



# **Il pubblico siamo noi**

Nuovi approcci e nuove pratiche nella  
comunicazione della scienza

Paola Rodari, Sissa Medialab, Trieste



# Punti di debolezza

- Chi partecipa?
- Quanto il relatore conosce dei partecipanti?
- La struttura della presentazione risponde ai bisogni dei partecipanti?
- Quanti partecipanti hanno la possibilità di esprimersi?
- Quanti riceveranno messaggi adatti a loro?
- Quanti modificheranno le loro opinioni?

# Generic Learning Outcomes









Accessibilità – inclusione

Conoscenza del pubblico – evaluation

Qualità dei messaggi – Rilevanza

Ruolo del “pubblico” – Dialogo, partecipazione



Tickets

Perché le persone  
in autobus parlano  
di colesterolo?



Motivazione

Rilevanza

Interesse

Traduzione





Trasmissione  
Dialogo  
Partecipazione

# IAP2'S PUBLIC PARTICIPATION SPECTRUM

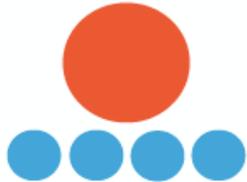
The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

INCREASING IMPACT ON THE DECISION 

	<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>PUBLIC PARTICIPATION GOAL</b>	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.

## THE AUDIENCE INVOLVEMENT SPECTRUM

### RECEPTIVE



#### SPECTATING

Spectating is fundamentally an act of receiving a finished artistic product. It is therefore outside the realm of participatory arts practice.



#### ENHANCED ENGAGEMENT

Educational or "enrichment" programs may activate the creative mind, but for the most part do not involve creative expression on the part of the audience member.

### PARTICIPATORY



#### CROWD SOURCING

Audience becomes activated in choosing or contributing towards an artistic product.

- *Youth mosaics*
- *Photography contests*
- *An opera libretto comprised of Tweets*
- *Virtual choruses*



#### CO-CREATION

Audience members contribute something to an artistic experience curated by a professional artist.

- *Participatory theater*
- *Pro/Am concerts*
- *Storytelling events*
- *Participatory public art*



#### AUDIENCE-AS-ARTIST

Audience members substantially take control of the artistic experience; focus shifts from the product to the process of creation.

- *Public dances*
- *Community drawing contests*

#### PARTICIPANT'S LEVEL OF CREATIVE CONTROL

CURATORIAL

INTERPRETIVE

INVENTIVE

# I partecipanti...

Non sono considerati

Sono "profilati" i prima dell'evento

Sono consultati prima dell'evento

Possono commentare/intervenire /sperimentare

Producono dei contenuti

Contribuiscono in modo sostanziale

Sono co-creatori





# Discussion games



Hands-on exhibits  
Dialogue exhibits



Science

Featuring

# TRASH FASHION

Could a simple idea help feed the world?

Can you help feed the world?

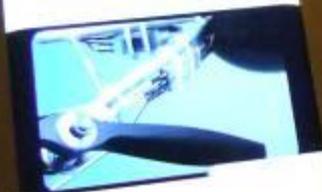
It's the power plant of the future?

