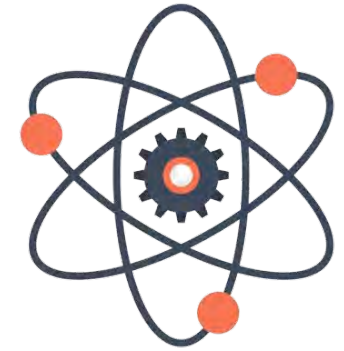


SCIENCE COMMUNICATION IN A OPEN SCIENCE ERA



FRANCIS PRINCE ANKRAH, ESQ.

SCIENCE COMMUNICATION – **WHY** IS IT NECESSARY; **WHAT** DOES IT DO?

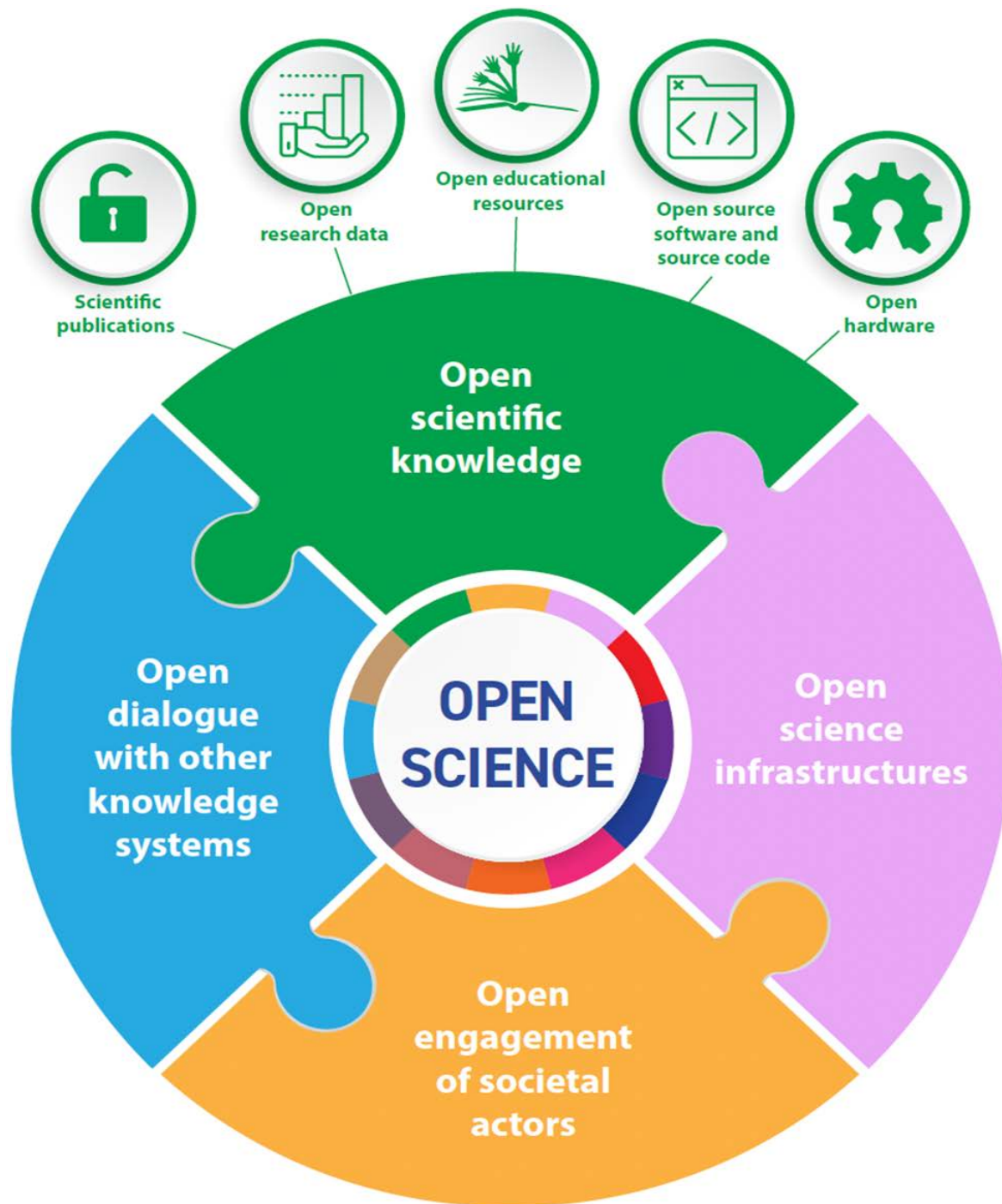
- GIVES SCIENCE A VOICE IN THE PUBLIC SPACE
- IS A USEFUL TOOL FOR REDUCING DISINFORMATION
- FACILITATES CAPACITY BUILDING OF THE SCIENTIST/RESEARCHER TO HONE & CRAFT THEIR SPEAKING SKILLS IN TALKING ABOUT THEIR WORK
- POPULARISES SCIENCE AND ITS USAGE
- EMPOWERS SCIENTISTS/RESEARCHERS/JOURNALISTS/ COMMUNICATORS

"If you can't explain it
to a six year old, you
don't understand it
yourself."

