



Universität Stuttgart

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LIKE

Open Science Course

Seminar 4: Communications Strategies

10 November 2020



Today's discussion

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Recap: Open Science

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The story so far

A recap

- What's open science?
- How do we make our science open?
- Can I just make it open?

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Self-study 3: Implementing Open Science

Working with your group, implement at least two of the ideas for improving the openness of your work that you identified in self-study 2

- What was your experience of making your work open?

Workshop: Your experiences of implementing open science

Share your experience of implementing open science...

- Each student will have 10 minutes to present their case study and obtain feedback from their colleagues.

Course outline

Seminar	Self-study	Assignment
1. <u>Introducing open science</u>	1. <u>Background reading</u>	
2. <u>Guiding principles</u>	2. <u>Is your group's work FAIR?</u>	
3. <u>Open science and intellectual property</u>	3. <u>Implementing open science</u>	
4. <u>Communicating your science</u>	4. <u>Communications strategies</u>	1. <u>Implementation case study</u>
5. <u>What are data management plans and why do they matter?</u>	5. <u>Draft a data management plan</u>	
Workshop: <u>Your experiences of implementing open science</u>	6. <u>Revise data management plan</u>	2. <u>Data management plan</u>

Introduction

2

Our goals for today

If no-one knows you did it,
you didn't do it.

Learn how to promote your work by
crafting and executing a communications
strategy

- Why do we communicate?
- How do we communicate?
- What do we communicate?



If a tree falls in a forest and no one is around to hear it, does it make a sound?

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**Telling people
about your work**

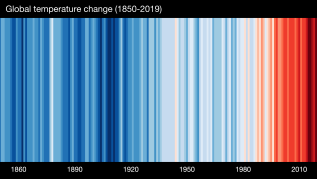
3

Why do we communicate?

Effective communications make a difference

They make you aware

Global temperature change (1850-2019)



1860 1880 1900 1920 1940 1960 1980 2000 2010

Annual average temperatures for the globe. Image by Ed Hawkins (University of Reading). Used under CC BY 4.0 license.

They make you care



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They make you act

Piktogramme Hygienetipps

	Regelmäßig Hände waschen		Hände gründlich waschen
	Hände aus dem Gesicht fernhalten		Richtig husten und niesen
	Abstand halten		Wunden schützen
	Auf ein sauberes Zuhause achten		Mit Lebensmitteln hygienisch umgehen
	Wäsche heiß waschen		Regelmäßig lüften

 [infektionsschutz.de](#)
Wissen, was schützt.

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German Federal Centre for Health Education (BZgA)