

University and Public Engagement

The International More Pe Project



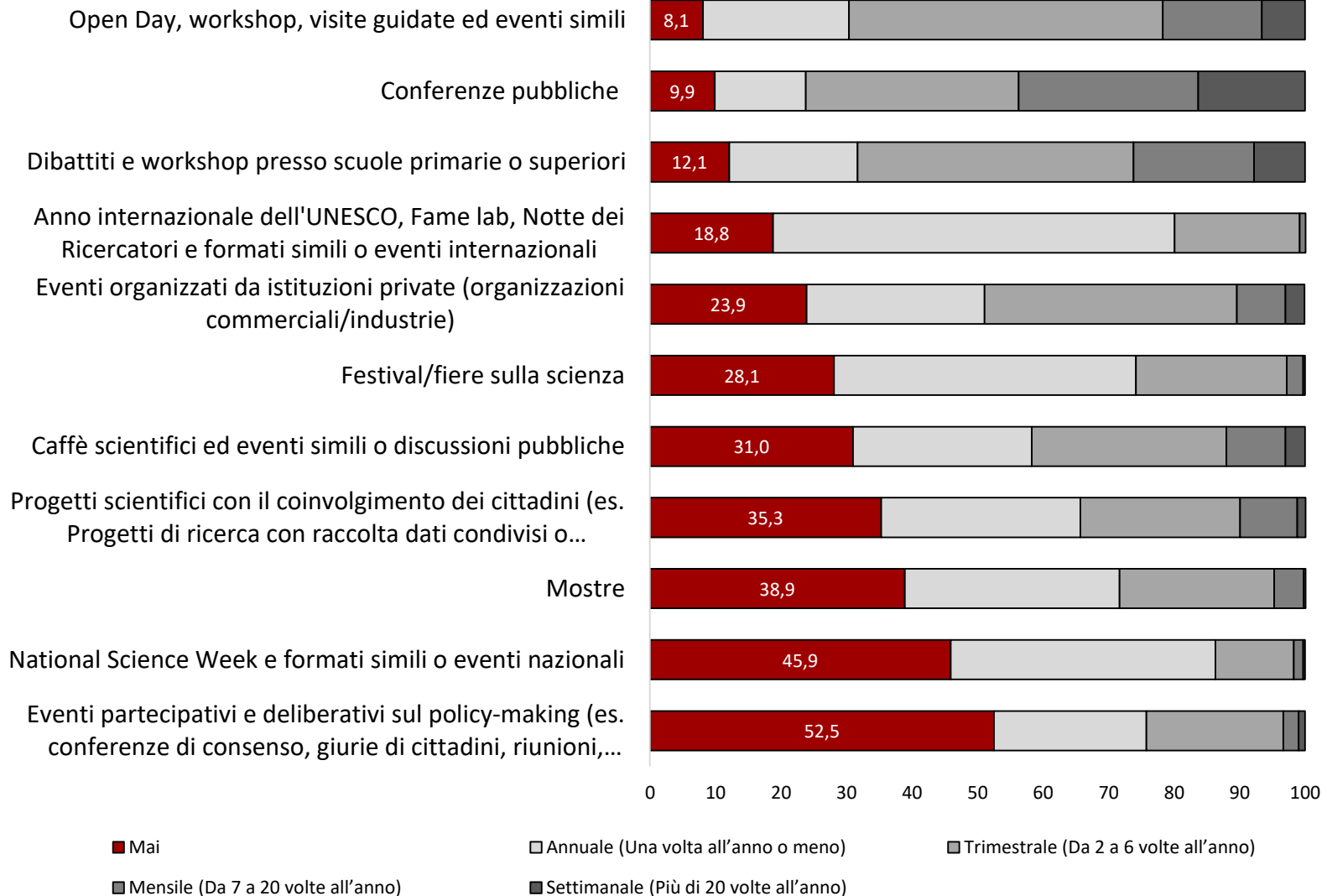
Giuseppe Pellegrini
Università di Trento
Observe Science in Society

UNIVERSO E CAMPIONE DI RI COINVOLTI

| OECD | Universities | Research Institutes | Total | % | Sample | % |
|--------------------------------------|--------------|---------------------|-------------|-------------|------------|------------|
| Social sciences | 243 | 22 | 265 | 23,7 | 58 | 16,7 |
| Humanities and the arts | 129 | 18 | 147 | 13,2 | 54 | 15,6 |
| Medical and health sciences | 183 | 49 | 232 | 20,8 | 61 | 17,6 |
| Natural sciences | 166 | 69 | 235 | 21 | 91 | 26,2 |
| Engineering and technology | 126 | 61 | 187 | 16,7 | 67 | 19,3 |
| Agricultural and veterinary sciences | 39 | 13 | 52 | 4,7 | 16 | 4,6 |
| Total RI | 886 | 232 | 1118 | 100 | 347 | 100 |

ATTIVITÀ DI COMUNICAZIONE PUBBLICA DELLE ISTITUZIONI DI RICERCA ITALIANE

(% valida, 2017-2018: n=347) Fonte: Progetto More-PE



ATTIVITA' DI COMUNICAZIONE PUBBLICA

| | Rotated Component Loadings - CATPCA | | |
|--|-------------------------------------|-----------------------|----------------------|
| | Institutional Activities | Engagement Activities | Diffusion Activities |
| Public lectures | 0,068 | 0,342 | 0,672 |
| Exhibitions | 0,456 | 0,631 | 0,158 |
| Open Days, workshops, guided visits and similar event formats | 0,071 | 0,009 | 0,790 |
| Science Festivals/Science Fairs | 0,746 | 0,090 | 0,165 |
| National Science Week and similar formats of national event | 0,757 | 0,251 | 0,142 |
| Science Cafes and similar formats of public discussions events | 0,396 | 0,181 | 0,603 |
| UNESCO international year, Fame lab, European Researchers' night and similar formats of international events | 0,853 | -0,033 | 0,096 |
| Deliberative and participatory events on policy-making | 0,052 | 0,795 | 0,160 |
| Events organized by private institutions (business organisations/industry/corporations) | -0,063 | 0,826 | 0,064 |
| Talks and workshops at primary/secondary schools | 0,135 | 0,114 | 0,702 |
| Citizen science projects | 0,327 | 0,644 | 0,230 |

