

Public Engagement with Research

Research Bites Seminar

29 April 2020

The Public Engagement with Research Unit: PERU



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Biomedical Sciences

Poll

What do you think are the main benefits of doing PE?

1. Inform the public/raise awareness of your research
2. Ensure your research stays relevant
3. Contribute to public debates
4. Recruit students to your subject

Definition of Public Engagement

"Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition a **two-way process**, involving interaction and listening, with the goal of generating **mutual benefit**."

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Who are the PUBLIC?

Stakeholders in your research:

- Private sector
- Public/ third sector (e.g. museums, galleries, charities)
- Government and policy-makers
- Patient groups
- Media
- Society as a whole:
 - Schools, pupils, teachers
 - Families and children
 - Young people (age 18-25)
 - Adults
 - Community groups



Internal Drivers

- A lever to enhance competitiveness of research applications through the growing importance of impact and 'engaged research'
- Profiles research excellence - year-round activities programme for research engagement and dissemination
- Links to other strategic aims e.g. Student Recruitment
- Brokering partnerships with external organisations, showcasing our research, making it relevant
- Upskilling: skills and career development



External Drivers



- Major funders and research councils strategic reviews (growing importance of engagement and impact)
- Increased competitiveness means raising our game at every opportunity
- External profile of University, not just in research but across a range of measures
- Impact (increase to 25% in REF2021) and the changing landscape of 'engaged research'



What We Do

- Support with grant and fellowship applications
 - Who are your stakeholders/beneficiaries?
 - How do they benefit?
 - Can your research benefit?
 - How will you work with them and when?
 - How much will it cost?
- Development of bespoke PE plans
- Opportunities to engage with publics and stakeholders across research lifecycle
- Provision of training and development (including PGR)
- Support with public engagement projects, such as exhibitions, schools events, lectures and interactive ideas
- Coordination of incentive and award schemes



Incentives

- Public Engagement Enabling Fund
<http://www.abdn.ac.uk/engage/staff-students/enabling-fund-for-public-engagement-with-research-153.php>
- Public Engagement Prize
<http://www.abdn.ac.uk/engage/staff-students/2column-page-152-152.php>





Partnerships

City Wide

ABERDEEN {
FESTIVALS

Enriching Aberdeen's cultural life
by working together to develop and
promote its distinctive festivals



Visit**Aberdeenshire**



**ABERDEEN ART GALLERY
& MUSEUMS**

Aberdeen Science Centre



Events Opportunities

- British Science Week
- May Festival
- Aberdeen Science Festival – Techfest
- AHRC Being Human Festival
- ESRC Festival of Social Science
- Community Café series
- Talking Science radio show
- PechaKucha series
- Bright Club
- Doors Open Day
- Explorathon
- Cell Block Science



Doors Open Days
get into buildings!



Research grant: **EXPLORATHON '18**
ONE NIGHT • UNLIMITED DISCOVERY



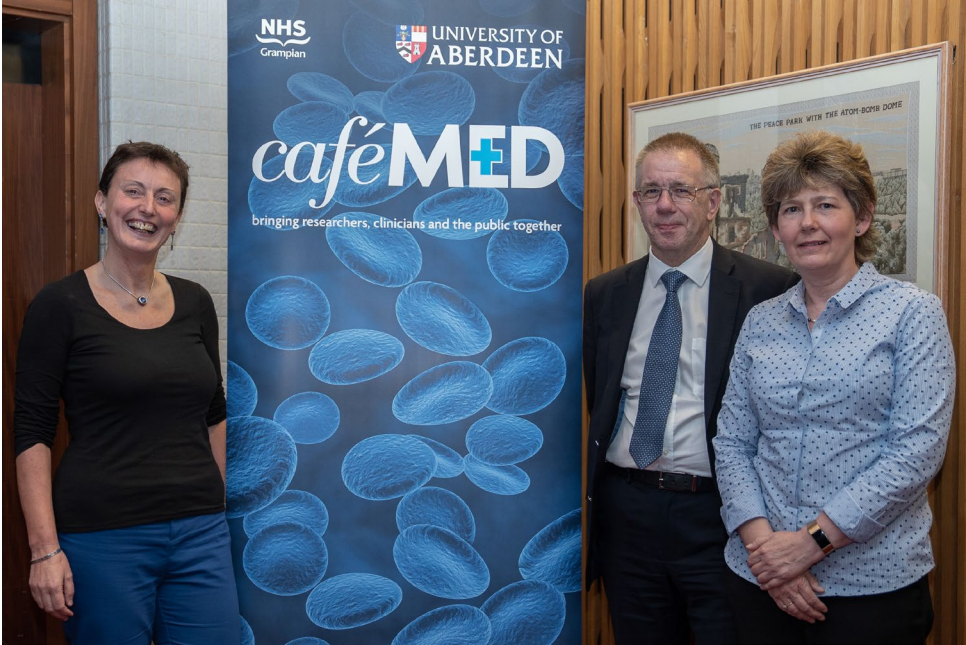
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PechaKuchaNight™

