



Universität Stuttgart

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# LIKE

## Open Science Course

### Seminar 4: Communications Strategies

10 November 2020



# Today's discussion

- 1 Recap: Open Science
- 2 Introduction
- 3 Telling people about your work
- 4 Closing thoughts

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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

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**

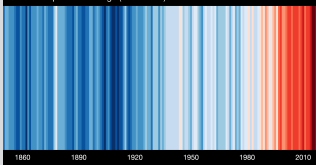
**3**

# Why do we communicate?

# Effective communications make a difference

## They make you aware

Global temperature change (1850-2019)



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)

# Channel - Audience - Message

## Apps & mobile devices



Photo by [Ben Kolde](#) on [Unsplash](#)

**Audience:** Almost anyone  
**Message:** Call to action.

## Conferences & Webinars



Photo by [Chris Montgomery](#) on [Unsplash](#)

**Audience:** Already interested  
**Message:** Insight & understanding.

## Print\*

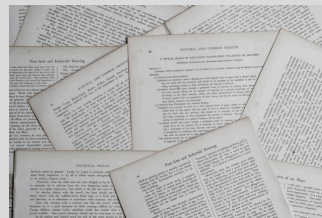


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**Audience:** *Really* interested  
**Message:** Actionable information.

# Are there better ways to reach your audience?



Photo by [Sam McGhee](#) on [Unsplash](#)

# And now, you tell your story



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# Designing a communications strategy

Figure out why you are communicating:

- Who's the audience?
- What do you want them to do?
- How does your communication help?

Work out how to achieve that goal:

- To make people aware: inform
- To make people care: persuade
- To make people act: push or provoke

Choose your media

Tell your story



**Closing thoughts**

**4**

# Seminar summary

Once you've made your science open, you need to let people know about it. That's where communications are needed.

You've learned:

- Why we communicate
- Some ways to communicate
- How to make communications effective
- The elements of a communications strategy

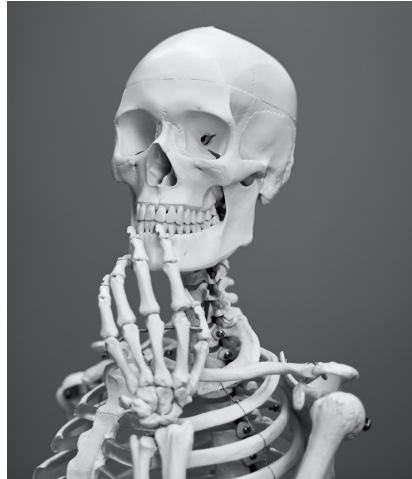


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# What to do now

## Further reading

- The Birth of Linux: How Linux Got Started. (Linux.com, 2020)
- The open Bike Initiative

## Self-study 4: Communicate!

Create and implement a communications strategy for two of your stakeholder groups

- See the guidance on GitHub.

## Assignment 1: Implementation Case Study

Prepare a case study about making your work FAIR and communicating it to your stakeholders.

- See the guidance on GitHub.

## Seminar 5: data management plans

What are data management plans, and why do they matter?

- See the Seminar materials on GitHub

# A what now?

## Assignment 1:

Prepare a case study based on your self-study work to describe what was done to make your work FAIR and implement the R5 concepts, and how you communicated your work to your stakeholders. For example...

- Publishing your Master's thesis through your university's data portal and promoting it to stakeholders.
- Promoting results or a first paper from your LIKE PhD through websites like LinkedIn, Xing, or other social media
- Sharing code or other results through GitHub, Zenodo, or some other repository and sharing results with colleagues

**Deliverable:** Prepare a 5-minute presentation for the workshop.

N.B: These details may be out of date! Always check the [assignment details on GitHub](#).

# Let's make this presentation open

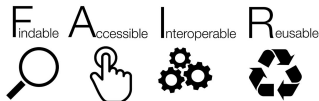


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