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Toolkit n. 3

Promote your Research Communication

Lead party for toolkit: Educons University
Document type: Guidelines

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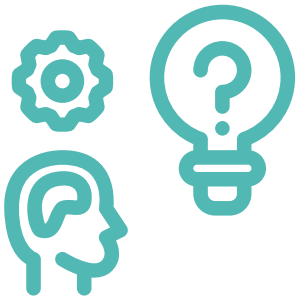
MAIN AIM

This toolkit is designed as user-friendly guidelines designed to assist early carrier researchers in promoting their findings to Quadriple Helix actors. It is aimed to guide ECR on steps to be undertaken before publication (keywords, title, and abstract, Journal search, ORCID profile,) how to promote their research, videos creation, graphical abstracts, promotion at conferences, data sharing, on how to monitor of the impact and to identify stakeholders.

TARGET GROUPS

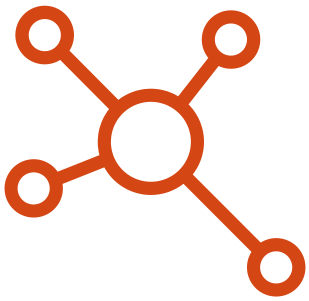
- Early career researchers
- Institution (teaching and research staff)

PURPOSE



Support the research activities of early career researchers in life sciences, fostering a collaborative approach to research that, starting from considering societal needs, aims in general to have a meaningful societal impact. It offer s best practices for creating engaging posts, selecting appropriate channels, leveraging visual aids, using keywords or hashtags for increased visibility, and tailoring communication for diverse audiences.

STRUCTURE



1. BEFORE THE PUBLICATION
2. PROMOTE YOUR RESEARCH
   - ACADEMIC COMMUNICATION
   - PUBLIC COMMUNICATION
3. MONITORING OF THE IMPACT
4. STAKEHOLDER IDENTIFICATION
5. EXPECTED OUTCOMES
6. BENEFITS OF PUBLIC ENGAGEMENT FOR RESEARCHERS

BEFORE THE PUBLICATION

In order to ensure the quality and credibility of a researcher's work, there are several essential tasks and steps that should be undertaken before publication. It should be noted that every research is unique and as such, the process and outcomes are unique as well. However, there are several specific tasks that should be completed before publication.

All of these tasks are important for several reasons:

1. Ensuring the accuracy and quality of research is vital. Completing the previously mentioned tasks helps catch errors at the starting line, any methodological issues or ethical concerns.
2. Different journals and conferences have specific policies and requirements. Non compliance to these may lead to rejection or other unwanted consequences.
3. Starting the research process with these tasks will support the goals of the research process and its progress, dissemination of knowledge and getting and maintaining the trust of the research community and the public.

Task 1: Developing a Strong Foundation:

- A researcher should master the basics of the research interest (eg. in life science, such as cell biology, genetics, molecular biology, physiology etc.)
- A researcher should also try to stay up-to-date with the latest research trends and breakthroughs in their specific field of interest
  - This will ensure high quality and credibility of the scientific work and
  - will help developing critical thinking skills that allow researchers to address complex problems in a systematic way.

Task 2: Effective Literature Review

- A comprehensive literature review should be conducted in order to understand the current state of knowledge in the field.
- Tools like PubMed, Google Scholar, and reference management software (e.g., EndNote, Mendeley) can be very useful for organising and citing research papers.

Task 3: Experimental Design and Methodology

- ECRs should gain expertise in designing experiments and selecting appropriate methodologies for their research questions.
- They should also understand the principles of statistics and data analysis to interpret experimental results effectively.

Task 4: Laboratory Skills

- Acquiring hands-on laboratory skills relevant to the area of research, such as pipetting, cell culture, microscopy, and molecular techniques is important.
- Safety in the lab should always be prioritised as well as following protocols rigorously.

Task 5: Research Ethics and Compliance

- Researchers should familiarise themselves with ethical guidelines and regulations governing research involving humans, animals, or biohazardous materials.
- They should also ensure their research complies with institutional and governmental regulations.

Task 6: Grant Writing and Funding

- ECRs should learn how to write effective research grant proposals to secure funding for their projects.
- They should also explore various funding sources, such as government grants, private foundations, and industry partnerships.

2. The guidelines of each funding opportunity regarding the rules, eligibility criteria, deadlines and all the other relevant information should be read carefully.
3. Planning the work is very important, a clear and well-defined research plan including research questions, objectives, methodology and timeline should be developed.
4. A budget should be created.
5. Researchers need to write a compelling proposal and note the significance of the research.
6. The proposal needs to be submited according to grant guidelines exactly.

Task 7: Data Management

- Good data management practices, including data organisation, storage, and backup need to be established
- ECRs need to understand data sharing and archiving requirements in their field.

Task 8: Keywords, title, and abstract, journal search, ORCID profile

Keywords

In order to choose appropriate and effective keywords:

- Target audience should be considered
- Focus should be on the relevance of the content
- Tools like Google Keyword Planner for search volume insight can be used
- Regular update and refining of the keywords should be conducted.

Choosing the right title

- A title should accurately reflect the main findings and purpose
- Key terms should be included for searchability
- Concise and clear language should be used
- Ensuring the title aligns with the scope and significance of the research is also important
- Feedback should be seek from colleagues or mentors for refinement.

Abstract

Abstract should provide a brief, accessible, and highly informative snapshot of research findings. It should also explain the research process and the impact of the findings.

Journal selection

- Review of the aims and scope of potential journals should be done,
- Recent publications should be analysed in order to compare relevance
- The journals' impact factor needs to be taken into account as well
- Ensuring the research aligns with the types of articles the journal publishes is also important
- Factors like review process duration and publication fees need to be considered
- Mentors or colleagues familiar with the publishing landscape in your field may be able to give useful advice.