20 X 20
IMAGES SECONDS

A PechaKucha presentation consists of:

- 20 image- based slides
- Each for 20 seconds
- Total presentation of exactly 6 minutes, 40 seconds





DOORS **OPEN**DAYS

Get into buildings!



2nd Saturday in September



University Venues typically open

Confucius Institute

Kings Chapel

Kings Museum

Special Collections Centre – Sir Duncan Rice Library

Zoology – will include museum and family friendly events with Techfest

Elphinstone Institute

Dental School

IMS

Rowett

Suttie

Typically attract around 4000 visitors to both of our campuses and around 15,000 to approx. 50 buildings across the city.

Cell Block Science

2 year Wellcome funded project, 2018-19

Trialled in 2017 by University of St Andrews

Now rolled out across the country

Involves delivery of interactive education sessions for prisoners in a prison

HMP Grampian







Festival of Social Science, November





Planning an activity: tips

- Brainstorm lots of ideas
- Consider your budget: do you have funds, do you need to apply?
 - Several sources available
- Identify key messages
- Choose your audience
- Find a hook
- Tell a story: engage people through emotions rather than information
- Find relevance: what you think it's important vs what interests them
- How are you going to evaluate
- Which teams can support you: peru, events, marketing, comms
- Think about logistics: type of venue, number of participants, tickets...

Logic Model

Purpose:					
People (audiences/ participants):					
Inputs:	Activities:	Outputs:	Short term/ outcomes	Medium term impacts	Long term impacts
Assumptions:			Factors/ Risks:		
Evaluation					

What is evaluation

“Evaluation is a process of collecting evidence and reflection that will help you understand the dynamics and effect of your work, and help inform future projects or approaches.

Used correctly, evaluation is a valuable tool that enables you **to learn from your experiences** and to **assess the impact of your work.**”

NCCPE

Planning your evaluation

- What is the evaluation for?
 - For whom is the evaluation for?
 - What do you want to measure?
 - How will you collect the evidence?
 - How will you analyse the evidence?
 - What will you do with you findings?
 - How does this evaluation relate to/ align with your overall public engagement strategy and its evaluation?
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Poll

Would you be interested in learning more about methods of evaluation?

Yes/No

Group activity

Randomly split in groups

Plan an activity with an assigned audience and topic

Audience:

- Primary school class
- Teachers at CPD event
- Policy makers at Scottish Parliament.
- Teenagers

Topic:

- Climate change
- Pandemics
- GM Food
- Crime and punishment

- Consider the practicalities: budget, venue, marketing, IT issues.
 - Option: plan a digital/online activity?
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Poll

What would encourage you to do more PE?

1. Workload
2. More training and support
3. More recognition by line manager/University
4. Nothing: it's not for me!

Other support

- **Impact and Knowledge Exchange Team:** support for industry engagement and commercialisation
 - Contact Ann Lewendon: a.lewendon@abdn.ac.uk
- **Public Affairs and Stakeholder Engagement:** support for promoting the expertise of the University to political, policy and civic audiences.
 - Contact Angela Michael: a.michael@abdn.ac.uk
 - Contact: publicaffairs@abdn.ac.uk
 - For community engagement, Elaine Sinclair: e.sinclair@abdn.ac.uk

peru@abdn.ac.uk

www.abdn.ac.uk/engage



PEatUoA