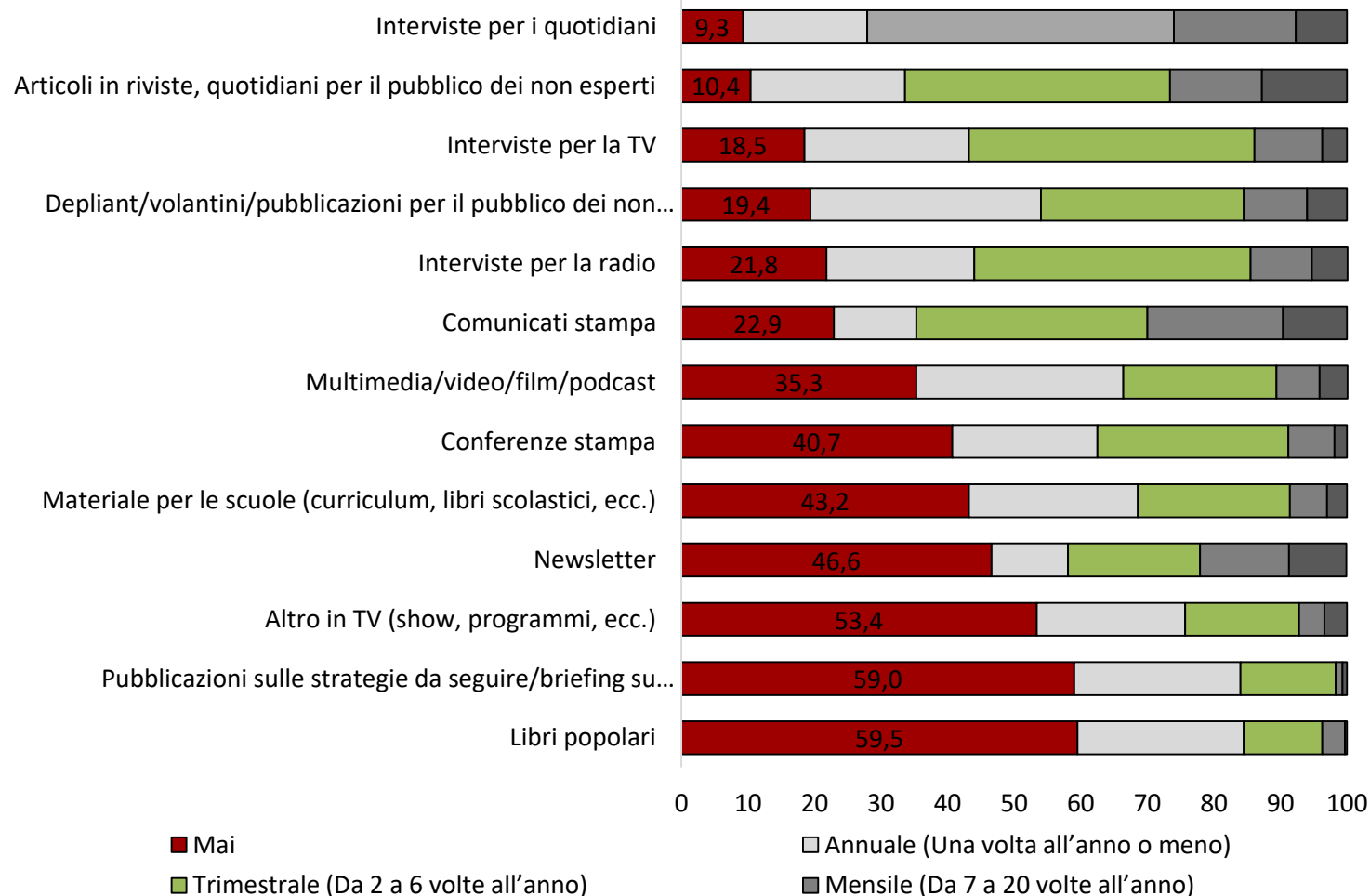
ATTIVITA' DI COMUNICAZIONE PUBBLICA

| | Public lectures | Exhibitions | Open Days | Science Festivals | National Science Week | Science Cafes | UNESCO international year | Deliberative events | Events of private institutions | Talks and workshops at schools | Citizen science projects |
|-----------------------------|-----------------|-------------|-------------|-------------------|-----------------------|---------------|---------------------------|---------------------|--------------------------------|--------------------------------|--------------------------|
| Total (Mean) | 3,26 | 1,95 | 2,90 | 2,01 | 1,70 | 2,26 | 2,02 | 1,76 | 2,38 | 2,90 | 2,10 |
| Natural sciences | 3,17 | 1,99 | 3,04 | 2,22 | 1,89 | 2,38 | 2,28 | 1,59 | 2,07 | 3,15 | 1,84 |
| Engineering and technology | 2,89 | 2,03 | 3,00 | 2,13 | 1,74 | 1,96 | 1,98 | 1,85 | 2,78 | 3,00 | 2,11 |
| Medical and health sciences | 2,77 | 1,50 | 2,33 | 1,69 | 1,45 | 1,72 | 1,85 | 1,66 | 2,25 | 2,24 | 1,92 |
| Agricultural sciences | 3,60 | 2,33 | 3,38 | 2,50 | 1,82 | 2,29 | 2,29 | 2,08 | 2,73 | 3,08 | 2,43 |
| Social sciences | 3,66 | 1,69 | 2,84 | 1,76 | 1,68 | 2,54 | 1,85 | 1,92 | 2,53 | 2,66 | 2,29 |
| Humanities | 3,94 | 2,43 | 3,04 | 1,98 | 1,54 | 2,65 | 1,92 | 1,79 | 2,27 | 3,29 | 2,43 |
| F | 9,08 | 7,39 | 5,67 | 5,72 | 2,65 | 5,84 | 5,33 | 1,38 | 4,51 | 7,63 | 3,11 |
| Sig. | 0,00 | 0,00 | 0,00 | 0,00 | 0,02 | 0,00 | 0,00 | 0,23 | 0,00 | 0,00 | 0,01 |

1=Never, 5=Weekly

CANALI/ATTIVITA' USATE PER COMUNICARE

(% valida, 2017-2018: n=347) Fonte: Progetto More-PE



CANALI/ATTIVITA' USATI PER COMUNICARE

(% valida, 2017-2018: n=347) Fonte: Progetto More-PE

| | Rotated Component Loadings - CATPCA | |
|---|-------------------------------------|-----------------------|
| | Traditional tools (media) | Specific target tools |
| Interviews for newspapers | 0,866 | 0,201 |
| Interviews for the radio | 0,867 | 0,105 |
| Interviews for the TV | 0,877 | 0,183 |
| Other TV (shows, programs, etc.) | 0,665 | 0,175 |
| Press conferences | 0,581 | 0,334 |
| Press releases | 0,735 | 0,344 |
| Newsletters | 0,059 | 0,770 |
| Brochures/leaflets/publications for the non-specialist public | 0,181 | 0,722 |
| Articles in magazines, newspapers for the non-specialist public | 0,731 | 0,290 |
| Multimedia/videos/Films/podcasts | 0,487 | 0,546 |
| Popular books | 0,358 | 0,564 |
| Policy papers/briefings on policy issues for industry, politicians, policy-makers | 0,255 | 0,659 |
| Materials for schools (curriculum, textbooks, etc.) | 0,166 | 0,659 |