BYE BYE FOR

CUT IT OFF

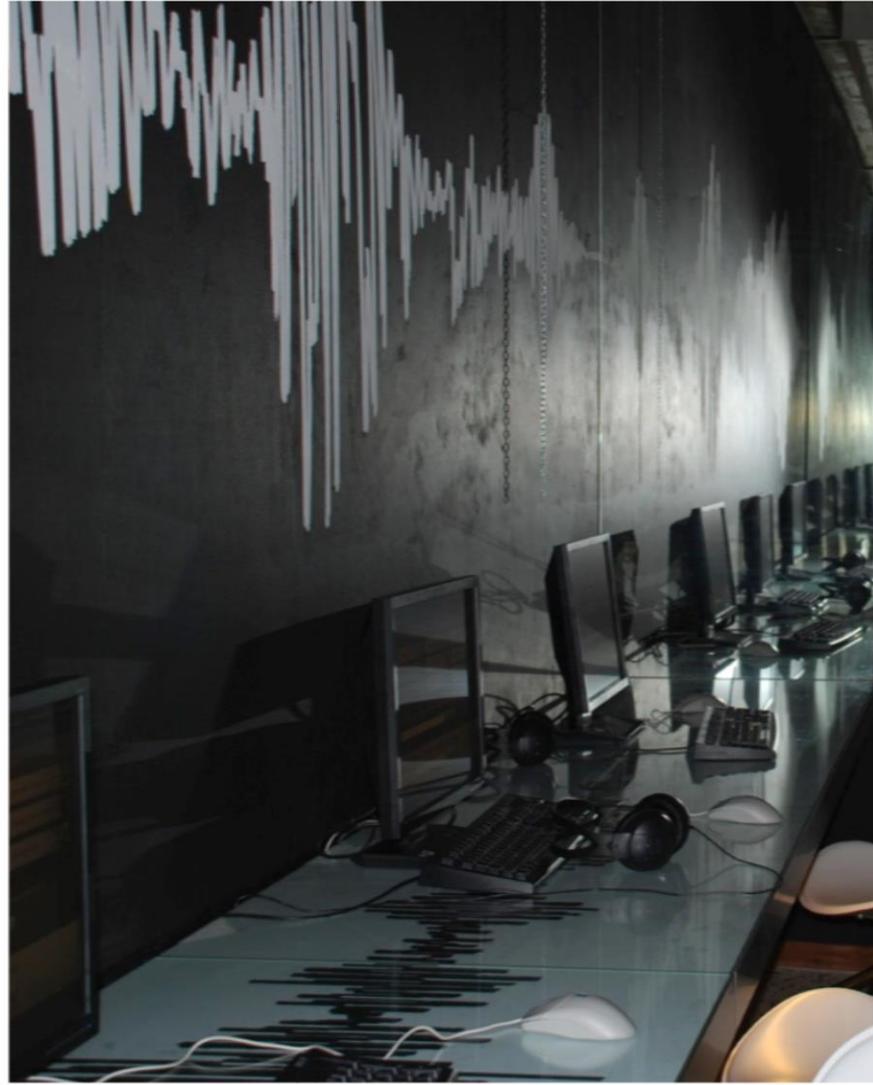
Should the police use flying CCTV?

Should the police use flying CCTV?



Should the police use flying CCTV?  
The majority of people think that it is wrong  
to use flying CCTV to monitor people's  
movements. However, some people think  
it is acceptable to use flying CCTV to  
monitor people's movements.





A vegnarà ben il dì che il Fri  
di vei na storia, un passat, na

Arriverà finalmente il giorno che il Friuli si a  
di avere una storia, un passato, una tradizion

