



**Komunikácia vedy
diverzita dôvodov a praktík**

Barbora Holubová, SŠPR, 15. 2. 2006

Štruktúra prezentácie

- 1. Dôvody pre komunikáciu vedy v ekonomicky zaostávajúcej EU**
- 2. Kam až siaha komunikácia vedy (koho a čoho sa týka)**
- 3. Súčasná a želaná komunikácia vedy**
- 4. Dobré praktiky aj pre mladých vedcov**
- 5. A čo spoločenské vedy?**

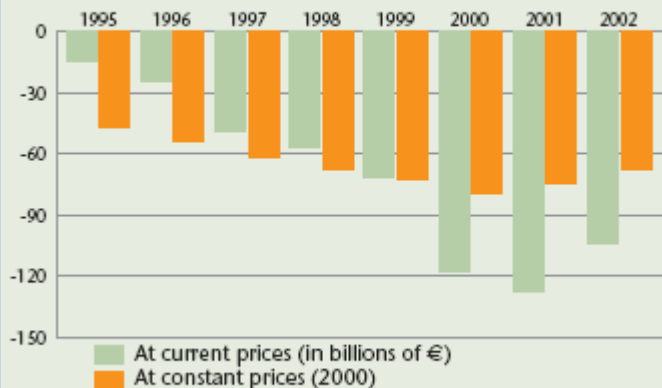
Dôvody pre komunikáciu vedy v ekonomicky zaostávajúcej EU

Table 1: Principal Indicators of comparison between the EU, USA and Japan

Indicators	EU-25	USA	Japan
Intensity of R&D (% of GDP) ⁽¹⁾	1.97	2.59	3.12
Share of R&D financed by industry (%) ⁽²⁾	55.9	63.1	73.9
Number of researchers per 1 000 persons employed ⁽¹⁾	5.5	9.0	9.7
Scientific articles published as percentage of those published worldwide ⁽¹⁾	38.3	31.1	9.6
Number of scientific articles per million inhabitants ⁽¹⁾	639	809	569
Share of worldwide patents registered in the Triad ^{(4) (3)}	31.5	34.3	26.9
Patents in the Triad per million inhabitants ⁽³⁾	30.5	53.1	92.6
High-tech products as percentage of total industrial exports ⁽¹⁾	19.7	28.5	26.5
Share of global high-tech industrial exports ⁽²⁾	16.7	20.0	10.6

(1) 2003 - (2) 2002 - (3) 2000 - (4) The Triad refers to the three markets: EU, USA and Japan.

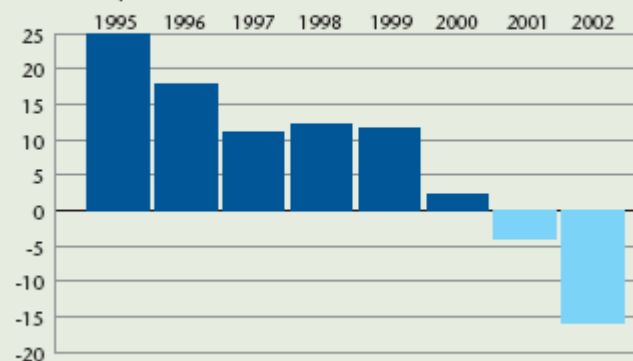
Graph 1: R&D investment gap between the EU and the US



Source: DG Research, Eurostat, OECD

Graph 2: R&D investment gap between the EU and five Asian economies⁽¹⁾

(at constant prices (2000) in billions of dollars)

