



The University of Manchester

# The Engaging Researcher

[www.vitae.ac.uk](http://www.vitae.ac.uk)

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managed by CRAC: The Career Development Organisation  
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# Programme

What...is public engagement?

Why...engage the public with my research?

Who...are the public?

So what...about research might be interesting to the public?

How...do I design a public engagement activity?

What...does an engaging researcher look like?

Now what...where do I go from here?

**11:05-11:20**



**14:20-14:35**



**12:30-13:15**



**16:30**

# Begin with the end in mind



**granularity**

**jargon**

**impact**

**paradigm**

**blue sky**

**sustainable**

**mechanisms**

**retrenches**

**heteronormative**

**multi-faceted**

**correlative**

**societal**

**anathema**

**circumvent**

**economy**

**concordat**

**discourse**

**zeitgeist**

**verisimilitude**

**parameters**

**exploitation**

**disenfranchise**

**incongruous**

**toolkit**

**transgress**

**dialectic**

**underpins**

**elucidate**

**empirical**

**knowledge exchange**

**safeguarding**

**marginalisation**

**curiosity-driven**

**leverage**

**top-down**

**contemporaneously**

**stem**

**non-departmental**

**inter-disciplinary**

**post-modernist**

**purport**

**participatory**

**touchpoints**

**commercialisation**

**accountability**

**zenith**

**multi-disciplinary**

**under-capacitated**

**people-centred**

**transformational**

**gestalt**

**dissociate**

**autonomous**

**process-driven**

**fundamental**

**meritocratic**

**disjunctive**

**bifurcate**

**value-added**

**reductive**

**mediated**

**government**

**synecdoche**

**eschatology**

**synergies**

**manifest**

**ontological**

**transparency**

**unequivocal**

**obfuscate**

**predicated**

**sectorial**

**dialogue**

**subjugate**

**contextualise**

**indicators**

**reconcile**

**circumambulation**

**epistemological**

**bottom-up**

**taxonomy**

**incentivising**

**obscure**

**obfuscate**

# Engaging researchers



### Research

Applied  
Theoretical  
Collaborative  
Co-produced research

### Social Media

Blogs & microblogging  
Online forums & discussions  
Wisdom of the crowd  
Youtube lectures & demos

### Info-tainment

Media  
Festivals  
National events

### Knowledge Transfer

Outreach  
Public lectures  
Research dissemination

# What is public engagement?

### Learning

Professional development  
Lifelong learning  
Networking & sharing  
Schools liaison  
Widening participation