TRADITIONAL MEDIA ACTIVITIES

| | N.Paper interview | Radio Interview | TV Interview | Other TV | Press con. | Press releases | N.letters | Brochure | Magazines articles | Multimedia | Popular books | Policy papers/ | Schools material |
|-----------------------------|-------------------|-----------------|--------------|----------|------------|----------------|-----------|----------|--------------------|------------|---------------|----------------|------------------|
| Total (Mean) | 2,97 | 2,54 | 2,56 | 1,82 | 2,08 | 2,81 | 2,26 | 2,48 | 2,95 | 2,13 | 1,60 | 1,59 | 2,00 |
| Natural sciences | 2,99 | 2,54 | 2,52 | 1,89 | 1,87 | 2,72 | 2,05 | 2,29 | 2,71 | 2,09 | 1,55 | 1,42 | 2,07 |
| Engineering and technology | 2,95 | 2,56 | 2,66 | 1,70 | 2,05 | 2,87 | 2,29 | 2,67 | 2,92 | 2,35 | 1,57 | 1,65 | 2,05 |
| Medical and health sciences | 2,64 | 2,09 | 2,37 | 1,59 | 2,09 | 2,66 | 2,16 | 2,15 | 2,52 | 1,81 | 1,29 | 1,46 | 1,59 |
| Agricultural sciences | 3,13 | 2,75 | 3,06 | 2,21 | 2,43 | 3,50 | 2,47 | 2,33 | 3,69 | 2,50 | 1,91 | 1,69 | 2,46 |
| Social sciences | 3,19 | 2,65 | 2,54 | 1,80 | 2,08 | 2,69 | 2,45 | 2,54 | 3,26 | 1,88 | 1,62 | 1,88 | 1,77 |
| Humanities | 3,02 | 2,82 | 2,57 | 2,00 | 2,35 | 3,06 | 2,46 | 2,98 | 3,33 | 2,47 | 2,00 | 1,63 | 2,38 |
| F | 1,77 | 2,69 | 1,32 | 1,36 | 1,61 | 1,51 | 0,92 | 4,00 | 6,11 | 3,18 | 3,87 | 2,39 | 3,86 |
| Sig. | 0,12 | 0,02 | 0,26 | 0,24 | 0,16 | 0,19 | 0,47 | 0,00 | 0,00 | 0,01 | 0,00 | 0,04 | 0,00 |

1=Never, 5=Weekly



STRUMENTI WEB USATI PER COMUNICARE



(% valida, 2017-2018: n=347) Fonte: Progetto More-PE

Aggiornamenti web
(eventi, contenuti...)

Facebook

YouTube

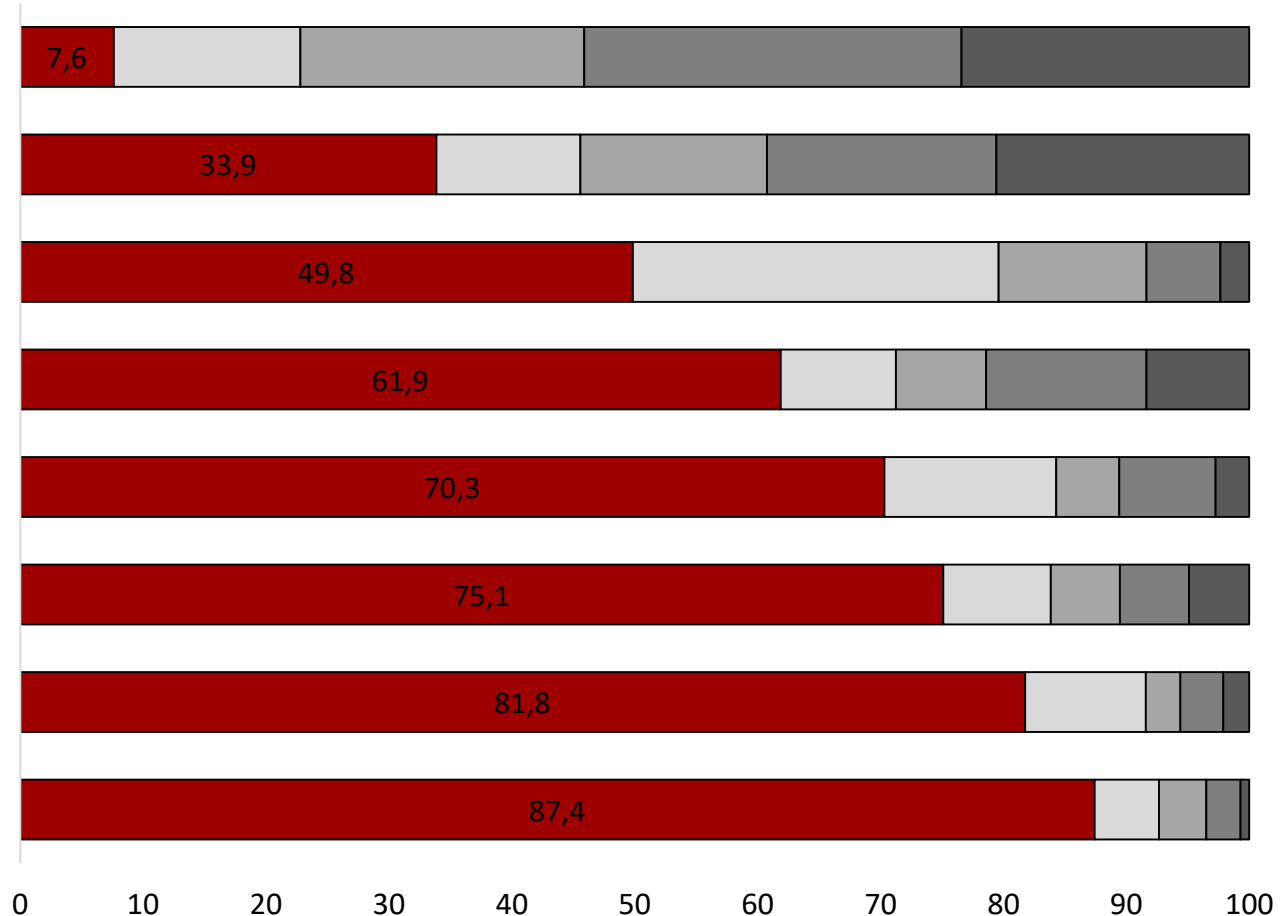
Twitter

Blog

Google+

Instagram

Podcast



■ Mai

■ Settimanale (Più di 20 volte all'anno)

■ Trimestrale (Da 2 a 6 volte all'anno)

■ Giornaliero

■ Mensile (Da 7 a 20 volte all'anno)