ORCID, which stands for Open Researcher and Contributor ID, is a non-profit organisation that provides researchers with a unique and persistent digital identifier known as an ORCID iD. An ORCID iD is a 16-digit number that distinguishes researchers and scholars from one another and helps to link their research contributions and activities. This can be a very useful tool for researchers to ensure proper recognition of their work, enhance collaboration, and streamline administrative processes in academia and research.

PROMOTE YOUR RESEARCH

What to do before?

A ECRs needs to be sure that they have developed strong writing skills for research papers, grant applications, and presentations.

Clear and concise scientific communication for both technical and non-technical audiences should be practised.

It is a good idea to start with a much more challenging task, which is communication with the colleagues from the researchers' environment and with all members of the scientific and academic community who share theinterest and passion for researching a certain topic.

All sources that do not share the interest and relevance of the research and/or not agree with certain basic or advanced settings in the respective research should also be consulted.

Academic Communication

- Clarity and organization
- Audience Awareness
- Visual Aids
- Engaging Delivery
- Question Handling
- Citations and References
- Networking
- Time Management and Work Life Balance
- Mentorship
- Continous Learning
- Adaptability and Resilience

Public Communication

- Public Engagement
- Career Planning
- Stay Informed
- Choose the right platform
- Craft engaging posts
- Visual Content
- Use keywords and hashtags
- Timing and Consistency
- Engage with your audiance
- Share the Journey
- Tailor Content for Diverse Audiences
- Collaborate and Tag
- Storytelling
- Share Visual Abstracts
- Monitor Analytics
- Promote Open-Access
- Avoid over-promotion
- Stay Informed
- Ethical Considerations

Academic Communication

Clarity and Organization:

- A researcher should start with a clear and concise title that reflects the essence of the research. The title should be informative and engaging.
- Abstract should briefly and clearly point to the main findings of the research results.
- The introduction should be used as the perfect opportunity to provide context and background of the research,
- A researcher should set the research questions and explain the methodology. This can also be the perfect moment for mentioning the significance of the work.
- Literature review is a very important part for the academic audience. It should be organised in a logical and informative way, explaining how the dots the new research is adding connect to the existing knowledge.
- Researchers should especially make sure to set clear and relevant research questions and communicate them visibly.
- The methodology needs to be described clearly enough to be possible to copy it. Scientists especially appreciate well communicated and presented results followed with a deep discussion.
- The findings can be summarised in a conclusion and that is also a perfect chance for the author to mention the significance of the research once again.
- In addition, the presentation should be structured logically with a clear introduction, methods, results, and conclusion.

Audience Awareness:

Raising audience awareness through direct and intentional incorporation into the impacts of academic work can lead to transformative learning experiences. In order to secure practical insights into professional environments a researcher should:

- Consider the background and knowledge level of the audience.
- Adapt the content and language accordingly.
- Define key terms and concepts, especially if they are discipline-specific or technical.

Visual Aids:

- Slides or visual aids should be used to complement the verbal presentation.
- Slides should be uncluttered,
- Use of the visuals like charts and graphs to illustrate data is very effectuve, as well as
- Including captions for clarity.

Presentations are an amazing tool because they help researchers explain and present very complex information and findings in a comprehensible way. Slides can be their best friend, when used properly, as a partner complementing their spoken word with the help of not only text but also images, graphs and charts. A professionally designed and done presentation helps researchers make a good first impression which is especially important for ECRs.

Engaging Delivery:

- ECRs should try not to be shy.
- Eye contact with the audience should be maintained
- Speaking clearly and at a moderate pace is important
- Using gestures and body language to emphasise key points is adviseable as well
- Researchers need to do their best to look and sound professional and confident.
- It may be a good idea for researchers to make a short joke or start with an interesting introduction of themselves and their work in order to catch the audience's attention which will help them make the audiance believe in the importance of your work.
- Researchers can try to make their research a bit personal, note how passionate they are about the topic. Nobody enjoys boring, not even scientists. Authors need to fight to get and retain their attention.

Question Handling:

- Being prepared for questions and interruptions is important
- Sometimes researchers may be able to anticipate the types of questions the audience might ask and prepare the answers in advance. This may include questions regarding the methodology, results, implications, ethical concerns and similar.
- However, they will encounter questions they are completely unprepared for. That is quite common even for much more experienced researchers. In case that a researcher does not know the answer, it is completely acceptable and even advisable to admit that and offer to follow up later.
- ECRs should try not to be afraid of some unpredicted situations, they should encourage questions during the presentation. That is how a presenter keeps the audience involved.
- It can even be noted that they should feel free to interrupt the presentation at any time with questions.
- Questions should be answered courteously and confidently.
- It may be a good idea to repeat the question someone's asking in order to make sure everybody from the audience can hear and understand the question well.
- If the question is too complex, it should not be avoided. A researcher should ask for clarification so he or she can be sure the question is understood properly.
- Staying calm and confident is important
- Anwers should always be respectful even if the question seem unrelated or too basic. This fosters a positive and inclusive environment.

Citation and References

- Properly citing previous research and references that influenced the work is important as well as
- Providing a list of references at the end of the presentation for interested audience members.

Citing and referencing is a fundamental aspect of intellectual honesty and integrity. It demonstrates that the work is built upon the existing body of knowledge, acknowledging the contributions of others. Also, citations and references provide evidence to support the claims that are being made in the presentation. In addition, they provide context and background for the research.

Networking

- Researchers should build a professional network by attending conferences, seminars, and workshops as well as
- Collaborate with fellow researchers, mentors, and experts in their field.

Collaborative research often leads to innovative and multidisciplinary projects with significant results. Networking allows perfect knowledge exchange and provides solid access to different resources. Also, it can give the researcher visibility and recognition among his or her peers which is extremely important for ECRs. A professional network is an amazing source of peer review and feedback as well. Building a strong professional network should be perceived as an investment in their career by early career researchers.

