Talking about Science
Why?
Who?

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Why do we talk to the outside world?

Answer to external request

Answer to internal request
(need to be known/recognized)

- What do you do? What is your job?
- "What is your mather/father's job?"

Social responsibility

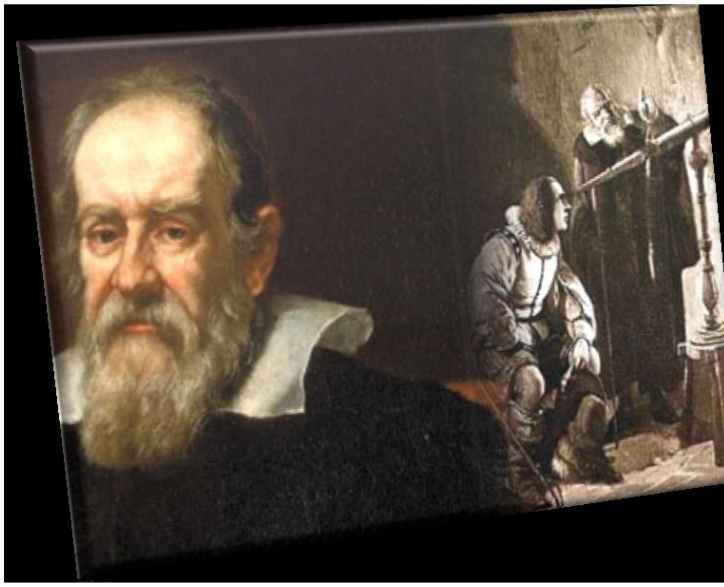
External support (resources...)

- This one is not new: already in XVII century (public support and financing)

Beware

- Outreaching is not mandatory, and is not *built in* the structure of *any* research (let alone the scientific one)

Do we know how science works?



Science, according to R.K.Merton (1942) follows a set of rules: **CUDOS**:

C*ommunism*

U*niversalism*

D*isinterestedness*

O*rganized* ***S****kepticism*

Communism prescribes that knowledge does not belong to the individual scientist, but to the whole community

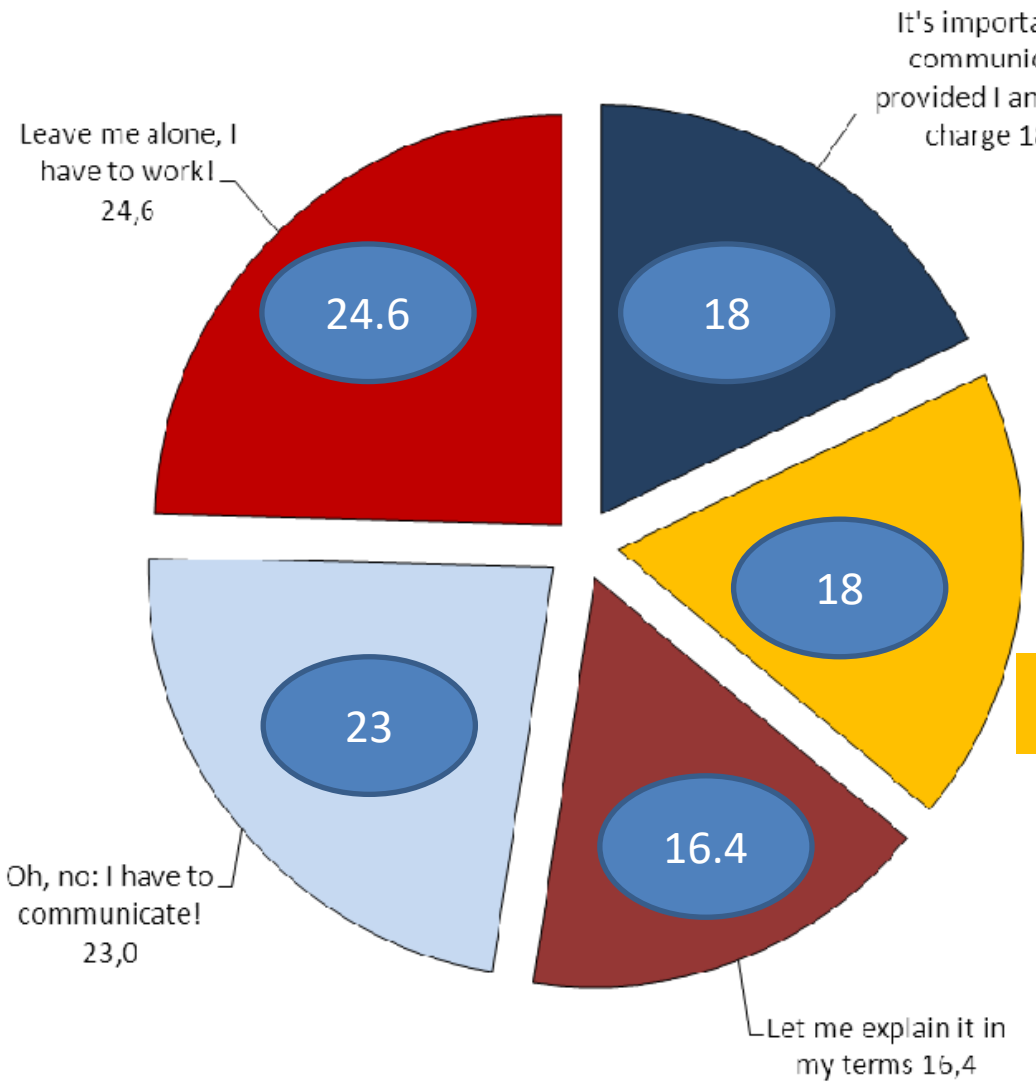
- There is no mention of interaction with the outside worlds,

