

# Impact from Public Engagement

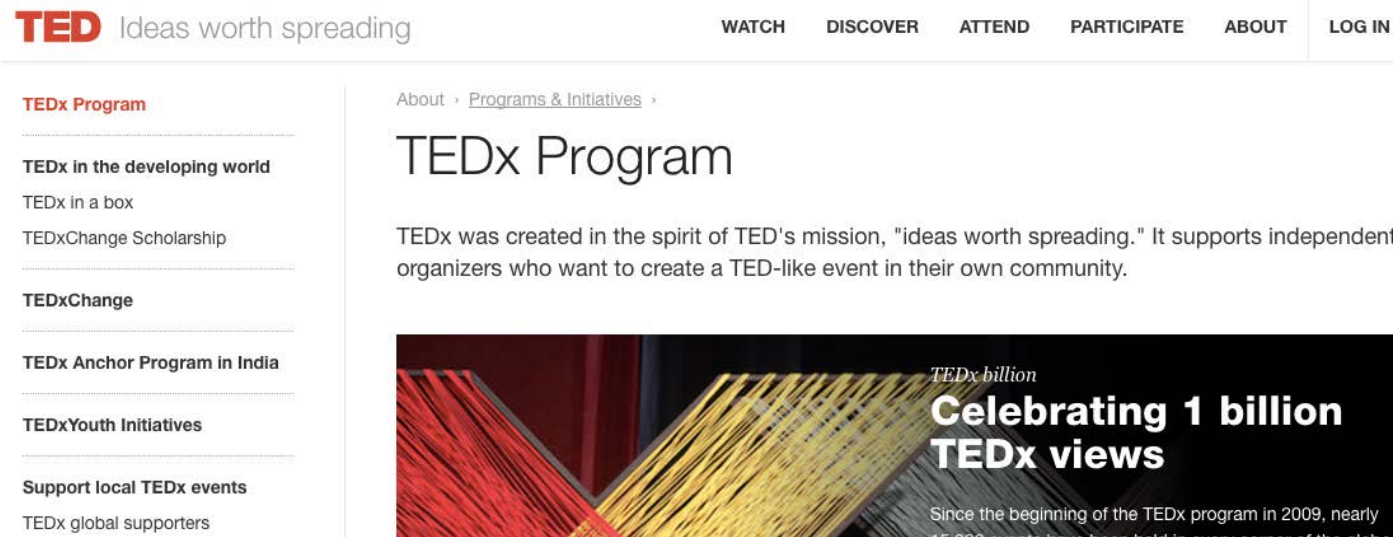


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EPSRC Early Career Researchers  
workshop  
Sheffield  
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# Make a splash

- Your research is *important*, right?
  - So tell the world about it!
- Here I will introduce a few ideas on how:
  - **Face to face** engagement
  - Web pages, **blogging** and social media
  - **Press and media** engagement



The screenshot shows the TED website header with the logo and the tagline "Ideas worth spreading". Navigation links include WATCH, DISCOVER, ATTEND, PARTICIPATE, ABOUT, and LOG IN. The main content area is titled "TEDx Program" and includes a sub-header "About > Programs & Initiatives >". The text describes the TEDx Program as supporting independent organizers. A large graphic at the bottom features the text "TEDx billion Celebrating 1 billion TEDx views" and a note about the program's history since 2009.

**TED** Ideas worth spreading

WATCH DISCOVER ATTEND PARTICIPATE ABOUT LOG IN

**TEDx Program**

About > Programs & Initiatives >

## TEDx Program

TEDx was created in the spirit of TED's mission, "ideas worth spreading." It supports independent organizers who want to create a TED-like event in their own community.