— Albert Einstein

OPEN SCIENCE? IT'S A WIND OF CHANGE; AN INEXORABLE ADVOCACY FOR:

- PROMOTING A MORE ACCURATE VERIFICATION OF SCIENTIFIC RESULTS
- REDUCING DUPLICATION IN COLLECTING, CREATING, TRANSFERRING AND RE-USING SCIENTIFIC MATERIAL
- ENCOMPASSING UNHINDERED ACCESS TO SCIENTIFIC ARTICLES, ACCESS TO DATA FROM PUBLIC RESEARCH, AND COLLABORATIVE RESEARCH ENABLED BY ICT TOOLS AND INCENTIVES
- BROADENING ACCESS TO SCIENTIFIC PUBLICATIONS AND DATA, SO THAT RESEARCH OUTPUTS ARE IN THE HANDS OF AS MANY AS POSSIBLE, AND HOPEFULLY, POTENTIAL BENEFITS ARE SPREAD AS WIDELY AS POSSIBLE



SCIENCE COMMUNICATION IN AN OPEN SCIENCE ERA – WELCOME & HAPPY DEVELOPMENT

- INCREDIBLE RESOURCE PLATFORM (TIMELY AND IMPACTFUL OP-EDS, COMMENTARIES AND SHORT ESSAYS, BLOGS, FEATURE ARTICLES, DOCUMENTARIES, SHORT FILMS, FACEBOOK, TIKTOK INSTAGRAM, TWITTER POSTS)
- PROMOTES CITIZENS' TRUST IN SCIENCE.
- GREATER CITIZEN ENGAGEMENT LEADS TO ACTIVE PARTICIPATION IN SCIENTIFIC EXPERIMENTS AND DATA COLLECTION
- BY COMBINING THE TOOLS OF SCIENCE AND INFORMATION TECHNOLOGIES WITH COMPELLING ARTICULATION (SCIENCE COMMUNICATION), SCIENTIFIC ENQUIRY AND DISCOVERY CAN BE SPED UP FOR THE BENEFIT OF SOCIETY.



“Anyone who believes in indefinite growth on a physically finite planet is either mad, or an economist.”

— David Attenborough

SCIENCE COMMUNICATION IN AN OPEN SCIENCE ERA – WELCOME & HAPPY DEVELOPMENT

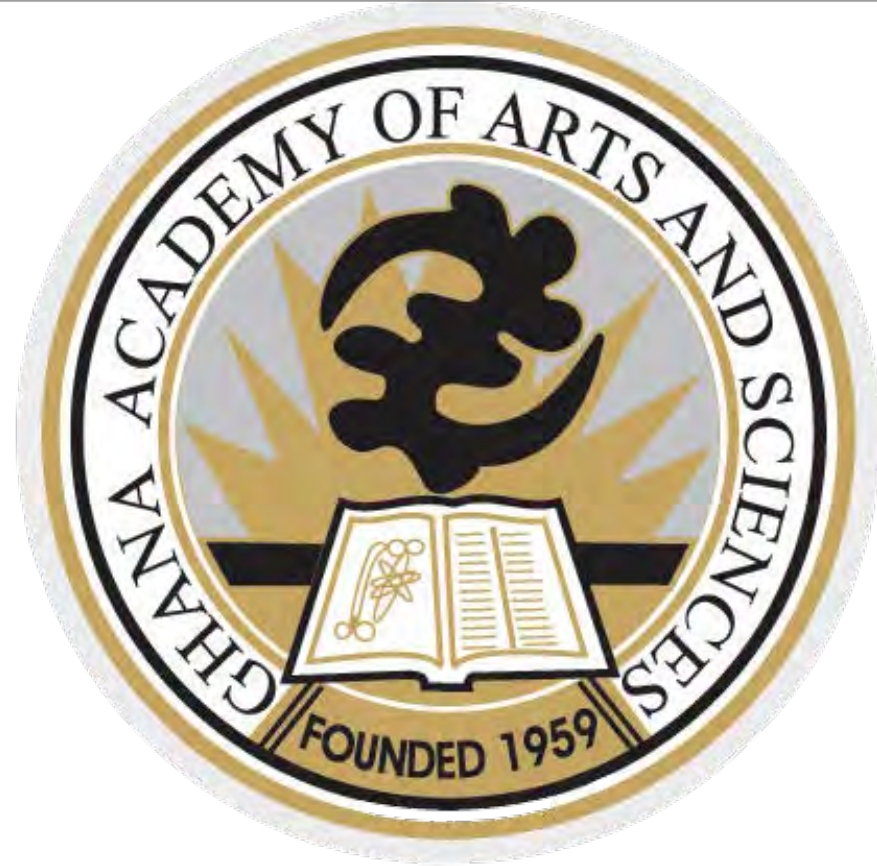
- THE INTERPLAY OF OPEN SCIENCE AND SCIENCE COMMUNICATION HOLDS GREAT PROMISE AS A CRITICAL ACCELERATOR FOR THE ACHIEVEMENT OF THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS.
- IF MANAGED WELL THE TWO TOGETHER WILL MANIFEST AS A TRUE GAME CHANGER IN BRIDGING THE SCIENCE, TECHNOLOGY AND INNOVATION GAPS AND FULFILLING THE HUMAN RIGHT TO SCIENCE.