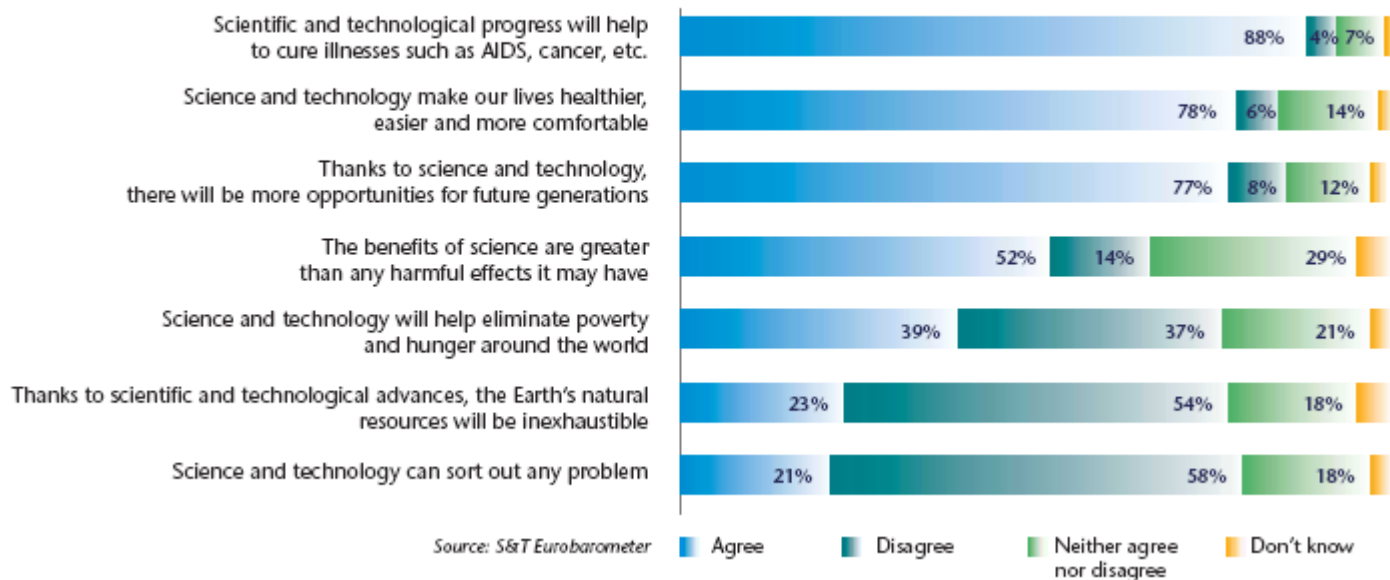


(1) Japan, South Korea, China, Taiwan, Singapore

Source: DG Research, Eurostat, OECD, MSTI

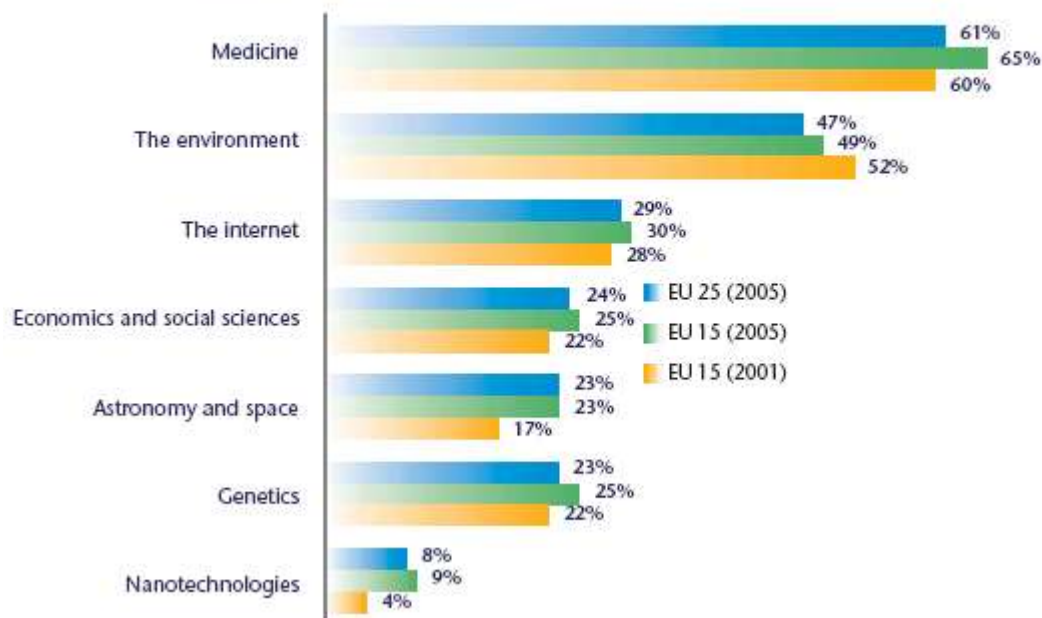
Zmes dôvery a skepticizmu voči vede (Eurobarometer 2005)

Graph 2 | Optimism regarding science



Mierne klesajúci záujem Európanov o vedu (Eurobarometer 2005)

Graph 2 | Interest in science and technology developments



Čo sa očakáva od zlepšenia komunikácie vedy:



- ➡ **zlepšenie transferu poznatkov**
- ➡ **väčšie povedomie vo verejnosti**
- ➡ **transparentia výdavkov na vedu**
- ➡ **zlepšenie vyučovania o vede**
- ➡ **upútanie pozornosti vlád, podnikateľov**
- ➡ **zvýšenie záujmu potencionálnych partnerov**
- ➡ **pritiahnutie mladých ľudí do vedy**
- ➡ **zvýšenie reputácie a uznanie vedcov**
- ➡ **nájdanie nových finančných zdrojov**
- ➡ **generovanie požiadaviek trhu**

Hlavné oblasti komunikácie vedy



Oxford University (UK) © Nasir Hamid

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JOURNALS



Ako komunikujú vedci?

- ➡ **veľa ich nekomunikuje**
- ➡ **niektorí sa pokúšajú**

Prečo vedci ťažko komunikujú?