This implies that:

- You need to convince researchers to interact

KUDOS= Applausi, gloria

"Public" & "researchers"
Bucchi, 2014



Leave me alone, I ought to work: 24.6%

Oh My God, I must communicate!: 23%

Communication is important, but I cannot do it: 18%

Let me explain in my terms: 16.4%

Let's talk together!: 18%

These figures undescore a serious cultural issue

Where do we come from?
From *Turris Eburnea* to *Citizen Science*

How did we go from *Turris Eburnea* to *Public Engagement*?

- Curvy path, diffent roads
- Beware: different countries have different history
  - Take this as a suggestion/warning when looking at proposal/experiences
- Its is utterly important to set actions/choices in the correct historical perspective
  - The *engagement* of intellectuals and academics is intertwined with the culture of a given country

Now let's see how and why we did this journey

Universities and their mission(s)

The Humboldtian model was imagined for an elitè university, based on

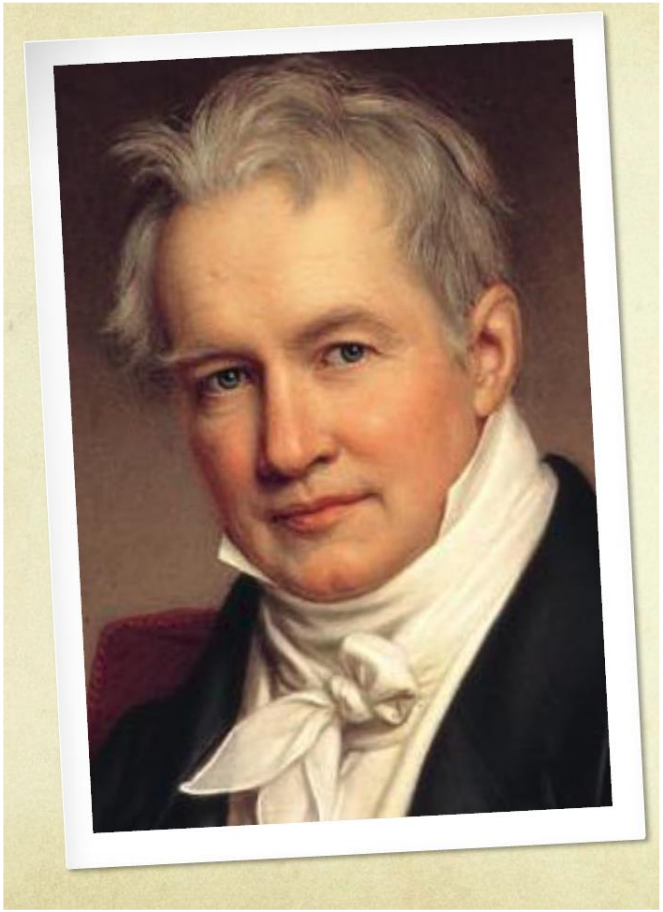
- Education (teaching)
- Research

It dates back to 1810 and exercised its impact well outside Germany

- There was no room for "market oriented" mission
- Its crisis started in the last decades of the XX century
- The emerging role of TM is strictly linked to a change in the role of Higher Education Institutions wrt this model

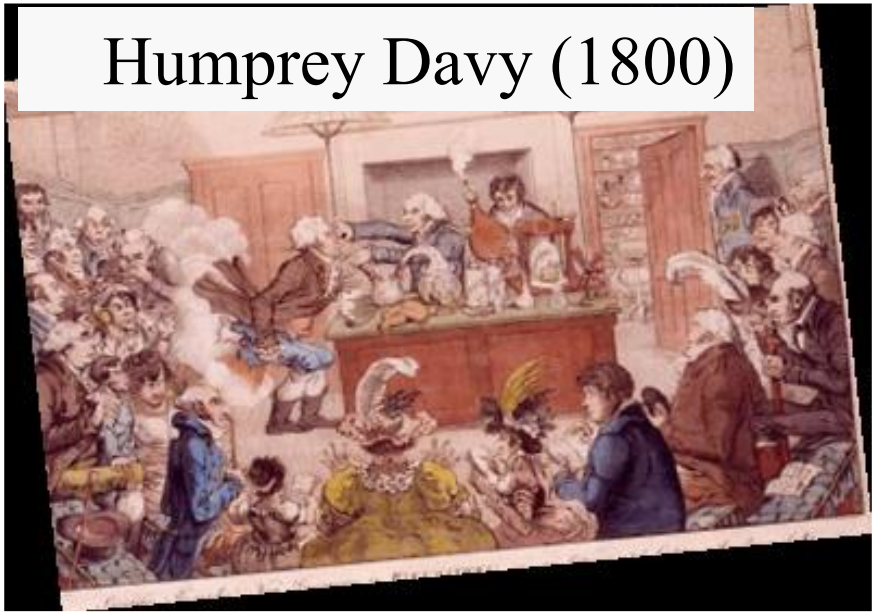
Anglosaxon world has its own tradition

- Will come back to this point



Wilhelm von Humboldt

The old time



Second half of the XIX century is the golden age of diffusion of science

- In UK *Nature*
- In Italy *La Natura*

Back then, popularization of results was part of the scientists' job

- Charles Darwin
- James Clerk Maxwell

In Italy

- Lessona, Mantegazza

But then the XX century arrived..

