

Science Communicators' Personas

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Training Resource



Tools to Introduce Themes
Tools for Discussion, Reflection
and Learning: Quick Tools
Tools for Discussion, Reflection
and Learning: Deep Dives

Research Insights



Making Sense of Science
Evaluating & Promoting Science
Communication Quality Online
Barriers to & Opportunities for
Reaching Audiences

Competence Framework



Picture of the World
Professional Norms & Roles
Working Knowledge

Required Prior Knowledge



Prior knowledge about contexts and workings
in professional science communication could
be an advantage.

Description

There are a broad range of actors in professional science communication, including science journalists, university spokespersons, professionals at museums and science centres as well as bloggers. Understanding the working contexts, conditions and challenges of these science communicators is an important precondition for developing professional attitudes.

To contribute to this objective, students work in pairs or small groups. They develop and reflect upon typical 'personas' representing the variety of actors in the science communication field. To approach the task and depending on the available time, students can 1) search for and analyse job advertisements, 2) approach different science communicators and interview them, 3) use the mini case studies developed by RETHINK or 4) use their personal experience and insights as a starting point.

On this basis, students develop their personas by describing organisational contexts (e.g., organisational structures and hierarchies), media and audience contexts (e.g., overall objectives and target groups, collaborators and competitors and media/platforms used), working conditions, general tasks and challenges. For the presentation of the results, students can prepare posters visualising the profile of their persona. Optionally, the posters could be presented by members of another group.

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Learning Objectives

- Reflecting working conditions of science communicators
- Gaining insights into professional working conditions
- Understanding science communicators' perspectives and decisions

Technical Requirements and Preparation

- Internet access
- Space/breakout rooms for group work
- Optional: materials (job interviews, case studies) in print or online
- Flipcharts or online equivalent for presentation of results

Sample Schedule

10–15 minutes	Introduction
30–60 minutes, depending on actual task	Analysis of resources (job advertisements, case studies) and/or summary of own experiences and knowledge Optional: Contacting science communicators (at least one week for preparation: contacting science communicators, developing/adapting short interview guideline, conducting interview)
Minimum 15 minutes	Preparing the poster
Depending on number of groups, approx. 5 minutes per group	Presentation of results
10–20 minutes	Discussion, wrap-up and lessons learnt