NOTE OF CAUTION!!!

- THE ANTICIPATED BENEFITS MUST ALSO BE BALANCED AGAINST ASSOCIATED RISKS TO PRIVACY, INTELLECTUAL PROPERTY, NATIONAL SECURITY AND THE PUBLIC INTEREST [AFRICA HAD CAUSE TO COMPLAIN AGAINST VACCINE SOVEREIGNTY WHEN COVID-19 HIT].
- AT ALL TIMES, THE FOCUS MUST BE ON THE SUSTAINABILITY CHALLENGES OF OUR TIME.
- TRANSPARENCY SHOULD REMAIN AN UNCHANGEABLE PRECONDITION FOR OPEN SCIENCE AND SCIENCE COMMUNICATION.
- BOTH SHOULD STAND TALL IN CONTRAST TO DISINFORMATION.
- BOTH MUST REMAIN LOYAL TO THE IDEA OF PUBLIC INTEREST.

ESTABLISHING A SCIENCE MEDIA CENTRE

GHANA'S PREMIER LEARNED SOCIETY ESTABLISHED BY AN ACT OF PARLIAMENT IN NOVEMBER 1959 TO ENCOURAGE THE CREATION, ACQUISITION, DISSEMINATION, AND UTILIZATION OF KNOWLEDGE FOR NATIONAL DEVELOPMENT THROUGH THE PROMOTION OF LEARNING.



BACKGROUND TO GAAS' INTEREST IN ESTABLISHING A SCIENCE & MEDIA CENTRE

- SINCE 2010 WE HAVE FACILITATED SCIENCE COMMUNICATION TRAINING SEMINARS FOR YOUNG SCIENTISTS AND SELECT MEDIA WITH SUPPORT AT SEPARATE TIMES, FROM THE NETWORK OF AFRICAN SCIENCE ACADEMIES (NASAC), THE ROYAL SOCIETY-UK, AND DANIDA.
- THE RUNNING THEME FOR THESE WORKSHOPS/SEMINARS HAS BEEN SCIENCE FOR THE PUBLIC.
- THE AIM HAS ALWAYS BEEN TO BRING THE MEDIA AND SCIENTISTS CLOSER TO ONE ANOTHER AND PAVE THE WAY FOR INCREASED RESEARCH AND SCIENCE REPORTING IN THE MEDIA.