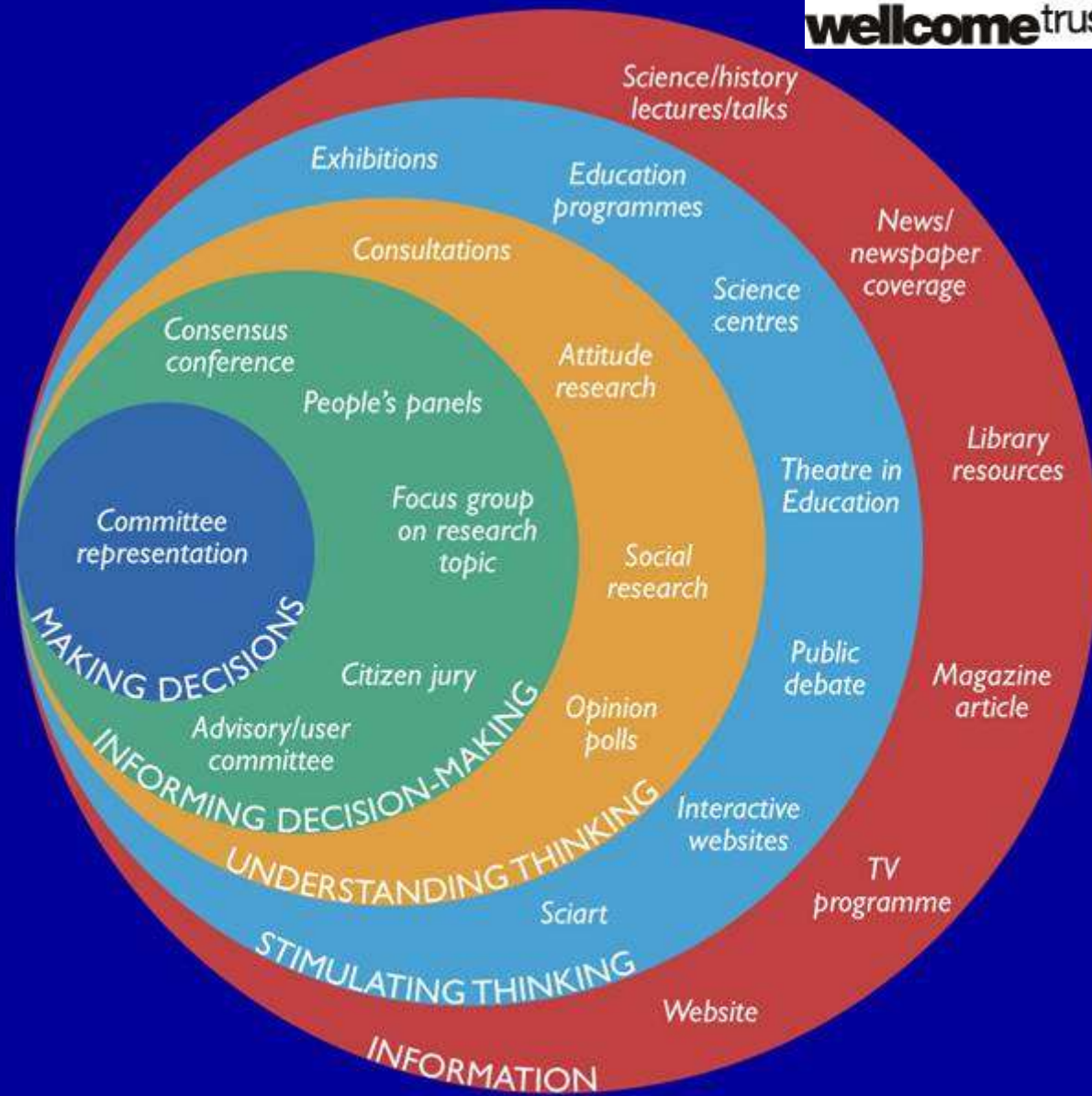
### Knowledge Exchange

Influencing policy

### Community

Student & staff volunteering  
Cultural & social partnerships  
Opening up spaces/facilities

# The Onion



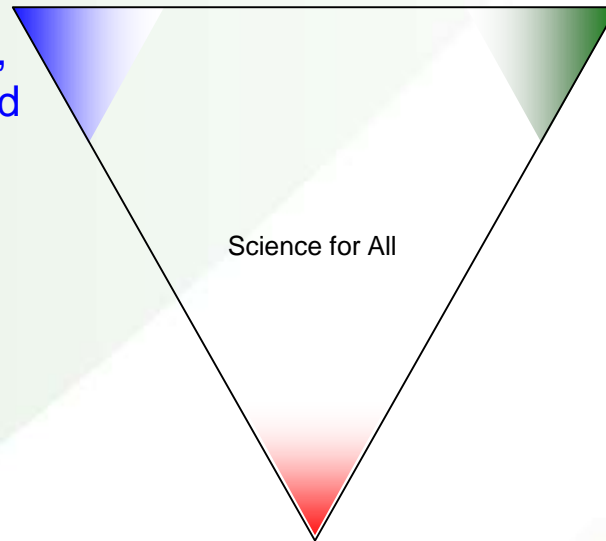
← Public impact on research/policy →

← Dialogue → Information →

# The Triangle

## Transmit

To inspire, inform, change, educate, build capacity, and involvement or influence decisions of the public  
e.g. science festivals, exhibitions, open days, websites



## Receive

To use the views, skills, experience and knowledge of the public to inspire, inform, change, educate, or build your own capacity or decisions  
e.g. surveys, focus groups, deliberative workshops

## Collaborate

To collaborate, consider, create or decide something together with the public  
e.g. conversations, partnership working, open space events,



# Why...engage the public with my research?

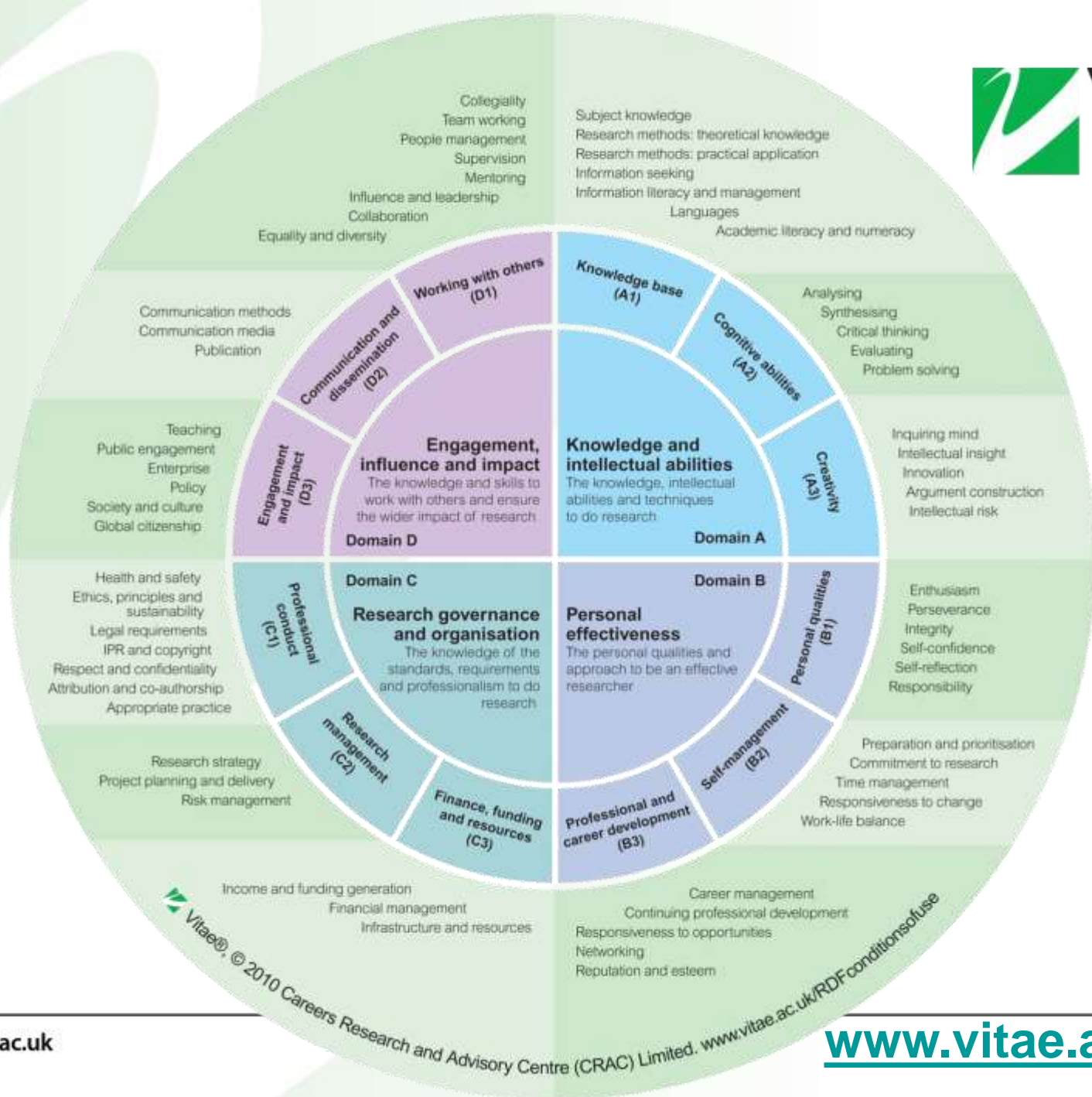
“The question should not be is our research any good, but what is it good for?”  
*Professor Chris Brink, VC, Newcastle University*