ONLINE MEDIA ACTIVITIES

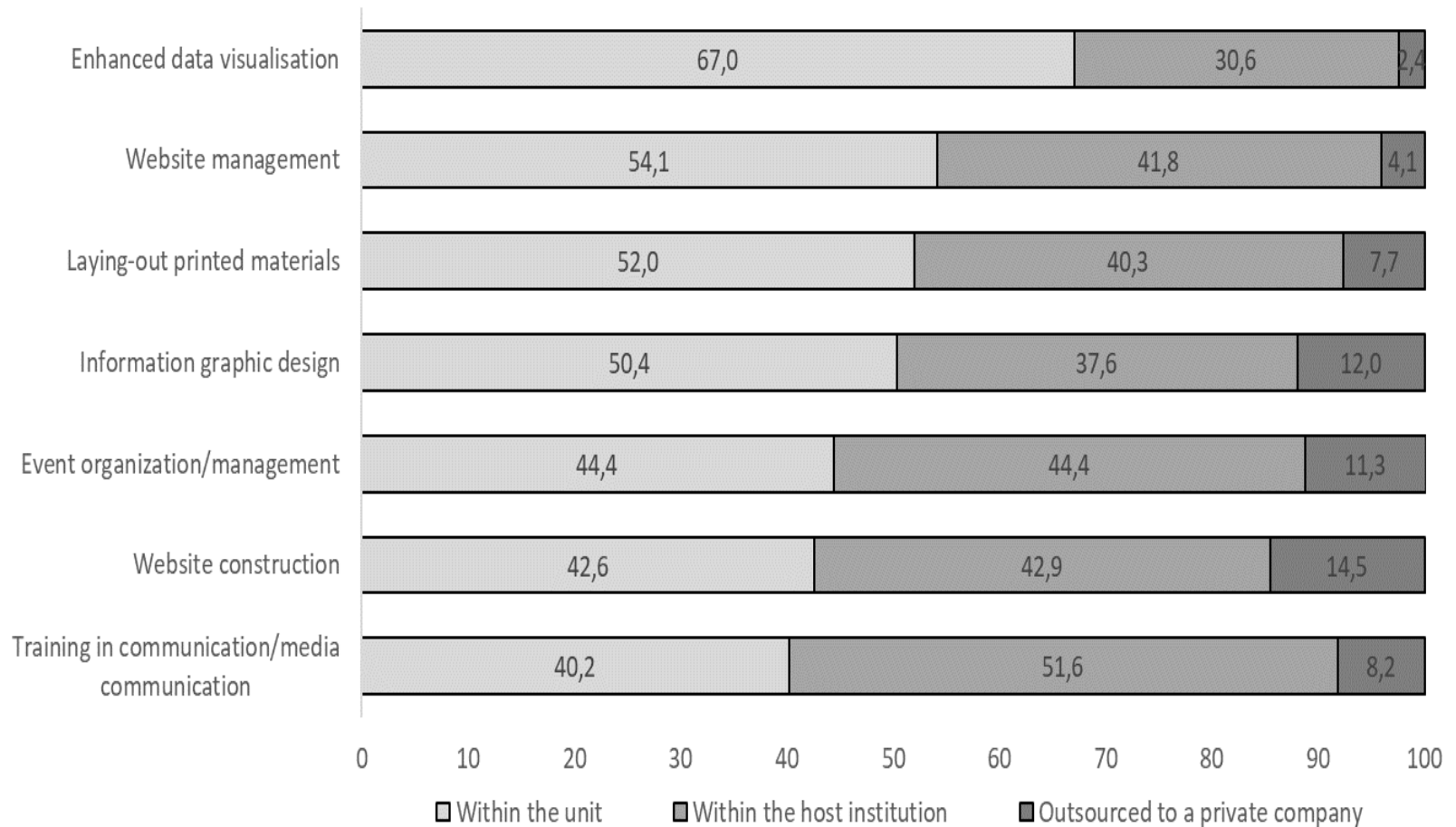
| | Rotated Component Loadings - CATPCA | |
|--------------------------------------|--|---------------------------|
| | Medium interaction tools | High interaction tools |
| Website updates (events, content...) | 0,010 | 0,968 |
| Blogs | 0,710 | 0,264 |
| Facebook | 0,303 | 0,834 |
| Twitter | 0,499 | 0,638 |
| Google+ | 0,743 | 0,392 |
| Instagram | 0,661 | 0,280 |
| YouTube | 0,614 | 0,473 |
| Podcast | 0,927 | -0,130 |

ONLINE MEDIA ACTIVITIES

| | Website updates (events, content...) | Blogs | Facebook | Twitter | Google+ | Instagram | YouTube | Podcast |
|--------------------------------|--|-------|-------------|---------|---------|-----------|---------|---------|
| Total (Mean) | 3,47 | 1,59 | 2,80 | 1,97 | 1,56 | 1,34 | 1,81 | 1,24 |
| Natural sciences | 3,52 | 1,66 | 2,75 | 2,02 | 1,67 | 1,43 | 1,80 | 1,28 |
| Engineering and technology | 3,65 | 1,42 | 2,92 | 2,13 | 1,48 | 1,48 | 1,92 | 1,18 |
| Medical and health sciences | 2,75 | 1,25 | 2,17 | 1,57 | 1,47 | 1,23 | 1,54 | 1,15 |
| Agricultural sciences | 3,53 | 1,42 | 3,07 | 2,08 | 1,50 | 1,09 | 2,07 | 1,09 |
| Social sciences | 3,73 | 1,63 | 2,85 | 2,15 | 1,31 | 1,24 | 1,75 | 1,13 |
| Humanities | 3,66 | 2,05 | 3,32 | 1,78 | 1,88 | 1,29 | 1,95 | 1,55 |
| F | 5,32 | 3,13 | 2,98 | 1,28 | 1,35 | 0,99 | 1,18 | 2,15 |
| Sig. | 0,00 | 0,01 | 0,01 | 0,27 | 0,25 | 0,43 | 0,32 | 0,06 |