BACKGROUND TO GAAS' INTEREST IN ESTABLISHING A SCIENCE & MEDIA CENTRE

- **WE ARE MOTIVATED IN THIS EXERCISE BY THE FACT THAT AS WIDELY EXPRESSED BY EXPERTS IN THE FIELD, COMMUNICATION OF RESEARCH AND SCIENCE IS ESSENTIAL IF THE PUBLIC AND POLICYMAKERS ARE TO MAKE INFORMED DECISIONS ON ISSUES FACING THEIR COMMUNITIES AND REGIONS.**
- **YET, ALL TOO OFTEN MANY SCIENTIFIC AND RESEARCH RESULTS, ESPECIALLY LOCAL FINDINGS, NEVER MAKE IT TO THE GENERAL PUBLIC (BECAUSE OF THE SENSATIONALISATION OF IT, TO THE DETRIMENT OF WHAT THE SCIENTISTS WANTS TO COMMUNICATE); KNOWLEDGE IS WIDELY LOST IN THE GAP BETWEEN MEDIA AND RESEARCHERS.**
- **OUR INTEREST IN THIS AREA WAS REIGNITED AFTER THE MARCH 2022 COMMONWEALTH SCIENCE CONFERENCE FOR SUB-SAHARAN AFRICA WHICH WE HOSTED AND THE VERY FAVOURABLE RESPONSES WE GOT FROM PARTICIPANTS FOR 2 SCIENCE AND MEDIA PRESENTATIONS.**

2-DAY WORKSHOP IN THE OFFING

- WHY CARE ABOUT COMMUNICATION?
- HOW TO APPROACH MEDIA (PR TACTICS)
- THE AFRICAN SMC; & THE SMC, LONDON MODELS: WHAT LESSONS CAN WE PICK UP?
- COMMUNICATING SCIENCE (PROPOSED STUDY, RESEARCH PROGRESS/ FINDINGS): REFLECTIONS
- (WHEN) IS SCIENCE REPORTING ETHICAL? THE CASE FOR RECOGNIZING SHARED EPISTEMIC RESPONSIBILITY IN SCIENCE JOURNALISM THE RECURRENT CHALLENGES MEDIA PRACTITIONERS FACE REPORTING ACCURATELY AND CONSISTENTLY: SOME REFLECTIONS [CRITIQUE OF A PUBLISHED PIECE]

2-DAY WORKSHOP IN THE OFFING CONT'D

- HANDS-ON ACTIVITY: 3 MAIN THINGS JOURNALISTS CAN DO TO HELP BRIDGE THE GAP BETWEEN SCIENCE AND THE PUBLIC – AND 3 THINGS SCIENTISTS CAN DO.
- PUTTING SCIENCE INTO WORDS THE PUBLIC WILL UNDERSTAND (HOW TO COMMUNICATE RESEARCH TO THE GENERAL PUBLIC)
- INTELLECTUAL PROPERTY, SCIENCE RESEARCH AND ITS REPORTAGE: FAQs
- POPULARISING SCIENCE STORIES
- BUILDING THE GO-TO BRAND (AUTHENTIC SOURCE OF SCIENCE INFORMATION)
- DOING A POLICY BRIEF: AN OVERVIEW

2-DAY WORKSHOP IN THE OFFING CONT'D

- BRAINSTORMING THE SMC GHANA FRAMEWORK
- CREATION OF RESOURCE CENTRE [GUIDELINES FOR GOOD SCIENCE JOURNALISM/REPORTING; ETHICS & SCIENTIFIC CONTENT; GRANTS & OPPORTUNITIES FOR PARTICIPANTS]
- RECRUITMENT OF RESEARCH & MEDIA PRACTICE INTERNS TO MAN THE CENTRE
- QUARTERLY TRAINING SESSIONS [CPD CERTIFICATION & ACCREDITATION]
- MEMBERSHIP? OPEN ACCESS?
- FUNDING
- NEXT STEPS

WHAT GAAS BRINGS TO THE TABLE

- A RESPECTED AND TRUSTED PLATFORM FOR GIVING APOLITICAL ADVICE
- FELLOWSHIP OF SCHOLARS AND EXPERTS IN VARIOUS FIELDS OF STUDY AND ENDEAVOUR INCLUDING LAW, MEDICINE, NATURAL AND APPLIED SCIENCE AND TECHNOLOGY, ENGINEERING, ECONOMICS, POLITICAL SCIENCE, HIGHER EDUCATION POLICY AND PRACTICE; THE HUMANITIES AND CREATIVE ARTS
- 550-SEATER AUDITORIUM FOR SCIENCE-RELATED EVENTS
- OFFICE SPACE FOR HOSTING
- THE SCIENCE MEDIA CENTRE



WHAT GAAS SEEKS

- PARTNERS WITH SIMILAR INTERESTS TO NURTURE, GROW, SUPPORT & SUSTAIN THE SCIENCE MEDIA CENTRE IDEA
- FUNDING SOURCES & SUPPORT
- TRUST FROM THE SCIENTIFIC COMMUNITY THAT THE MEDIA CENTRE IS THE GO-TO PLACE FOR PACKAGING SCIENTIFIC INFORMATION & RECEIVING POLICY ADVISE

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THANK YOU FOR YOUR TIME.