

From a dialogue to the creation of a project: Publics participation in science communication

The role of scientific mediation has been ever-changing due to the evolution of the relation between science and society. Beyond the transfer of knowledge to a lay audience, public engagement with science also helps uniting people with different values and life experience and thus to involve the audience in the construction of a common vocabulary, point of views, services or products, etc.

What are the different types and level of involvement? How can we create conversations on controversial matters? Can the audience influence research and innovation? What will be the evolution of the “explainer”?

This training helps integrating public participation in science communication activities. It presents different tools and methods that allow more collaboration with the audience. Those tools are adaptable and can be integrated in your existing offers to add new activities.

Duration: 2 days

Objectives

To organize public engagement activities that make room for more audience involvement.

Learning objectives

- Defining the level of audience participation expected
- Wearing the hat of a “facilitator”
- Adapting or creating discussion games
- Helping the evolution of the roles given to explainers and audiences

Learning progress

- **Participatory approach**
Definition and scale of participation, the role of facilitators.
- **Discussion games –a tool for more participation**
Challenges and typology of the games ; organization of a game.
- **Living Lab, to produce with the audience**
What’s the Living Lab approach in the context of scientific mediation? Definition and examples, key steps, case study, challenges and setbacks, relevancy.

Technical and educational resources

The training offers several configurations depending on the activity: group or individual work, work in pairs or small teams.

It favors participative methods like case studies, games, etc. which help people gain ownership of the notions studied. The different mediums used (PowerPoint presentations, articles and studies, bibliographies...) will be distributed to each participant. The tools used during the training will also be distributed at the end.

Support

A certified trainer will oversee the training.

Monitoring

An attendance sheet has to be signed by the trainer and the participants for each half-day of training.

Assessment of the results

This training does not end with a diploma or a certification.

Different methods are used to evaluate satisfaction and skills acquisition:

- A survey will be sent to each participants two weeks before the training to learn about their experiences and specific expectations.
- Case studies help evaluating live the knowledge acquired during the training.
- A self-administered survey will be filled by each trainee at the end.
- An attendance sheet summing up the skills acquired during the session will be distributed at the end.
- A call can be organized to review the training.

The target of the training

It targets professionals in charge of science communication projects : animators, guides, edutainers, facilitators, librarian, project manager

Prerequisite: Experience in creating/hosting mediation sessions.

Logistics

The training is organized by the client, who provides a room adapted to their needs.

To make sure the training goes smoothly, each group will be composed of a dozen of trainees (12 at most, cancellation below 5).

Feedback

« New methods to interact with a diverse audience are very important given the population I am currently working with. I discovered new tools that will be useful for all kinds of projects. »

« To experiment yourself to understand the theory. » "