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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?

# The story so far

## A recap

- What's open science?
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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. <b><u>Communicating your science</u></b>	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

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# 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**

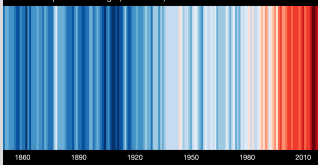
**3**

# Why do we communicate?

# Effective communications make a difference

## They make you aware

Global temperature change (1850-2019)



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

## They make you care



Photo by Mika Baumeister on Unsplash

## 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)