Universität Stuttgart

Dr.-Sci. Andrew Clifton

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

Introduction

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?
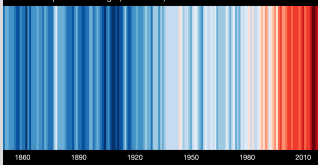Photo by Harry Shelton on Unsplash

Telling people about your work

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Why do we communicate?

Effective communications make a difference

They make you aware

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

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
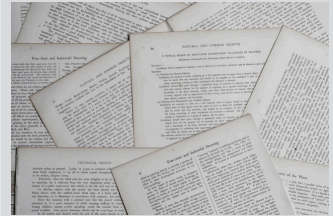**Message:** Insight & understanding.

Print*

Photo by Annie Spratt on Unsplash

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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