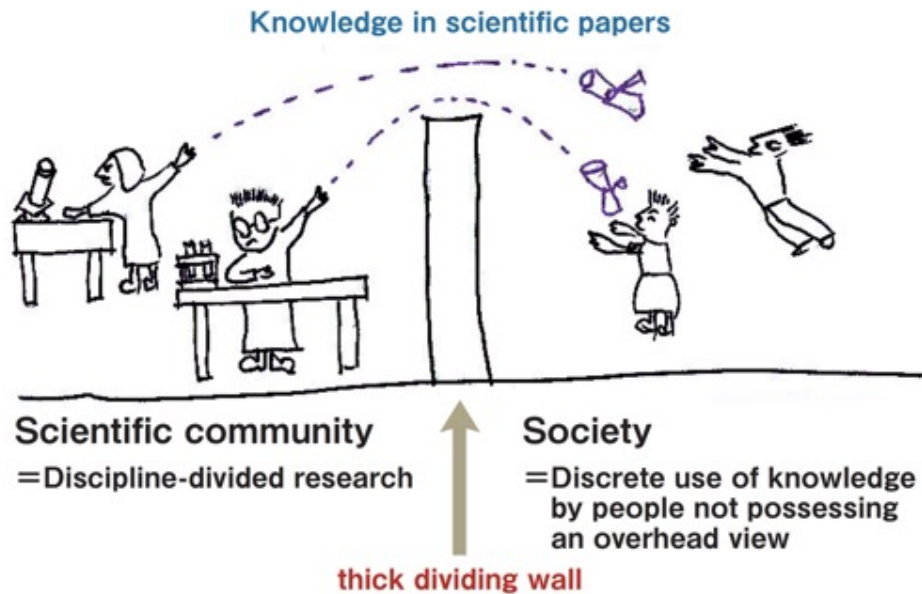
Advisory roles

Informal collaboration

Education-based collaboration

Knowledge Exchange & Mobilisation

Science Communication



The value of research is only realized with communication and translation of results into real-world settings.

Without closing the loop, there is no beneficiary to all the tireless efforts put in by those dedicating their lives to the advancement of science.