Time Management and Work-Life Balance

- Mastering time management techniques to balance research, teaching (if applicable), and personal life is important. Effective time management helps researchers make the most of their working hours.
- A priority list of the tasks should be made, setting the goals is also advisable, and managing time wisely in order to be productive. Poor time management often leads to stress and eventually burnout.
- Self-care needs to be prioritised in order to prevent burnout and maintain long-term productivity. A balanced life with time for their hobbies, families, friends, relaxation can help researchers to maintain motivation and enthusiasm for their work which is very important for them in order to be able to stay in their field for the long haul which is the only way to succeed in science.

Mentorship

- ECRs should seek out mentors who can provide guidance and support throughout your career.
- They should also be open to mentorship opportunities and actively engage with their mentors.

The landscape of academia and research is very complex and it may be too hard to navigate it without an experienced mentor who can help with skill development, networking, research collaborations but also emotional support, motivation, feedback and evaluation. For more information consult Toolkit nb. 7.

Continuous Learning

- Researchers should stay curious and open to new ideas as well as
- Invest in ongoing education, such as workshops, online courses, and reading scientific literature.
- Nowadays, there are numerous easily accessible resources online. ECRs need to learn to use them.
- It is a good advice for ECRs to gather all the relevant knowledge and experience of other people and use it as an elevator to success.

Adaptability and Resilience

- Challenges and failures should be embraced as opportunities for growth.
- Developing resilience to overcome obstacles and setbacks in the research journey is needed.
- It should be noted that effective academic communication not only disseminates the research but also engages and educates the audience. The goal is to convey the significance and impact of the work while fostering discussion and collaboration within the scientific community.

Public Communication

Public Engagement

- The research can be shared with the public through outreach activities, science communication, and social media.

This will help bridge the gap between science and society.
The top five sites are ResearchGate, LinkedIn, Facebook, Twitter, and Academia.edu.
Instagram and TikTok as well, as currently the most popular platforms.

Career Planning

ECRs should:

- Set clear career goals and create a career development plan.
- Seek advice from mentors and professionals in their field to navigate the career path.
- Career planning for researchers involves assessing the interests, skills, and long-term goals in science. It includes ongoing education, networking, research and publications, grant writing, teaching, and communication skills.
- Explore both academic and non-academic career paths, seek mentorship, maintain work-life balance, and adapt to evolving opportunities.
- A strong online presence and effective job search strategies are also crucial.
- Regularly evaluate and adjust your career plans to stay on the right path.

Researchers should also:

Stay Informed

- Being informed is a researcher's most valuable asset. They should keep an eye on developments in science policy, funding opportunities, and changes in the research landscape that may impact their career.
- Remember that their toolkit will evolve as they progress in their career, so they need to stay adaptable and open to new skills and experiences.
- The key is to stay committed to passion for scientific discovery and continuous improvement.

Choose the Right Platforms

- Identify the social media platforms that align with their target audience and research field. For instance, Twitter is excellent for quick updates, while LinkedIn is more business-oriented.

Craft Engaging Posts

- Start with a clear and concise message.
- Highlight the most important aspects of their research.
- Use a conversational tone to make their posts relatable.
- Pose questions or teasers to spark curiosity.
- Avoid jargon and explain complex concepts in simple terms.

Visual Content

- Incorporate eye-catching visuals like images, infographics, charts, and short videos to make their posts more appealing.
- Videos can be their best friend when it comes to this.
- Visual content can convey complex information quickly and attract more attention.

Use Keywords and Hashtags

- Include relevant keywords and popular hashtags, regarding their research, in their posts to improve discoverability.
- Create a unique and memorable hashtag for their research project or lab. Hashtags are crucial for social media promotion because they not only enhance content discoverability and increase post visibility but also target specific audiences. Using hashtags helps categorising and organising content as well as boosting branding and engagement. It also allows tracking campaign performance.

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Timing and Consistency:

- Post regularly to maintain a consistent online presence.
- Schedule posts during peak engagement times for their target audience.
- Some usual recommendations regarding the best timing for social media promotion is as follows:

Facebook: Mid-week, especially during lunchtime and early evening.
Twitter: Weekdays, with focus on mid-morning and late afternoon.
Instagram: Lunchtime and late afternoon on weekdays.
LinkedIn: Weekdays, particularly mid-morning and early afternoon.
YouTube: Consistency is key; find the best time for your audience.
TikTok: Evenings, especially after dinner.
Adjust posting times based on their specific audience and content, and use analytics for optimal results.

Engage with Their Audience:

- Respond promptly to comments and messages.
- Encourage discussions and ask for feedback or opinions.
- Tag individuals or organisations relevant to the research to increase visibility.

Share the Journey:

- Provide updates on the research progress, not just final results.
- Share interesting milestones, challenges, and insights along the way.

Tailor Content for Diverse Audiences:

- Adapt their communication style and content for both expert and non-expert audiences.
- Create separate posts or threads for in-depth technical explanations and simplified summaries.

Collaborate and Tag:

- Collaborate with other researchers, institutions, or influencers in the field. Tag them in relevant posts to expand their reach.

Storytelling:

- Craft compelling narratives around the research to make it more engaging and relatable.
- Explain how their findings can impact people's lives or solve real-world problems.

Share Visual Abstracts

- Create visual abstracts summarising their research papers.
- Visual abstracts make complex research more accessible to the wider public.

Monitor Analytics

- Use social media analytics tools to track the performance of their posts. Identify what works best and adjust their strategy accordingly.

Avoid Over-Promotion

- Balance the content by sharing not only the research but also interesting articles, news, and insights from others in the field.

