



# Public Engagement with Research

*Online workshop for researchers*

*28 January 2022*



Miroslav Trajanović,  
University of Niš, Faculty of Mechanical Engineering

# Goals



1. To understand what is public engagement with research
2. To find out why we need public engagement
3. To learn how to achieve the goals of public engagement

## Instructions:

- Mute your microphone
- Switch-off your camera
- Use Chat option to post a questions.

# Content

---

- What is public engagement?
- Why we need public engagement?
- Who can we engage and for what purposes?
- How to engage public?
- Key challenges and barriers
- Exercise: Development of a short plan of public engagement

# What is public engagement?

---

- National Co-ordinating Centre for Public Engagement, Bristol, UK

"Public engagement describes the myriad of ways in which the activity and benefits of higher education and **research can be shared with the public**. Engagement is by definition a **two-way process**, involving interaction and listening, with the goal of generating mutual benefit."

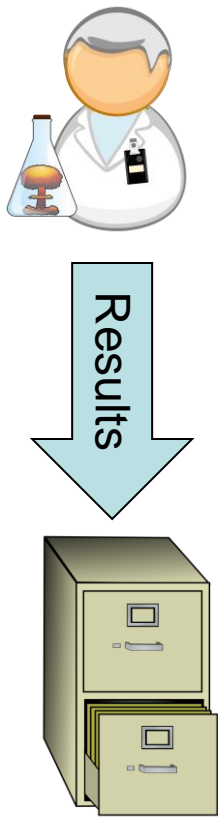
# What is public engagement?

---

- University of Oxford, UK

Public Engagement with Research is a range of ways of engaging members of the public with the **design, conduct and dissemination** of research - all with the goal of generating **mutual benefit** by enhancing the quality and socio-economic impact of research.

# Without or with engagement with public



- Provide additional sources of information, knowledge and expertise
- Get new research idea
- Improve the quality and impact of research
- Raise the profile of researchers
- Raise employability of researchers
- Develop new skills

# Why we need public engagement

---

- **Consulting** a broad public audience on their opinions, ideas and unresolved issues
- **Collaborating** with public during the planning and implementation of our project
- **Informing** non-research audience about our project ideas, implementation of the project and project's results in a way that they will understand

# Consulting

---

- To get fresh idea help with creating your research
- learning to understand a problem from the public's perspective
- Hearing from a local community about the issues they want addressed
- Setting the research questions
- Responding to societal needs or requests
- Check your assumptions



# Collaborating

---

- More diverse people can improve the quality of research
- Collecting data
- Doing research together
- Creating knowledge together
- Applying knowledge together
- Widening research horizons
- Surfacing new ideas
-

# Informing

---

- Informing people about your work
- Increasing the impact of research
- Inspiring young people to consider a career in research

# Side effects of public engagement in research

---

- Developing of skills
  - Negotiation skills
  - Facilitation skills
  - Risk management
  - Communication skills
  - Recognizing different people and different viewpoints
  - Interpersonal skills
  - Project management including budgeting and fundraising
  - Problem solving

# Who can we engage and for what purposes?

---

- Public is a very broad term.
- It includes children, primary school children, high school students, students, adults and the elderly. Healthy and sick people. Employed and unemployed and so on.
- Do you really want to engage all these people?
- You need to determine target group
- To do that it is necessary to answer the question:

## Why I need public engagement and for what purpose?

**Consulting  
Collaborating  
Informing**

# Who can we engage and for what purposes?

---

- Once you know why and for what you want to engage the public, it will be much easier to determine what kind of people you want to engage
- Examples:
  - Dogs owners
  - Members of the local Society for Environmental Protection
  - People between the ages of 50 and 60 with cardiovascular problems
  - Wine lovers
  - Members of consumer associations
  - Members of the Fb group "Basketball above all,"
  - Policy makers

# Key challenges and barriers

---

- Funding – provide funding for public engagement activities
- Lack of skills for public engagement
- Identification of the required target audience. It depends on the type of project.
- Unreliable data quality. This is especially critical for citizen science projects. Participants sometimes should have some skills.
- Problems in communicating with the non-academic community.

# Exercise

---

- What is your research about?
- Why I need public engagement?
- For what purpose I need public engagement?
- Which target group needs to be engage?
- How will I convince them to engage in my research?

# Thank you!

---

## QUESTIONS

[miroslav.trajanovic@gmail.com](mailto:miroslav.trajanovic@gmail.com)