Where do we (scientists) come from? The Age of Extremes (The short Century)

WWI was the first "modern war" in which science had a strong impact on warfare. Just a few:

- Radiotransmission
- X-ray
- Planes
- High power explosives
- Poison gases
- ...

WWII marked by

- Radar
- pennicilline
- Planes
- missiles
- Bomb
- ...

Cold War

- ...

In WWI strong links between academic world and military

Vision of science...

Science, The Endless Frontier (Vannevar Bush Report, 1945)-- the goose with the golden eggs

New Scientist, 99 (21 April 1983), 142

This has been the paradigm after WWII, until the end of the Cold War. Passing of this vision, is the basis of emerging new, and different requests to scientists, and to the HEI system at large

Economics of Science

Science, big or small, needs money, people, and time

- With money you can buy equipment but you need (skilled) people to advance in knowledge
- You need time for those same skilled people, to develop and test ideas.
  You can buy time with money (hiring more people).
  In any case you need to feed the skilled people.
  - Take a look at Galileo's letters to Medici..

Big science was born in Los Alamos

- Manatthan Project was many things, even a sociological experiment
- Scientists discovered how to get an infinite amount of money

Nowadays big science is not anymore limited to physics.

Another "big science" is space

- NASA has the biggest budget for non-military
  - Is it really non-military? (dual use)

Genoma project *is* Big Science

The Human Brain Project *is* (failed) Big Science

Paradigm of the «endless frontier»

In July 1945 Vannevar Bush wrote a fundamental report for President Roosevelt:

- Science, the endless Frontier
  - It set the relationship between science and society through the Cold War
    - URSS dissolved in 1992

Paradigm:

- «give us funds and we will give you power and wealth»

In the '80-'90 of the '900, model crisis:

- Society asks for (an almost) direct "return"
- Push by the economic crisis of the '70
  - first legislation on patenting (Bayh-Doyle Act, USA, 1980)

Public Understanding of Science

Early '80's: in UK neoliberism recipes (Thatcherism) hit hard on research

- Funding cuts, brain drain, drop in enrollment...

The answer:

- Royal Society report (*Bodmer Report*), in 1985 set the paradigm of the *Public Understanding of Science*
  - Lack of knowledge in the public creates lack of support
  - The best investment is to educate the public on the value of research
    - If you can do it early on you will target the future leaders
- Mind you: first mention of *Public Understanding of Science*
  - Nature, April 3, 1943 (yes!), courtesy of F. Scianitti

British scientists were the first one to cope with neo-liberism paradigms

- This went global with the end of the Cold War: there is a strong request to science to "give something back"
  - There are many ways to "give something back", but you need to demonstrate the impact of your research on society

Knowlegde Transfer is born!

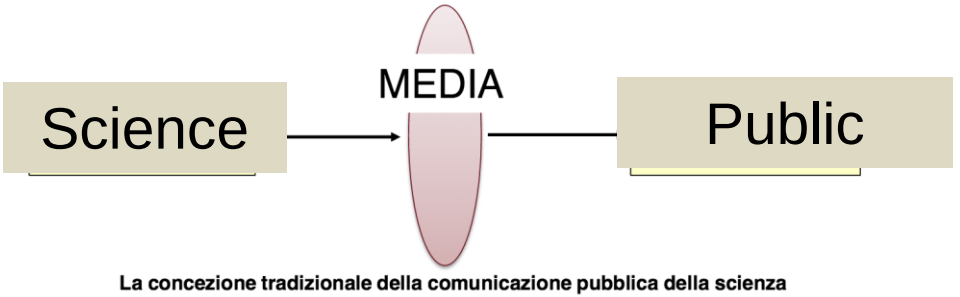
- Sobering note: CERN KT office dates back to 1999

PUS: achievements and crisis

In the 20 years since 1985, PUS (a.k.a. *deficit model*) becomes the paradigm of the relationship between science and society:

- Countless resources invested in filling the "knowledge gap"
  - "top-down" approach

This approach follows a linear model of interaction



La concezione tradizionale della comunicazione pubblica della scienza

- Simple and appealing
- ...but limited effectivness (with frustration of the people involved)

...this paradigm came under fire about '00

- Fact: modest achievements
  - Growing criticism of the measurement criteria
- Science is one of the (many) social players
- Bottom-up examples of *citizen science*
  - AIDS: role of activists
  - post-Chernobyl studies (eg. radiation levels related to the eco-system)

From PUS to PEST

2002: *Science* publishes a short note"from PUS to PEST" (*Public Engagement in Science and Technology*):

- ".. It is no longer enough for science communicators to "*simply educate the public*"... *(Secretary of Science, Lord D. Sainsbury)*
  - Be open to discussion, take part in *hot* debates,
- *Engage* as "committment" but also "participation"
- Engage has profound meanings in the anglo-saxon world
  - Medieval charters of Cambridge and Oxford
  - In the US of America there are the *Engaged Universities*
    - Born after the Civil War (1861-1865)...