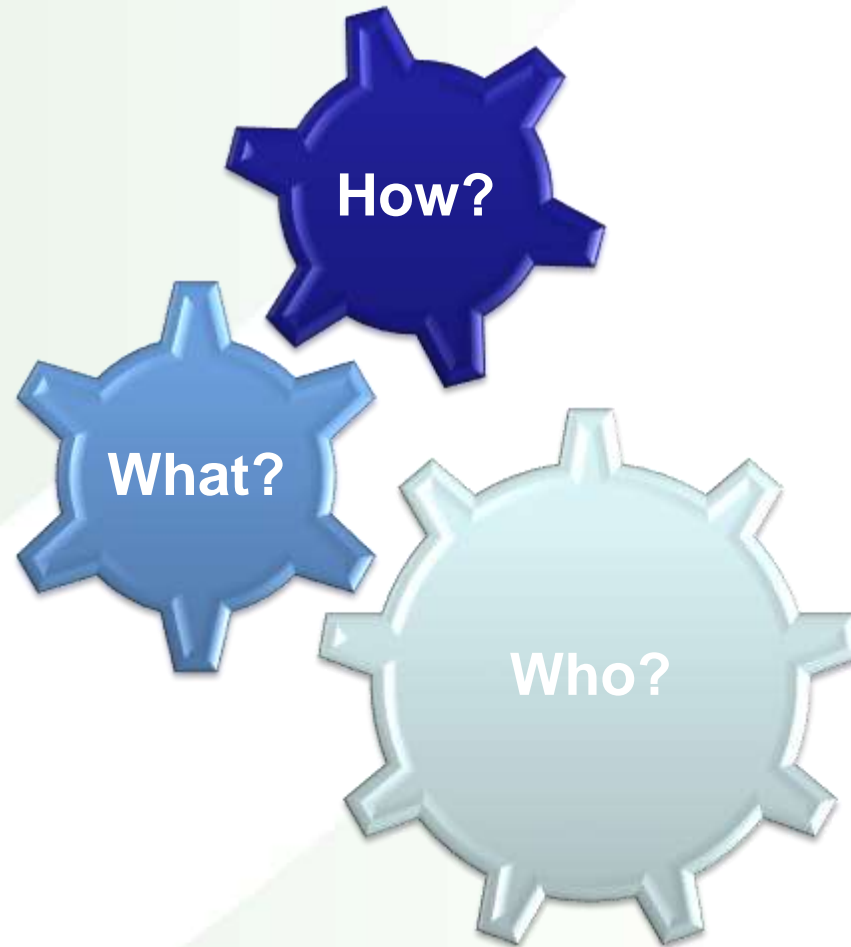
“Don't assume because you find all your work fascinating that the public will - look for your common ground.”  
*Dr Alexis Kirke, University of Plymouth*