Stay Informed regarding social media trends

- Keep up with the latest trends and changes in social media algorithms to maximise their reach.
- Social media trends are constantly evolving increasing the visibility of the scientists work.
- Trending topics, challenges, and formats can be used to capture the attention of a wider audience and encourage interaction.
- Social media trends often involve innovative features and formats. Embracing these innovations can make your scientific promotion more creative and engaging.

Ethical Considerations

- Respect privacy and confidentiality rules, especially when sharing data or images involving human subjects.
- Make sure to cite the sources and give credit to collaborators when sharing their work.

Promote Open Access

- If possible, share links to open-access versions of their research papers to make them more accessible to a broader audience.

Remember that building a strong social media presence takes time and patience.

- Be authentic,
- Engage with their audience genuinely, and
- Adapt the strategy based on the feedback they receive.

Social media can be a powerful tool for promoting the research and connecting with fellow researchers and the broader community.

Advanced features and specifications in instructions for researchers on promoting their findings through social media effectively:

Visual Design:

- Invest in well-designed presentation slides.
- Use consistent fonts, colours, and formatting.
- Consider the use of professional design software for advanced visual appeal.
- You should also create visually appealing graphics, infographics and especially videos to summarise key findings. Videos are currently seen as the most effective way for catching and holding the attention of the audience for more than a few seconds.
- You can use tools like Canva or Adobe Spark to create professional visuals fairly easily.

Advanced Statistical Analysis:

If applicable, present advanced statistical analyses in a clear and understandable manner. Discuss the statistical significance and implications of your findings.

Ethical Considerations:

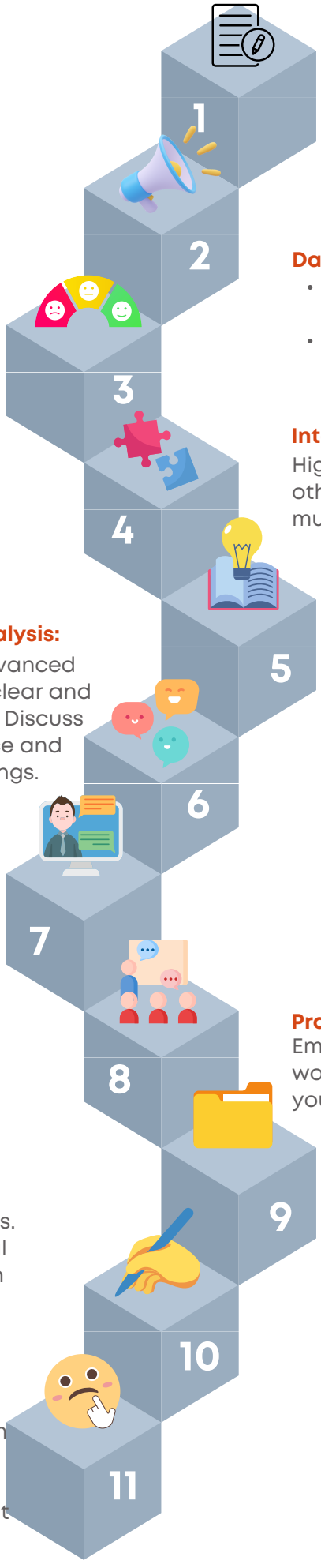
Address ethical issues relevant to your research, such as data privacy, informed consent, or ethical implications. Discuss any potential conflicts of interest.

Future Directions:

- Offer insights into future research directions and unanswered questions.
- Highlight the potential for further exploration and collaboration.

Multimodal Communication:

Consider using a combination of text, images, audio, and video to convey your research, catering to different learning styles.



Storytelling

- Craft a compelling narrative around your research.
- Use anecdotes or real-world examples to make your findings relatable.
- Highlight the "story" of your research journey, including challenges and breakthroughs.

Data Visualization:

- Master advanced data visualisation techniques to convey complex information effectively.
- Use interactive data visualisations when appropriate to engage your audience.

Interdisciplinary Connections:

Highlight how your research connects to other disciplines or fields, emphasising its multidisciplinary relevance.

Audience Engagement:

- Encourage audience participation through polls, interactive elements, or live demonstrations.
- Create a Q&A session that stimulates in-depth discussions.
- Respond to comments, questions and feedback promptly and with honest interest in order to foster discussion and build a community.
- Remember that audience engagement is a two way street. Actively listen to your audience's needs and preferences, adapt your approach, and provide value through your social media presence. Building a genuine and engaged community around your research can have an extremely positive impact on its reach and influence.

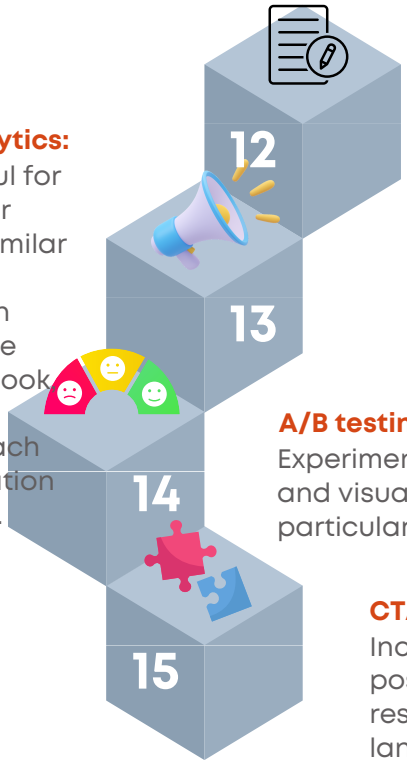
Practical Applications:

Emphasise the practical applications and real-world implications of your research. Discuss how your findings can impact policy, industry, or society.

Technology Integration:

Explore advanced presentation tools and technologies, such as virtual reality, augmented reality, or interactive platforms, if they enhance your research presentation. Live Streaming and Webinars are very popular nowadays. You can host live events to discuss your research process, findings, take questions and engage with your audience in a real time and in a more personal way.