The (widely used) definition (NCCPE, UK):

- *Public Engagement* is «the interaction of experts with non-experts»

Whom is trusted by Italian citizens?

	Credible/Very Credible			Not credible/very little			Don't know/Don't Answer		
	2012	2016	2020	2012	2016	2020	2012	2016	2020
Web sites of Research Institutes	69.5	73.9	72.8	29.3	23.8	26.9	1.2	2.3	8.9
Science Popular Journals	72.2	78.2	75.1	23.1	15.2	17.3	4.7	6.6	7.6
Researchers' Public Talks	72.4	78.8	84.6	23.2	16.5	11.9	4.4	4.7	3.5
TV Science Specialized Broadcast	66.4	72.9	74.7	20.8	17.0	21.6	12.8	10.0	3.7
Researchers' Blog	63.1	65.5	61.4	40.4	27.6	28.3	4.4	6.3	6.5
Scientific Pages in Newspapers	55.2	66.1	65.2	40.4	27.6	28.3	4.4	6.3	6.5
Specialized Radio broadacast	48.1	67.0	67.3	29.3	23.8	18.3	3.0	1.0	1.2

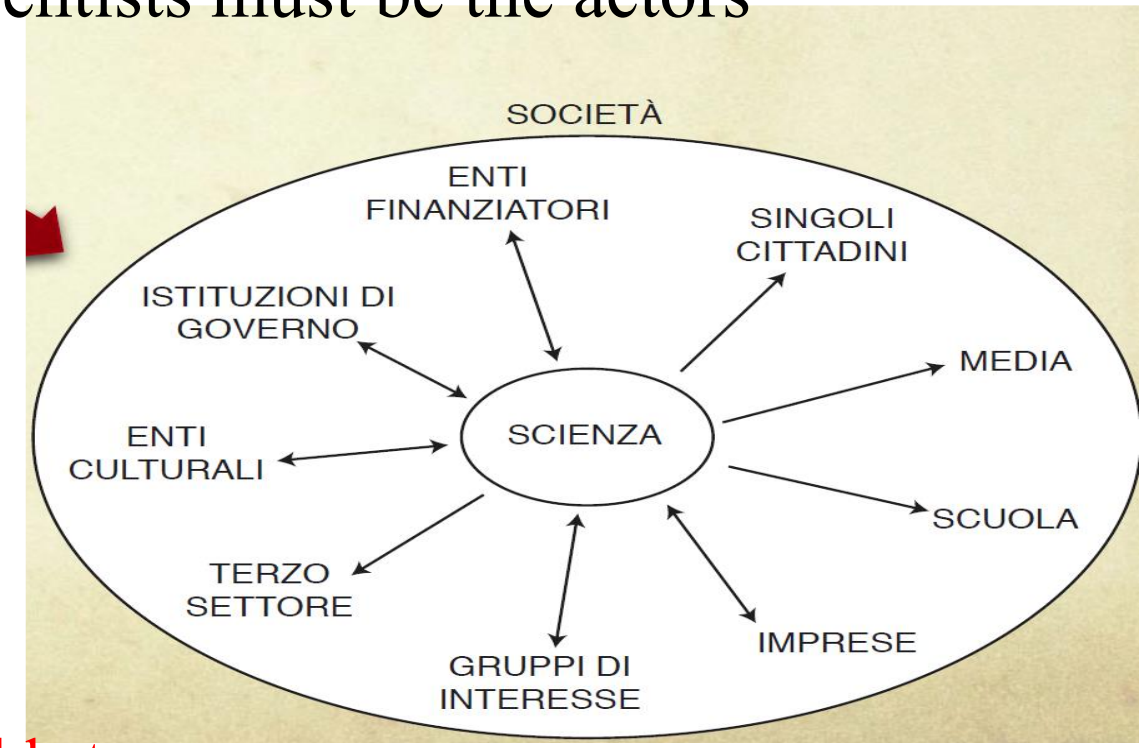
Biennal survey (since 2010) by *Observa*

PEST and the Web revolution

This data imply that scientists must be the actors

- Change of model, change of role

Internet 2.0 is another turning point



New paradigm:

- Information is available to everyone
- Direct approach to original fonts
  - 1-to-1 (or "business to consumer")
- Public wants to directly interact with researchers

From Blogs to RRI

Big success (now gone) of scientists' blogs is an example

- Higgs Boson madness is another one

At the same time, at political level, you realize that science is called (sometime!) not only to provide information but also to make choices.

- There are several interesting studies on nuclear accidents at Sellafield, UK. I am waiting for one on the Xylella case in Italy
- Growing awareness that "without scientific knowledge, you are not a citizen, but a vassal" *(Lamberto Maffei, 2019)*
- This kind of comments were taken down...**before** March 2020...

Society (whom we belong) is calling for a

- Responsible Research and Innovation
  - EU Commission: "Science With And For Society"
  - Reasearchers are asked to be part in a two way interaction with the different social players

Beware: we are not talking only of individuals, is a duty for the whole research world

Food for thoughts

Public?

- There is no such thing as a public
  - Students
    - Elementary, Middle/High Schools, Pre-schol, university
  - Teachers (see above)
  - Politicians (national/local)
  - Civil Servants (all level, roles)
  - Journalists
  - opinion-maker (influencer?)
  - Entrepreneurs (commerce, manifacturing etc.)
- There are *publics*
  - Even scientists are one of them

Tools?

