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# Dissemination of research and knowledge & outreach

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# Impressing others with our work

- "You shouldn't care about what others think!" – only true to an extent...
- Reputation leads to prestige → prestige leads to associations → associations leads to networks → networks lead to collaboration → (good) collaboration leads to (good) output → (good) output leads to (good) reputation → repeat
- Increasing reputation = a form of increasing *social capital*

*(Definition: "potential of individuals to secure benefits and invent solutions to problems through membership in social networks"... i.e. academia!)*

- Social capital requires being social 😊 so, we must communicate w/ others!
- Easiest way to be impressive: do impressive things (see: the last 2 days!)
- Impressive research needs to be disseminated both internally & externally...

# Who do we want to impress?

## SG: Students + General public

*Example:* evening lectures, "freestanding" + int. dis. courses

## The local people of your area

aim = pride/support ↔ funding

*Example:* telescope, local events, SAS/PA/ADON, school contact

## SEG: Students + External General

*Example:* media attention, press releases, radio/TV/interviews

## GE General public + External peers

*Example:* ? science festivals (SciFest) ?

## Students of your institute

aim = recruitment ↔ prestige

*Example:* interesting courses, good teachers, role models

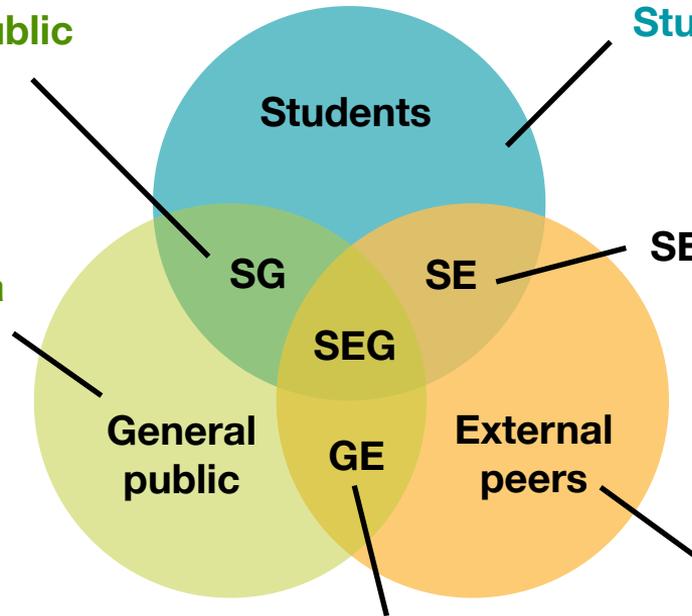
## SE: Students + External peers

*Example:* research collaborations, results relevant to studies

## Other astronomers & researchers

aim = collaboration ↔ reputation

*Example:* research output, conferences, observations



# How do we impress these groups?

- "Establish good practices (why we are here!), but *specifically* a strategy
- Good overall mantra for any project management policy suggestion/recommendation:
  - 1. Specific**
  - 2. Realistic**
  - 3. Implementable**
- Consider:

*What are my assets?* Ex: a publication

*Why is this impressive?* Ex: a novel result, prestigious collaboration, etc

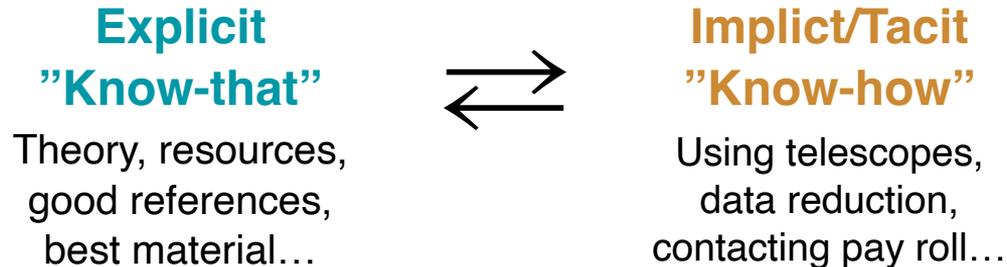
*Which group would be impressed by this?* Ex: students? Ext peers? Public?

*What format would they need this in to appreciate it?* Ex: Paper vs local news

*Once in this format, how do we reach our target?* Ex: Conference, social media

# Impressing internally

- Internal dissemination also important! Solidarity, "team"-feel", communication...
- Important by-product of good environment: communicate your research well internally → colleagues help "market" each other → shared labour!
- **Knowledge management:** methods related to creating, sharing, using and managing the knowledge and information of an organisation – future proofing!



- So how do we increase internal dissemination? Is it at a sufficient level today?