Pier Paolo Pasolini, *Stroligut di cà d*



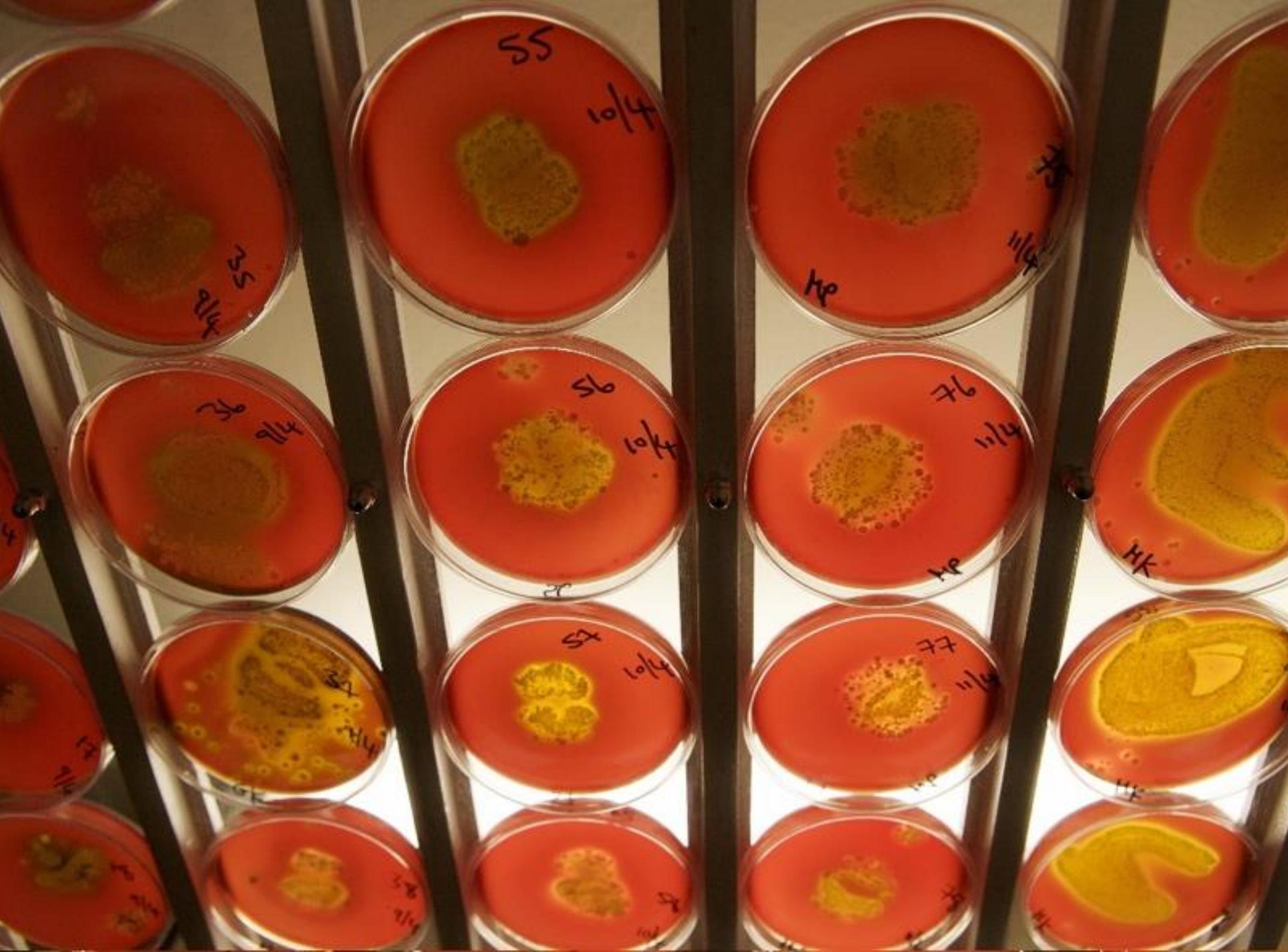
Scienza e arte



Research that inspires ideas, great ideas that inspire research. @Science Gallery Have you checked out @SciGalleryLondon's tasty Instagram yet? @Science Gallery Piqued by perception? Submit an idea for our new SEEING THINGS exhibition. @Science Gallery UoM research: First you handle fish, all can boost the effectiveness of antidepressant.