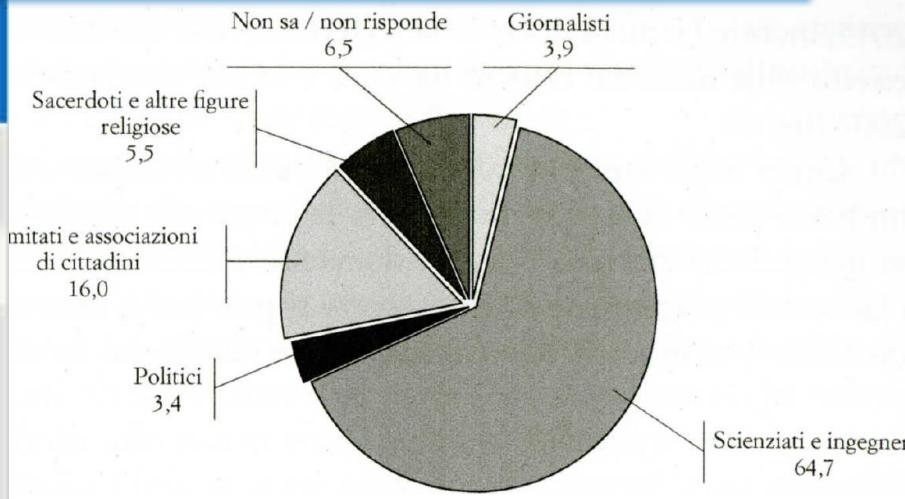
- ~~*"one size fits all"*~~
- Different tools and languages
  - Traditional Media
  - Social
    - To each one her/his own
- Seminars
- Science Cafè/Ape
- New media
- Science Fairs...
- Web provides instruments, but also creates new situations
  - We have no choice: transform issues (eg. Fake news) into opportunities

Know your public!

Observa Science in Society publish an annual report

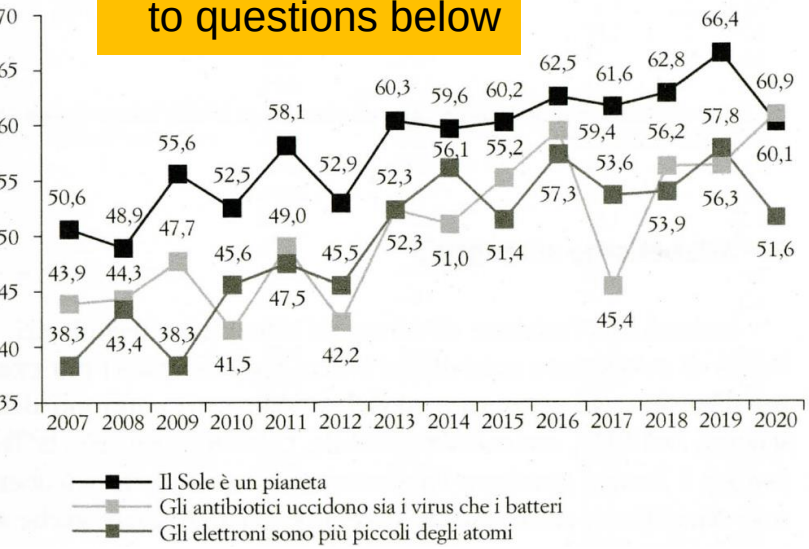
- Biennal survey on science image

You can find useful data to avoid common mistakes



Credibility of different figures

% of right answers to questions below



Consistent framework: scientists are credible wrt other public figures.

Growing request to *directly* access scientists to ask questions/talk

"Science Communication 2.0"

