

# PUBLIC SCIENCE COMMUNICATION AS PART OF THE RESPONSIBLE CONDUCT OF RESEARCH

– an example from Finland

# Responsible science communication

– some challenges and (three possible) solutions



Challenge: Sharing your  
research Within Scientific  
Community

Challenge: Sharing your  
research Beyond  
Academia

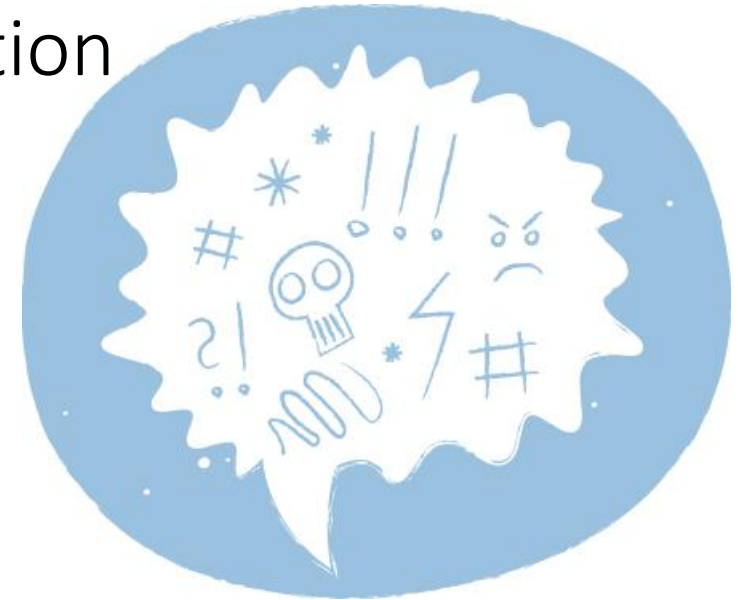
Challenge: Where is all the  
information?

# Sharing your research Within Scientific Community:

## Challenge: authorship issues

- Massive increase in co-authorship
- false expectations
- unclear arrangements & poor communication  
→ Authorship disputes

## The three G's: guests, ghosts and gifts



# Recommendations for authorship in scientific publishing

**Solution:** to prevent future disputes on authorship, TENK is preparing a recommendation

- The aim is to guide research projects on agreeing on principles of authorship as early as possible.

....will be published in fall 2017

# Sharing your research **Beyond Academia**

- “Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to **share in scientific advancement** and its benefits” the Universal Declaration of Human Rights, Article 27
- “Researchers should ensure that their research activities are made known to society at large in such a way that they can be understood by non-specialists, thereby improving the public’s understanding of science.” European Charter for Researchers and on a Code of Conduct for the Recruitment of Researchers, 2005
- “Authors are[...] **honest in their communication to the general public and in traditional and social media.**” The European Code of Conduct for Research Integrity, Revised edition 2017

# Sharing your research Beyond Academia

## Challenge: Motivation

The current review and crediting system of a research career do not support researchers sufficiently to communicate their results beyond academia.

→ **finding time** for science communication is often troublesome



# Sharing your research Beyond Academia

## Challenge: Motivation

- Should public engagement be assessed and credited more strongly?
- How this should be done? Do we need social-web-based metrics?



# Sharing your research Beyond Academia

Challenge: Inappropriate feedback

“The dark side of the openness”

