



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?
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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

2.27 billion

YOUTUBE

1.9 billion

INSTAGRAM

1 billion

TWITTER

321 million

LINKEDIN

303 million

PINTEREST

300 million

WECHAT

889 million



Social strategy cont'd

STEP 2: Research relevant hashtags

STEP 3: Establish a personalized voice and tone

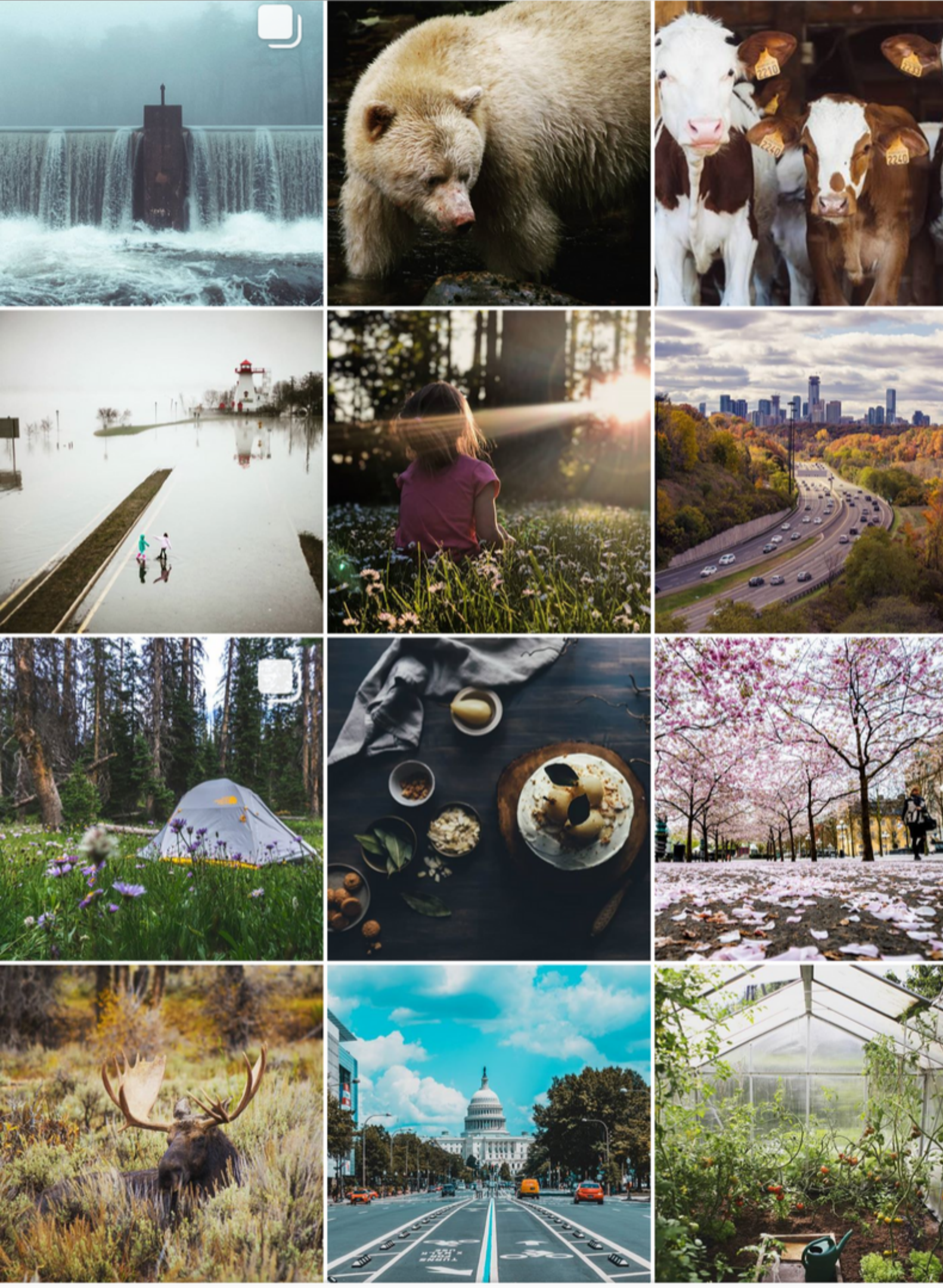
STEP 4: Use a social media management tool