Direct relationship between the *science producer* and the *science user*

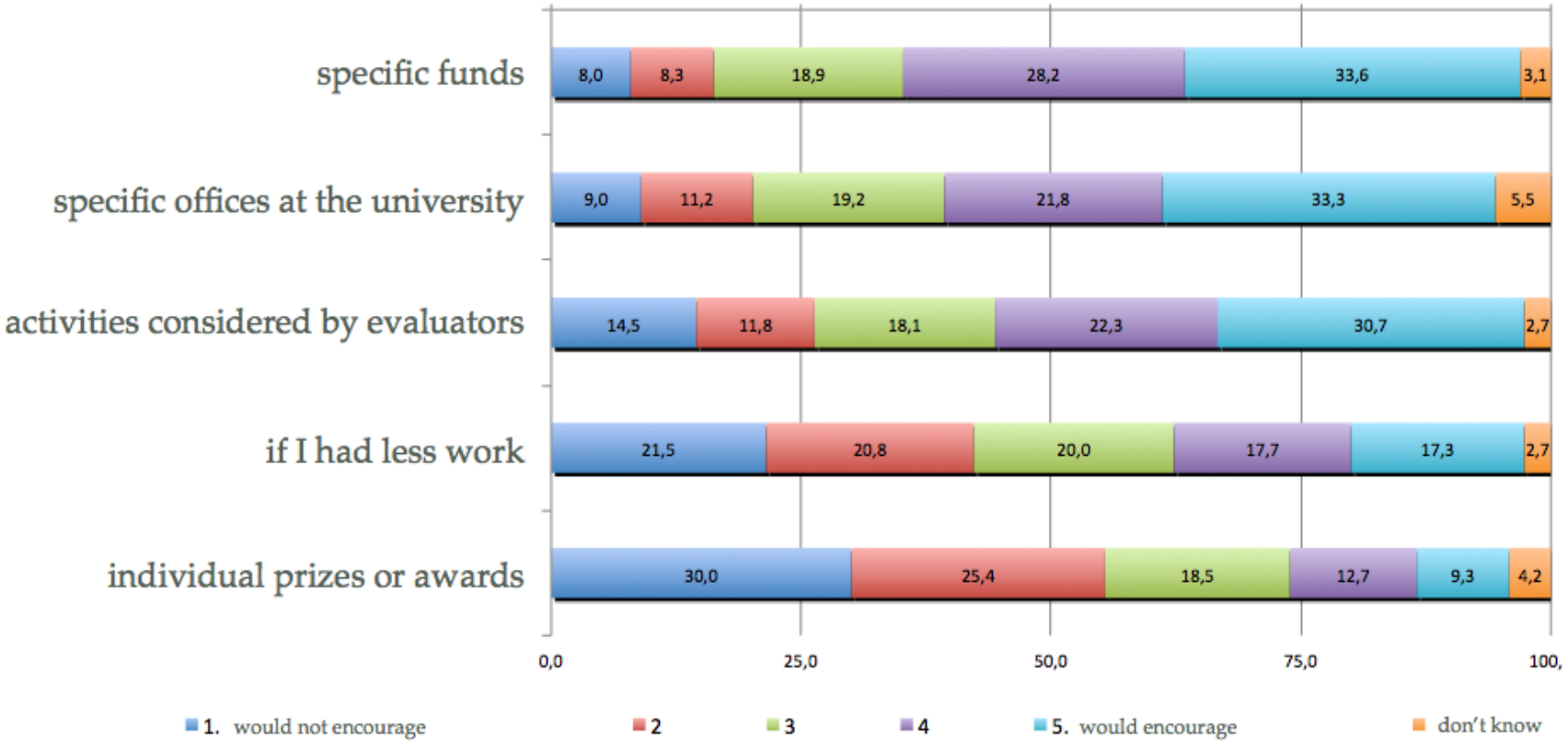
No mediation!

We must be the main player!

Know your needs: What do researchers want?

Remember: it is a voluntary activity

- Help researchers in doing it!



Font: research project ISAAC, Agorà della Scienza

COVID19

2020 was a point of no return. Remember, a pandemia happens once in a century or so:

- CDC, epidemiologist, virologist, vaccinations, double blind, placebo, molecolar tests, antigenic tests, spike protein, virus, coronavirus, spagnola, herd immunity...

Public role of scientists surfaced in all its aspects. We all saw the limit of a "top-down" communication.

- We physicists were just more knowledgeable than average citizen on statistics
  - What about virology?
- Were you upset by the information pandemia?
  - Cacophonia of languages

TAB. 2. *Scienziati visibili (%; 2018: n = 985)*

	Non so chi sia	L'ho sentito/a nominare	Ho letto/visto sue interviste	Sono interessato/a a tutto ciò che lo/a riguarda
Carlo Rubbia	35,6	35,0	24,1	5,3
Stephen Hawking	43,0	22,2	24,5	10,3
Ilaria Capua	60,0	30,2	9,0	0,8
Fabiola Gianotti	60,5	26,7	11,6	1,2
Marica Branchesi	71,9	20,5	6,8	0,8
Craig Venter	78,3	14,9	6,0	0,8

Future?

Underlying the issue of *Public Engagement* is the problem of <u>research impact</u>

- The making of science is not a linear process

Your (our) challenge is to tell this fascinating story!

To preserve quality as a cornerstone of research evaluation and impact assessment, Science Europe developed and champions the following principles and actions:

- The importance of knowledge creation and the wide range of values and options that research brings to society should be emphasised.
- Many different pathways exist that connect research and its applications. As a result, no single impact assessment practice can ever fully capture the value of research and there is no one-size-fits-all practice.
- The notion of impact should be broadened. Flexible approaches to assessing it should be adopted, ensuring methodological diversity and appropriateness.
- Processes that reinforce mutual trust between researchers and society have to be supported.
- Processes that recognise the impact of international collaboration should be put in place.

Statement by ***Science Europe*** (https://www.scienceeurope.org/)

Deal with reality

University of Cambridge is the **3M European Champion**

- UoC Has an history of relations with the region and a special focus on the Cambrdigeshire county
  - «This seems to be an aspect related to the role played by the University within the social and economic life of the region, but also related to a peculiar AngloSaxon sense of community that perceives the efforts made by public institutions for Community engagement as an ordinary activity»
    - In Cambridge there is the freedom for individuals to come with proposals and freely pursue their 3M passions

This path to 3M is strongly linked to UoC history:

- In the medieval charter of several English universities (Oxford, Cambridge), the development of the county was part of the academic mission
- This example was inherited, for example, by the *Engaged Universities*, born in the aftermath of the US Civil War (1861-1865)
  - Land in exchange for social-economic development through education

One more example, the "Taxpayers's $"

A few days ago the new Head of DoE Office of Science was sworn in

U.S. DEPARTMENT OF ENERGY | Office of Science

Message from the Director

Dear colleagues,

It is an honor to introduce myself to the Office of Science laboratory community. I'm ready and excited to pour my energy into making sure that we continue to be the world class, powerhouse science agency we have always been, and the steward of the research crown jewels that our labs represent. My first and foundational goal is to support, enable, and advocate for the work you all do to realize our shared vision: to

Asmeret Asefaw Berhe being sworn-in as Director of the Office of Science on May 19, 2022.

