Communication and Outreach

Getting the Right Message to the Right People

- Some scientists predict that by 2050, there will be no fish in the oceans and that jelly-fish will have taken over;


National Geographic

How can you communicate better about the future of fish stocks ....

Using the Element of Surprise

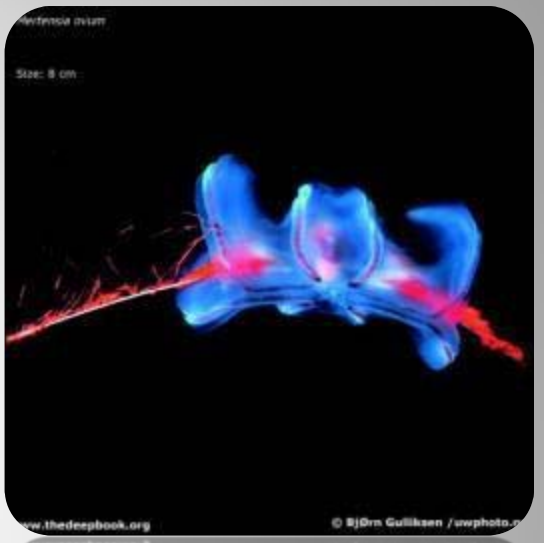
Why not tasting what might be the fish of the future...

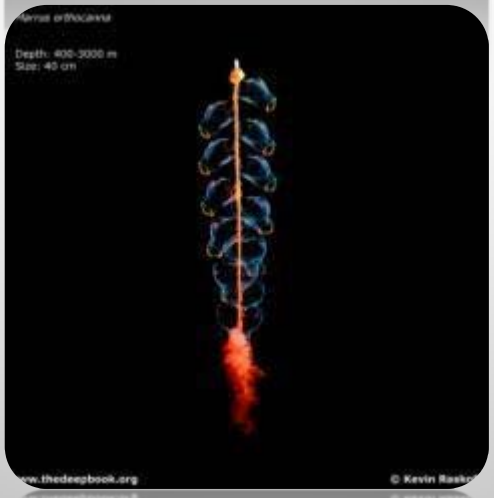
- The jelly-fish you tasted has been processed by (1) dehydration in salt; (2) cutting in narrow pieces; (3) rehydration in a marinade of sesam-oil/seeds and other spices; it is very healthy, since it contains virtually no fat and little proteins/calories.

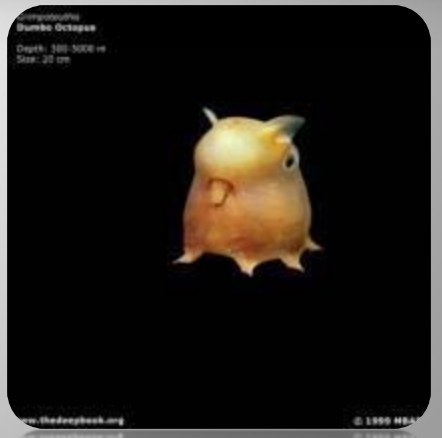
Jelly-fish?

Chinese saying: *"Chinese people eat everything that has two legs, except for a table; and everything with two wings except for an airplane" .*

