Impact and public engagement

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Programme

• Impact
  • What is it?
  • What can you do?

• Public engagement
  • What is it about?
  • What can you do?
• Impact - *A marked effect or influence* (OED)
  • Synonyms - *influence, impression*

• RCUK and impact ...
  (http://www.rcuk.ac.uk/innovation/impacts/)

• All funded research must have potential impact

• Starts with *research excellence*

• Requirement to consider *research future impact*

• Who will benefit - *researchers, stakeholders, etc*
• Experience as a referee ..
  • text copied from Impact Summary to Pathways
    • *Summary* is what is says - might be publicised
    • *Pathways to Impact* - YOUR pathway to impact
  • I sense - impact written last & fast for Je-S form
• Je-S form
  • think about impact early – it should influence the work
  • answer the ‘question’ (especially for general audience)
IMPACT
POSSIBILITIES
exercise
RCUK impact word cloud ...
(http://www.rcuk.ac.uk/RCUK-prod/assets/Image/Ptlwordle.jpg)
Public engagement - great impact tool

- impact - not just a headcount of attendees
- aimed at specific audiences with good reason
- should have elements of a two-way process
- should engage attendees via:
  - multiple means of presentation
  - for multiple audiences: e.g. generation X, Y, Z, etc.
Public engagement

• Senior Media Fellowship
  (yours will be different but principles are the same)
  • raising awareness of science and engineering
  • highlighting need for creativity in engineering
  • highlighting engineering for all
  • all about impact – engaging with ‘everyone’
Public engagement

• Outputs –
  • presenter on BBC-TV shows
  • interviewed on radio, TV and written media
  • gave public lectures (prof. bodies, BA, local societies)
  • stalls at science and engineering weeks
  • designed and ran activities for schools
  • lectured primary teachers - How science works
  • lectured secondary teachers - Contemporary science
So, for an academic..

**Speaking**
- lectures, workshops

**Writing**
- books, papers

**Answering questions**
- interviews

- straightforward

- less straightforward

**Activities**
- schools, science week, British Association

**Performing**
- TV, radio, stage
Public engagement

• Communicating with an audience –
  • Audience MUST be engaged
    • find YOUR ‘hook’
  • Provide detail as required
  • Engage CREATIVITY (theirs AND yours)

• so try these ......
Are the black circles there?

http://www.scientificpsychic.com/graphics/index.html
Can you find the mistake?

1 2 3 4 5 6 7 8 9
Think audience ...

- Who are they (age, background, interest ...)
- How do they gather information?
- How can their attention be grabbed?
- How can their attention be held?
- What is the 'take home message'?
- Don’t be Powerpoint ‘trapped’

YOU ARE THE STAR!
For different audiences ...

Know why you are doing it *key message*
Tell story at appropriate level *audience*
Know your audience *take advice if needed*
Keep demonstrations focussed *or bin them*
Participation as appropriate *audience*
Make delivery interesting *message, audience*
Get to know your voice *a few lessons perhaps*
Get photographs *web, lecture, evaluation*
Give out chocolate *always a winner!*
The media as audience …

- YOU want to ..
  - tell it as it is
  - show off a bit
  - enhance your work
  - raise awareness
  - up your reputation
  - encourage others
  - portray field
  - Enthuse/entertain

✓ “THEY” want to ..
  - tell/sell a story
  - sell copy
  - get good audience
  - gain a good “piece”
  - make entertainment
  - hold audience
  - enhance their work
  - get a “soundbite”
The magic - what is it?

- Enthusiasm
- Simple explanations
- Good relevant demonstrations
- Inspirational
- Engaging

Awe - wonder - amazement