1=Never, 5=Daily

COMMUNICATION IN HOUSE OR THROUGH OUTSOURCING



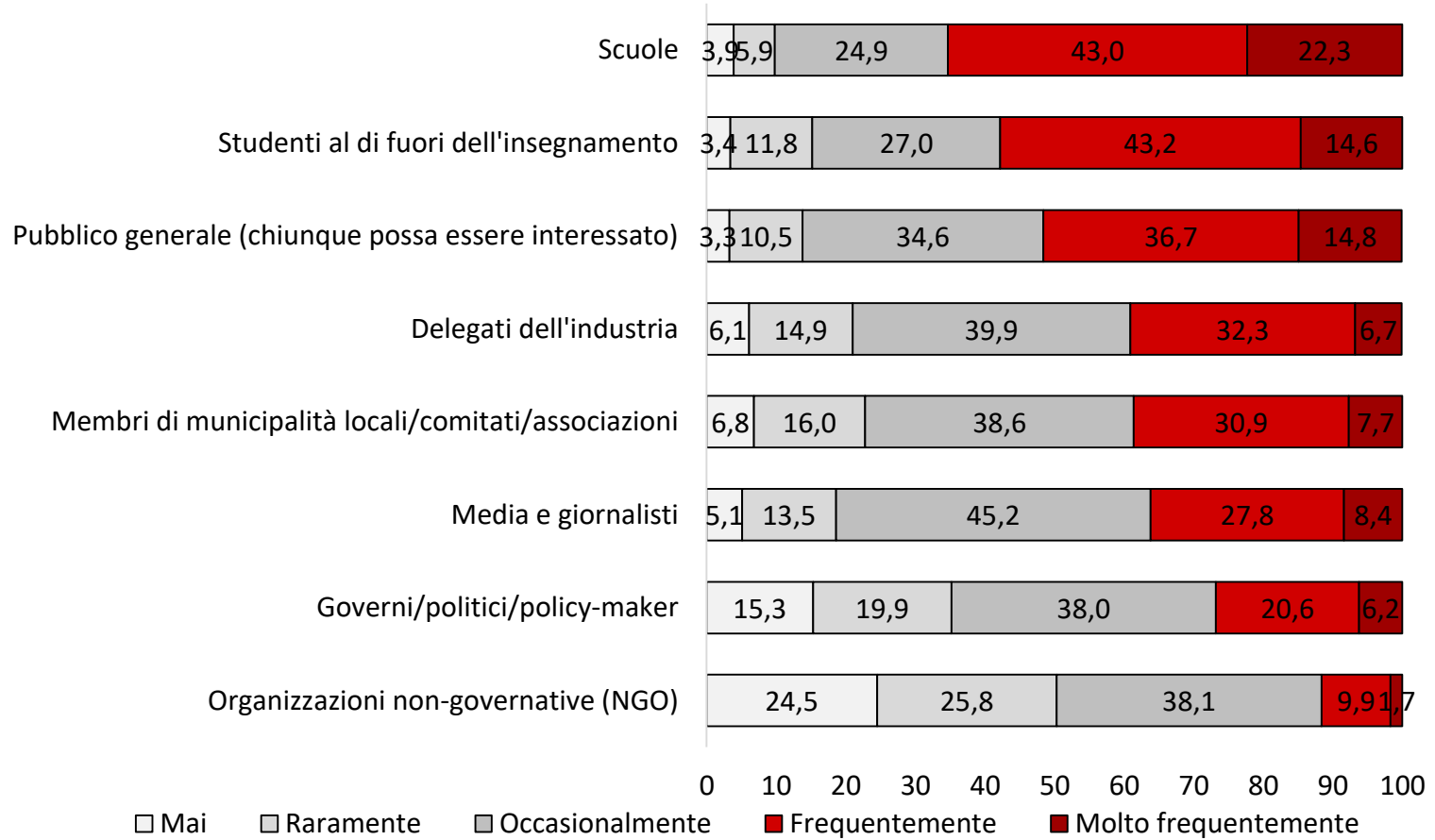
COMMUNICATION IN HOUSE OR THROUGH OUTSOURCING

| | Rotated Component Loadings - CATPCA | | |
|--|--|--------------------|----------------------|
| | Web | Data management | Data Presentation |
| Laying-out printed materials | 0,376 | 0,780 | 0,231 |
| Enhanced data visualisation | 0,183 | 0,949 | 0,184 |
| Information graphic design | 0,129 | 0,525 | 0,709 |
| Event organization/management | 0,693 | 0,219 | 0,419 |
| Training in communication/media communication | 0,283 | 0,123 | 0,874 |
| Website construction | 0,936 | 0,179 | 0,214 |
| Website management | 0,978 | 0,290 | 0,108 |



PUBBLICI DI RIFERIMENTO

(% valida, 2017-2018: n=347) Fonte: Progetto More-PE



AUDIENCES

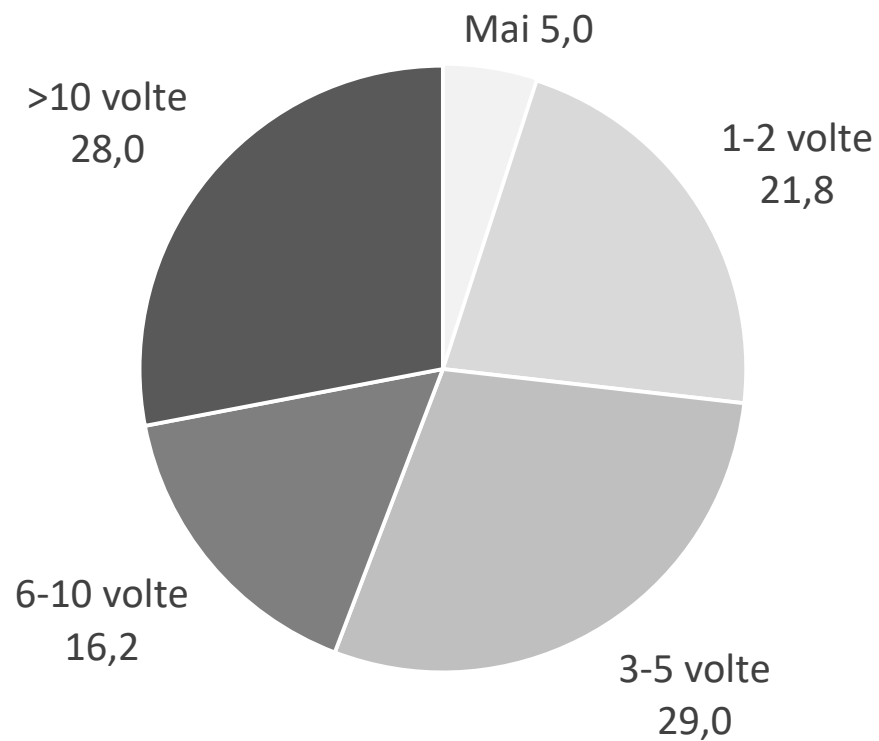
| | Rotated Component Loadings - CATPCA | | |
|---|-------------------------------------|--------------|---|
| | Stakeholders – Civil Society | Education | The general public and communicators |
| General public (whoever might be interested) | 0,077 | 0,216 | 0,871 |
| Schools | 0,051 | 0,983 | 0,167 |
| Students outside teaching | 0,171 | 0,967 | 0,202 |
| Members of local municipalities/councils/associations | 0,654 | 0,150 | 0,471 |
| Delegates from industry | 0,882 | 0,052 | -0,100 |
| Governments/politicians/policy-makers | 0,805 | 0,096 | 0,384 |
| Non-governmental organizations (NGOs) | 0,669 | 0,113 | 0,402 |
| Media and journalists | 0,380 | 0,175 | 0,758 |