Utilise Social Media analytics:
Social media is very useful for professionals as a tool for monitoring impact and similar variables. You should definitely leverage built in analytics on platforms like Instagram, Tik Tok, Facebook, LinkedIn and similar to monitor engagement, reach and gather more information regarding your audience.



Practice and Feedback:
Rehearse your presentation multiple times and seek feedback from mentors or colleagues. Record your presentation to review and improve your delivery.

A/B testing:
Experiment with different post formats, headlines and visuals to see what resonates best with your particular audience.

CTAs:
Include clear Call to Action (CTAs) in your posts, encouraging users to read the full research paper or visit a dedicated landing page for more details.

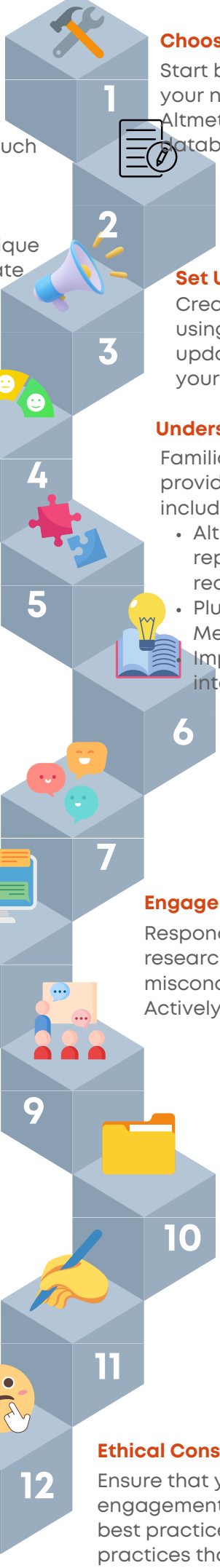
MONITORING OF THE IMPACT (ALTMETRICS)

Monitoring the impact of the research using altmetrics involves tracking and analysing various online interactions with the research outputs

Altmetrics provide a more comprehensive view of the research's influence beyond traditional citation-based metrics

How to monitor the impact of the research through altmetrics?

Altmetric



Choose Altmetrics tool

Start by selecting altmetrics tools or platforms that suit your needs. Common altmetrics providers include Altmetric, PlumX, and ImpactStory. Many academic databases and publishers also integrate altmetrics data.

Register Your Research Outputs

Ensure that your research outputs, such as publications, datasets, presentations, and preprints, are properly registered and assigned a digital object identifier (DOI) or a unique identifier. This is essential for accurate tracking.

Set Up Altmetrics Alerts

Create alerts or notifications for your research outputs using altmetrics platforms. This allows you to receive updates whenever there is new online engagement with your work.

Monitor Online Mentions

Keep track of mentions and discussions about your research across various online platforms, including:
Social media platforms (e.g., Twitter, Facebook, LinkedIn).
Academic networks (e.g., ResearchGate, Academia.edu).
Blogs and news articles.
Policy and government websites.
Wikipedia edits.
Citation managers like Mendeley and Zotero

Understand Altmetrics Scores

Familiarise yourself with the different altmetrics scores provided by the platform you're using. Common metrics include:

- Altmetric Attention Score: an aggregate score representing the online attention your research has received.
- Plum Print Metrics: Categories like Usage, Captures, Mentions, and Social Media.
- ImpactStory scores: A summary of various online interactions with your research.

Contextualize the Data:

Interpret the altmetrics data in the context of your research field. Different fields may have varying levels of online engagement, so compare your scores to similar research.

Promote Your Research:

Actively promote your research online by sharing it through social media, academic networks, and personal or institutional websites.
Use engaging visuals, concise summaries, and relevant hashtags to maximize the visibility of your posts.

Engage with Online Discussions

Respond to comments and questions related to your research to foster engagement and clarify any misconceptions.
Actively participate in discussions related to your field.

Collaborate and Network

Collaborate with researchers who have a strong online presence.
Co-authoring with well-connected researchers can amplify the visibility of your work.

Leverage Altmetrics for Funding and Promotion

Use altmetrics data when applying for grants, fellowships, or promotions to highlight the broader impact of your research. - Include altmetrics data in your CV or professional portfolio to showcase your online engagement.

Monitor Trends and Adapt:

Regularly monitor your altmetrics data to identify trends and patterns in online engagement. Adjust your promotion strategies accordingly to optimize impact.

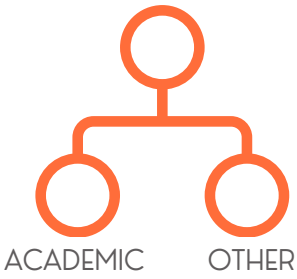
Ethical Considerations

Ensure that your online promotion and engagement align with ethical guidelines and best practices. - Avoid spammy or unethical practices that may undermine your reputation.

STAKEHOLDERS IDENTIFICATION

Identifying relevant stakeholders

STAKEHOLDERS

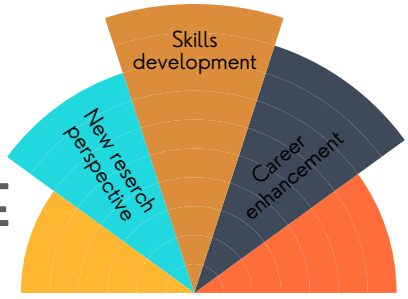


WHAT PROBLEM ARE YOU ADDRESSING?

Clarifying the specific objectives and goals of your research.

What are the potential outcomes or applications?