# Developing as a professional researcher

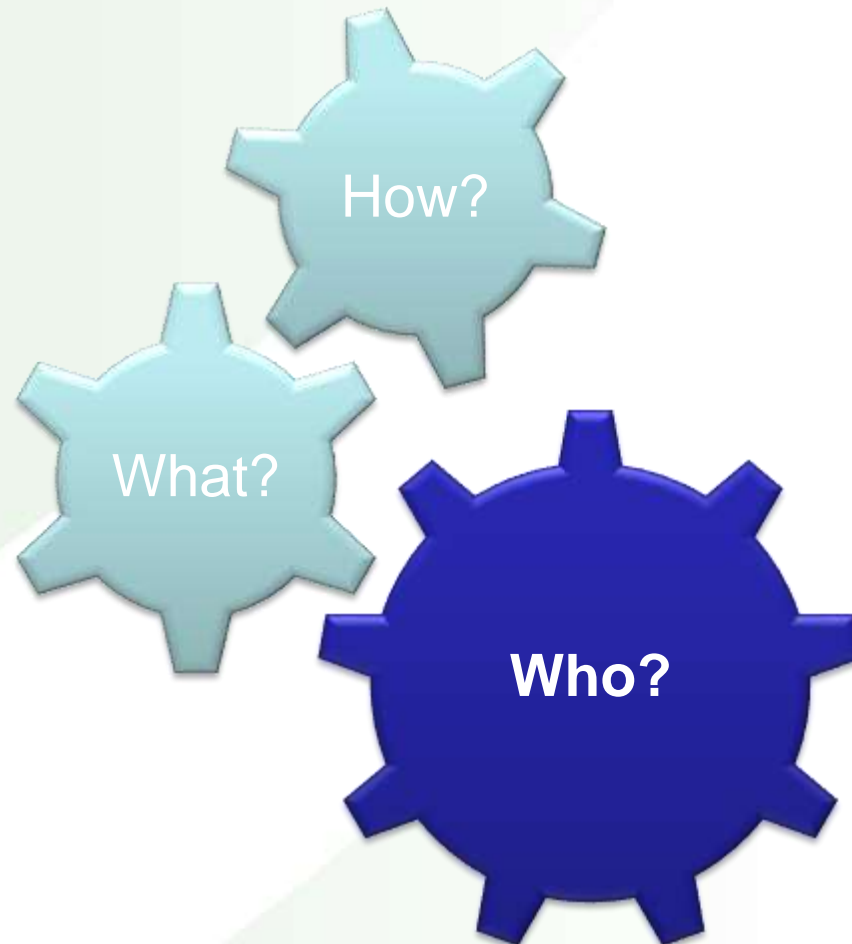




# Public engagement case study



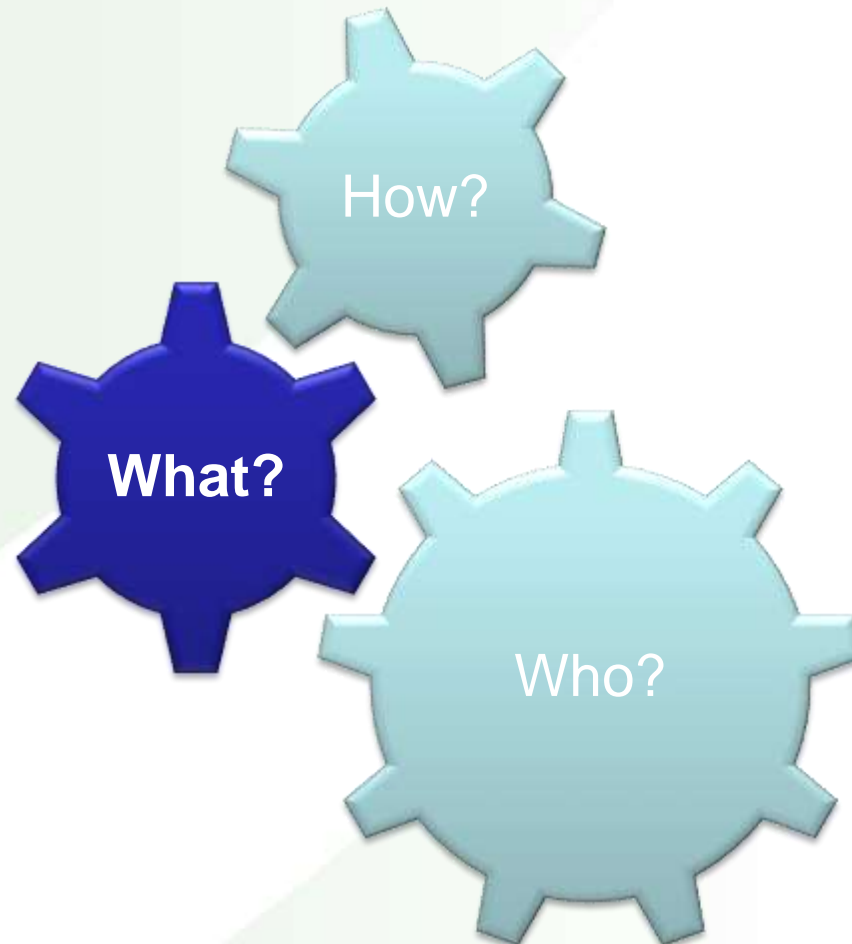
# Who...are the public?



