

Confidence in Communicating about Research

Communicating what research is and isn't

Speakers

Moderator – Tracey Brown, OBE, Director, Sense about Science

Professor Rongping Mu

President of the Chinese Association for Science of Science and S&T Policy Research

Deborah Logan

Publishing Director, Energy & Earth Journals, Elsevier

Dr. Zainab Kidwai

Dentist & Head and Neck Cancer Researcher, York University

Dr. Alejandra Paniagua-Avila

Postdoctoral Fellow, Columbia University



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Communicating what research is and isn't

Tracey Brown, OBE

Director, Sense about Science



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Resources

Where to find additional resources - **researcheracademy.elsevier.com**

- What's coming up in the webinar series:
 - **Webinar 3:** Dealing with the rough and tumble of communicating in practice
- Previous webinar in the series:
 - **Webinar 1:** Talking about the quality and reliability of evidence



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Topics covered in today's session

- Discussing uncertainty in science
- Evaluating the relevance and reliability of evidence
- The impact of AI on communicating the reliability of research



Good practice in reporting findings

Researchers are increasingly worried that there isn't a common understanding of research practices and principles in society on which they can draw.

Confidence in research: researchers in the spotlight revealed high levels of concern among researchers internationally, particularly early career researchers, about engaging with discussions about research amid policy debates, polarisation and competing information claims.

- Less than a third of researchers interviewed were confident in communicating about research findings with policymakers (26%) or journalists (28%), and even fewer on social media (18%). This was most pronounced among ECRs.
- And yet... half of those interviewed (51%) feel a responsibility to engage in debate online, with nearly a quarter (23%) seeing publicly countering misinformation as one of their primary roles in society.
- Over half (54%) identified communications training as the most useful form of support.



Confidence IN RESEARCH

69% of researchers surveyed report the pandemic increased the importance of separating quality research from misinformation.

About the speakers



Tracey Brown OBE is the director of Sense about Science. Under her leadership, the charity has launched important initiatives to promote open discussions of evidence, including Risk know-how and AllTrials - a global campaign for the reporting of all clinical trial outcomes. She initiated Evidence Week in the UK Parliament and co-founded the international Maddox prize. Tracey writes about the public and evidence and leads Sense about Science's work on transparency of evidence and AI in policy. She is honorary Professor in the Department of Science, Technology and Engineering in Public Policy at UCL.



Professor Mu Rongping is President of the Chinese Association of Science and S&T Policy Research, professor at the Institutes of Science and Development of the Chinese Academy of Sciences, and at University of Science and Technology of China. He is also director of the Research Center for National Frontier S&T Integration and Innovation of University of Chinese Academy of Sciences. Professor Mu has more than 30 years research experiences in the fields of S&T and Innovation Development Policy, Technology Foresight, and International Competitiveness of Hi-tech Industry. He is the editor-in-Chief of the Journal of Science Research Management, and the Journal of Innovation and Development Policy. He was director-general of the Institute of Policy and Management of Chinese Academy of Sciences (CAS), the Dean of the School of Public Policy and Management of University of CAS.



Deborah Logan is Publishing Director for Elsevier's Energy & Earth journals' programme, which is the largest global publishing programme in the energy and earth sciences, and which includes many flagship titles publishing world-class content. In her current role, Deborah leads a dynamic team in the creation and management of diverse publishing programs that engage over 4,000 editors in handling more than 100,000 journal article submissions per year. In recent years, Deborah has focused on introducing a strong inclusion and diversity commitment across the portfolio; building networks and partnerships with researchers in the Global South; and championing a focus on content and activities around the clean energy transition. She is passionate about raising research publication standards, promoting excellence, and advancing diversity in science.



Dr. Zainab Kidwai is a dentist and public health researcher tackling oral cancer through low-cost, community-first solutions. After witnessing late-stage cases in rural India, she pursued a Master's and PhD in early detection. She developed an oral cancer screening toolkit with 27 head and neck cancer experts and built a prototype app that trains community health workers and links patients to care. Zainab is also leading efforts to develop an AI-based screening tool for South Asia. She co-founded the BALLANCE cancer network to drive early detection through global research and mentorship. Her latest project is Guardians of the Shining Light, an AR game using storytelling to challenge tobacco norms. She is a 2023 Falling Walls Female Science Talent Champion.



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Professor Dr. Phil. Mu Rongping

President of the Chinese Association for Science of Science and S&T Policy Research

What is research?

What is science?

What is technology?

