Impact from Public Engagement

EPSRC
Pioneering research and skills

Prof Alan Winfield
alan.winfield@uwe.ac.uk
http://alanwinfield.blogspot.com
@alan_winfield

EPSRC Early Career Researchers workshop
Sheffield
16-17 February 2017
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
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

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

Project Discussion and Comment: Artificial Culture Project Blog

Welcome to the Artificial Culture project, or to give it it's 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 observing what happens.
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
  
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

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
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
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!