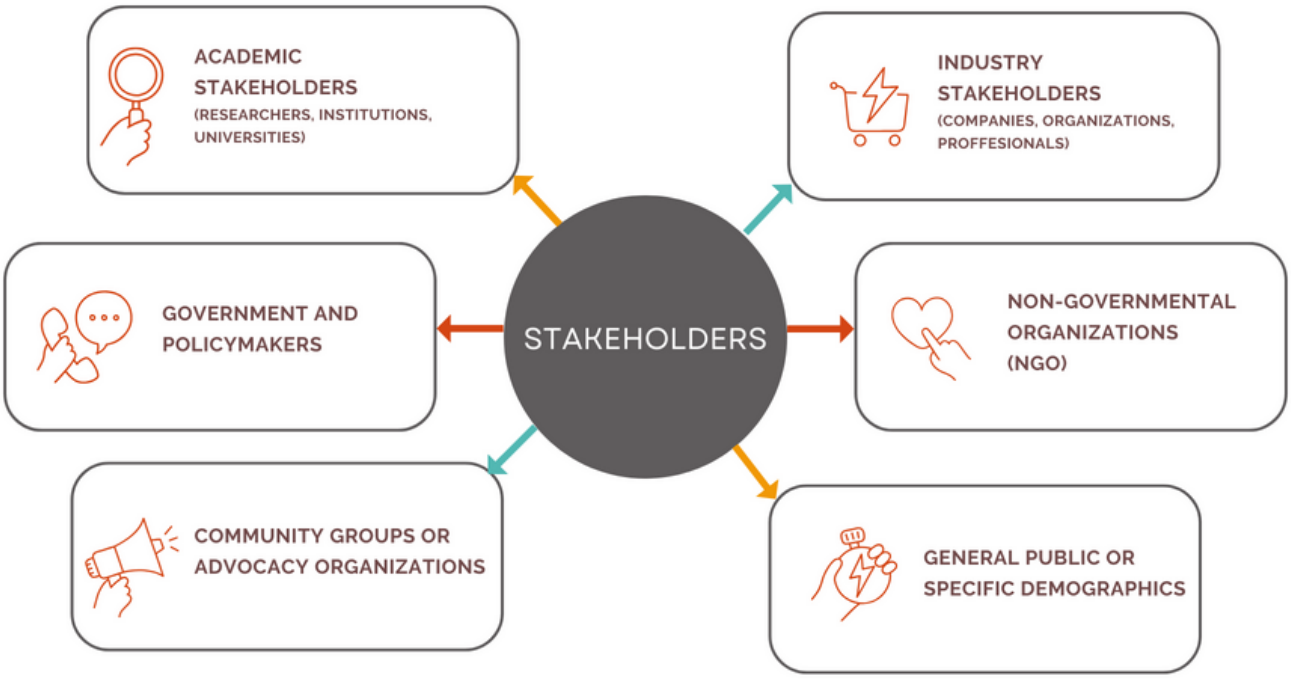
OUTCOME



Pinpoint the areas of interest for potential stakeholders.

Identify previous research that is closely related to your study.

Note the researchers, organisations, and institutions involved in similar work.



Academic stakeholders (researchers, institutions, universities):

- Researchers refer to the individuals or teams who are actually performing the research. As such, they represent direct stakeholder groups. These may be scientists, professors, graduate students, PhD students who design and conduct the research. This group of people represents the core of the research.
- Funding agencies who provide financial support for the research.
- Scientific journals are responsible for publishing and disseminating research findings. They serve as a platform for researchers to present their findings to the public and their peers.
- Universities and Research Institutions represent the place where much scientific research takes place. They are also very important because they provide the infrastructure and resources necessary for the research like laboratories, libraries and different equipment. They also employ researchers and support their work and mission.

Industry stakeholders (companies, organisations, professionals):

Industry stakeholders are significant because they act as the bridge between academic findings and practical application. These may include:

- Companies interested in research for innovation and development. These may be private companies which operate in various sectors such as pharmaceuticals, technology or various product manufacturers.
- Organisations like Contract Research Organization, Consumer Advocacy Groups or Trade Associations.
- Professionals like venture capitalists, investors, consulting firms.

Government and policymakers.:

Government agencies often fund and regulate scientific research in areas of public interest. As such, they represent critical stakeholders in scientific research.
Different regulatory bodies who oversee research related to health, environment and safety.

Non-governmental organisations (NGOs):

NGOs sometimes fund or advocate for research on specific issues. They often fund projects that align with their mission and goals which usually range from health issues to environmental conservation. They can also be useful as data collectors or as a bridge between the researchers and the public by disseminating research results and engaging the public in discussions and actions regarding specific issues.

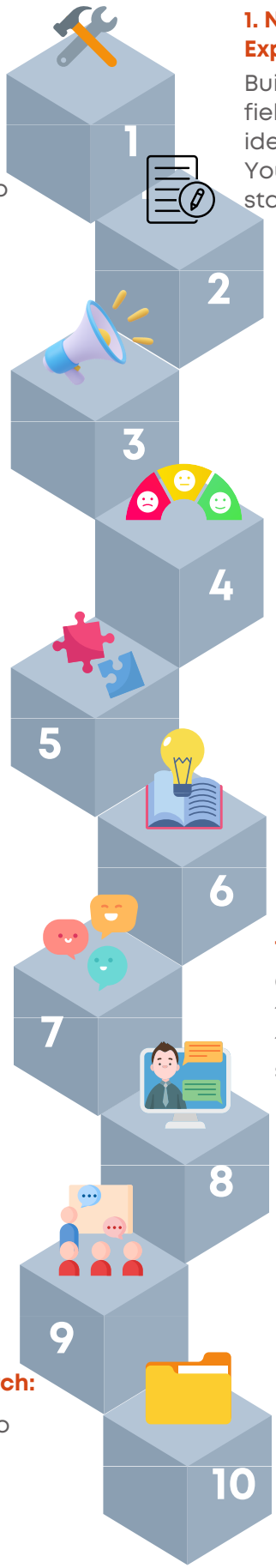
Community groups or advocacy organizations:

These kinds of groups may have interest in research outcomes for their own causes.