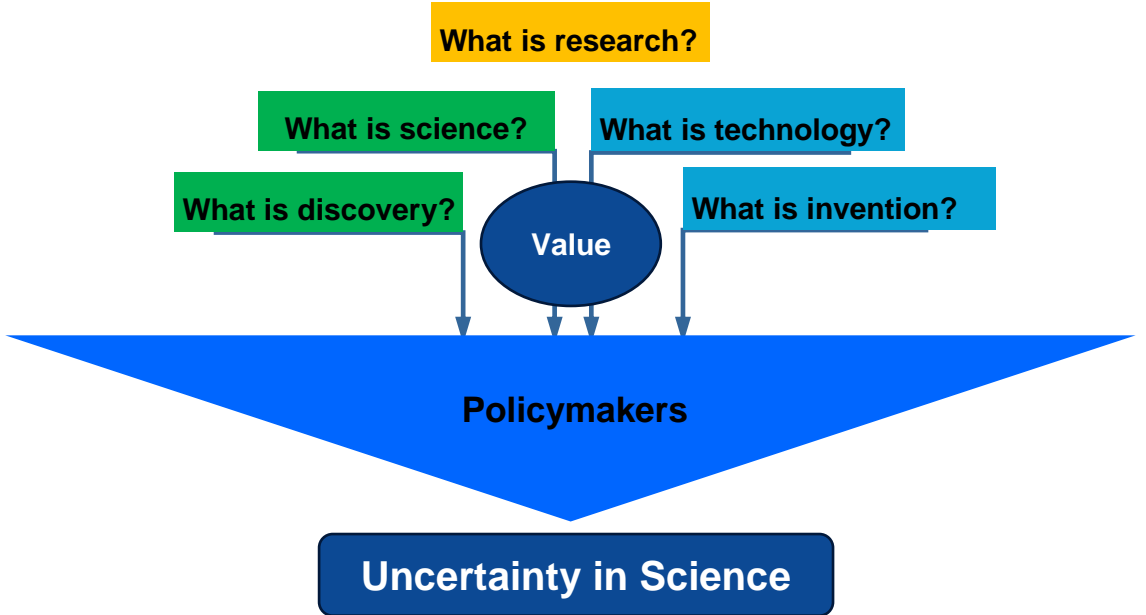
What is discovery?

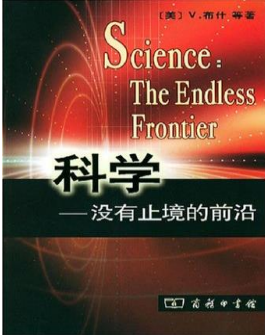
What is invention?

Value

Policymakers

Uncertainty in Science





Science Policy

Science & Technology Policy

Innovation Policy

Innovative Development Policy

Discovery

Discovery + invention

Commercialization+ diffusion

Innovation for Development

Economic
Value

Technological
Value

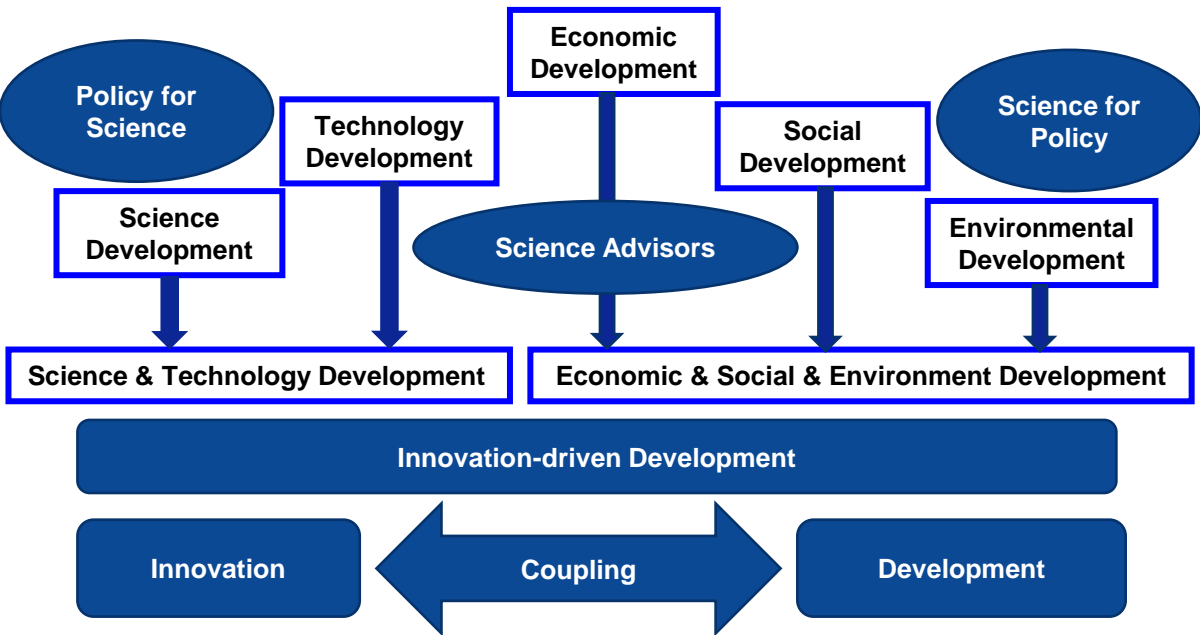
Social
Value

Scientific
Value

Cultural
Value

Science
Advice

Innovation as a Value Creation Process





**Better Policy
Better Life**

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Deborah Logan

Publishing Director, Energy & Earth Journals, Elsevier



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Research: the publisher view

Themes

- Research governance
- Publication quality and standards
- Research integrity
- Making research accessible

Elsevier Resources

- Author hub, step by step guides
- Journal matching
- E-learning modules

<https://researcheracademy.elsevier.com>



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Dr. Zainab Kidwai

Dentist & Head and Neck Cancer Researcher, York University



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Question and Answer session

Please pop your questions in the Q&A section



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Dr. Alejandra Paniagua-Avila
Postdoctoral Fellow, Columbia University



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Upcoming webinars

Webinar 3: Dealing with the 'rough and tumble' of communicating in practice

Topics will include:

- How to prepare research information for media and policy audiences
- Where to find tips and advice
- How to handle unfounded criticism and harassment



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Thank you.

Build your confidence in communicating about research with our free training on:

researcheracademy.elsevier.com



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