STEP 5: Experiment with posting times

STEP 6: Set goals

Personalizing Your Content

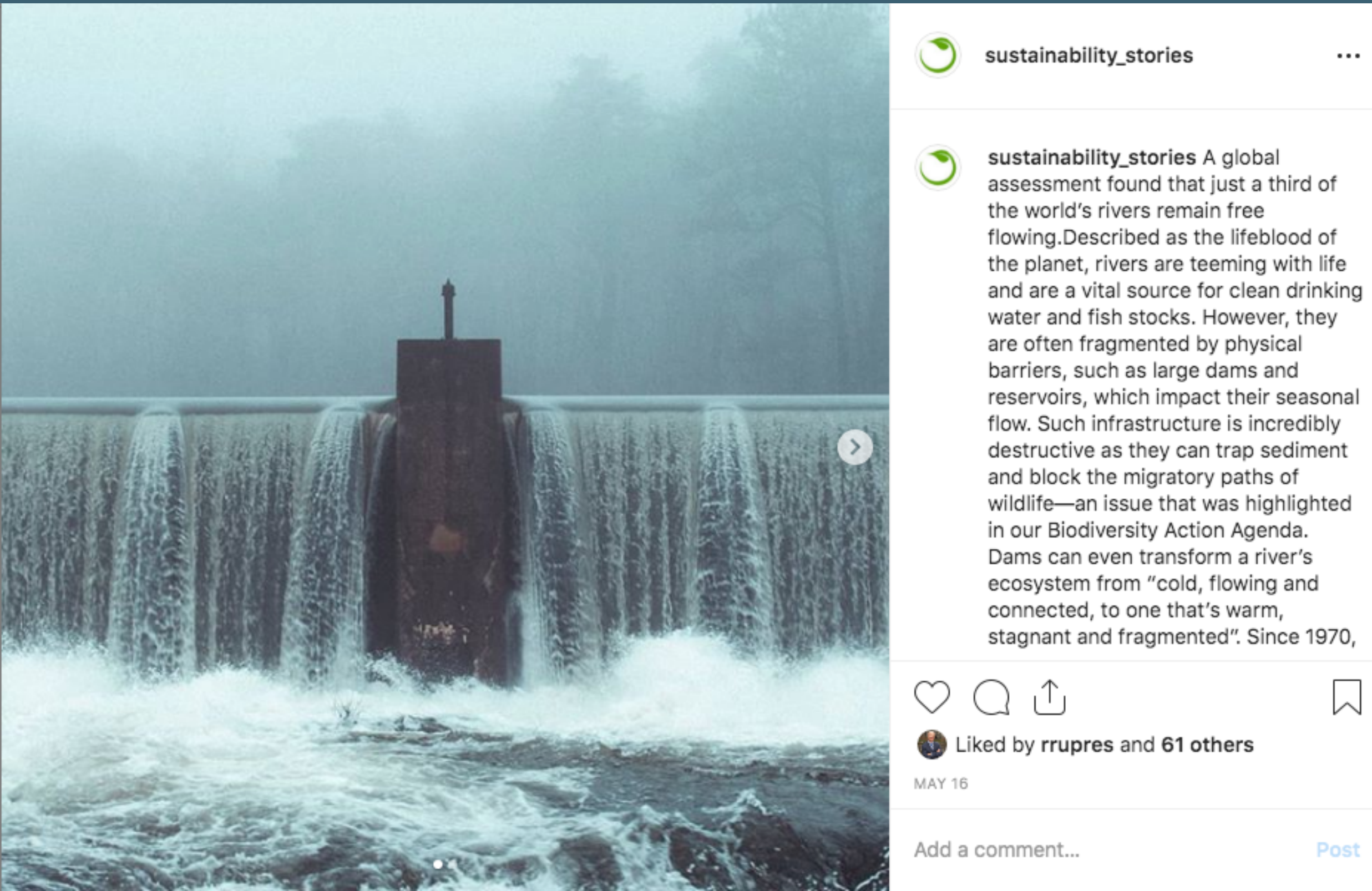
- ✓ Use a conversational tone
- ✓ Share personal experiences related to your research
- ✓ Document your day-to-day experiences
- ✓ Provide a behind the scenes glimpse
- ✓ Share the occasional selfie or group photo
- ✓ Interact with other users and have conversations



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 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

aspenforesthme 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 Institution 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





MC³: MEETING THE CLIMATE CHANGE CHALLENGE



MC³: PHASE 1 (2011-2013)

In response to the threat of CLIMATE CHANGE, the province of BRITISH COLUMBIA introduced innovative legislation and policy in 2009 that went far beyond those of other North American jurisdictions. To explore municipal approaches and innovative local responses, we identified 11 leading community innovations in the province as case studies.

During the first phase of the project we set out to:

- collect data on climate actions from leading communities;
- conduct a comparative analysis of their climate change and sustainable development practices;
- isolate cross-scale and peer-to-peer knowledge transfer between communities;
- mobilize knowledge on climate action to enhance social learning;
- and, accelerate action on local climate change adaptation and mitigation in communities across BC.

MC³ 2.0 PHASE 2 (2014-2017)

During this phase, we re-interviewed a sub-sample from our initial case studies to explore how and in what ways their current development paths had changed and their actual GHG reductions.

Our goal was to contribute to theories around the nature of change in current development paths and explore whether change had been incremental, reformative or transformative.

We developed indicators of these changes by:

- investigating policy, technology, and network related climate innovations occurring in BC;
- identifying the common drivers and barriers to action;
- and, investigating the role that knowledge mobilization plays in contributing to action at different scales.