SCIENCE GALLERY

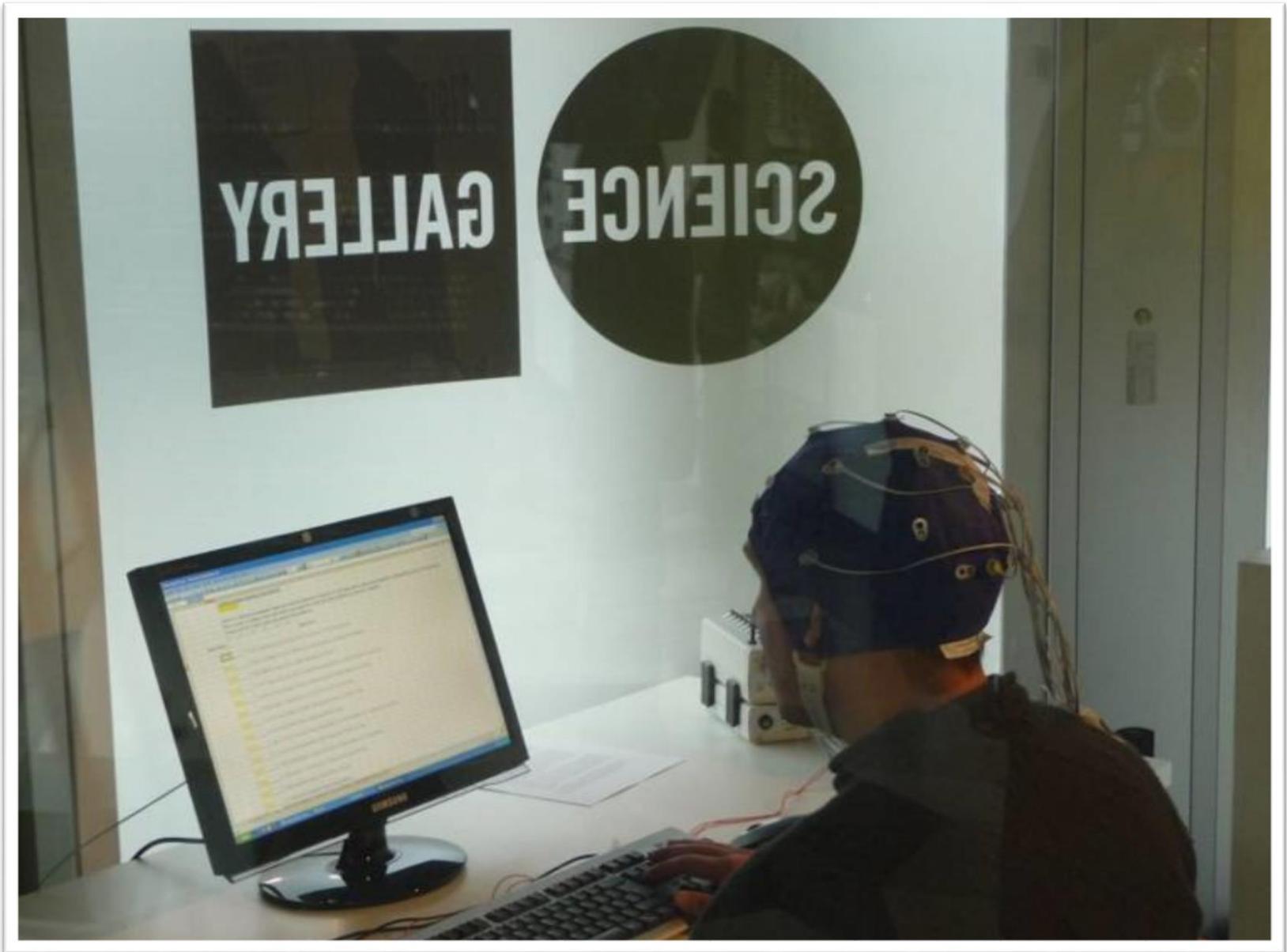


04:10:08–31:10:08

# PAY ATTENTION!

**DONATE YOUR BRAIN TO SCIENCE**

LAB IN THE GALLERY: LIVE NEUROSCIENCE EXPERIMENTS



# Attività Tinkering e Maker



LIVING  
LAB

VISITE  
AI CENTRI  
DI RICERCA

LABORATORI  
DIDATTICI

ATELIER  
TINKERING

EVENTI

**10lab**

**SPAZIO INTERATTIVO  
PER LA SCIENZA E L'INNOVAZIONE**



**SARDEGNA  
RICERCHE**

<http://www.sardegna ricerche.it/10lab/>





VENITE  
A TROVARCI!