Dr. Breanne Everett
CEO Orpyx Medical Technologies

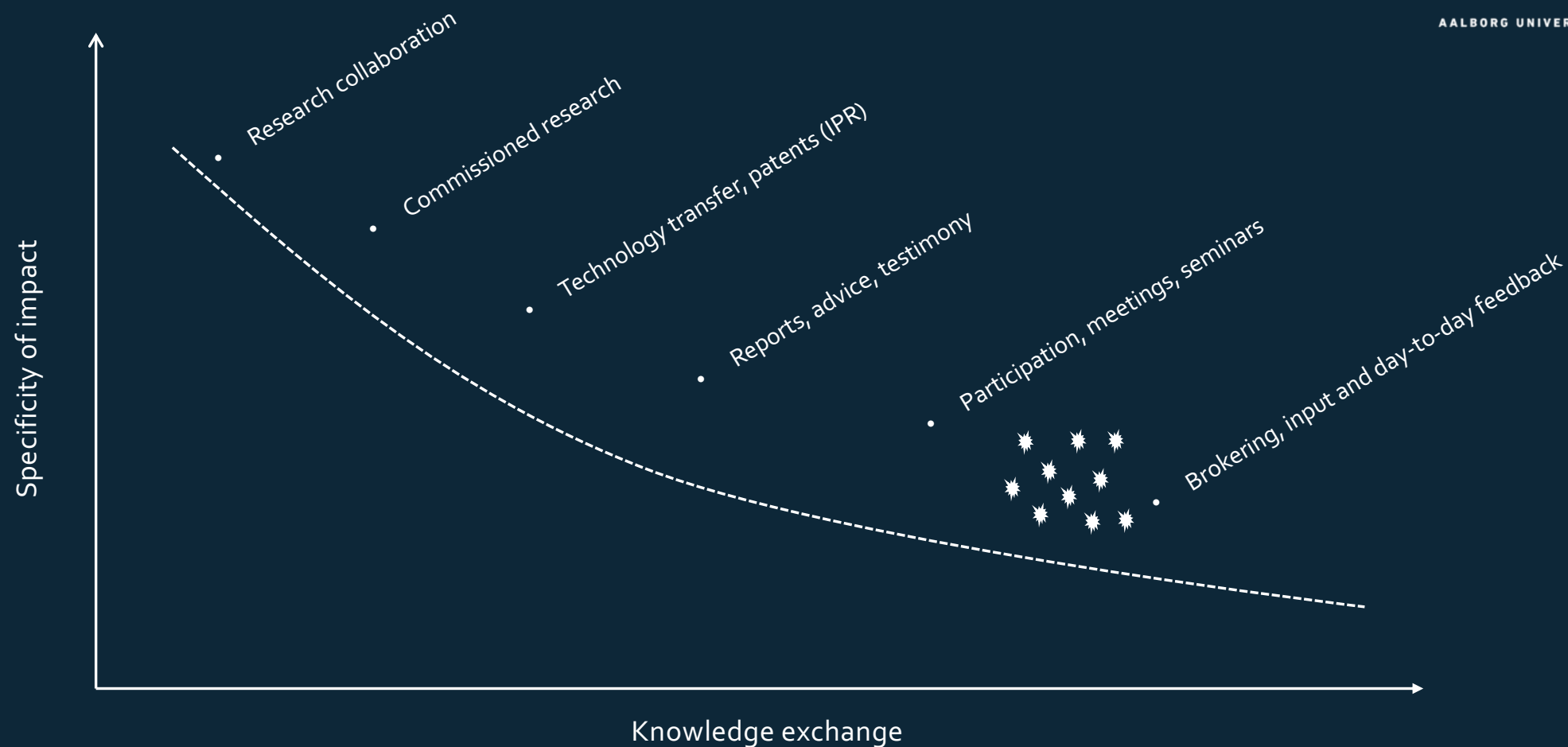
Communicating impact

- Throughout the research process
- Skips knowledge dissemination and linear notions of uptake.
- Continuous involvement.
- Build boundary skills | Promote knowledge brokers | KTE units





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Budtz Pedersen et al. 2019
Impact Survey 1371 respondents

THIRDROOM

Research and Innovation Impact Platform



Live Projects
Portfolios
Library
Challenges

Mapping Bangalore Challenge

Standard challenge page

Abstract

Mapping and Connecting Bangalore: Can we summarise in one screen all the research and development of a megacity like Bangalore (8.5+ million people)? If we could, what would it look like, and what could we do with it? These are some of the questions that a team composed by HelloScience, the HHL Foundation and Dataverz sought to answer during our ... see more ▾

Tags

#datamapping #india #connectingdata #bangalore #datavisualisation #education

Contact

Pedro Parraguez

SDGs

Files

(21 days left)

Author

Mentors

Timeline

add to calendar

add to calendar

add to calendar

add to calendar

19.09.2021 - 17.10.2021
Open Challenge

18.10.2021 - 25.10.2021
Review

27.10.2021 - 29.10.2021
LiveLab

TIMEFRAME
Incubation

Offering

Joint Venture

Research Collaboration

Microgrant

Mentorship

Incubation

Legal Support

LabSpace

Applied for Challenge

I want to take part in this challenge because Facepelt, libus cus incid et aborem hillese series sum facilis illestore exeris albusame dit ad. ... see more ▾

I want to take part in this challenge because Ovid qui utam nost audit re onmolup tatempo risquodit excepe nobistum volorepelt harcium ius ... see more ▾

We want to take part in this challenge because Bor re nonecab oribusam, tem eveliquam fuga. Itaest, nos dolupta num quidenis ea vit dolore eru. ... see more ▾

I want to take part in this challenge because Sun-tius eos es magnis sinci dolum nobis dolesciur, autem quodiosa eturere volorem quat. ... see more ▾

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Already signed up for Challenge