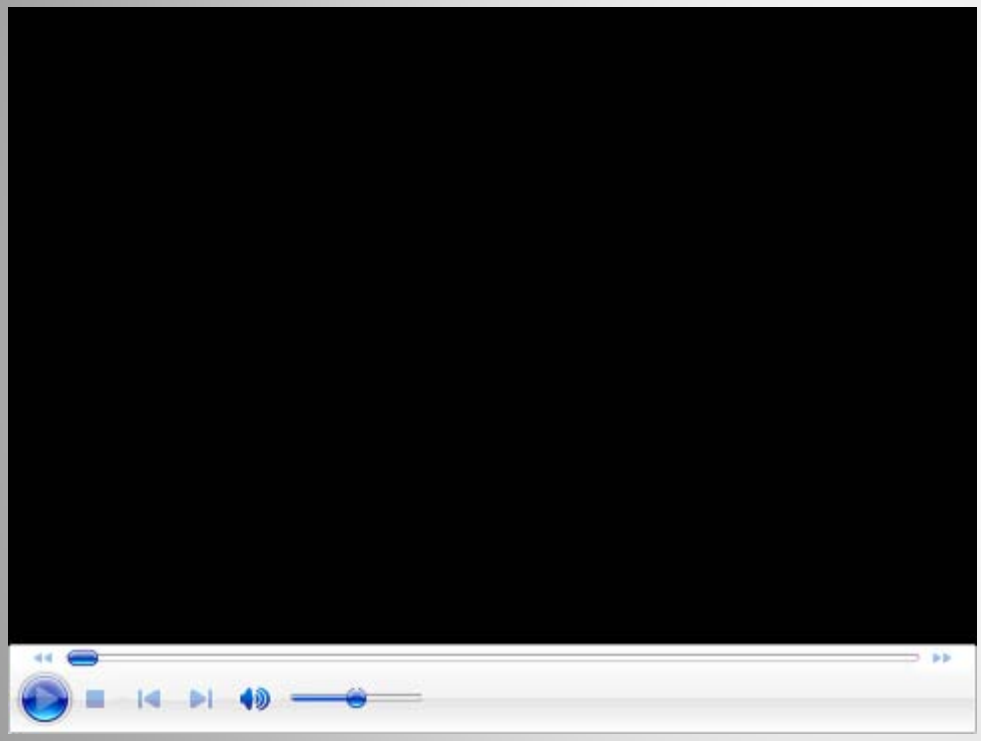
The Surprise of the Ocean 1







The Surprise of the Ocean 2



- The barreleye (Macropinna microstoma), a spookfish of the Pacific, occurs along the North American coast;

- It is less than 10 cm (4 inches) in length and brownish in color;

- Has a transparent head and the eyes rotate inside of it.

The Surprise of the Ocean 3

The Oceanariums/Aquariums are of the most visited Science Museums.

The Democratization of Information and knowledge

i. The access to information has traditionally been a privilege of a selected few. But a more educated population, Social media and the Read/Write web have changed that.
ii. Information has been democratized by these social and technological revolution allowing wider groups to decide.
iii. Pros and cons for the individuals, organizations and nations:
    - For Individuals, it empowers them and they are no longer reliant on organizations for information. However, **the accuracy of information cannot be guaranteed which may be misleading**.
    - For organizations, it allows greater transparency of organizations and allows faster product developments via open-source technology, even though their support is highly dependent on the goodwill of the community.
    - For nations, it increases the nation's competitive advantage and promotes freedom of speech. However, due to digital exclusion, not everyone in the nation benefits.

Science communication

i. From the democratization of information it was generated a need to make science more accessible to the general public.
ii. Science communication generally refers to media aiming to talk about science with non-scientists.
iii. Created a group of persons/organisations specialised in translating scientific language to non-experts
iv. It includes science exhibitions, science journalism, science policy, science media production…

Dissemination:

the act of dispersing or diffusing something (e.g. diffusion of knowledge), making available appropriate information to the target audience.

Dissemination

Types of Dissemination

i. Dissemination for Awareness: Intended for target audiences that do not require a detailed knowledge of the message to disseminate. But it is helpful for them to be aware of activities and outcomes.

ii. Dissemination for Understanding: Intended for groups/audiences that can benefit from what the message to convey and thus need a deeper understanding of the message.

iii. Dissemination for Action: Intended for groups that are in a position to “influence” or “bring about change” of practice resulting from the effective use of the information to disseminate.

Dissemination

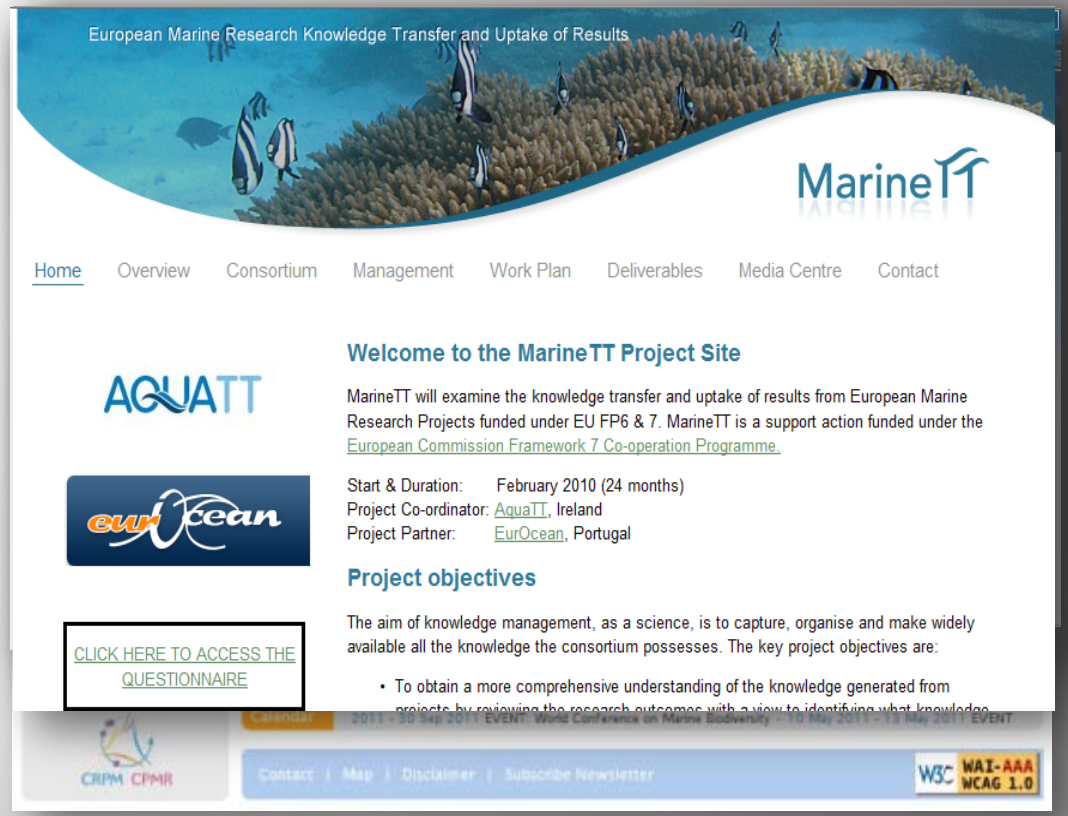
Target groups and corresponding dissemination levels

