




# For Better Public Engagement: What we learned from scientific societies.

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# Our project goals...

- Reveal how societies view the concept of “public engagement”
- Understand the availability and prevalence of tools that societies currently use to support engagement efforts
- Help guide future efforts to identify and settle on shared best practices

# Our logic...

- **View** of public engagement
- **Perception** of engagement objectives
- **Support** on public engagement

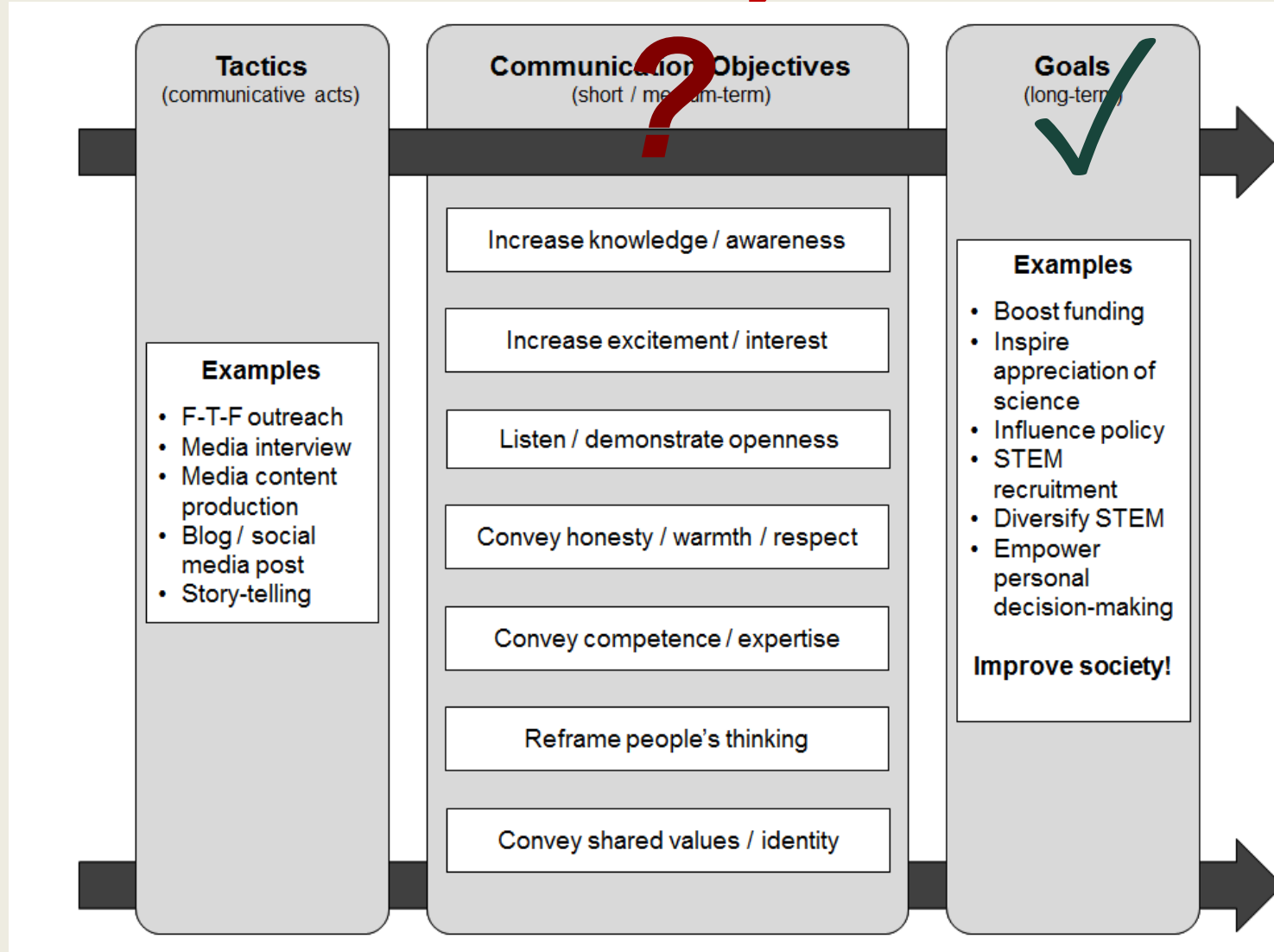
# Public engagement as a priority?

It depends...

- Some societies consider it as part of their mission, some acknowledge the value but admit it is not their top priority.
- Change overtime: the need for science communication.  
*"wait a minute, people are anti-science now, suddenly." (Society 9)*



# Set up communication objectives?



Better evaluation system is needed as well.

