A GUIDE TO RESEARCH CURATION

Moving Climate Change Research out to the Public

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- Who has a research website?

- Who shares their research on Twitter? Facebook? Instagram? Others?

Workshop Agenda

- What is Research Curation?
- How you can develop a digital communication strategy
- Different methods for developing content on your research website
- How you can develop a social media strategy
- How you can reformat your climate change research into different media

Why communicate climate change research to the public?

- Tackle misinformation

- Rebuild trust in science

- Increase public literacy

- Make research discoverable

- Control the messaging

- Tackle "sciencesploitation"

- Build a smokesignal around research

What is Research Curation?

- Research curation is a method to communicate research outcomes online to diverse audiences.

  - It builds upon contemporary curatorial practices developed in museums and social media marketing strategies.

  - It combines internet communication technologies with select curatorial and communication frameworks to facilitate a wider dissemination of research outcomes.

Creating a digital communication strategy helps:

✔ Identify your purpose

✔ Set goals

✔ Plan communication activities

✔ Reinforce goals

✔ Establish workflow

✔ Measure results

✔ Adjust and improve approach

OUR 10-STEP DIGITAL STRATEGY

STEP 1: Conduct Audience Research

STEP 2: Go where the audience is located

STEP 3: Create emotional appeal

STEP 4: Personalize your work

STEP 5: Keep interactions positive

STEP 6: Create entertaining and engaging content

STEP 7: Make use of media

STEP 8: Offer multiple points of entry

STEP 9: Provide added value

STEP 10: Build trust and show support

What elements and content types can you include on your research website?

Digital Content Framework

SKIM

This level caters to users who prefer high-level information or a synopsis, and simply want to learn the essentials—the 'what', 'why', 'where', and 'how'.

SWIM

This level offers additional information that goes beyond a synopsis, such as hyperlinks to blogs, summaries for policy-makers, briefing notes, news articles, embedded videos, etc.

DIVE

This level offers in-depth information such as peer-reviewed journal articles, detailed research reports, and scientific datasets.

With your partner, please identify different elements in the blog post and categorize them into the three content levels: skim, swim, dive.

Benefits of blogging

✔ Quick communications

✔ Assert relevance of research

✔ Encourages reflection during research process

✔ Feed social media channels

✔ Circulate accurate, reliable and trustworthy information

✔ Help reach new audiences

With your partner, please identify blogging best practices using the blog from the previous activity. Please write a short list.

Select Blogging Best Practices

- Use plain language and avoid jargon.

- Write using a casual or personal tone.

- Limit the length of posts.

- Write a catchy and descriptive title.

- Make your first sentence and paragraph captivating.

- Include images, videos, data visualizations, etc.

- Link to outside sources instead of in-depth descriptions.

- Explain scientific terminology.

WHY SOCIAL MEDIA?

Developing a social strategy in 6 steps

Step 1: Audience Research & Social Listening

SELECTING THE RIGHT PLATFORM(S)
Social Media Platforms by Users

FACEBOOK	YOUTUBE	INSTAGRAM	TWITTER
2.27 billion	1.9 billion	1 billion	321 million