# INVENTORI IN FAMIGLIA

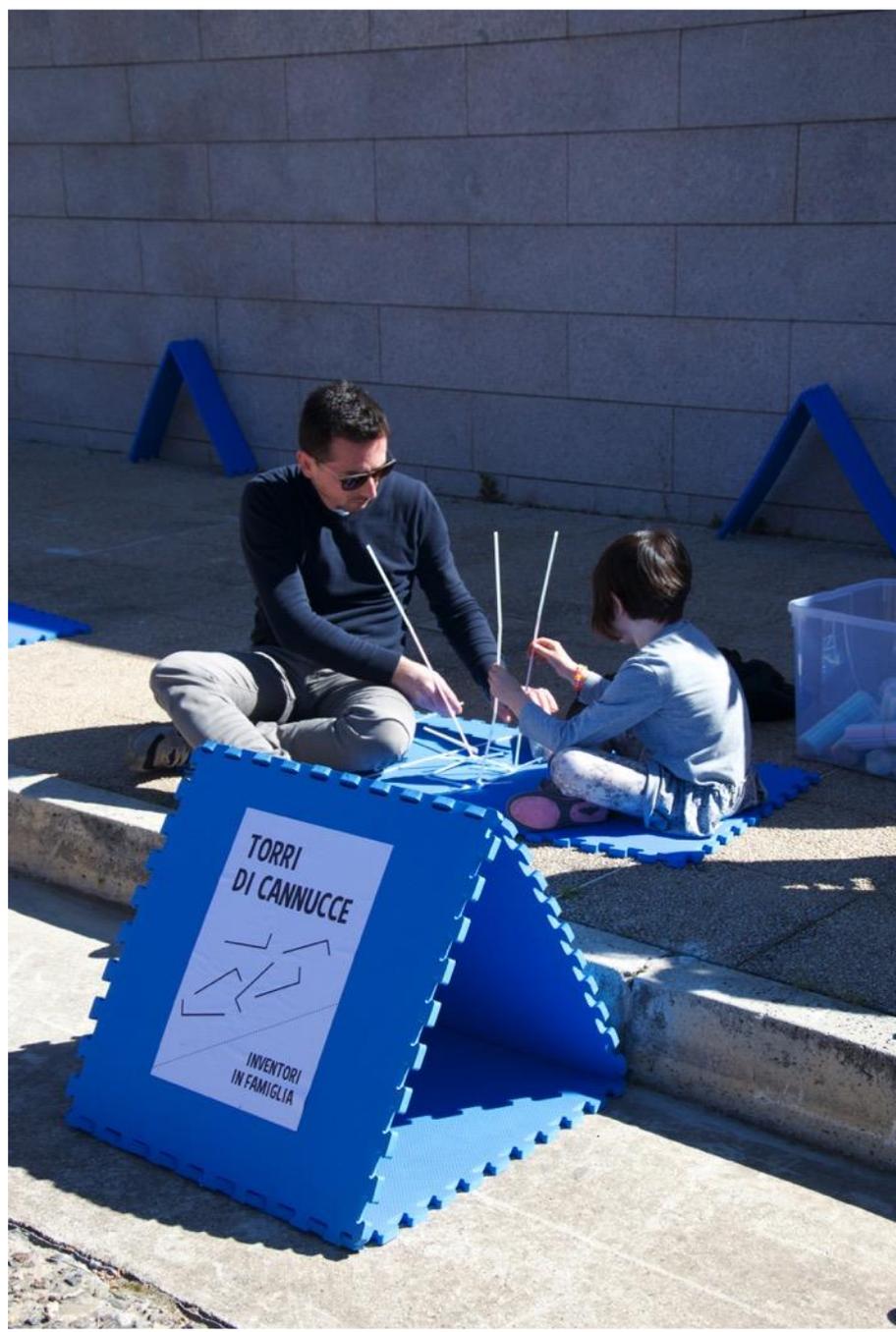
## LE DOMENICHE APERTE DEL 10LAB

PARCO TECNOLOGICO DELLA SARDEGNA  
EDIFICIO 10 - LOCALITÀ PISCINAMANNA - PULA  
26 MARZO - 9 E 23 APRILE



SARDEGNA  
RICERCHE

**10lab**  
SPAZIO INTERATTIVO  
PER LA SCIENZA E L'INNOVAZIONE



laboratorio  
musicale  
workshop  
esposizioni  
concerto

22 aprile  
ex  
manifattura  
tabacchi

# MUSICA DA IMBALLO

costruisci  
il tuo strumento

info:  
10lab@sardegna ricerche.it  
T. 070/92432322

ex manifattura tabacchi  
viale Regina Margherita 33  
Cagliari

ingresso  
libero e gratuito



in collaborazione con



laboratorio  
musicale  
workshop  
esposizioni  
concerto

22 aprile  
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tabacchi

# MUSICA DA IMBALLO

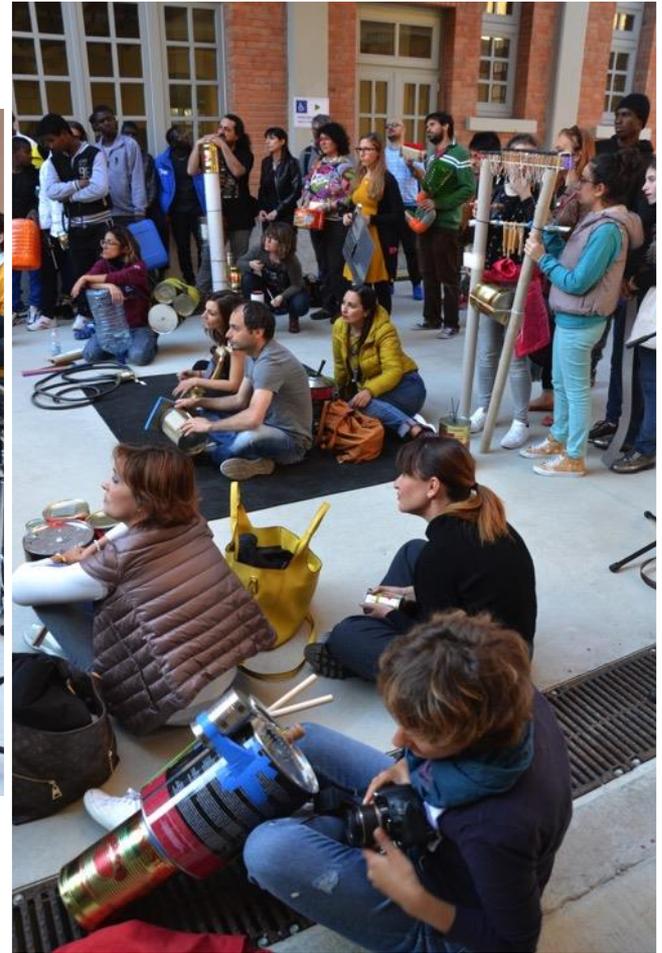
costruisci  
il tuo strumento











# Citizen science



**Level 1. Crowdsourcing.**  
Citizens gather or process data.

**Level 2. Distributed intelligence.**  
Citizens interpret data.

**Level 3. Participatory science.**  
Citizens participate in the definition of problems, challenges, objectives and in the collection of data.

**Level 4. Collaborative science.**  
Citizens design, together with scientists, the research to be carried out. This research must have a direct impact on the immediate environment of the citizens and could motivate very specific actions in the city.