# Difference between scientists and societies

## ■ Scientists

Scientific knowledge related objectives

## ■ Societies

Organization/community related objectives

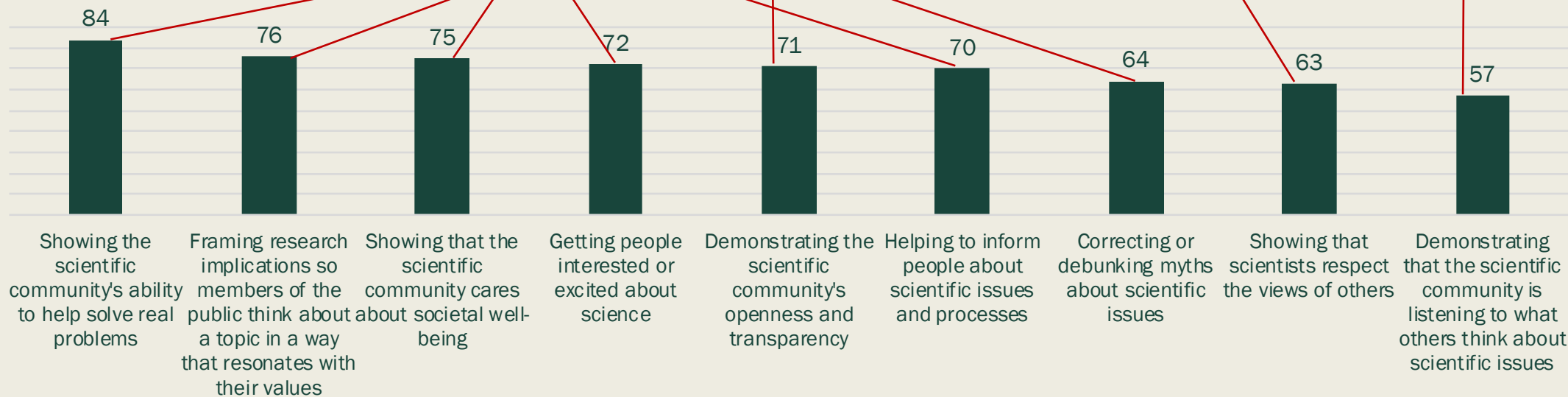
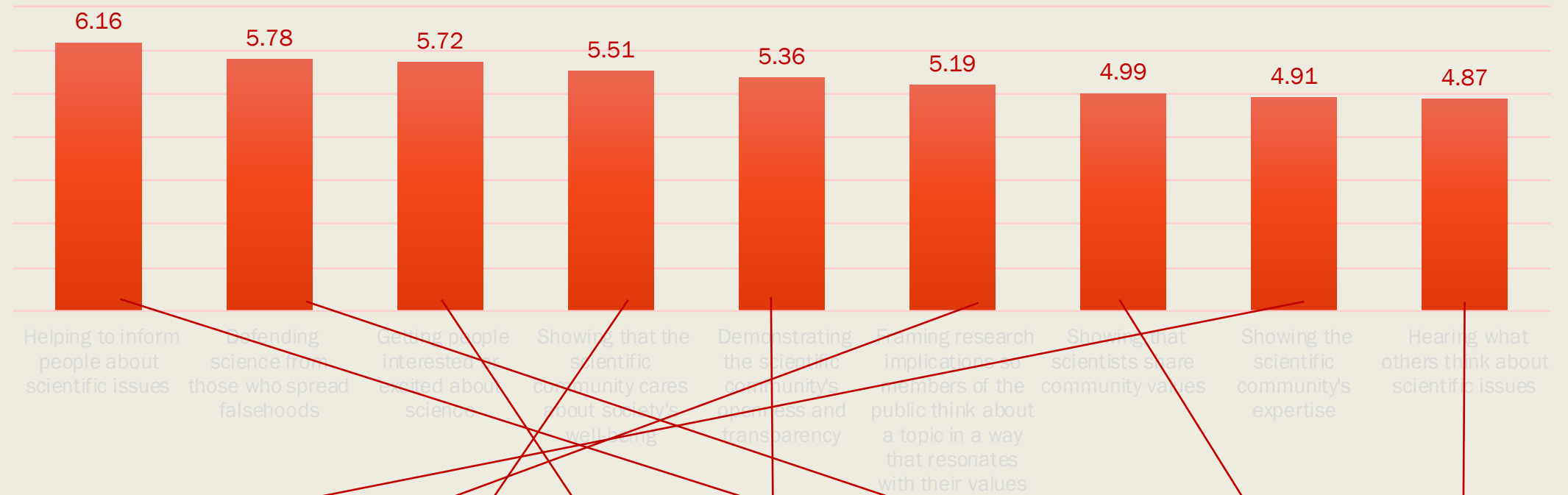