# Who...are your public?



# So what...about research might be interesting to the public?

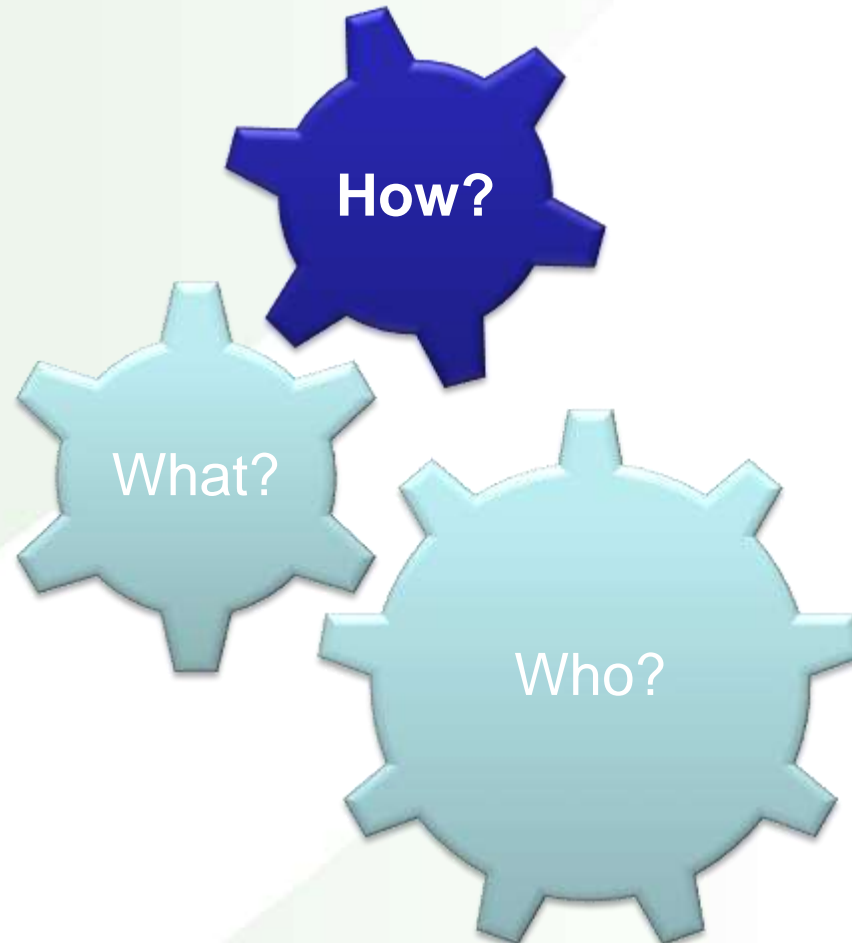


# So what...about your research might be interesting to the public?





# How...do I design a public engagement activity?



# Learning styles

## Kinaesthetic

DO IT



## Visual

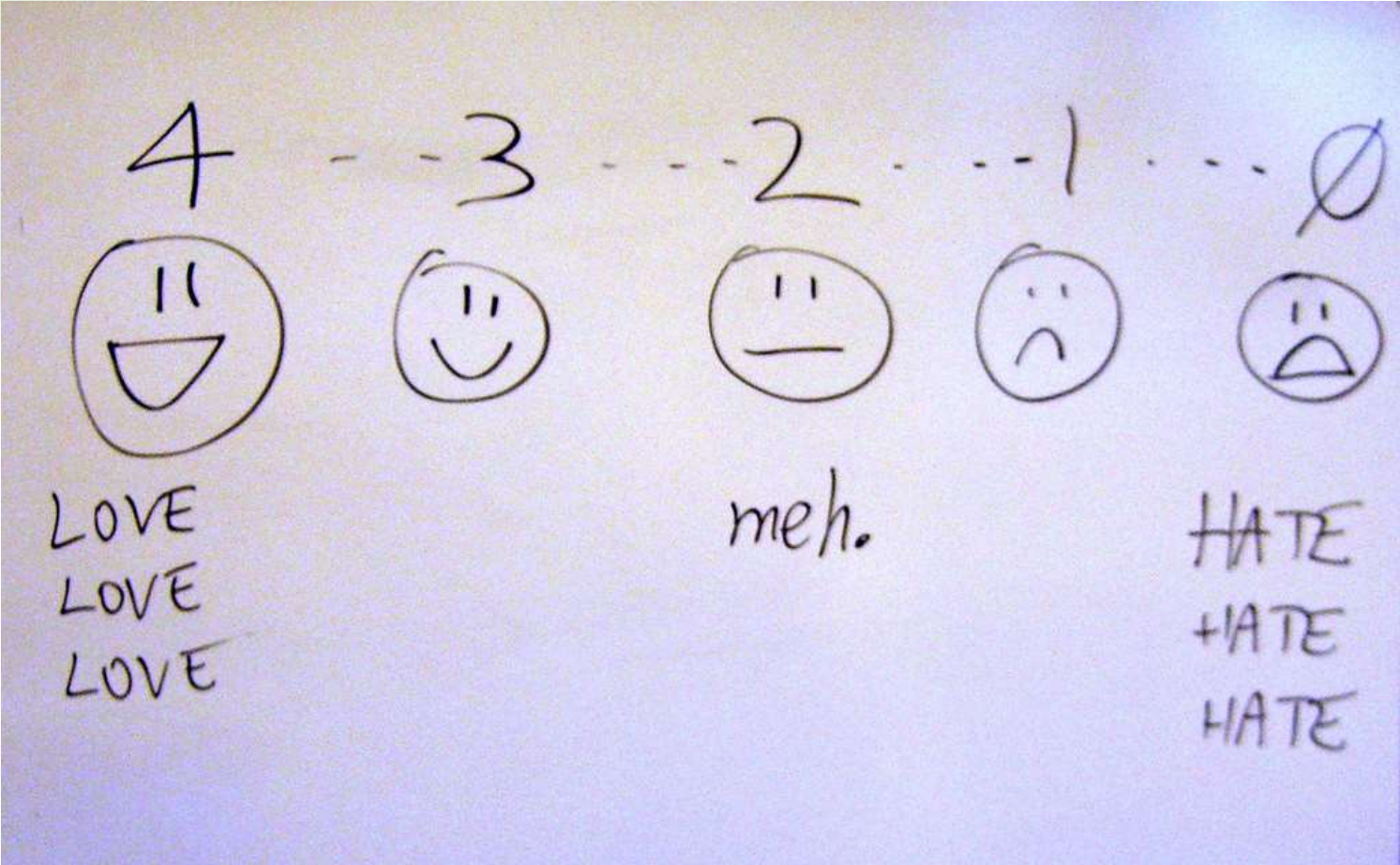
SEE IT

## Auditory

HEAR IT



# Evaluation

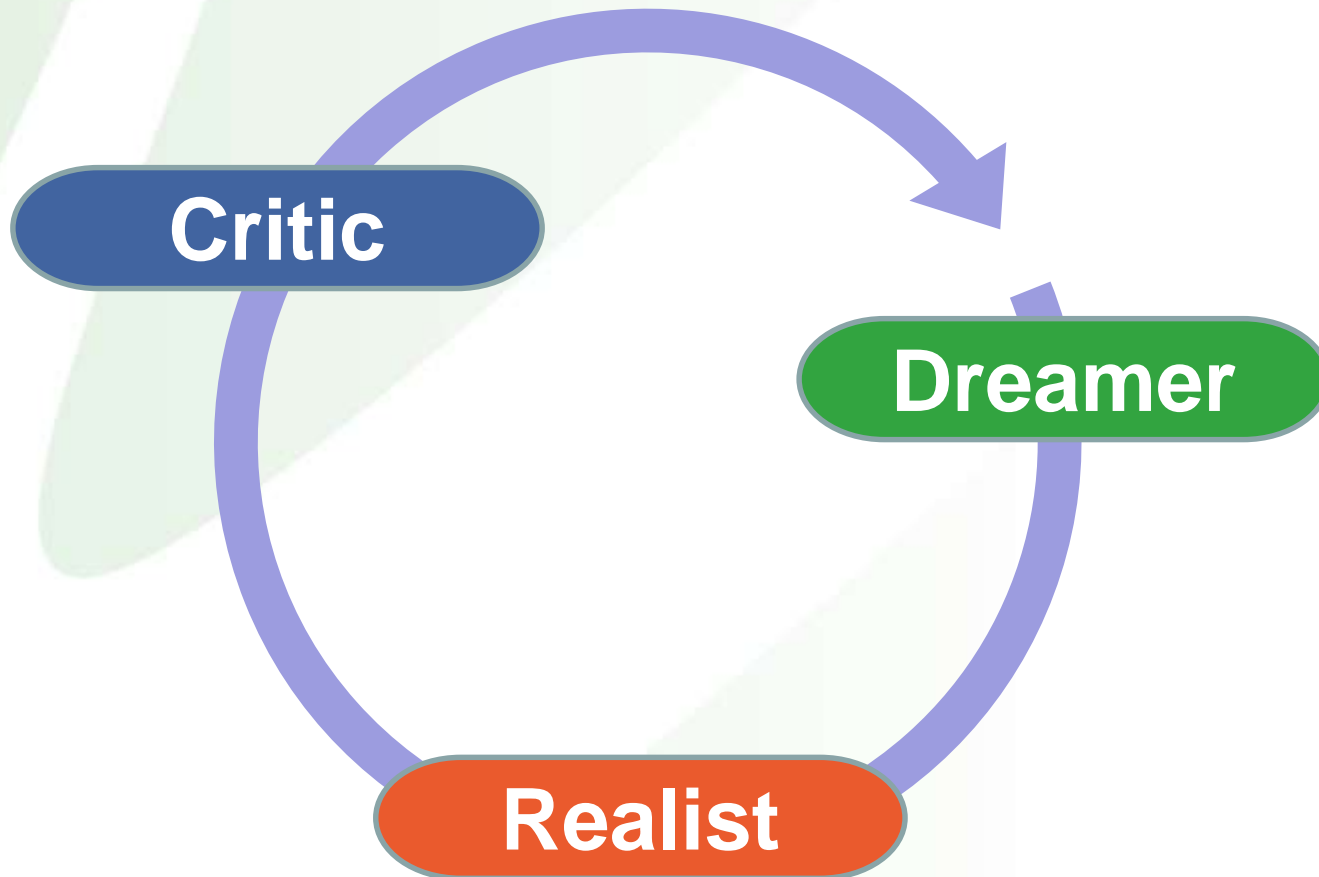


# Evaluation process

1. **Aim** (what do you want to achieve? Big picture!)
2. **Objectives** (what you need to do to achieve your aim?)
3. **Evaluation questions** (what do you want to know?)
4. **Methodology** (what strategy will you use?)
5. **Data collection** (what techniques will you use to collect your evidence?)
6. **Data analysis** (how will you analyse your data?)
7. **Reporting** (who will be reading your report?)