LINKEDIN	PINTEREST	WECHAT
303 million	300 million	889 million

Social strategy cont'd

STEP 2: Research relevant hashtags

STEP 3: Establish a personalized voice and tone

STEP 4: Use a social media management tool

STEP 5: Experiment with posting times

STEP 6: Set goals

Personalizing Your Content

✔️ Use a conversational tone

✔️ Share personal experiences related to your research

✔️ Document your day-to-day experiences

✔️ Provide a behind the scenes glimpse

✔️ Share the occasional selfie our group photo

✔️ Interact with other users and have conversations
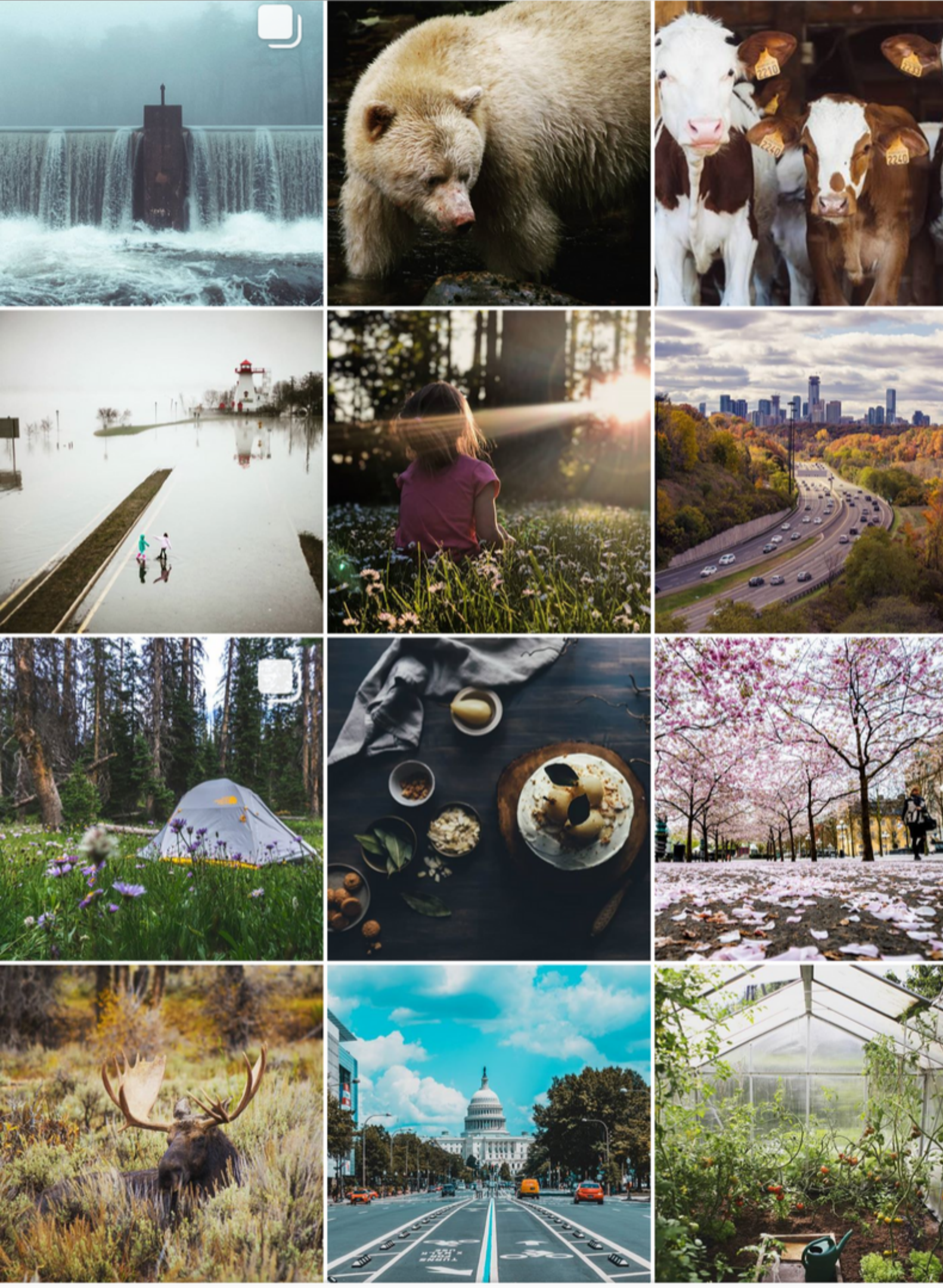
Why Instagram?

- Facilitates powerful visual communication
- Can popularize a variety of scientific subjects
- Encourages self-expression
- Can help empower underrepresented researchers
- Helps develop messaging around research