## Communication objective priorities (scientists, 1-7 scale)



## Communication objectives priorities (societies, 1-100 scale)

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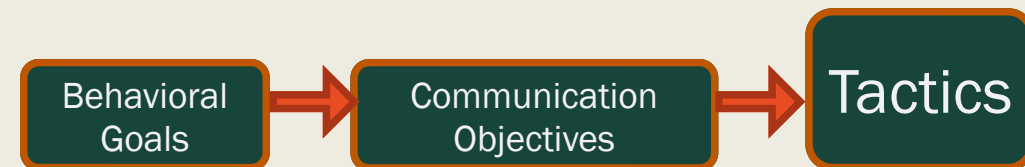
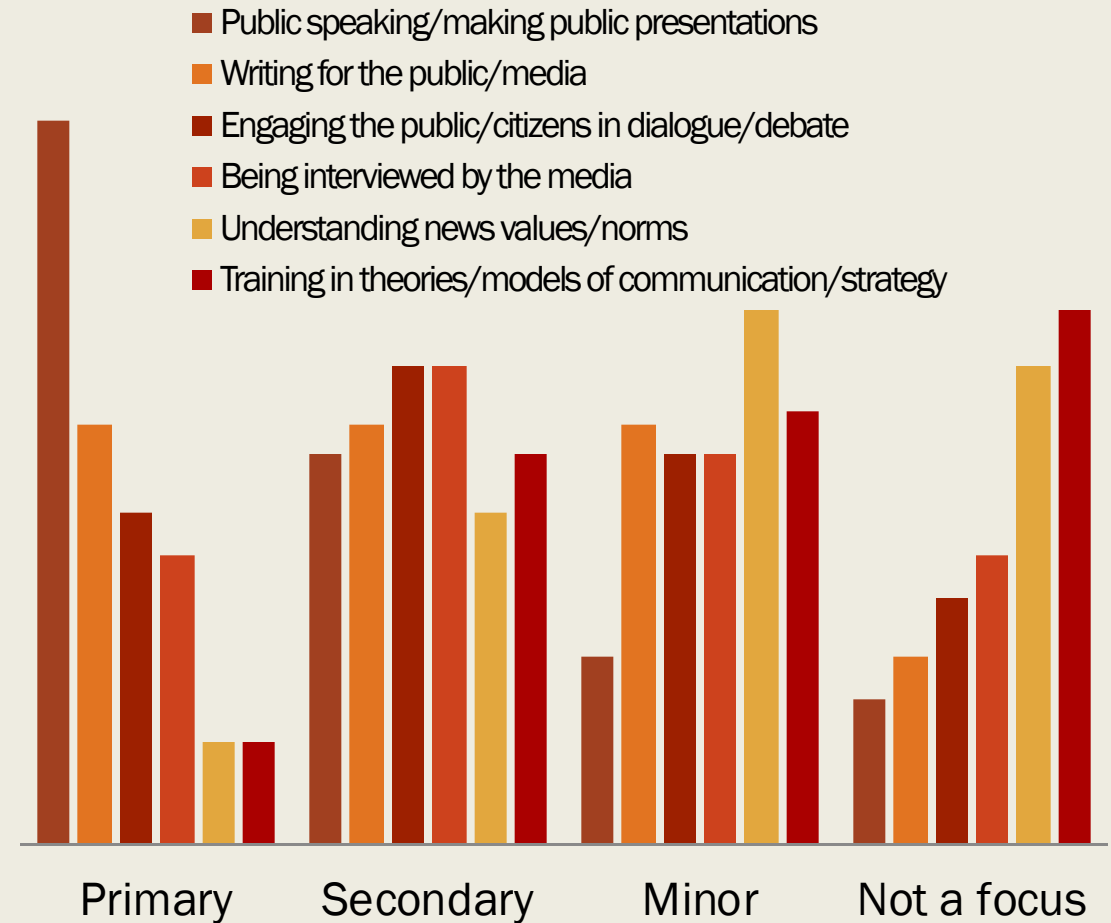


## Communication objectives priorities (societies, 1-100 scale)

# Societies' perception and behavior

However...

- Societies' training support still mostly focus on communication skills, such as presentation skills, or how to use social media tools.





# Demand differences & Foster the environment

- Respondents from societies that never engaged during the last year reported less support demand from their members regarding public engagement.
- To what extent will societies foster the environment of public engagement?

# Network support & Expert database

- Several society respondents indicated that they have a database of members who are willing to engage or have expertise in certain areas.
- Support for everyone or a small group within the society?

# Interaction with others

- All interviewed societies have some level of interactions with other groups (societies, universities, other organizations).

- Take advantage of the interactions?

*“I take advantage of expertise that we don't have, because of our limitations in size and other resources. But mostly it's just a way of being able to do more than we could do by ourselves, by doing it in partnership with other people, other organizations.” (Society 4)*

- Balance between professional development and public engagement (a win-win strategy)?