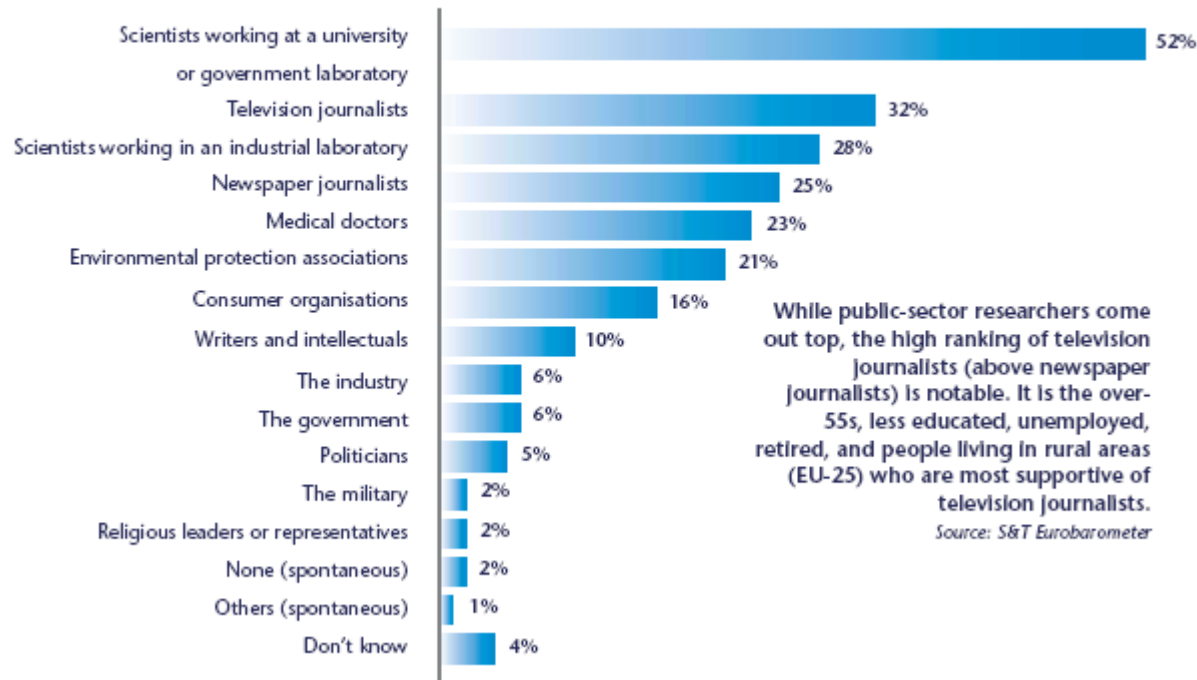
- ➡ **lebo na to nemajú schopnosti**
- ➡ **lebo to nie je ich hlavná úloha**
- ➡ **obávajú sa nepochopenia a skreslenia**

Druhoradá úloha vedcov v komunikácii?



Komu najviac dôveruje verejnosť?

Graph 5 | Best qualified to explain science and technology impacts on society

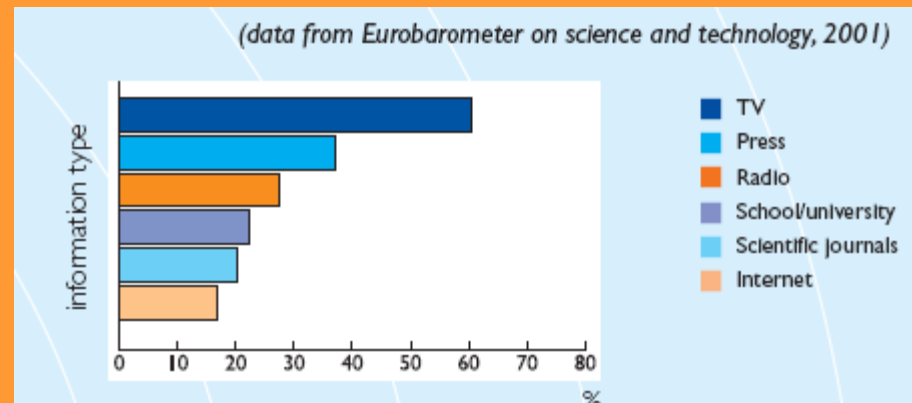


Komunikačná stratégia

1. Čo ideme komunikovať

2. Cieľové publikum

3. Výber prostriedkov



4. Finančný a časový plán

Dobré praktiky



*Sci Café, Ekaterinburg (Russia). The theme "Selling science to society" was unveiled by Susan Greenfield, biologist and Director of *The Royal Institution of Great Britain*.*



Science cafés and junior cafés soon crossed the English Channel. Duncan Dallas, a chemist and an inde

Science Café, Prague (Czech Republic) – coordination by Kevin Warlick, cybernetics Professor at the University of Reading (UK).