General public or specific demographics:

General public or specific demographics are actually the beneficiaries of scientific discoveries and advancements. This may look like improved medical treatment, enhanced standard of life or technological innovation for example. Public can actually represent a great friend to scientific research since sometimes public support and donations are actually the main source of funds for some research. On the other hand, public opinion and scrutiny can hold researchers and institutions accountable for ethical conduct and responsible research practices. General public opinion can sometimes influence government funding, decision making, policies and support for scientific research.

How to build relationships and demonstrate the value of your work



1. Network with Peers and Experts:

Build a network of peers, mentors, and experts in your field. Engage in discussions and collaborations to identify stakeholders in the academic community. Your network can introduce you to relevant stakeholders.

2. Collaborate with Peers:

Always look for collaborative opportunities with researchers who share your interests. Collaborative projects can attract a much wider group of stakeholders. Also, collaborate across disciplines as interdisciplinary research usually attracts stakeholders from various backgrounds

3. Explore Funding Sources:

Investigate potential funding sources for your research. Granting agencies, foundations, and organisations that fund research in your area of interest are stakeholders. Successfully securing funding demonstrates certain value of your research to different stakeholders.

4. Engage in Outreach and Communication:

Share your research interests and findings with the broader community through outreach activities, social media, and science communication efforts. This can attract the attention of stakeholders outside academia. Actively participate in academic social media such as Academia.edu, ResearchGate or LinkedIn in order to share your research, connect with peers, and engage in discussions related to your field of interest.

5. Consult with Advisers and Mentors:

Seek advice from your advisers, mentors, or senior researchers in your field. They can provide valuable insights into relevant stakeholders and how to engage with them.

6. Conduct Surveys and Interviews:

If applicable, conduct surveys or interviews with experts, professionals, or community members in your research area. This can help you identify their needs and interests.

7. Use Stakeholder Mapping Tools:

Consider using stakeholder mapping tools and techniques to visually represent and analyze the relationships and influence of various stakeholders in your research ecosystem.

8. Prioritize and Engage:

Once you've identified stakeholders, prioritize them based on their relevance and influence in your research area. Develop strategies for engaging with these stakeholders, which may include collaboration, dissemination of research findings, or involvement in policy discussions.

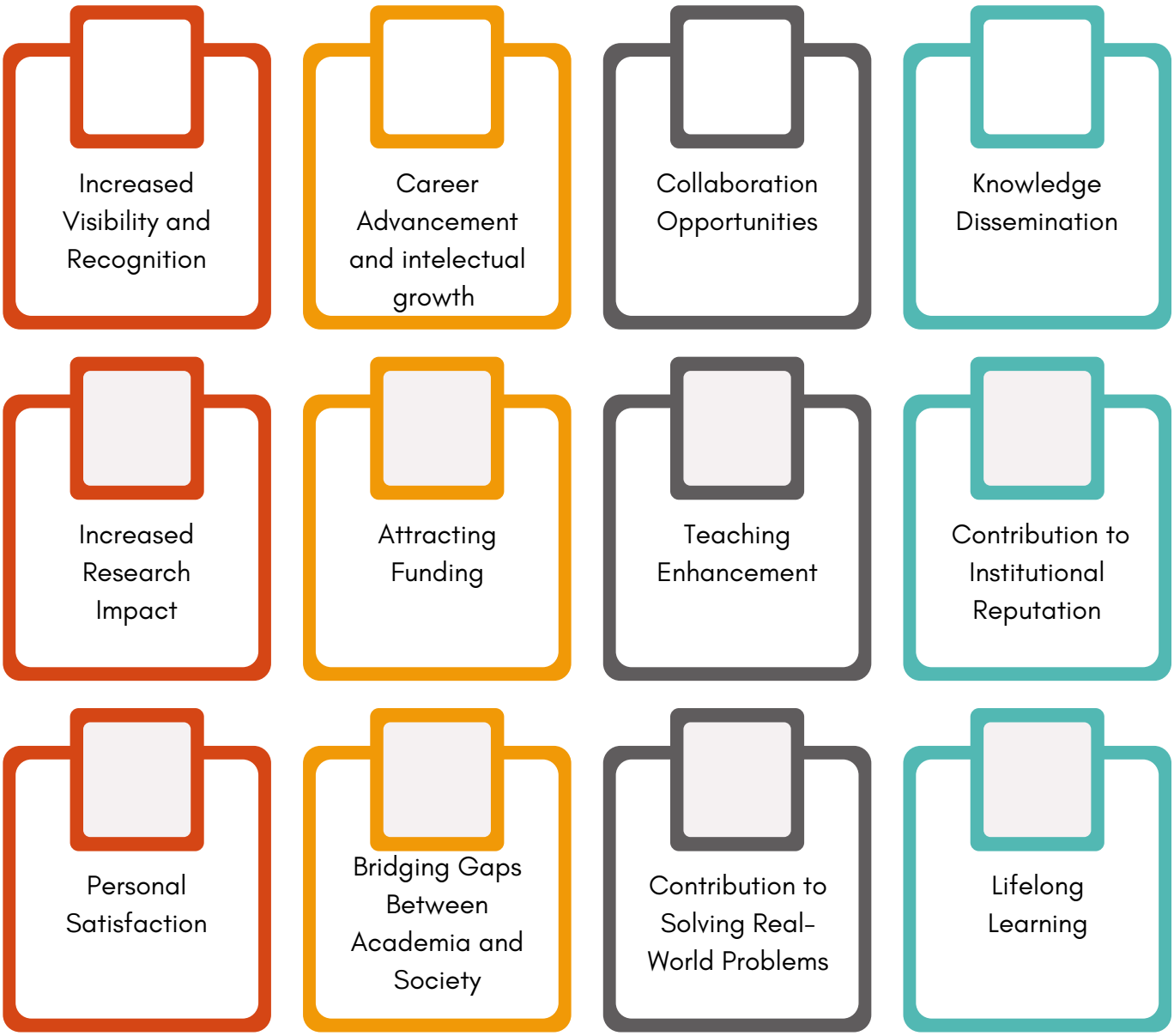
9. Keep Stakeholders Informed:

Regularly update stakeholders on your research progress and findings. Effective communication is key to maintaining their interest and support. Identifying relevant stakeholders is an ongoing process, and your understanding of who they are may evolve as your research progresses. Be proactive in reaching out to and engaging with these stakeholders to maximise the impact of your research in your field and beyond.