# Citizen Science

20 Projects to promote the city

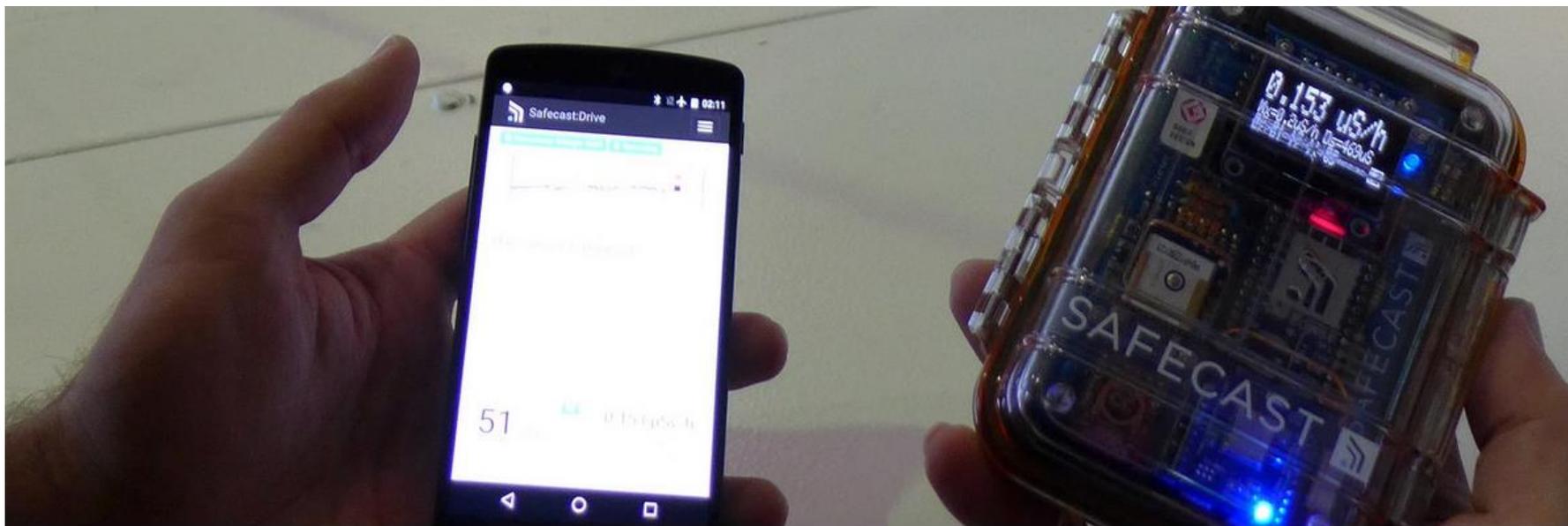


Ajuntament  
de Barcelona



**Project website:**  
[www.floodup.ub.edu](http://www.floodup.ub.edu)  
**Contact email:**  
[floodup2@gmail.com](mailto:floodup2@gmail.com)