CASE STUDY COMMUNITIES

Campbell River	T'Sou-ke First Nation
City of North Vancouver	Revelstoke
City of Dawson Creek	Surrey
Eagle Island	Carbon Neutral Kootenays
Prince George	Victoria
City of Vancouver	



CONCLUSIONS

We have gathered new scientific evidence about whether mitigation and adaptation activities resulted in transformative changes toward more sustainable paths at the local scale. We have been developing a coherent theory of development path change, the conditions under which development paths can be transformed, including the drivers and barriers to action as well as key indicators associated with such a shift.

The Intergovernmental Panel on Climate Change recently released an alarming special report warning that we have roughly 12 years to act on climate change. Before we face catastrophic changes to the planet, to meet our COP 21 commitments to hold to a 1.5-degree increase, we believe the following actions need to occur immediately and simultaneously:

- End the polarized debate now happening between the Federal and Provincial governments. Do so by establishing a high-level Round Table of Canadian leaders to develop the necessary transition strategies so Canadians can see different ways forward to a carbon neutral economy;
- Implement the Sustainable Dialogues Canada scientific report, Pathways to a Low Carbon Economy;
- and, move to a multi-level governance model.



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



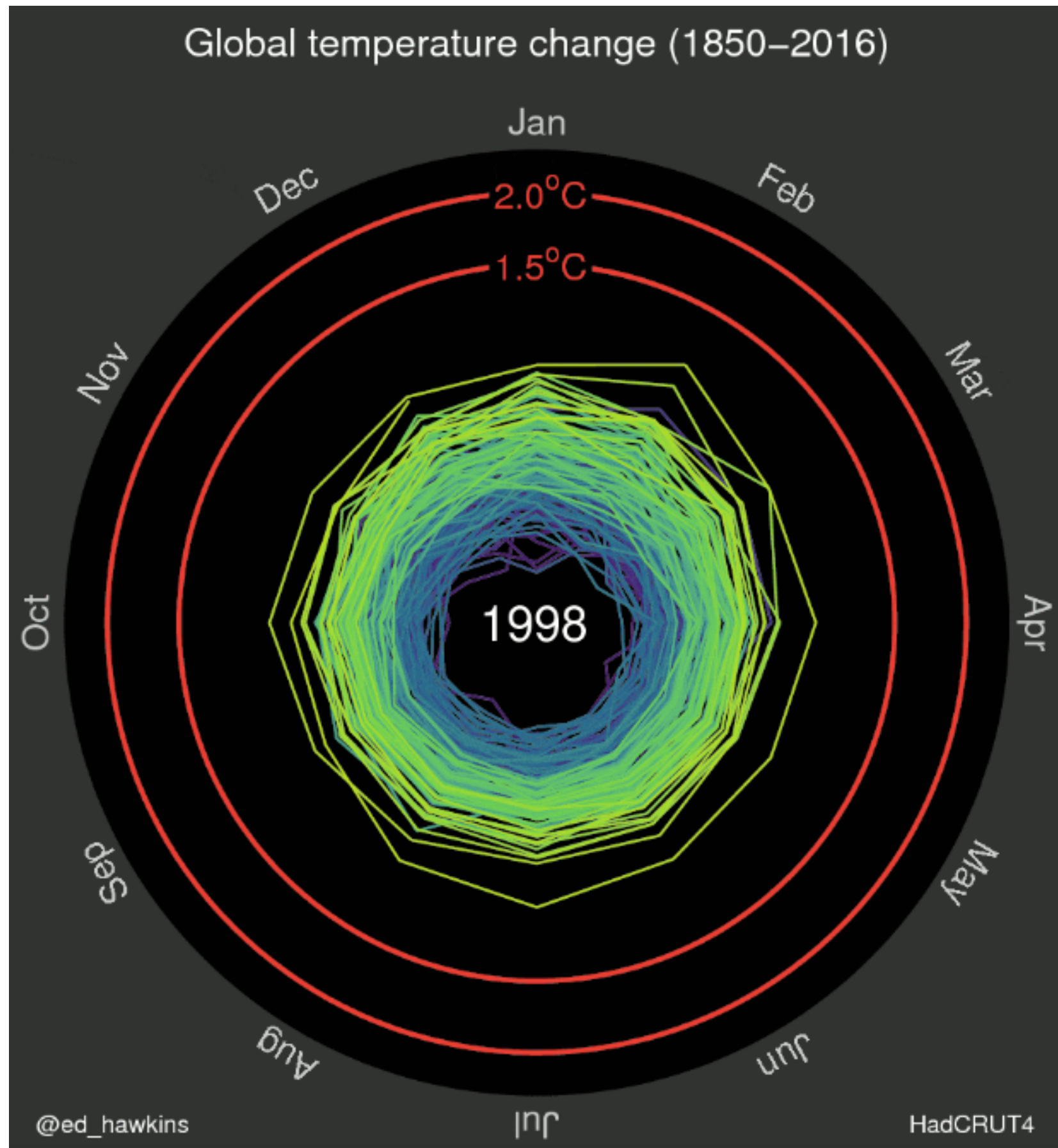
1960 1970 1980 1990 2000 2010



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

