

**ESF MOF on
Science in Society Relationships
Recognition, impact and evaluation**

Camilla Mod er, Secretary General
7 april 2010



vetenskap & allm nhet



Researchers are normal people
with exceptionally exciting jobs!



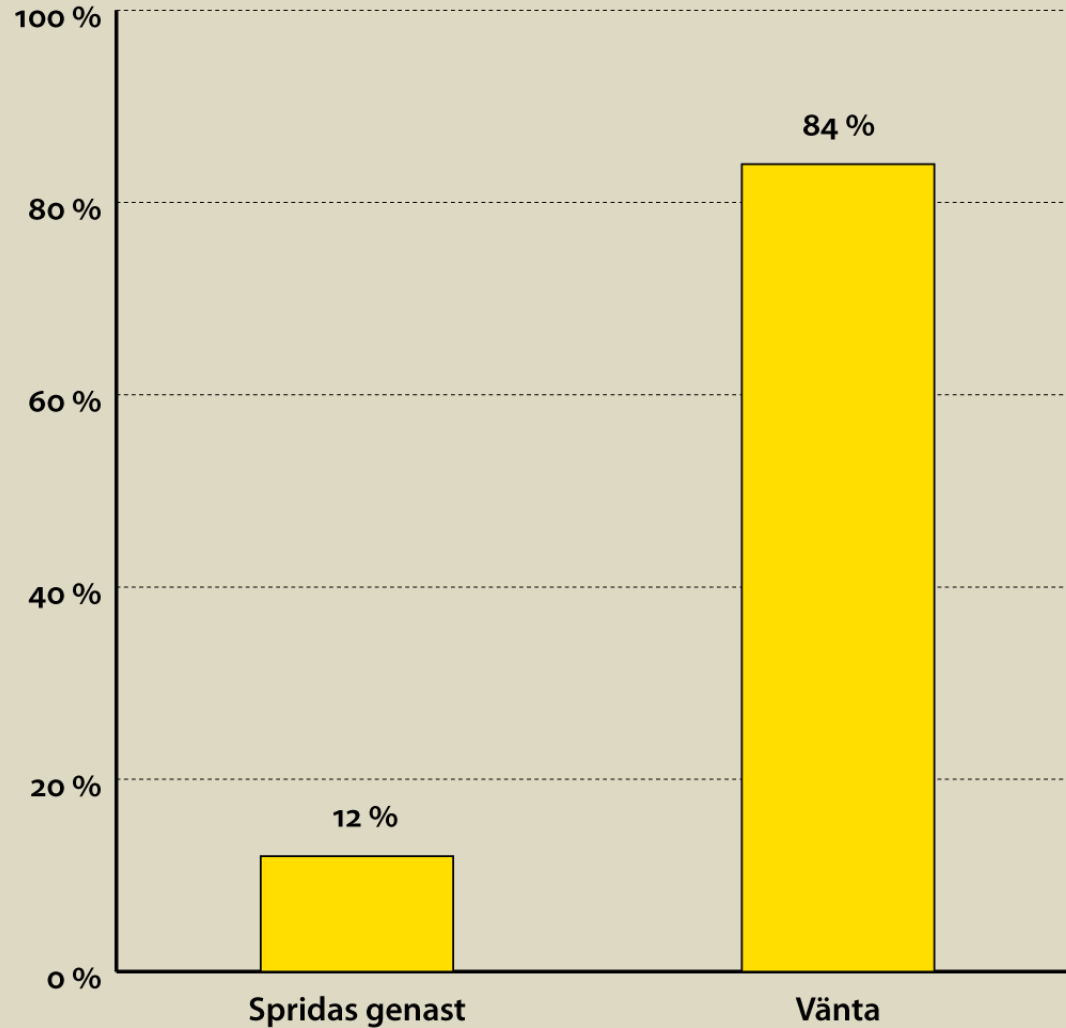
**Do you think the public should get information
on new findings immediately**

or

**Should it wait until additional scientific studies
have confirmed the results?**



Do you think the public should get information on new findings immediately
or
Should it wait until additional scientific studies have confirmed the results?



Dialogue and Engagement

Conclusions of 100 top researchers seminar in Sweden:

- Science itself is a **winner** of societal relations
- Researchers are **willing**, but
- Researchers need **incentives, recognition, resources**
- **Responsibility?** The scientist, Institution, Nation, EU?



Recognition, impact and evaluation of SiS?

A. Rewarding scientists for their work in SiS

B. Evaluating the impact of SiS activities

The system must be simple, transparent and generally accepted
Data must be easy to collect and collate

What to measure? Who should measure it?

- **Universities**

- Number of activities (fairs attended, articles.....
- Number of hours spent
- "impact" measurement, e.g. how many people were reached

- **Funders**

- Using pre and post award assessments to give scores



Recognition of Science in Society, SiS?

What should we value?

- Time spent
- Number of people reached
- Quality of activity
- Innovative, new and novel dialogue activities
- Impact
- Should engagement with some publics (politicians, journalists...) be rewarded more than others?
- The "level" of engagement in SCE



Recognition of Science in Society, SiS?

A. Rewarding scientists for their work in SiS

B. Evaluating the impact of SiS activities

How to define IMPACT?

- Social
- Economic
- Political
- Cultural
- Scientific
- Positive or negative?
- Intentional or accidental?
- Immediate or long term?
- Useful?
- ?



The Science Communication Escalator

(SCE)

SCE suggests dividing activities into 4 levels and awarding more recognition to those activities with the most public involvement:

PUS: Public understanding of science. One way communication
– books, articles etc

PAS: Public awareness of science: Activities which such as
science cafes which raise awareness of science issues.

PES: Public engagement of science: dialogue activities such as
consultations and citizen juries where the public is engaged
in the process

PPS: Public participation of science: activities such as consensus
conferences where the public participates in the decision
making process.

Ann Van der Auweraert, in N. Steinhaus (ed.) *Advancing Science and Society Interactions*.
Conference proceedings Living knowledge conference Seville, Spain, 3-5 February, pp. 237-
241. Bonn: Issnet (2005)



Recognition of Science in Society, SiS?

Proposal:

GOAL for the MOF

Rewarding scientists for their work in SiS

- To make recognition of scientists for their engagement a fundamental objective for managing the science-society relationship
- To initiate / carry out a comprehensive study into current and best practise in this area in Europe and beyond.
- To use evidence from this study to propose a ERA-wide system for measuring, assessing and evaluating scientists' SiS activities
- To propose a pilot project on evaluating scientists' engagement to take place within several members' organisations.



Recognition of Science in Society, SiS?

Proposal:

GOAL for the MOF

Evaluating the impact of SiS activities

- To define **IMPACT** in terms of the science in society relationship (several definitions for different publics?)
- To initiate/carry out a comprehensive study into current and best practise of measuring and assessing the impact of SiS activities in Europe and beyond.
- To use this study to propose guidelines for ESF members to collect and monitor data on the impact of SIS activities
- To use this study to propose pilot study for using impact data as a tool for assessing the SiS activities of research.



Recognition, impact and evaluation of Science in Society, SiS?

Other questions to consider:

- Should assessment of SiS be an integral part of research assessment? View of HEFCE in England
- Should engagement be compulsory?
- What level to focus on?
-