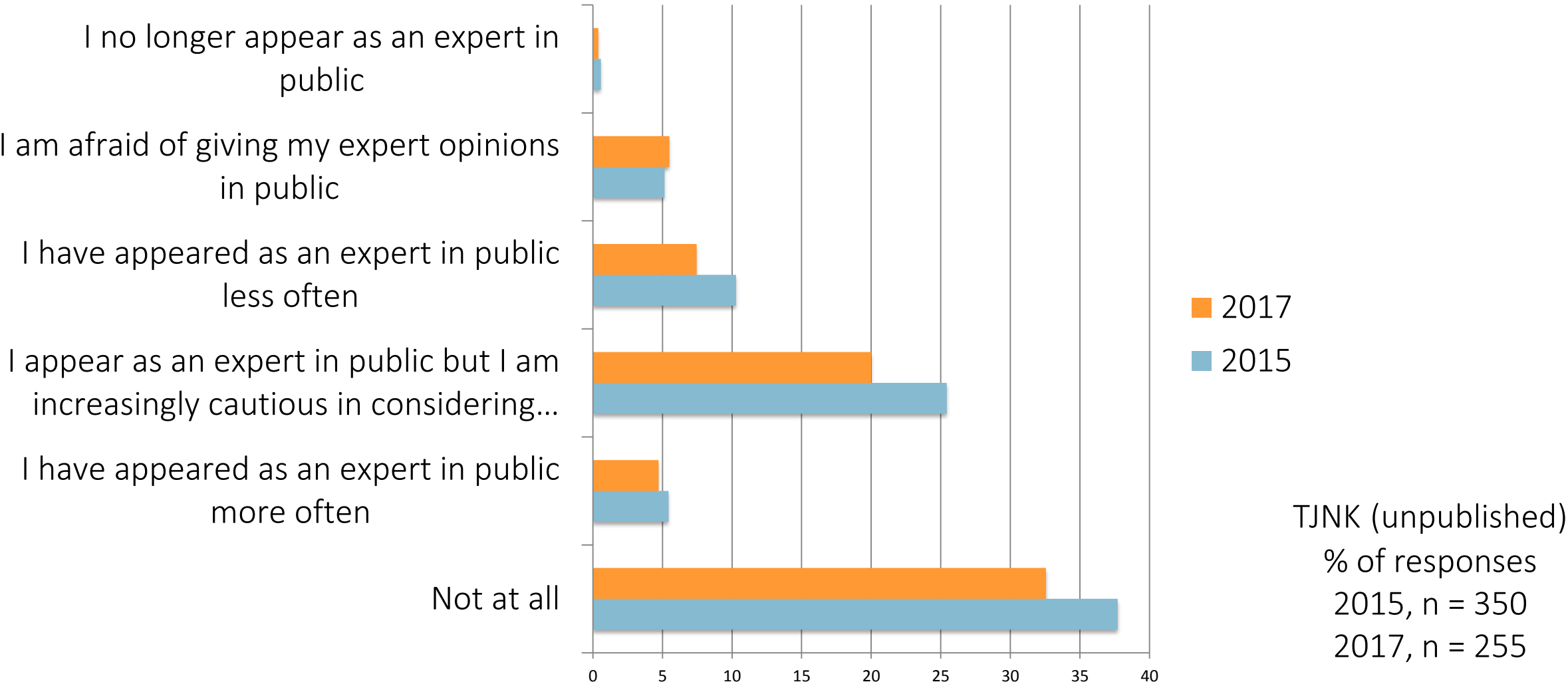
- even hate speech
- nb! neutral or positive feed back prevails!





# Online survey on feedback experienced by researchers in expert roles (2015, 2017)

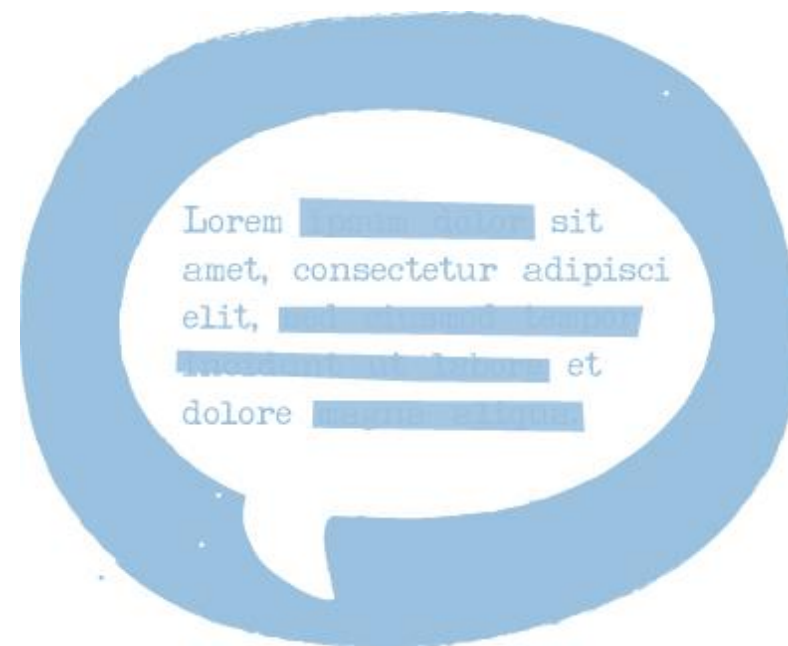
If you have received inappropriate feedback yourself, how has it affected your public activities as an expert?