Many researchers use Instagram to:
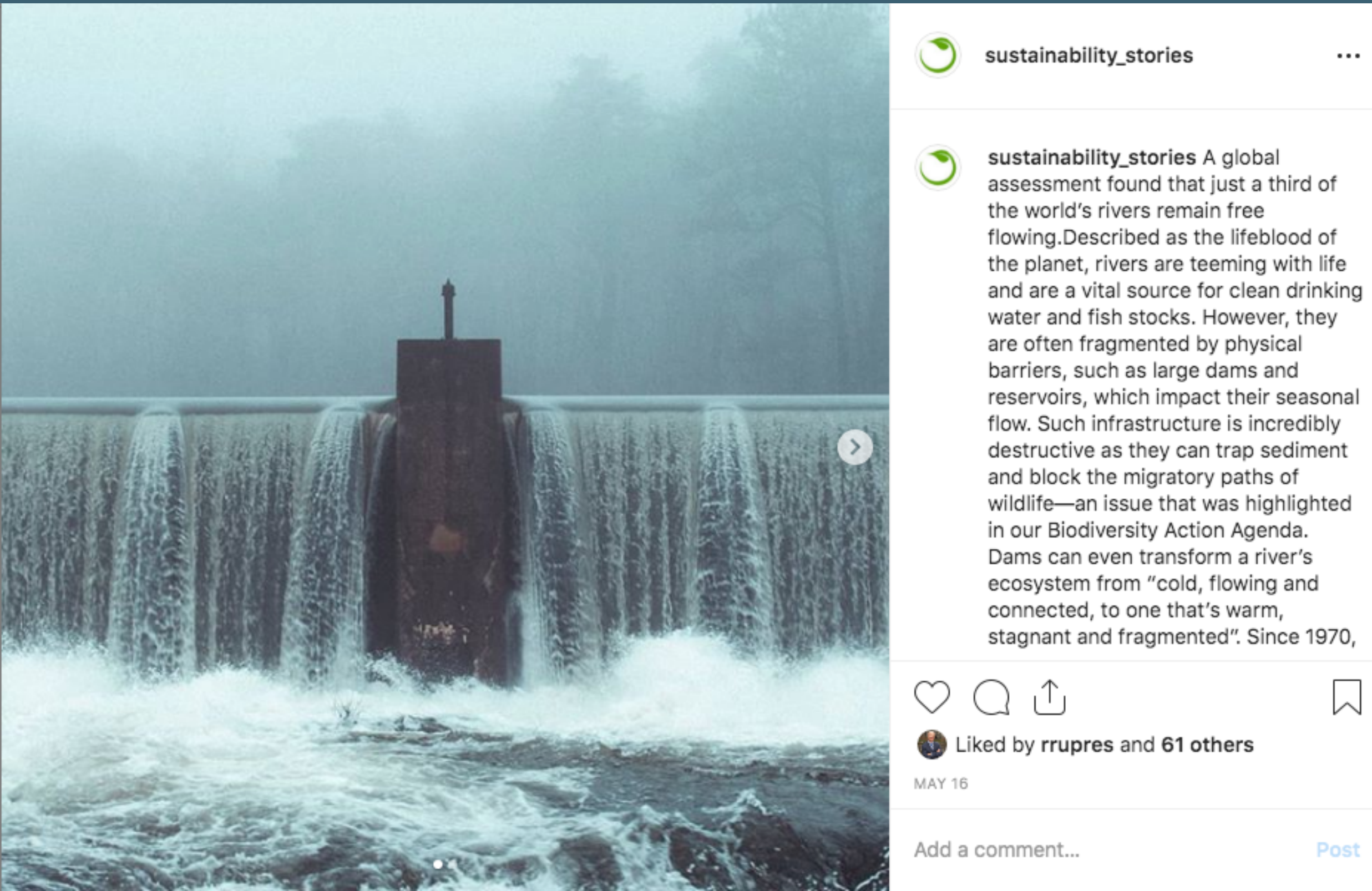
- Practice their communication skills
- Explain and communicate science to lay audiences
- Foster public interest
- Connect with other users
- Humanize their work

JILL PELTO, Artist-Scientist on Instagram

jillpelto • Following

jillpelto Field watercolor of the dramatic terminus of the small Iceworm Glacier on Mt. Daniel, WA. This glacier will not survive our climate and is rapidly disappearing. The pond in the foreground mainly formed this year.

3d

aspenforesthome You are an artist and documentarian.

3d   1 like   Reply

jillpelto Thank you 😊

3d   1 like   Reply

Liked by tiritonic and 199 others

3 DAYS AGO

Add a comment...   Post

1. What message(s) do you think this artist-scientist is trying to convey?

2. Can you identify the different communication components taking place?

Instagram Best Practices

With your partner, check off every best practice that is exemplified in each Instagram post displayed on the walls.

✓ Engages users through emotion and affect

✓ Uses relevant hashtags that amplify messaging

✓ Content is easy to understand and uses casual language

✓ Media is high quality and eye catching

✓ Content provides a unique or novel perspective

Why reformat your research into different types of media?

- Articles and publications are not always engaging for the public

- Videos and blogs are often more user-friendly

- Create a smoke signal around your research.

- Makes your work more topical

- Follow contemporary communication practices

Communicating Information to the Public

Smithsonian Institute Engagement Framework

IDEAS

For people who connect to a subject through historic or scientific information (for those who enjoy reading facts and evidence).

OBJECTS

For people who connect to the materiality of media (for those who enjoy objects or exploring interactive features).

PEOPLE

For people who connect to a subject through human stories (for those who want to learn about society or through a personalized lens).

IOP Applied to Research Communication

Can you think of different media types suitable for presenting climate change research? Please sort them into each category of the IOP framework.