CONTATTI CON I MEDIA DELLE ISTITUZIONI DI RICERCA ITALIANE NEGLI ULTIMI 12 MESI



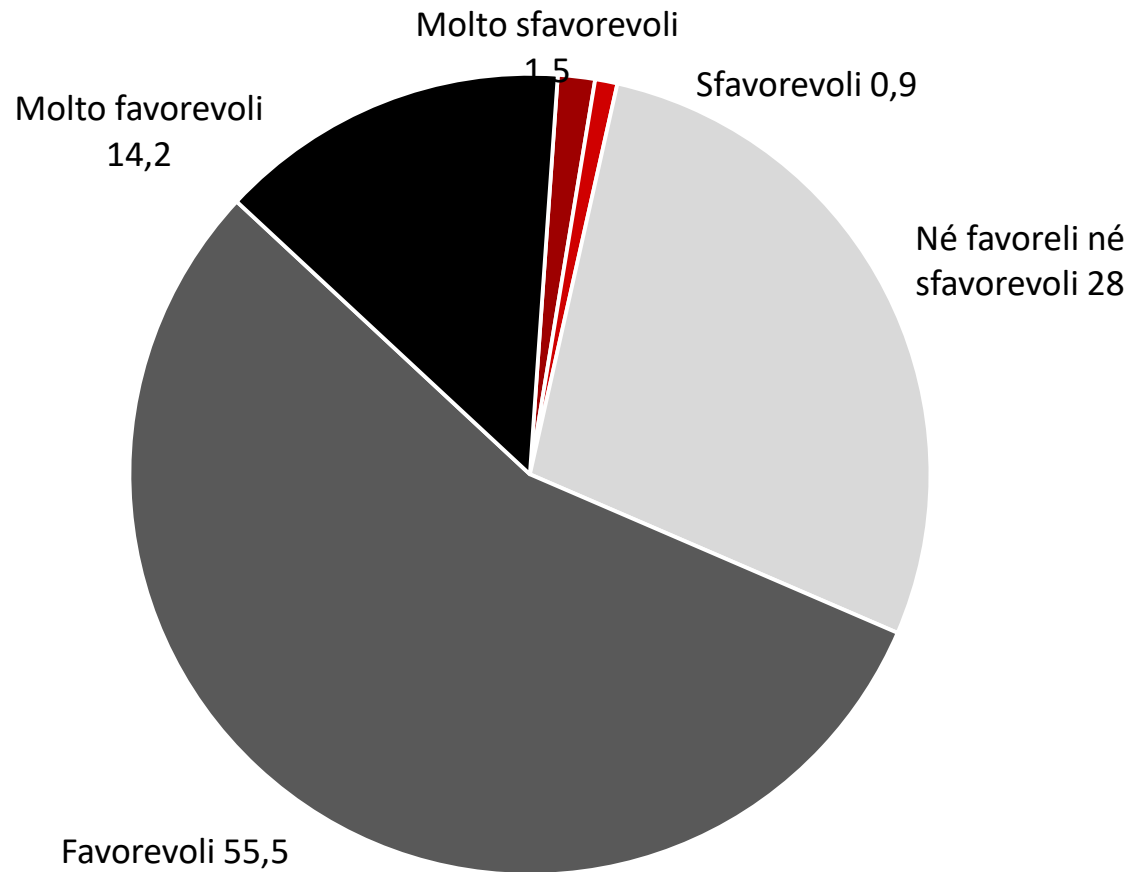
(% valida, 2017-2018: n=321) Fonte: Progetto More-PE