We have a responsibility to equitably **serve the diverse communities of taxpayers that make our scientific careers possible** and support our love of scientific research. It is my hope that we can make a tangible difference to not just advance science, but to also develop the scientific workforce of tomorrow and communicate our science and its value to society.

Summary

The traditional mission of Higher Education Institutions is now complemented by

- An active role as a social actor
- A request for accountability of use of resources and choices

Push for change is related to the request from society to improve quality of life

- This definition covers much broader aspects than just economics, therefore nobody in research can (should) retract from this role

Not only the Ivory Tower has gone long ago

- Now citizens want empowerment

Get Involved!

Additional Material

Backup

Readings:

On the historical perspective, some useful readings:

- Vannevar Bush: *Science, the Endless Frontier,* Washington, July 1945
- R.K.Merton *The Sociology of Science,* Chicago 1942, 1973
- Barbara Holland, *Toward a Definition and Characterization of the Engaged Campus,* Metropolitan Universities 2(3), 20-29

On Science and the Cold War there is a very large literature, this book has a wide coverage of different aspects:

- N.Oreske e J.Krige: *Science and Technology in the Globl Cold War,* MIT Press, 2014

On the Public Engagement:

- *Science in Society: a Challenging Frontier*
  www.esf.org
- HEFCE, *Beacons for Public Engagement*, HEFCE 2006/49, webarchive.nationalarchives.gov.uk
- https://www.publicengagement.ac.uk (this is a site of the National Coordination Center for Public Engagement)

An excellent example of "community empowerment":

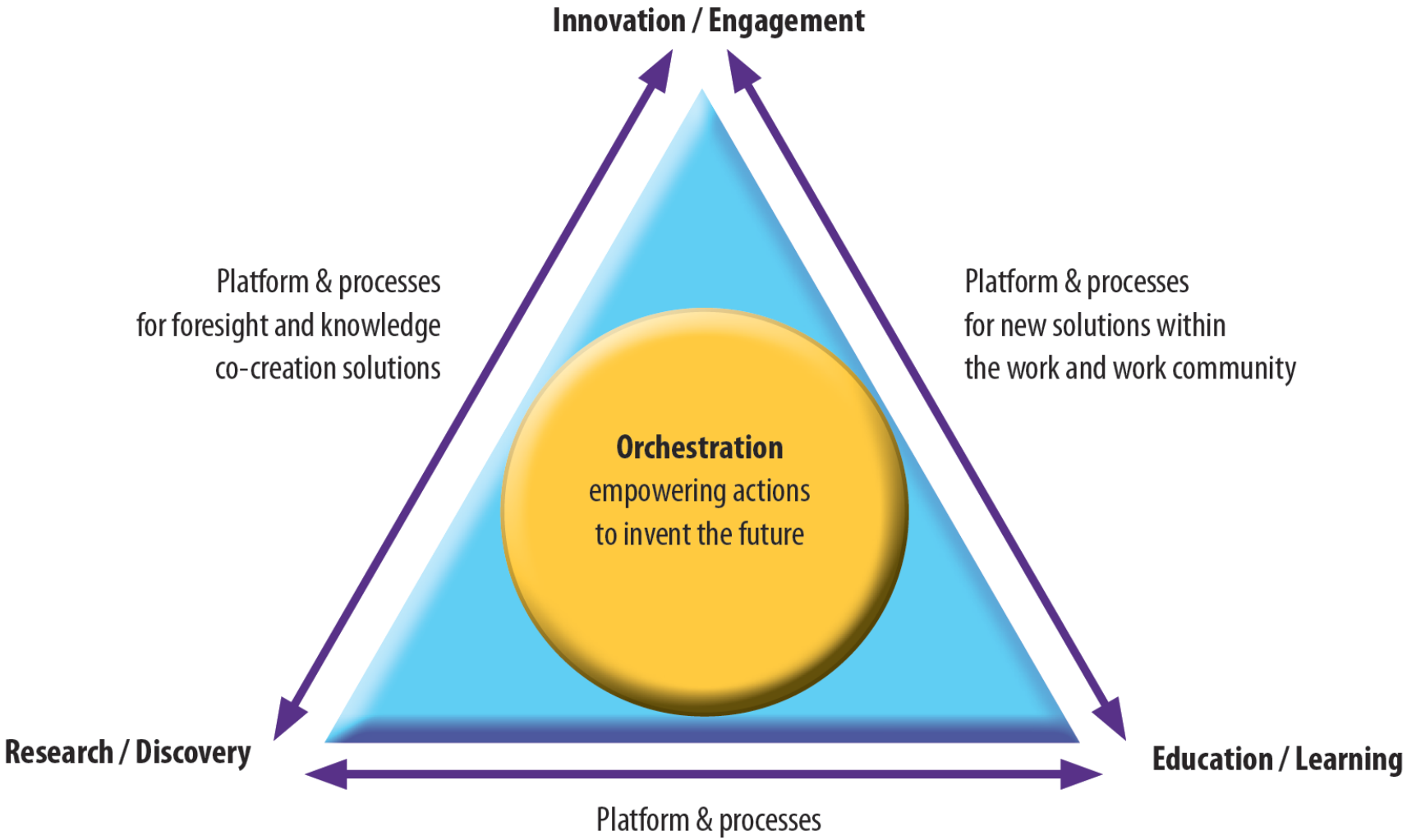
- https://www.fermilabcommunity.org/

The *triangle of knowledge* and the impact:

- Marku Markula, *The Knowledge Triangle Renewing the University* Culture, in *The Knowledge Triangle*, Pia Lappaneine, Marku Markula eds, 2013
- https://www.scienceeurope.org/our-resources/position-statement-on-a-new-vision-for-more-meaningful-research-impact-assessment/ Position statement from Science Europe on Research Impact

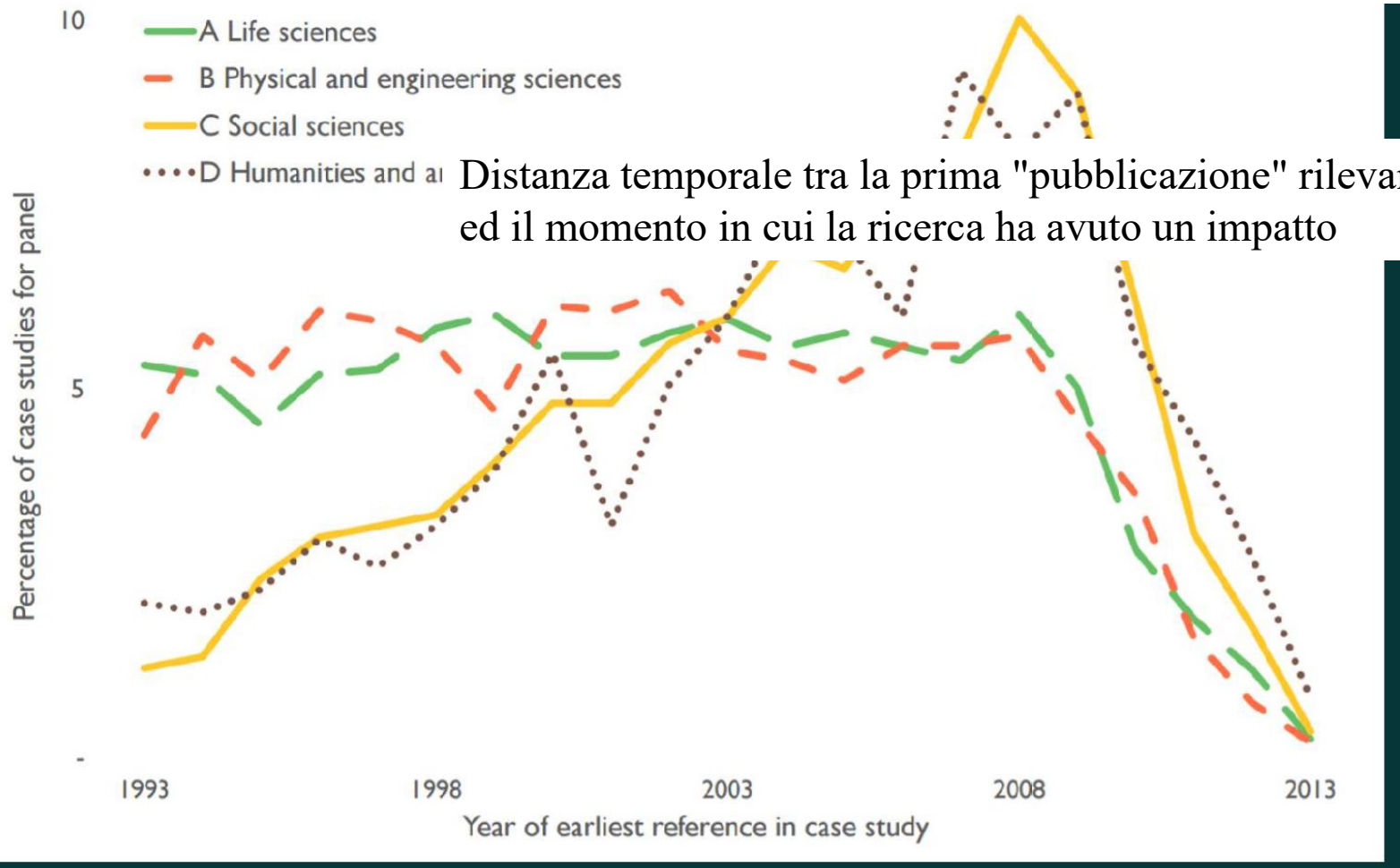
OCSE view of impact

Knowledge Triangle



Time lags

Time lags between first relevant "pubbication" and the moment in which it had impact



Distanza temporale tra la prima "pubblicazione" rilevante ed il momento in cui la ricerca ha avuto un impatto

Source: Digital Science (2016): Publication patterns in research underpinning impact in REF2014
https://is.gd/hefce_dsreport2016

From Steven Hill (Hefce): *Research impact and its assessment: lessons from the UK Research Excellence Framework,*

Talk at *Open Evaluation Conference,* Vienna, 24 November 2016