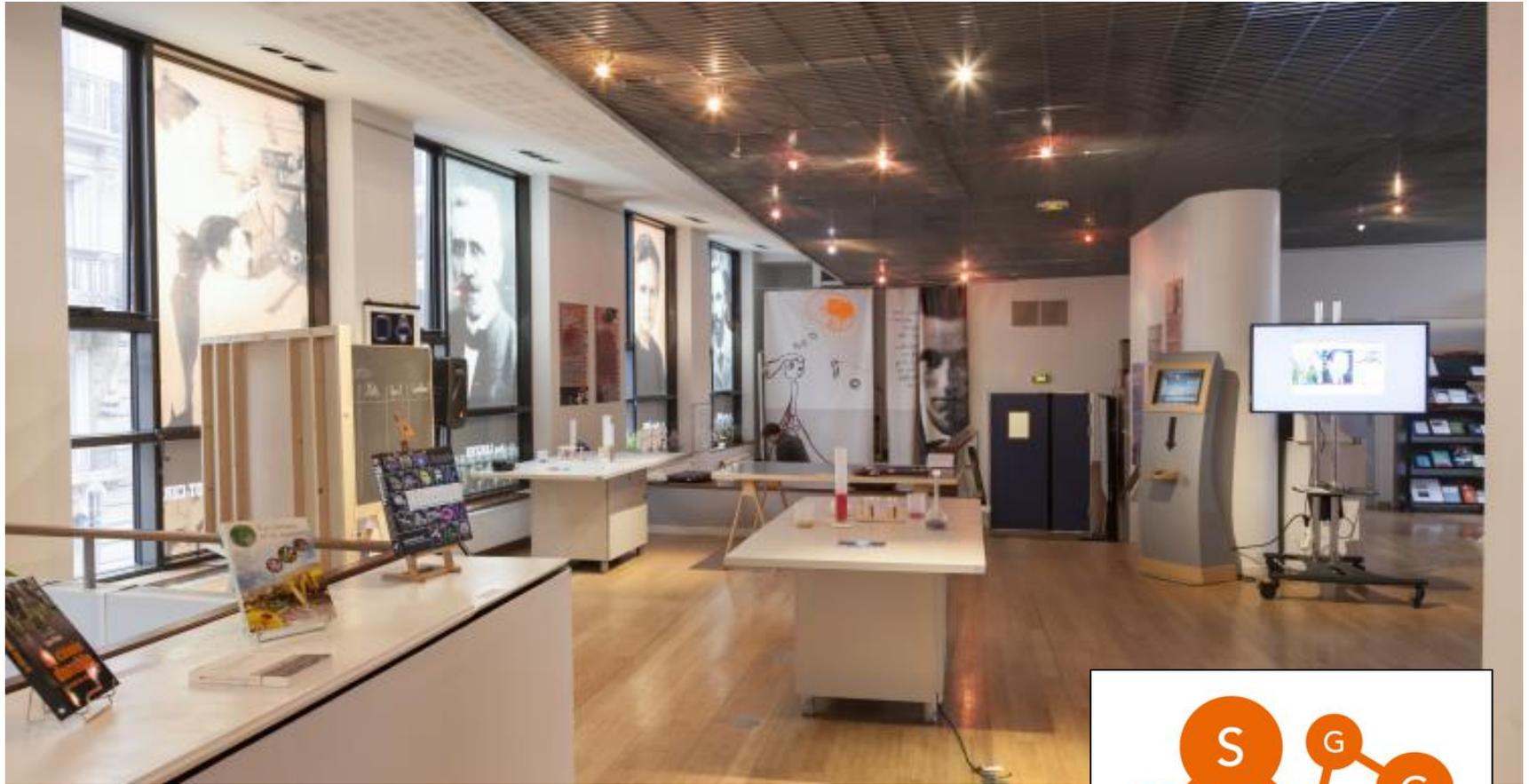




Joint ICTP-IAEA Workshop on Environmental Mapping:  
Mobilising Trust in Measurements and Engaging Scientific Citizenry

ICTP, Trieste - Italy

March 6-24, 2017

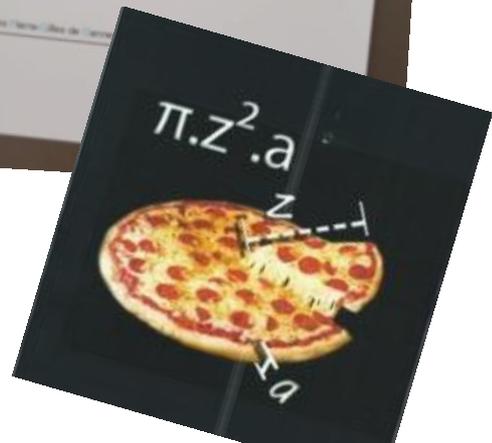
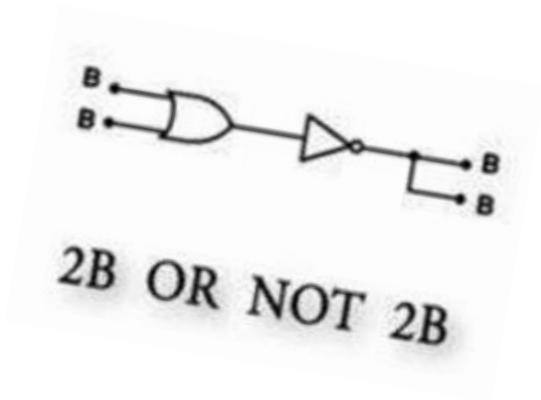
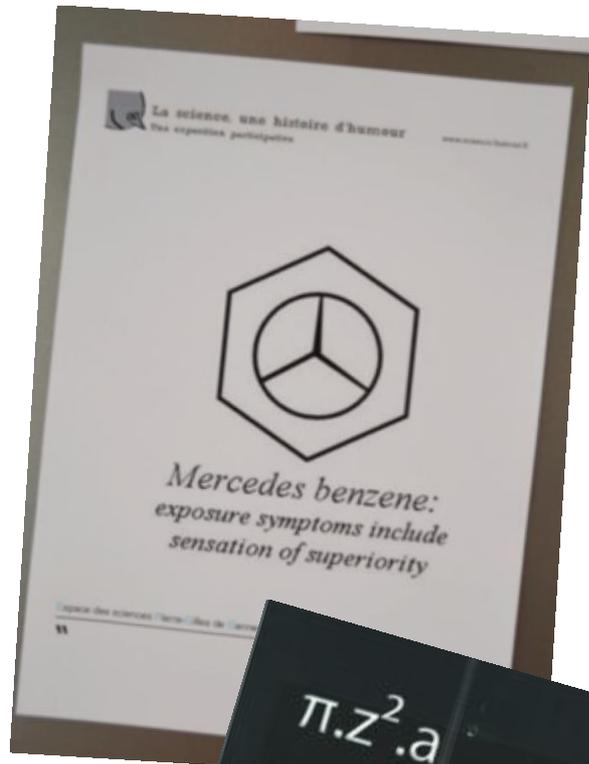


**Espace des Sciences**  
Pierre-Gilles de Gennes



Espace des Sciences  
Pierre-Gilles de Gennes

# La science, une histoire d'humour







Living lab

LIVING LAB è un nuovo modo di far ricerca.  
E' un ecosistema finalizzato alla co-creazione,  
che integra ricerca  
e processi innovativi centrati sugli utenti.





*That's all Folks!*