	Awareness	Understanding	Action
General public	x		
Education Sector	x	x	
Policy Makers and Decisors	x	x	x

Targeted Dissemination - General public

Internet Websites and Portals

The Internet is currently a major vehicle of sharing information on all topics and also on topics related to marine science and technology in Europe.

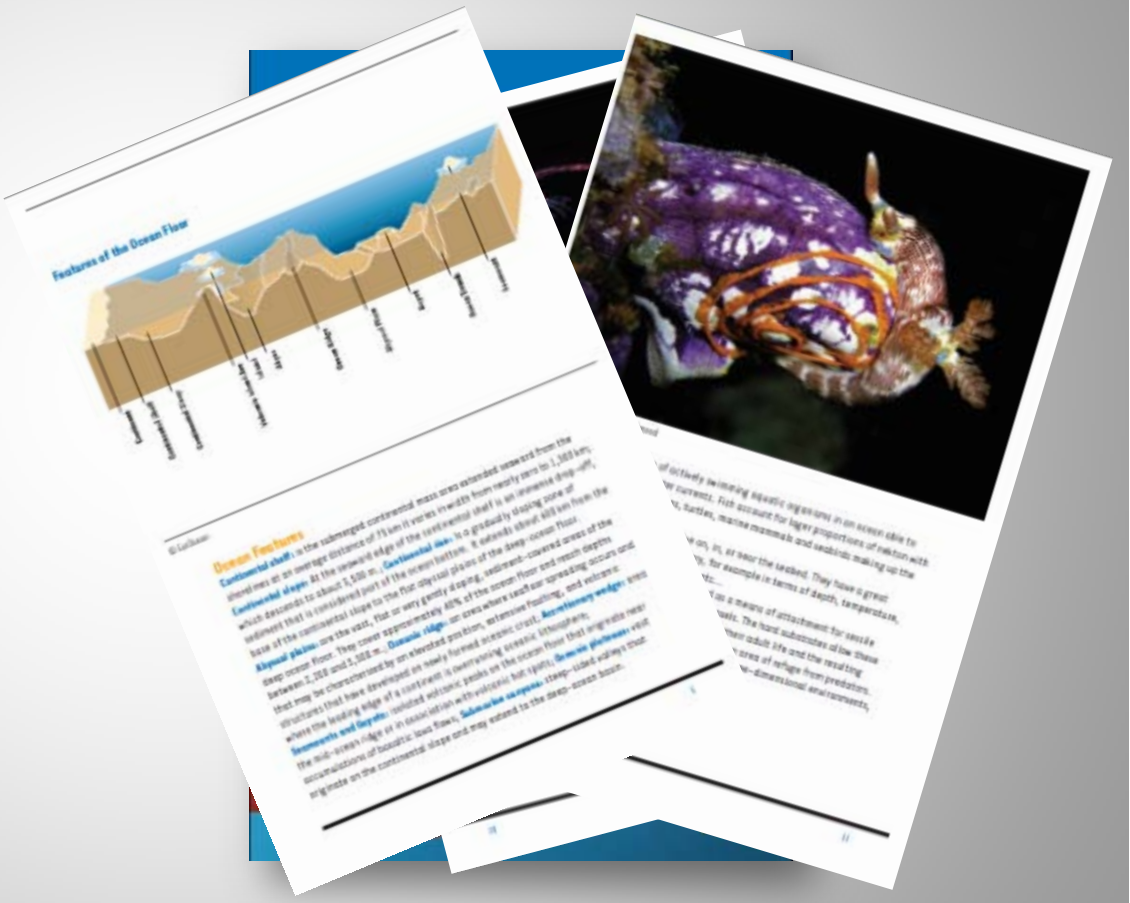


Targeted Dissemination – Education sector

Uncovering the Ocean Secrets - A cruise trough the Blue - Education Sector

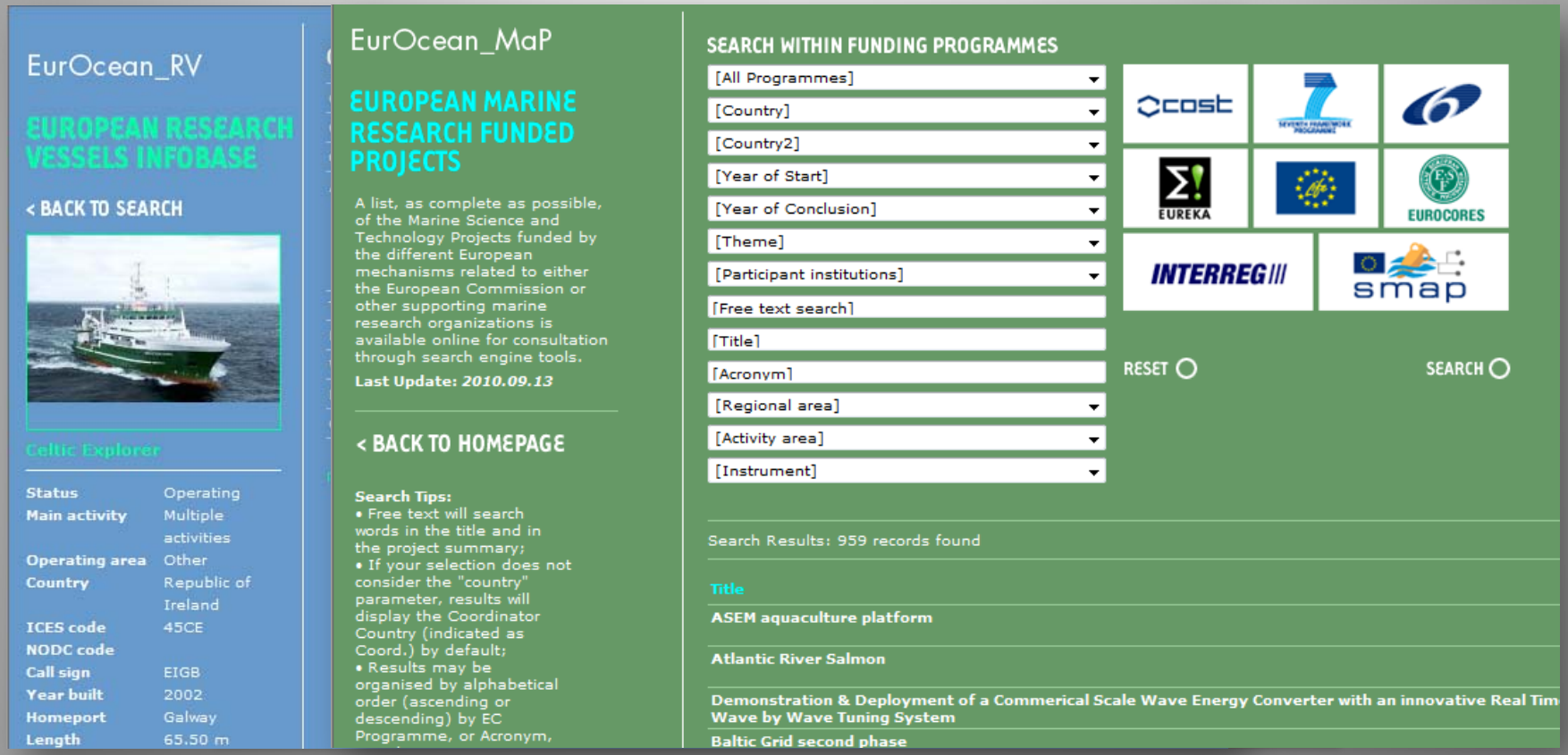
An Educational brochure, aimed at the secondary level students.

Can be used by teachers as mediators/multipliers or by students directly



Targeted Dissemination – Policy and Decision-Makers

Data and InfoBases



Targeted Dissemination – Policy and Decision-Makers

Informative Posters

Geo-statistical “snapshot” of the status of the European research fleet and European Underwater Vehicles.

Targeted Dissemination – Policy and Decision-Makers

Statistical Reports

A statistical report of the dedicated funds to Marine Research in the 6th FP and the evolution of marine research trough the previous FP.

Thanks for your attention

telmo.carvalho@fct.mctes.pt