<http://www.rcuk.ac.uk/documents/publications/evaluationguide.pdf>

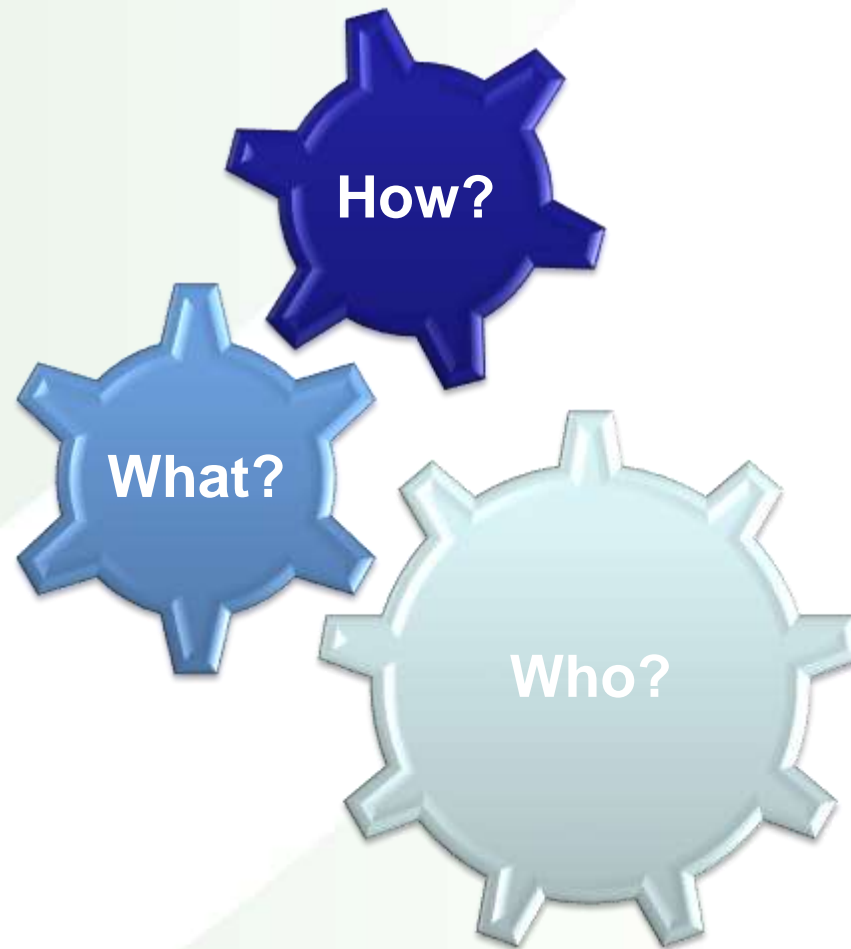
# Creative strategy



# How...do I design my public engagement activity?



# Your case study



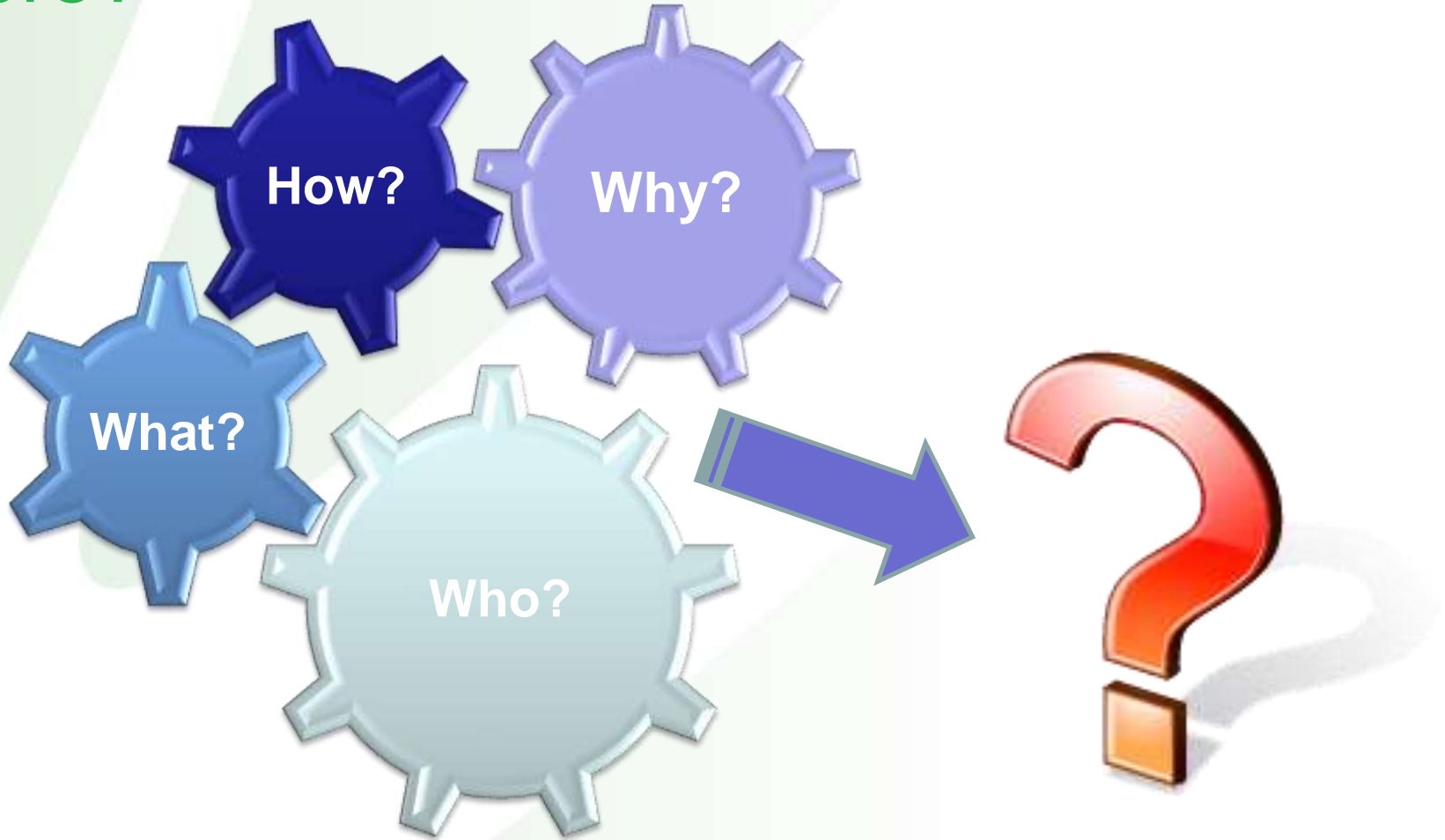
# Your case study

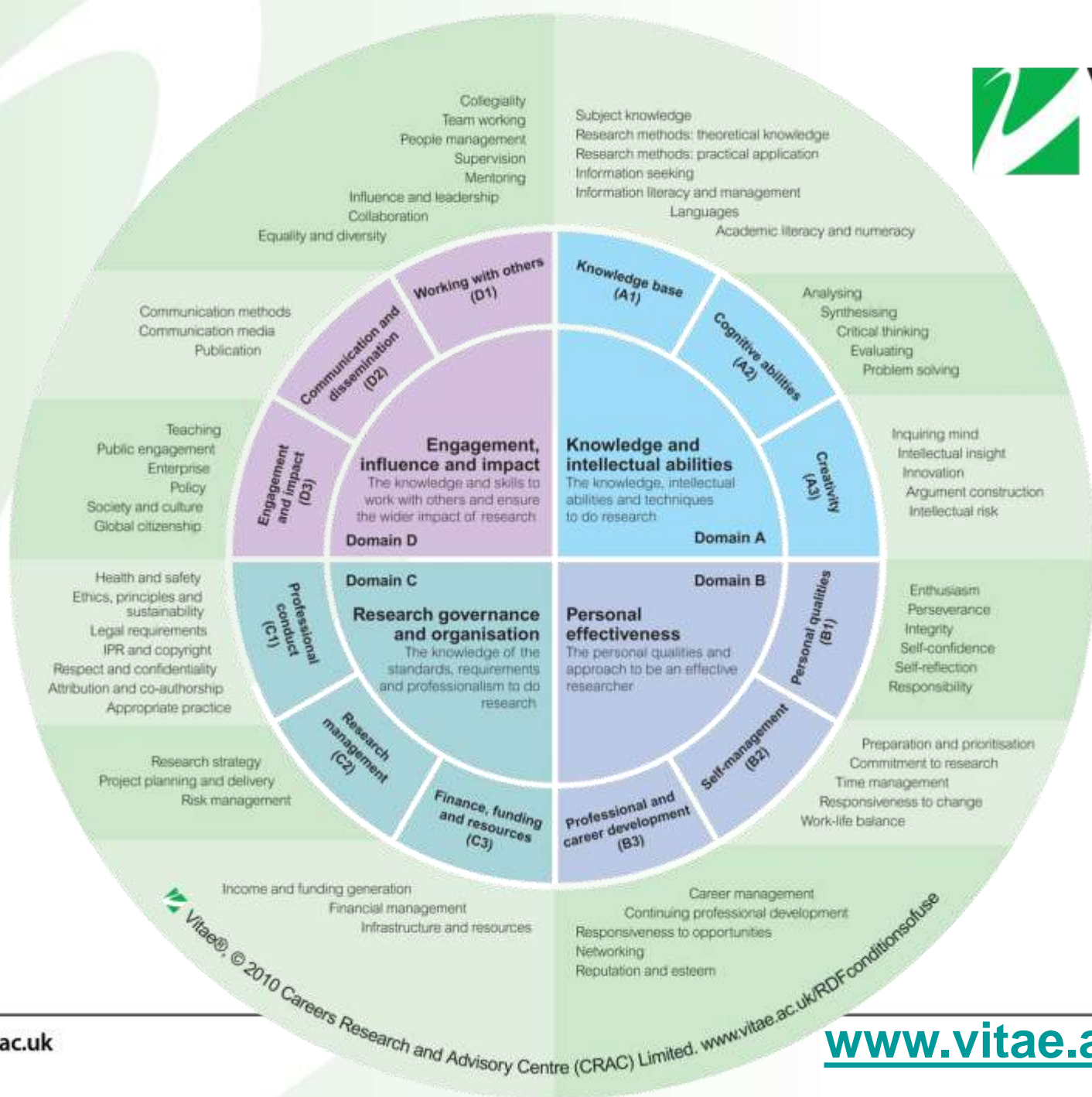
- ✔ Prepare a 3 minute entertaining presentation to showcase the activity you have designed
  - ✔ What is the purpose of your engagement activity?
  - ✔ Why would it engage your public? (include your wow factor)
  - ✔ What research are you engaging them with?
  - ✔ How do you know your activity will work?
- ✔ Presentations start in 30 minutes





# Now what...where do I go from here?





# Realising your potential



# Three things to do next



# The engaging researcher



# What...have we done today?

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