# Sharing your research Beyond Academia

**Solution:** to diminish the impact of hate speech collaboration with Finnish PEN

- to promote freedom of expression
- to mitigate self-censorship



# Communicate boldly, influence responsibly

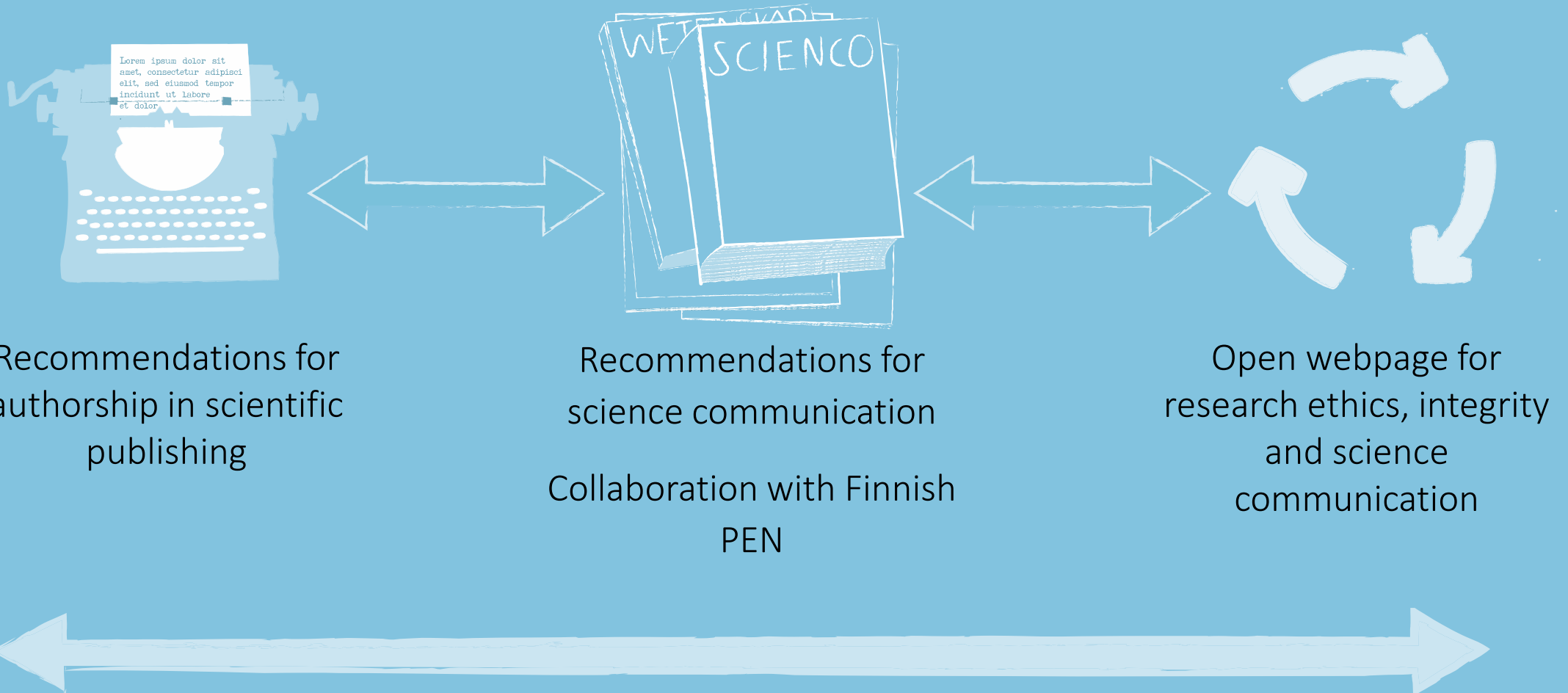
**Solution:** Recommendations on science communication

1. Communicate boldly
2. Enable science communication
3. Illuminate the scientific process
4. Influence responsibly
5. Knowledge culture builds society
6. Science belongs to everybody

... will be published in fall 2017

# Responsible science communication

– some challenges and (three possible) solutions



# Responsible Research

YOUR GUIDE TO RESEARCH INTEGRITY AND SCIENCE COMMUNICATION

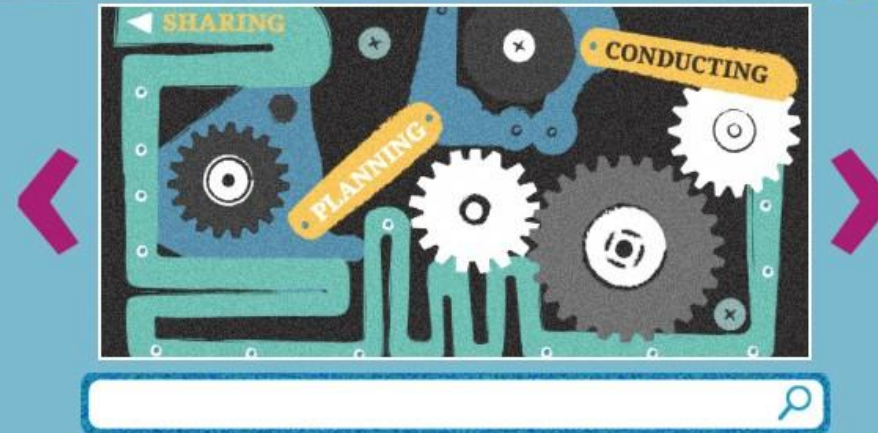
Planning

Conducting

Sharing research results

Reuse

Further Materials



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## Lorem Ipsum

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*Thank you!*

iina Kohonen  
iina.kohonen@tsv.fi