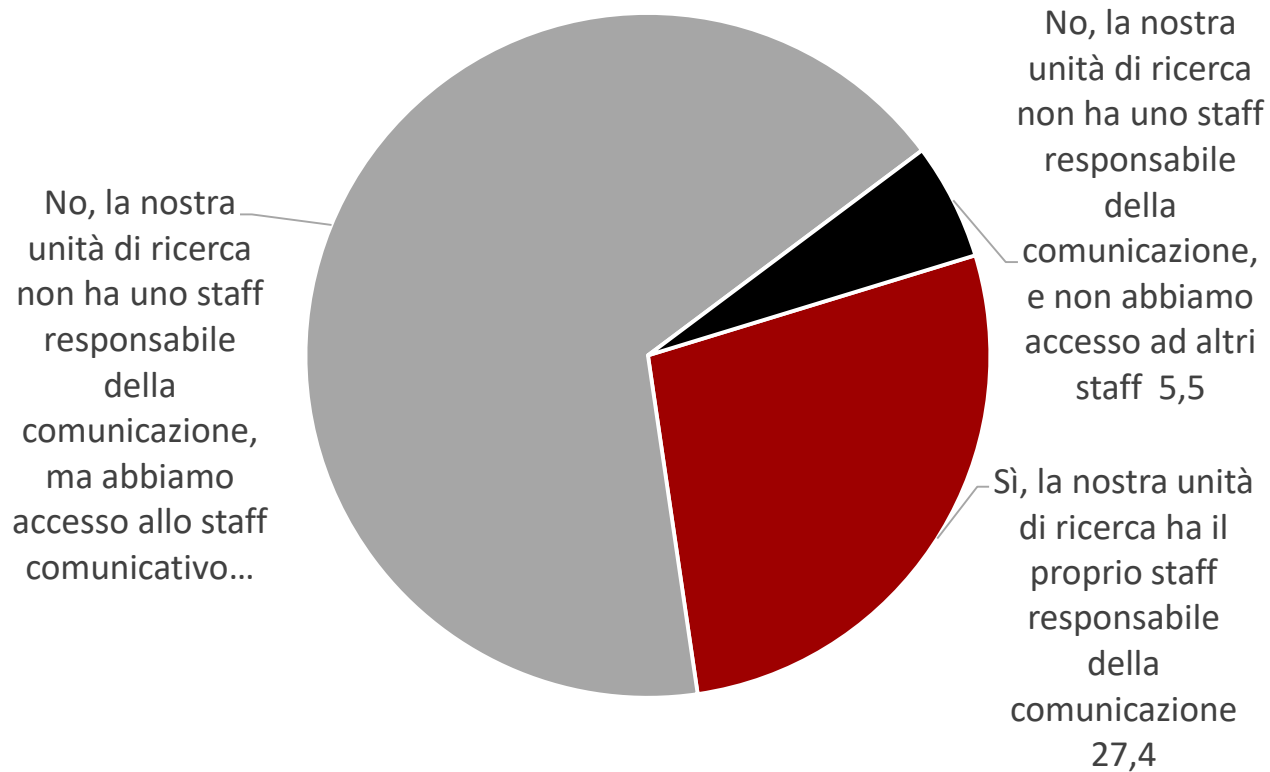
GIUDIZI SUGLI SFORZI PROFUSI PER COMUNICARE CON IL PUBBLICO

(% valida, 2017-2018: n=339) Fonte: Progetto More-PE



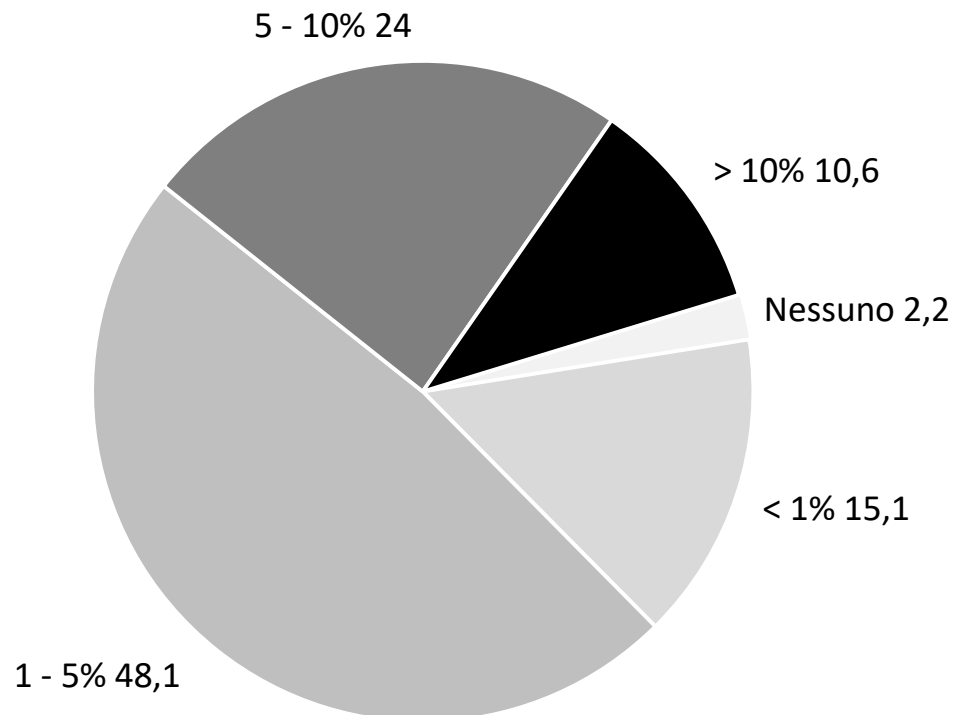
UNITÀ DI RICERCA E STAFF DI COMUNICAZIONE

(% valida, 2017-2018: n=347) Fonte: Progetto More-PE



BUDGET CHE DOVREBBE ESSERE INVESTITO PER LE ATTIVITÀ DI COMUNICAZIONE

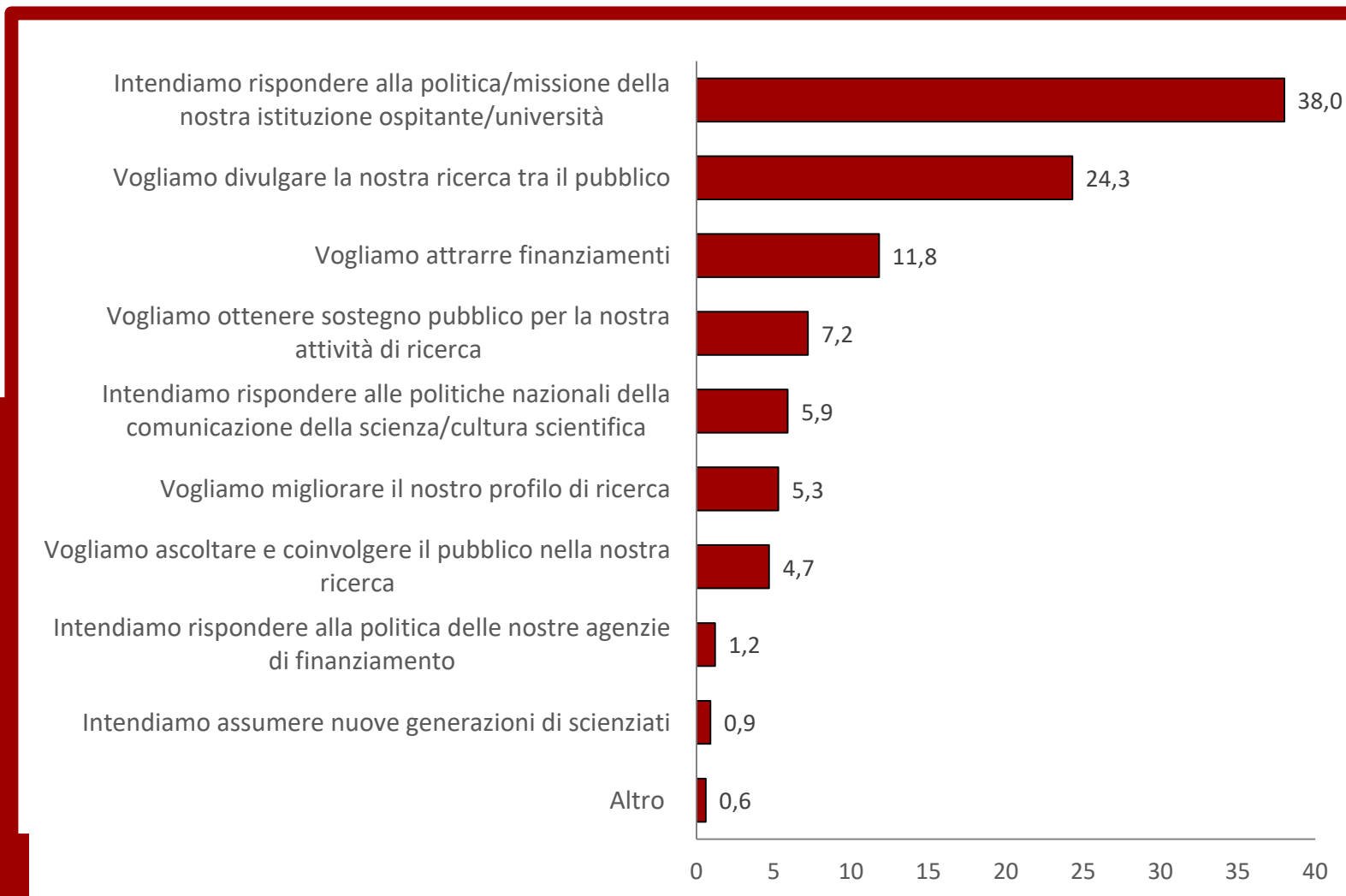
(% valida, 2017-2018: n=347) Fonte: Progetto More-PE