Dobré praktiky



Dobré praktiky



The programme's travelling laboratory and its two presenters, Jamy Gourmaud (left) and Frédéric Courant. © Riff Production



Who's watching you?

[Click here to watch a short video to see how Research-TV can help your organisation](#)



welcomed by researchers "who often children who watch the programme".

Research TV: labs on screen

The Skin's the Thing, Sex and Death in the Orchard, Say it with Flowers... are not just films of romantic fiction but of documentaries presenting the results of research carried out at British universities. They can be viewed online – at the Research-TV website.

Dobré praktiky

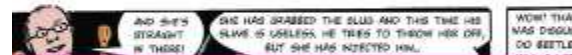
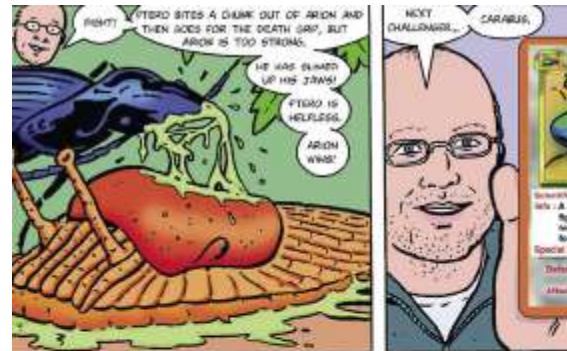


Web (monthly)
10 million page impressions
2 million unique users



Magazine (weekly)
Weekly circulation -
150,000, readership of
800,000

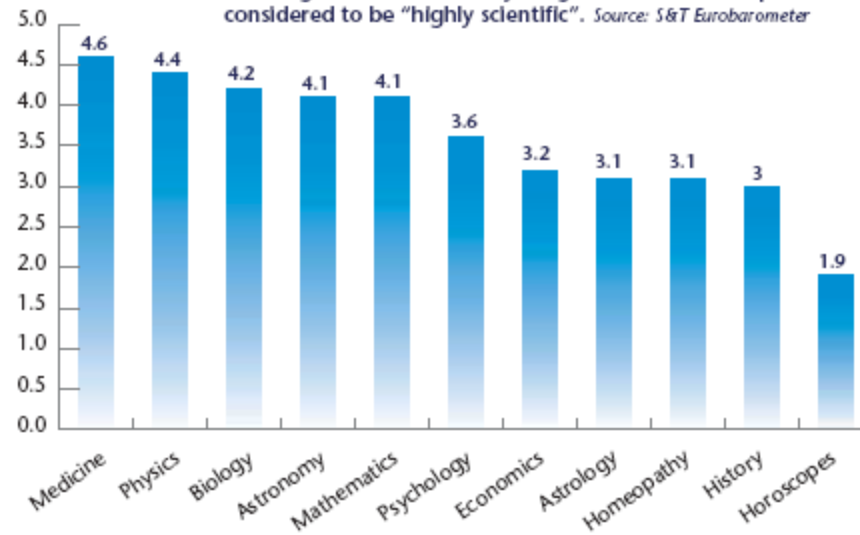
Dobré praktiky



A čo spoločenské vedy?

Graph 1 | What is regarded as scientific?

Average view of the Europeans (EU-25) on a five-point scale, including both astrology and horoscopes. The latter is alone in failing to obtain 50%. Anything that exceeds four points is considered to be "highly scientific". Source: S&T Eurobarometer



A čo spoločenské vedy?



Newsletter

on EU Research in Social Sciences and Humanities

Issue Four - 4th Quarter 2005

http://europa.eu.int/comm/research/social-sciences/index_en.html

<http://www.cordis.lu/citizens/>

This Newsletter is a key channel of communication for EU research in Social Sciences and Humanities, between relevant Commission services (Directorate K in DG Research), the research community and other relevant stakeholders.

THEME OF THIS ISSUE

Enhancing the Socio-economic Dimensions of European Research: Challenges and Opportunities

What do we mean by further integrating socio-economic dimensions in other research priorities?

In an interview, Manfred Horvat advocates what he describes "as a modern concept of technology". This means technology that considers the socio-economic dimension as an integral part and not as something that can be added on at the end. "This is not an additional

A čo spoločenské vedy?

“ What we are
really doing ”



For the sociologist Helga Nowotny, Professor at Zurich University, expert on relations between science and society and President of the European Research Advisory Board (EURAB), scientists should no longer expect unconditional public support or an uncritical acceptance of their authority. She also believes that 'healthy' scientific communication must be wary of 'media excesses' and not be afraid of asking society to make an effort to understand the work and world of researchers – In particular, their uncertainties,

Komunikácia vedy



Ďakujem za pozornosť