*TEDx billion*  
**Celebrating 1 billion TEDx views**

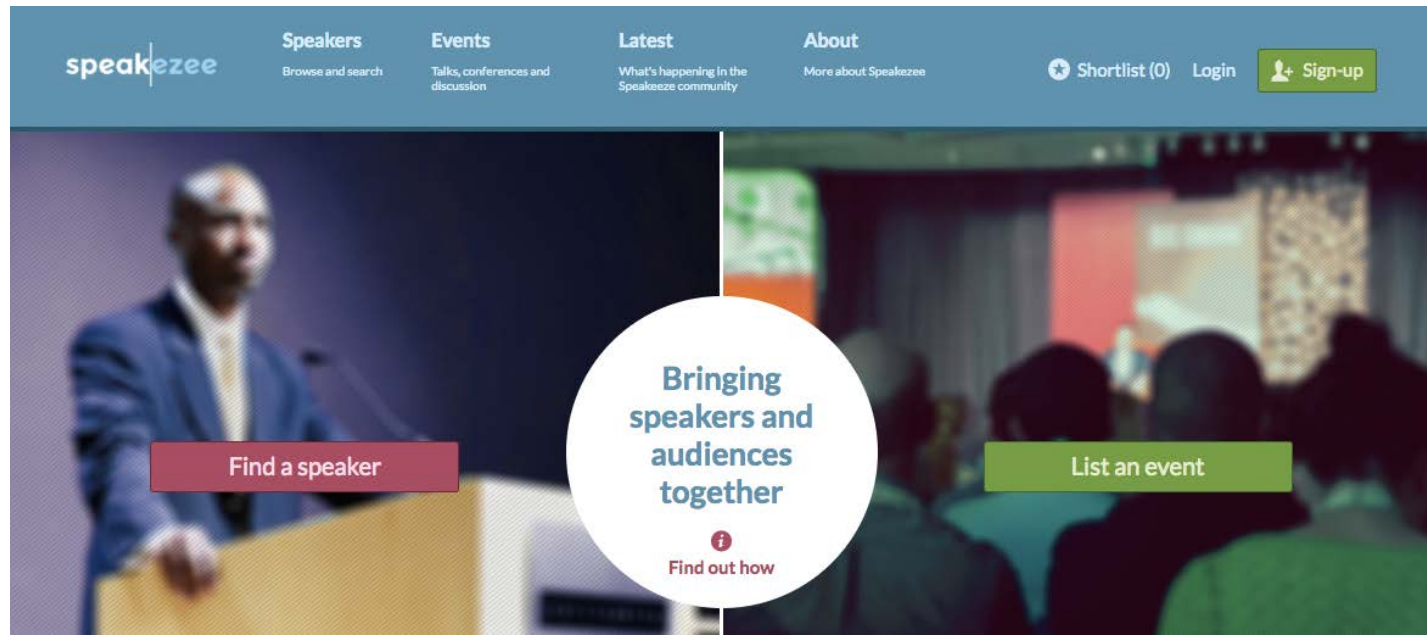
Since the beginning of the TEDx program in 2009, nearly 15,000 events have been held in more than 100 countries.

**brl**  
Bristol Robotics Laboratory

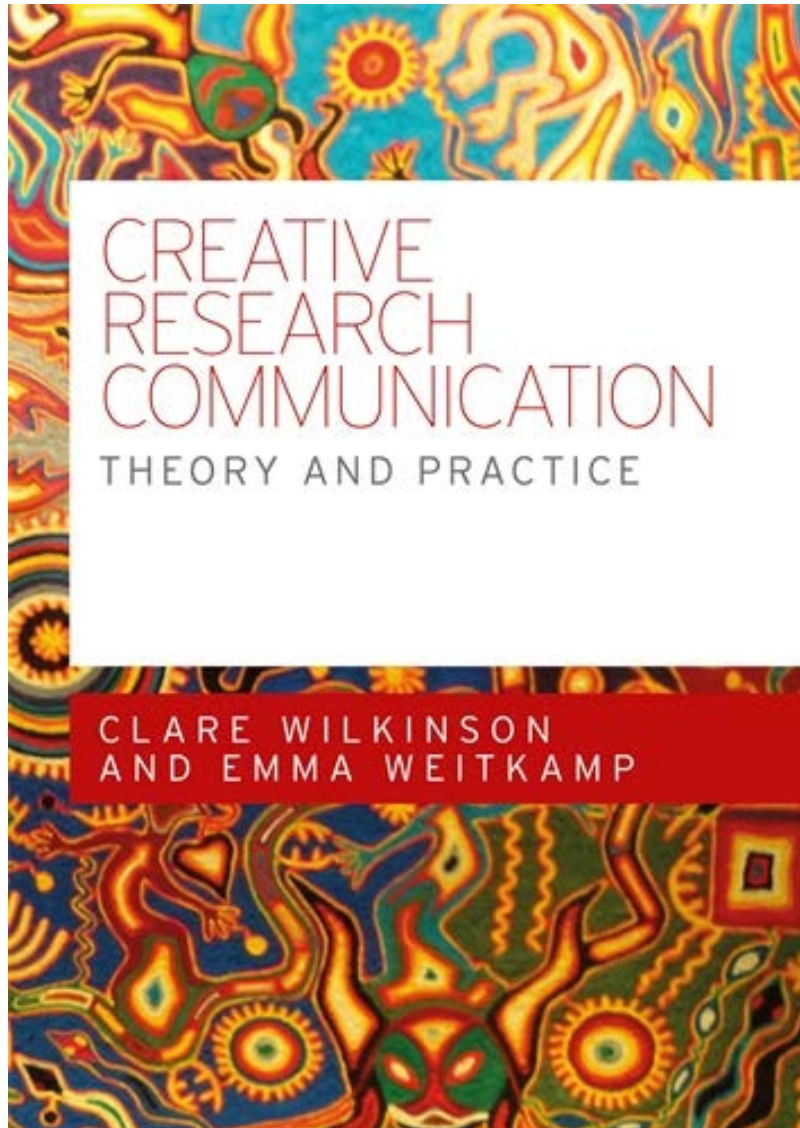
- TEDx Program**
- TEDx in the developing world
- TEDx in a box
- TEDxChange Scholarship
- TEDxChange**
- TEDx Anchor Program in India
- TEDxYouth Initiatives
- Support local TEDx events
- TEDx global supporters