10. Publish high quality research:

Be consistent when it comes to creating and publishing significant research that truly contributes to the field. High quality publications naturally attract the attention of fellow researchers and then all the other stakeholders.

EXPECTED OUTCOMES



BENEFITS OF PUBLIC ENGAGEMENT FOR RESEARCHERS

Skills development: public engagement makes researchers develop some new skills which they never needed before

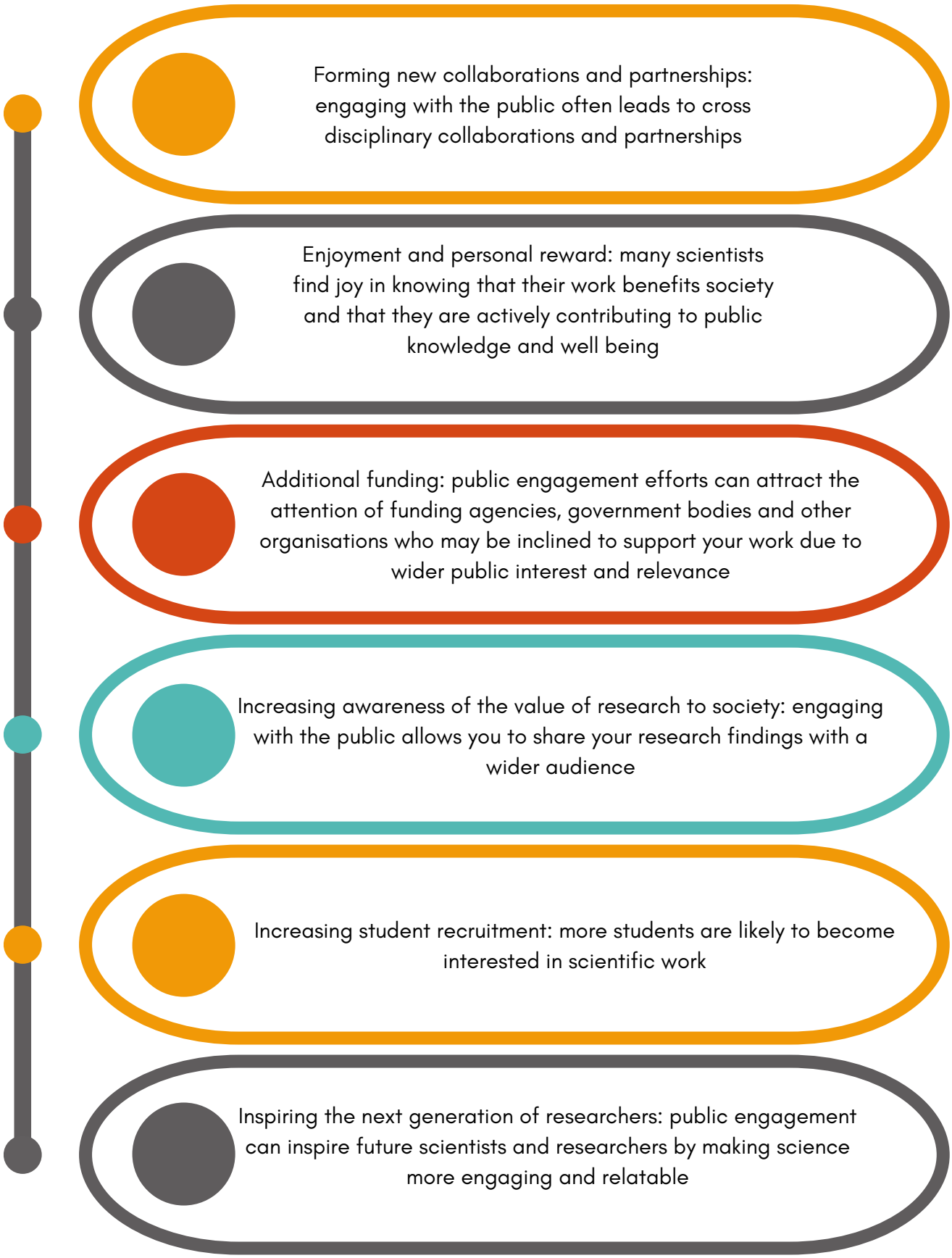
Career enhancement: effective public engagement can enhance your reputation as a credible scientist and demonstrate your commitment to transparency and openness in sharing research findings

Enhancing your research quality and its impact: public engagement can extend the reach of your work making it more accessible and understandable to a broader audience. This can amplify your impact and its potential to make positive change.

New research perspectives

Higher personal and institutional profile

Influence and networking opportunities: researchers who engage with the public often have a greater impact and influence on public policy and decision making


Forming new collaborations and partnerships: engaging with the public often leads to cross disciplinary collaborations and partnerships
Enjoyment and personal reward: many scientists find joy in knowing that their work benefits society and that they are actively contributing to public knowledge and well being
Additional funding: public engagement efforts can attract the attention of funding agencies, government bodies and other organisations who may be inclined to support your work due to wider public interest and relevance
Increasing awareness of the value of research to society: engaging with the public allows you to share your research findings with a wider audience
Increasing student recruitment: more students are likely to become interested in scientific work
Inspiring the next generation of researchers: public engagement can inspire future scientists and researchers by making science more engaging and relatable