Josephine Teinby

Crop Trust

Albert Nyeland

Ulrike Graeven

Carry

Troels Mørsted

Sina Feshaye

Biome Makers

Partners

novozymes

Nilfisk

DANSK ERHVERV

GLADSAXE

KROMANN RELIMERT

Suggestions

Research

People

Josephine Teinby

Mikkel Kolkær

Jasmine Pless

Related Projects

Environmental Studies

Sustainable Energy

Save the Sea

SDG Challenges

Arctic Opportunity

Cleaning Challenge

Mapping Bangalore

Knowledge brokers

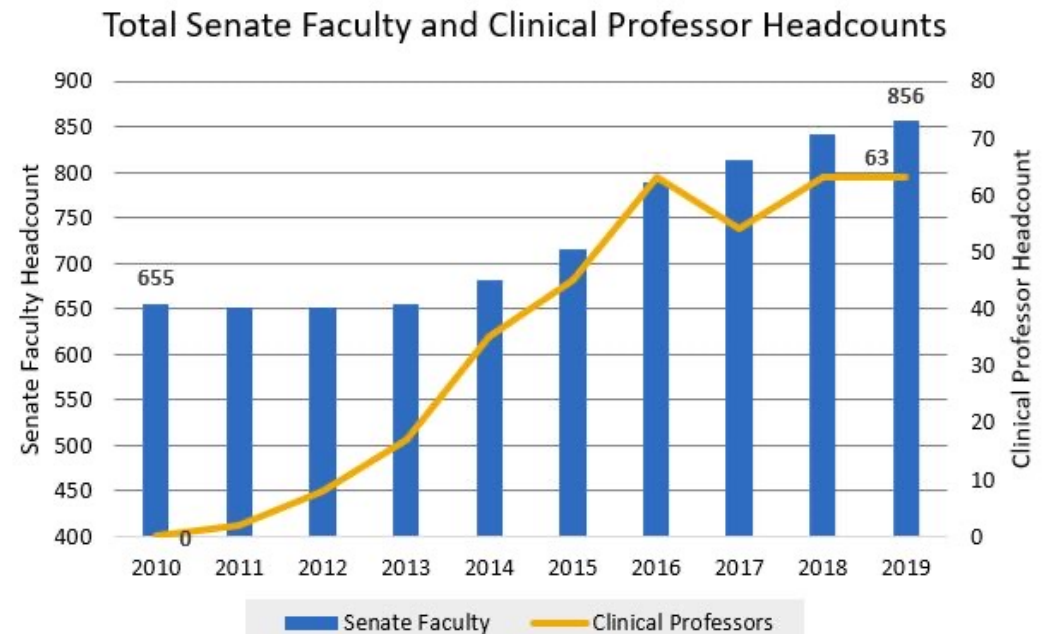
“Knowledge brokering is an umbrella term for a process in which a person, group or organization take on the professional responsibility to support the translation and exchange of knowledge between researchers, practitioners and decision-makers , and/or contribute to the interpretation and adaption of research knowledge in a user context.”

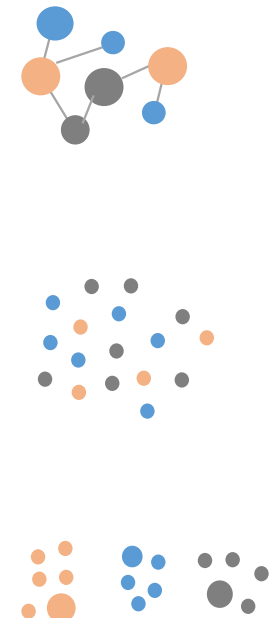
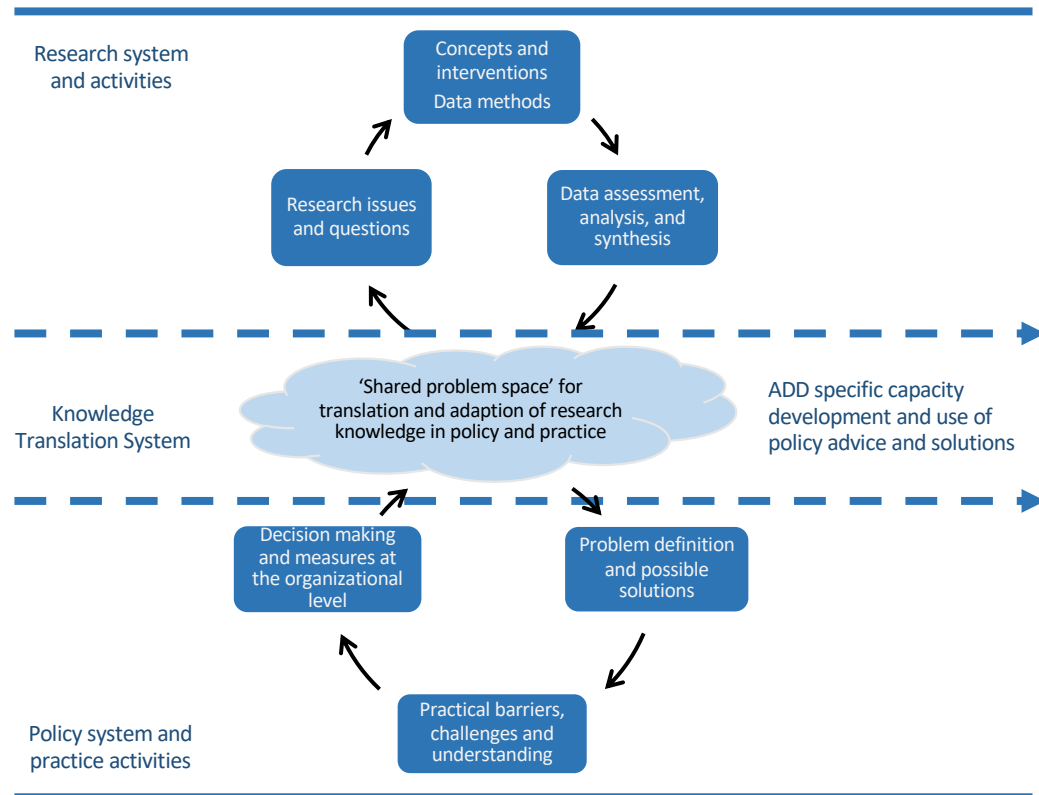
(CHRSF 2003; Ward)