# Face to face engagement

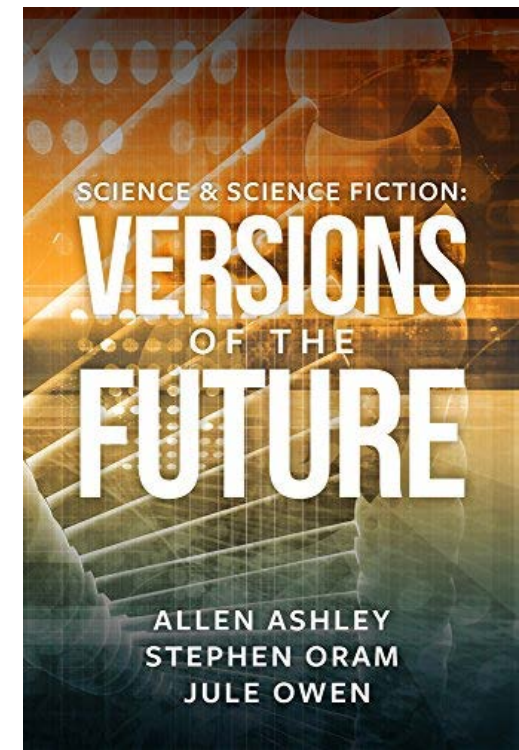
- There is a **huge** appetite for science talks/demos
  - Contact your local **science café** organiser
  - Get involved with your local **science centre**
  - Offer a talk/panel to a **science festival**
- Make friends with your university PE office



# Get creative



- There is huge **scope for creativity** in your research communication
  - Team up with playwrights, or Science Fiction writers



# Online engagement

Your project **must** have a website:

## Artificial Culture Project

### Navigation

#### Welcome

#### ▼ About this project

- Project Abstract
- Press and Media
- The Project Team

#### ▼ Artificial Culture Lab

- The Robots

#### Contact Us

#### ▼ Experiments / Observations

- Robot imitation experiments

#### ▼ Image galleries

- Robot Images
- Lab Images
- Team Images

#### Project News

#### Publications

#### Links

#### Sitemap

#### Recent site activity

### Project News

**[13th Project Meeting](#)** The 13th (and final) full project meeting was held at the Bristol Robotics Laboratories on 9 - 10 February 2012.

Posted 10 Feb 2012, 17:55 by Alan Winfield

Showing posts **1 - 1** of **18**. [View more »](#)

### Project Discussion and Comment: [Artificial Culture Project Blog](#)

Welcome to the Artificial Culture project, or to give it its full title: The Emergence of Artificial Culture in Robot Societies.

### Video by Roger Stotesbury, Jump Off The Screen

In Search of Robot Culture



This is a four year research project with the aim of exploring the question **How and Why do we have Culture?** in a radical new way: by building a simple robot society, creating suitable initial conditions, then

# Academic Blogging

- Academic blogging is now “recognised as a valuable **part of the wider ecology of scholarship**”
  - Rohan Maitzen in *Accept no substitutes: blogging is a valuable supplement to scholarship and rightfully challenges the status quo*, LSE Impact of Social Sciences Blog  
<http://blogs.lse.ac.uk/impactofsocialsciences/2013/06/25/blogging-accept-no-substitutes/>

# Part of a wider strategy

- Explore ways in which you can **integrate** a blog with your mainstream dissemination:
  - i.e. by blogging academic papers...
  - <https://www.theguardian.com/higher-education-network/blog/2013/dec/13/how-to-academic-blogging-...>

## Alan Winfield's Web Log

Mostly, but not exclusively, about robots

Home

Media

Robotics Q&A

Robotics: a very short introduction

The Ethical Robotacist



Saturday, May 30, 2015

### Forgetting may be important to cultural evolution

Our latest paper from the Artificial Culture project has just been published: [On the Evolution of Behaviors through Embodied Imitation](#).

Here is the abstract

@alan\_winfield

Tweets by @alan\_winfield



Alan Winfield  
@alan\_winfield



En-route to Sheffield for @EPSRC

# Press and media engagement

- Get some [training!](#)
- Start gently, i.e. with [local radio](#)
- Be prepared to be misquoted
- If you think the paper you're about to present at a conference might be of interest to a wider audience contact a science journalist



## Will there ever be an 'ethical robot'?

2 September 2014 Last updated at 10:54 BST



# THE TIMES

## THE SUNDAY TIMES

Archive Article

Please enjoy this article from *The Times & The Sunday Times* archive

From *The Sunday Times*

August 2, 2009

## Scientists fear a revolt by killer robots

Advances in artificial intelligence are bringing the sci-fi fantasy dangerously closer to fact

John Aridge

A ROBOT that makes a morning cuppa, a fridge that orders the weekly shop, a car that parks itself.

Advances in artificial intelligence promise many benefits, but scientists are privately so worried they may be creating machines which end up outsmarting — and perhaps even endangering — humans that they held a secret meeting to discuss limiting their research.

At the conference, held behind closed doors in Monterey Bay, California, leading researchers warned that mankind might lose

# In conclusion

- Make sure to build public engagement into your **Pathways to Impact**
  - and **cost it!**
- Public Engagement will **enhance** your research
- Think about **policy** engagement too
- Have fun!

Thank you!

