

In the last decade, more and more people are contributing to scientific research, even though they are not academic scientists: they are doing so through citizen science projects.

Often, these activities can change the way in which participants perceive science, increasing their understanding and trust in the research processes. NEWSERA is a EU-funded project that wants to study the potential of citizen science as a tool to better communicate science. Can citizen science be the new paradigm for science communication?

The Partners



Citizen science as the new paradigm for science communication

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About the project



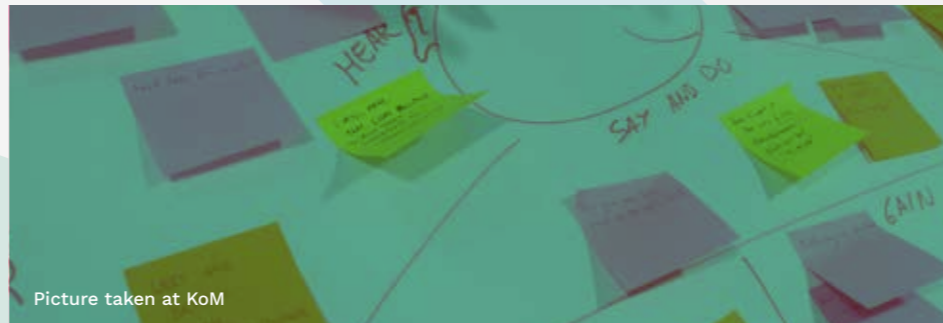
Picture taken at KoM

NEWSERA studies ways to improve the communication strategies of citizen science projects, in order to address more effectively different audiences: members of the general public, academic scientists, policy makers, entrepreneurs and industries (the major actors in the innovation system, according to the quadruple helix model), as well as data journalists and science communicators. The project brings together partners with different fields of experience: researchers with experience in sociology, citizen science practitioners and science communication experts.

Duration:
January 2020 -
December 2022

Programme:
H2020 Science with and
for Society

The goals of the project



Picture taken at KoM

The project studies the state of the art of communication in ongoing citizen science projects through surveys and interviews. The analysis is taken further through the creation of five #CitSciComm Labs, science communication labs aiming to create new and innovative science communication strategies addressed to different stakeholders. In the Labs, citizen science practitioners will also cooperate with data journalists to interlink the principles of both fields. The project will release five innovation blueprints, that will provide guidance on how to better communicate to different audiences. These blueprints will be public and accessible to all citizen science projects.

The #CitSciComm Labs

The core of NEWSERA are the #CitSciComm Labs: here, citizen science practitioners collaborate with representatives of the general public, academic scientists, policy makers, industries and SMEs, data journalists and science communicators. The key point of the #CitSciComm Labs is their co-creation approach: the ideas from people with different backgrounds and experience will directly inform the design of new communication strategies for citizen science projects.

Each Lab involves a specific stakeholder group and is made up of a series of workshops. During these workshops, participants first focus on existing citizen science projects, evaluating their current communication practises, then they elaborate new ones and finally test them on the field. The projects participating in the Labs are those that expressed an interest in actively participating, both in a survey carried out in the first months of the NEWSERA project and subsequently in response to personal and institutional invitations. The Labs are addressed to citizen science practitioners and the different stakeholders operating in Spain, Portugal and Italy; they include sessions of co-creation within the Lab, but also meetings and exchange of information between Labs. The progress and outcomes of the Labs will be public and accessible to all citizen science projects, even if they are not involved in the NEWSERA project.



Citizens



Academic
scientists



Policy
makers



Industries
and SMEs



Scientific
journalism