LE RAGIONI PER COMUNICARE CON IL PUBBLICO DEI NON ESPERTI

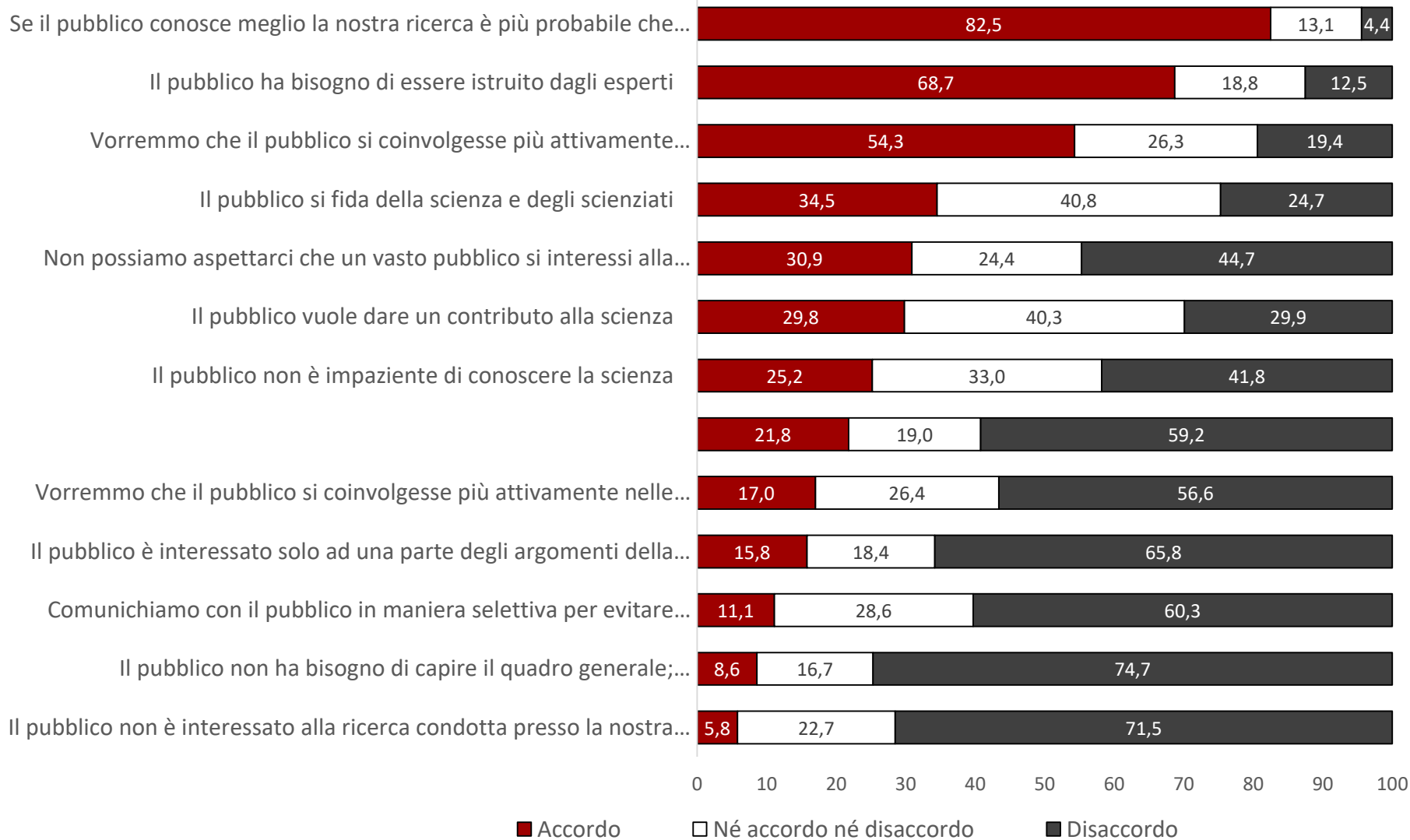
(% valida, 2017-2018: n=321) Fonte: Progetto More-PE





OPINIONI SUL PUBBLICO

(% valida, 2017-2018: n=347) Fonte: Progetto More-PE



REASONS FOR NOT ENGAGING

Rotated Component Loadings -
CATPCA

| Our researchers... | Personal motivations | Institutional conditions |
|--|----------------------|--------------------------|
| are not enthusiastic about communicating their work general audiences | 0,735 | 0,021 |
| do not perceive public communication as their everyday work/responsibility | 0,779 | 0,200 |
| do not perceive public communication as contributing to the progress of their careers | 0,779 | 0,263 |
| do not have time for it | 0,060 | 0,765 |
| are not rewarded for their public communication work | 0,231 | 0,754 |
| lack institutional support for doing it (e.g. staff, training, funding) | -0,004 | 0,779 |
| see communication as the responsibility of the communication staff rather than their own | 0,644 | 0,176 |
| think the public is not interested in the research they do | 0,697 | -0,026 |
| feel they are not good at it | 0,594 | -0,013 |

Observe Science in Society

ANNUARIO
SCIENZA TECNOLOGIA
E SOCIETÀ
2019

a cura di
Giuseppe Pellegrini
e **Barbara Saracino**

il Mulino

ANNUARIO
SCIENZA TECNOLOGIA
E SOCIETÀ 2019

a cura di Giuseppe Pellegrini e
Barbara Saracino

segreteria@observanet.it

REASONS FOR NOT ENGAGING

| Our researchers... | They don't have deal to public communication | Our institution does not incentive them | They do not have the skills | Communication is up to others |
|--|--|---|-----------------------------|-------------------------------|
| are not enthusiastic about communicating their work general audiences | 0,711 | -0,025 | 0,399 | 0,039 |
| do not perceive public communication as their everyday work/responsibility | 0,890 | 0,094 | 0,052 | 0,168 |
| do not perceive public communication as contributing to the progress of their careers | 0,801 | 0,214 | 0,071 | 0,257 |
| do not have time for it | 0,216 | 0,751 | 0,227 | -0,421 |
| are not rewarded for their public communication work | 0,332 | 0,723 | -0,066 | 0,129 |
| lack institutional support for doing it (e.g. staff, training, funding) | -0,173 | 0,818 | 0,016 | 0,315 |
| see communication as the responsibility of the communication staff rather than their own | 0,390 | 0,144 | 0,078 | 0,698 |
| think the public is not interested in the research they do | 0,200 | 0,069 | 0,546 | 0,623 |
| feel they are not good at it | 0,141 | 0,041 | 0,903 | 0,091 |