IOP Applied to Climate Change Research

IDEAS

Peer-reviewed articles, research reports, blog posts, and datasets

OBJECTS

Art, images, videos, data visualizations, maps, and music

PEOPLE

Video or audio-based interviews if publishable), human-centered stories (blog posts, videos, audio recordings), academic profiles

Affect

How does this make you feel?
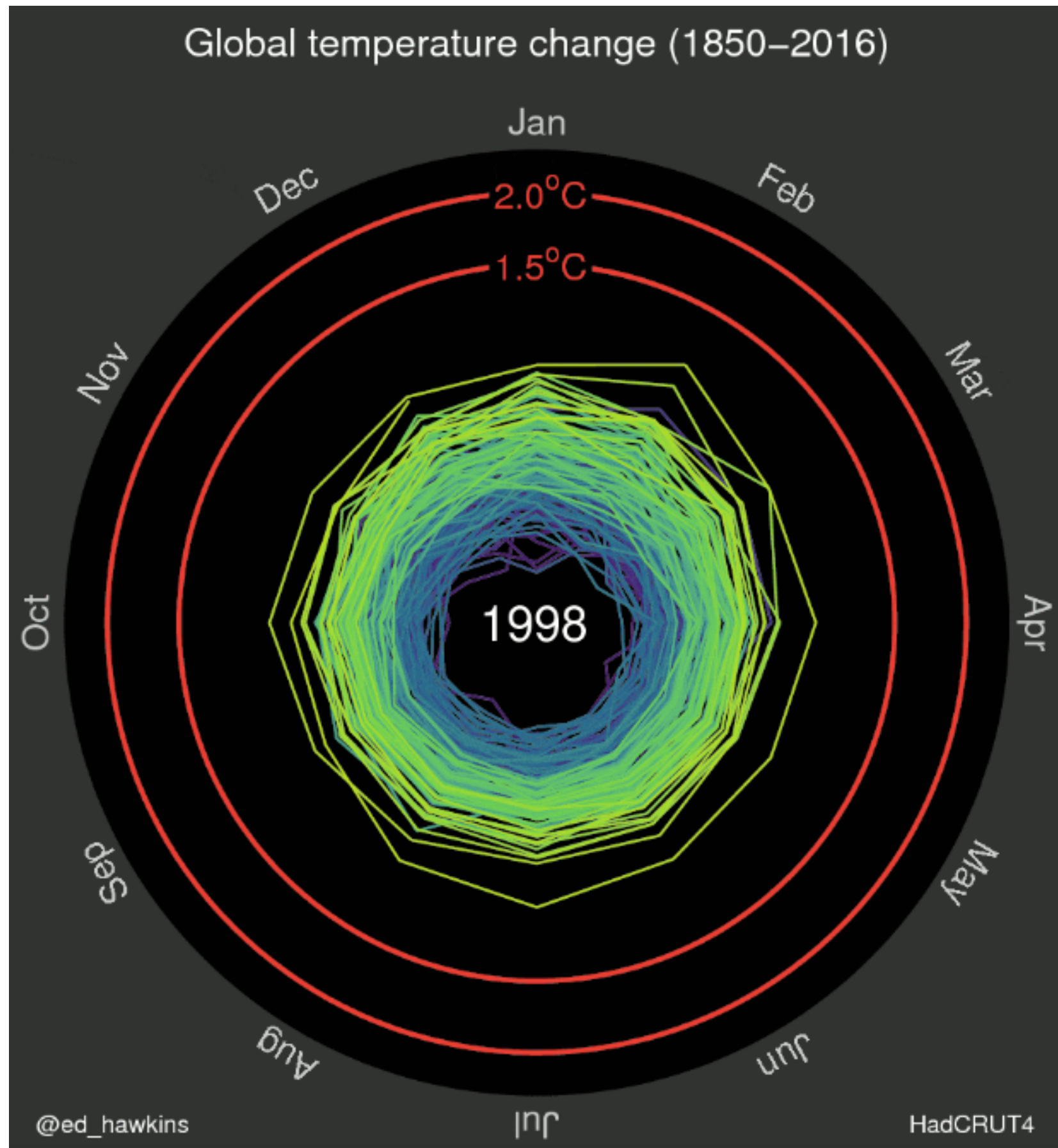
A Picture of Energy Use

Data Visualization

1960   1970   **1980**   1990   2000   2010

Global temperature change (1850–2016)

Climate Spiral

By Ed Hawkins

• Together with a partner, please discuss and write down all the elements of communication taking place in this GIF.

Why communicate climate change research to the public?

THANK YOU!

crcresearch.org
crcresearchexhibit.com
www.changingtheconversation.com
mc-3.ca

Find us on social media