Knowledge brokering

- Different ways of producing tangible societal impact
- Productive interactions with society: joint appointments, consultancy, partnerships, networks, co-creation, facilities, start-ups, fellowships, etc.
- New positions tailor-made for implementation research: “clinical” professor (**knowledge brokers**).





ADD Policy Lab

Establishing an
alliance/network
for **ALGORITHMS,
DATA &
DEMOCRACY** –
across stakeholders



Outreach plan ADD.

Policy Lab should:

- Engage
- Activate
- Concept development
- Co-creation
- Enhance knowledge
- Deliver inspiration to researchers

Methodology:
Participatory
workshops, expert
testimonials etc. in
dialogue with
stakeholder alliance





Who Are “Stakeholders”?

Your Research Team

Academia

Research Institutions

Funders

Government

Industry

Not-for-Profit

Service Providers

Patients/Public

Policy Makers



How to plan for impact

1. Know your audience(s)
2. Identify your purpose(s) for communication
3. Select (multiple) strategies suited to your audience(s)
4. Allocate resources for communication
5. Provide evidence & context to understand evidence

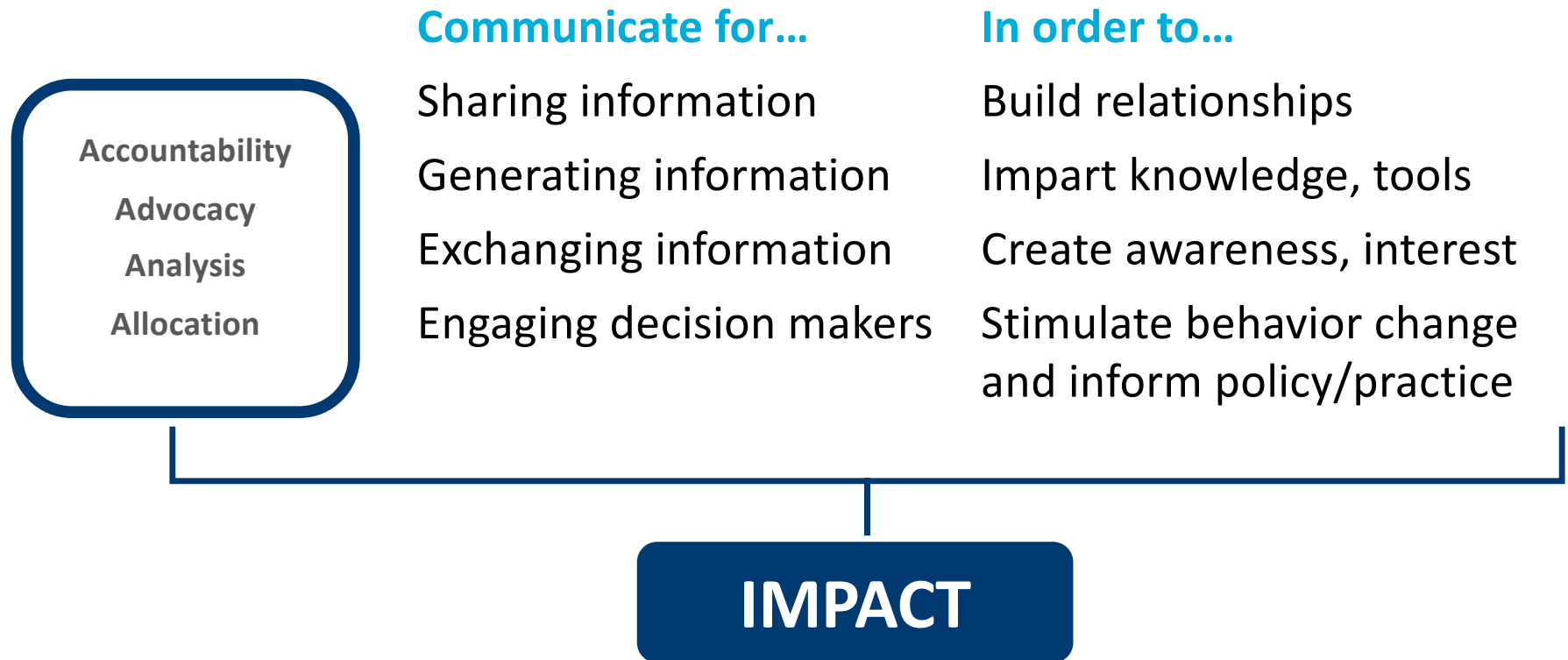
Know Your Audience



Seek to understand your audience's:

- Knowledge
- Mindset & values
- Information needs (content & timing)
- Preferred mechanisms
- Potential use of information

Why Communicate?



Communication Strategies

In person

Presentations (e.g., webinars)

