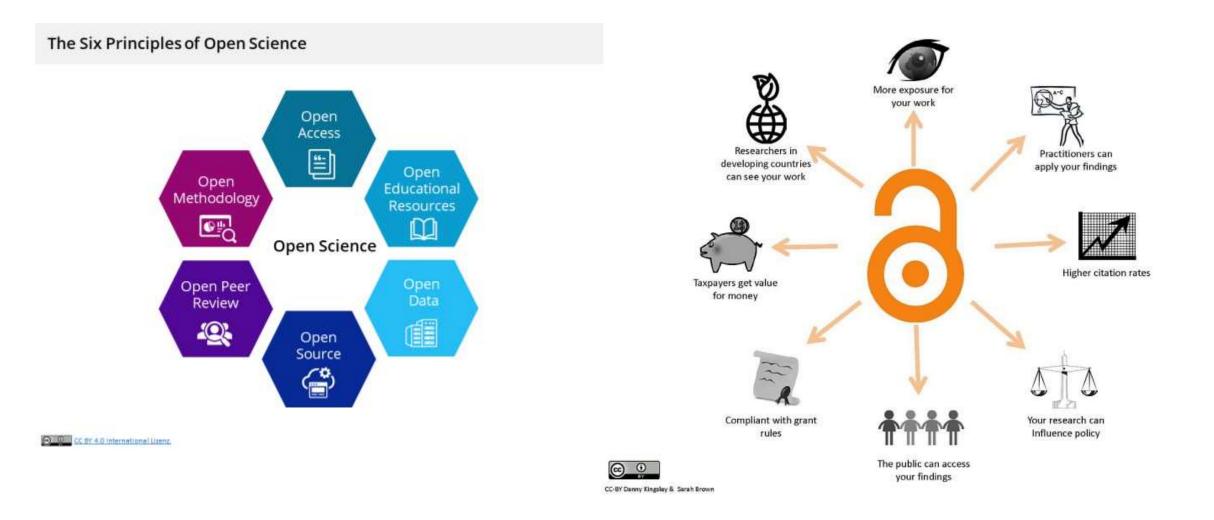


# Performing Open Science: How to address a broad audience with Science Slam



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# **Open Science is good and important...**



https://open-access.network/en/information/open-access-primers/what-does-open-access-mean https://blogs.uef.fi/ueflibrary-bors/benefits-and-challenges-of-open-science/

#### Researchers don't care because...

- they suffer from immense workload
- they need to publish
- they hate everything that distracts them from their research (and from publishing)
- they lack (financial) support from their institutions

#### The public doesn't care because...

- They don't understand how the research system works
- They don't understand how scientific publishing works
- They are not aware that they pay a lot of money to profit-oriented private publishers (from their taxes)

# → We have to find new ways for (low-level) communication of Open Science

# Addressing a broad audience with Science Slam

## Science Slam is...

- an entertainment format, normaly for a broad audience
- concept:
  - a moderator presents 5-10 scientists on a stage
  - each of them has 10 minutes time to present his/her research in an entertaining and comprehensible way
  - at the end, the audience is asked to choose its favorite
  - somebody wins, everybody gets applause and has a great time



# Addressing a broad audience with Science Slam

## Science Slam is...

- entertainment and education
- a great possibility for researchers to reach a broad audience
- a great possibility for Open Science Professionals to reach a broad audience
- a great possibility to show and explain your work (and why it is important)





pictures: https://media-bubble.de/science-slam-buehne-frei-fuer-die-wissenschaft/

## **Register!**

- (most) Science Slams are open.
- You can register with the organizer in advance.
- You don't need to have a fancy presentation.
- You can do everything you want!

## ... or set up your own Science Slam at your institution!

- You need a venue (e.g. a lecture hall, a venue of a local cultural institution,...)
- You need a moderator (who leads through the show, explains the format and the procedure etc.)
- You need Slammers (from your own or other institutions)
- You need an audience (promote the event, also outside your institution)



ightarrow to do all this, you may also need some funding

It's not a conference talk, it's entertainment!

**Content** red thread, story overall concept core messages

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## Performance pace, delivery sympathy media and props visualizations (slides, methaphors,...)



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☆☆ Magic ☆☆

picture: 123RF

### Rule #1: You must not bore!

- Inspire the audience!
- Tell a story!
- Keep in mind: Unlike at a scientific conference, you cannot assume any prior knowledge!
  - $\rightarrow$  use common language
  - $\rightarrow$  avoid using too much technical terms (and if you do, explain them!)
  - You do not need to explain everything in detail!
  - You do not need to show every detail of your work on your slides
- **Simplify!** Highlight your core message!
- Keep in mind: Unlike at a scientific conference, the audience will not criticize you (too much)!



## Suggestions on how to present open science at a science slam

#### Don't tell people every detail about what you do, tell them why you do what you do!

- tell people, why we need Open Science
- tell people, why we have to tear down paywalls
- tell people, how you help to make sience more open

#### Explain the principles and advantages of Open Science by telling a story...

- about a concrete example of how freely accessible research results have helped to resolve a serious problem
- about how open access helps doctoral students in the global south to participate in the scientific discourse
- about your own struggles at realizing an Open Access publication and how you finally succeeded
- about how to blow up the paywall
- ...
- Any more ideas?

#### **Be creative! Be bold!**