Policy Briefs

Email/Listserv

Reports

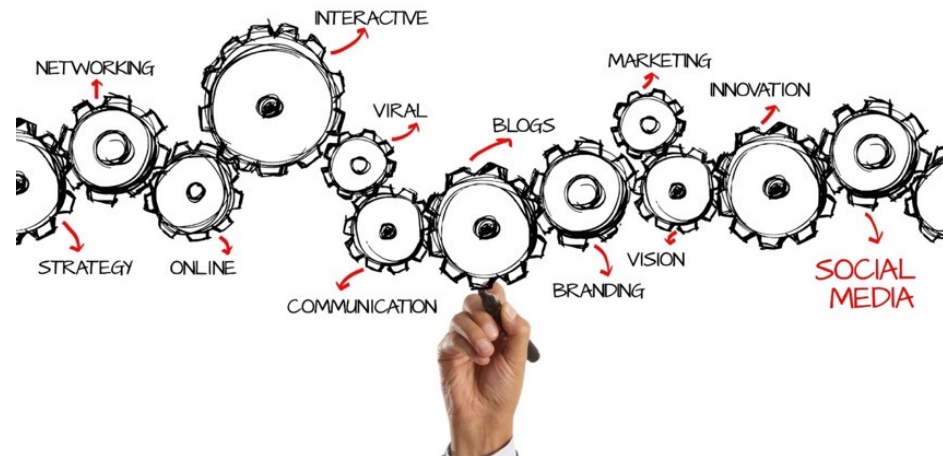
Publications

Educational Materials & Outreach

Print & News Media

Social Media

Artistic Products



Informing funders and policymakers about impact

- Reference trustworthy and independent sources
- Build data and evidence into narratives
- Facts alone won't work – need context and translation
- Impact is infested **with values**: need open discussion about outcomes, scenarios, decisions
- Tell stories about “contribution” rather than “attribution” (it is complex!)
- Signalling shared values is important to create shared beliefs!

Conclusions



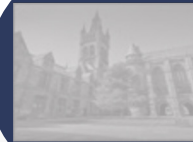
PARTNERSHIP

- Build sustained **institutional partnerships**, networks and alliances with stakeholders



RESEARCH

- Pursue a **joint research agenda** with target impacts (e.g. to reduce income inequality among youths)



INSTITUTIONAL CHANGE

- Create institutional change to **value research-practice partnerships** and communication



CAPACITY

- Cultivate the partners' capacity to **collaborate and implement** high-quality relevant research

Discussion questions

- How can you use communication and public relations in your institution to amplify research impact?
- What are the best format to communicate about impact (media, websites, conferences, newsletters, etc.)?

Thank you for the attention

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