



The March for Science To which destination?

Oliver Lehmann

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- Journalist: e.g. profil, Falter, taz, Merian, Stern, BBC
- Science journalist: founder and editor of Universum Magazin (1998)
- Science manager: Head of Stakeholder Relations at IST Austria
- Science communicator:
 - ◆ Summer of Logic 2014
 - ◆ Vienna Ball of Sciences since 2015
 - ◆ Vienna March for Science 2017
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1. Science journalism globally

Classic “legacy” media (print, electronic) in decline

1. Extrinsic reasons:
 - the rise of the social media
 - the crisis of liberal democracy and its foundation of evidence-based analysis and rational decision making
2. Intrinsic reasons:
 - inability to adapt to these changes, especially to the dangers posed by social media, but especially in terms of a business model in the digital sphere.
3. Only very few promising examples for successful adaptation:
 - Globally: New York Times, Die Zeit, (The Guardian)
 - Austria: Der Standard

1. Science journalism globally

Impact on science journalism (USA)

Digital technology affects the quality of reporting, incl. science journalism.

Changing media landscape in the US, according to Pew Research Center:

1977: 40'000 full time journalists, 1987: 57'000, 2014: 40'000

1989: 95 newspapers had weekly science sections; 2014: 19

3.6:1 ratio of PIOs to journalists

172 digital non-profit news outlets (ProPublica etc)

(Robert Lee Hotz , WSJ, AAS 2014)

2. Science journalism in Austria

Basics

Paradox: science journalism is in danger while the public appreciates it more than ever

Study Association of Education and Science Journalists 2014

- above-average academic degrees
- above-average freelance journalists compared to other fields
- below-average income: To be able to afford journalism, freelancers do PR

"Good science journalists are like the magnetic needles in a haystack: There are not many, but they provide indispensable guidance." (Oliver Lehmann)

2. Science journalism in Austria

2002 major turning point: new university law

→ increased competition for

- public funds (and consequently their legitimization)
- cooperation with companies
- best students and employees

Achieved by: More PR and Sponsoring of R&D sections in media

2. Science journalism in Austria

Results:

“Sensational science”

Advantage for the natural sciences, medicine, information technology, also archaeology. Disadvantage for humanities and social studies.

Consequence: Feedback into scientific community, funding, and (possibly) research decisions.

Increasing danger of copy & paste science journalism, with PR messages adopted without re-check.

Suggestion: Science Journalism as quality criteria to intended media funding law

3. Science and social media

Digital Possibilities

Successful examples for communicating science to public:

I fucking love science I fucking love science (25,7 Mio. Likes)

Neil deGrasse Tyson (10 Mio. Twitter-Followers)



Neil deGrasse Tyson
Neil deGrasse Tyson I Love the Smell of the Universe T-Shirt
★★★★★ 1 customer review

Price: \$19.99 & FREE Returns

Fit Type: Youth

Men Youth Women

Color: Slate

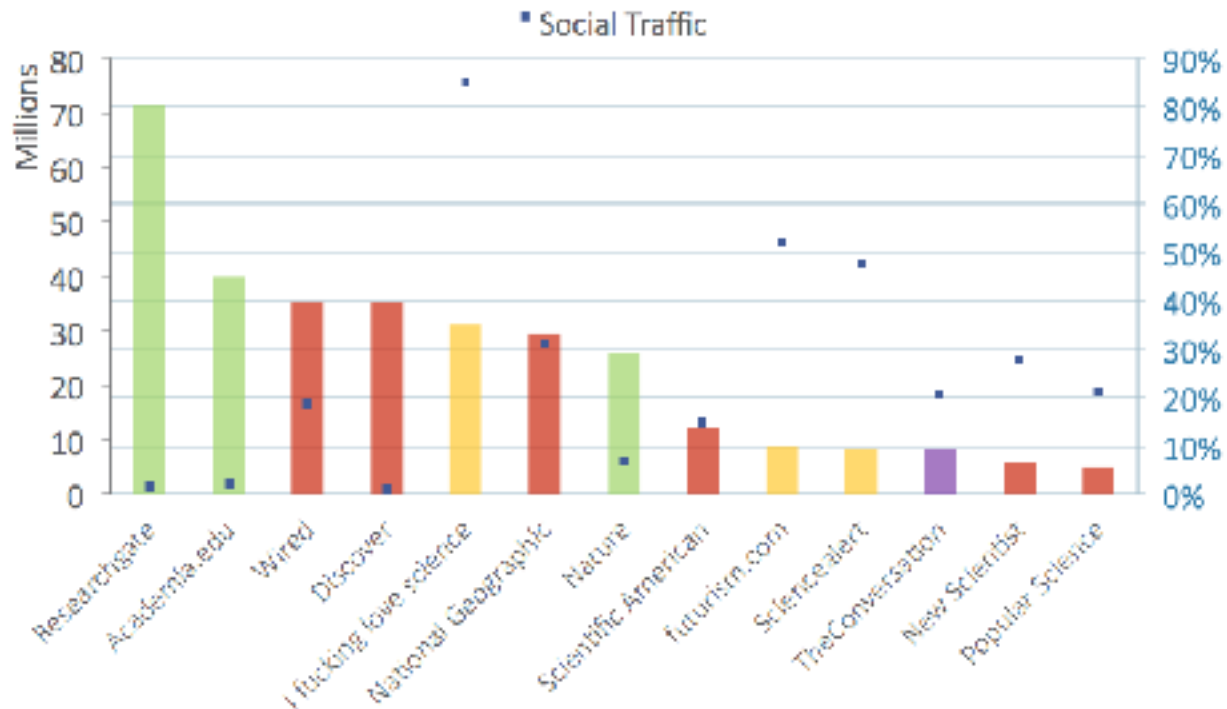
Size: Select Size Chart

- Solid colors: 100% Cotton; Heather Grey: 90% Cotton, 10% Polyester; All Other Heathers: 65% Cotton, 35% Polyester
- Imported
- Machine wash cold with like colors, dry low heat
- Official Licensed Fan Art
- Designed by Benjamin Riches
- Lightweight, Classic fit, Double-needle sleeve and bottom hem

3. Science and social media

Wissenschaftskommunikation und Social Media

Internationale Wissensportale: Visits/Monat (Juli 2017)



Quelle: [Statista](#)



3. Science and social media

Maggie Koerth-Baker – science blogger at [FiveThirtyEight](#)

Social media with intention: what do you want to get out of it?

1. You need a goal: goal can be anything. Social media is a way to have social presence, interact and network.
2. You need a platform: some platforms are better suited to some goals than others.
3. You don't need to be there.

Good local examples

[Florian Freistetter](#) Florian Freistetter (400k page views/month), [Florian Florian Freistetter](#) (400k page views/month), Florian [Aigner](#)

4. New organizations and formats

Science Media Centre UK

Founded in 2000 and operational since 2002 it is “an **independent** press office helping to ensure that the public have access to the best scientific evidence and expertise through the news media when science hits the headlines”

Philosophy: “The media will DO science better when scientists DO the media better.”

Target groups:

- journalists / scientists / press officers (PIOs)

Science Media Center Germany

Founded in 2015, operational since 2016

Funding: Klaus Tschira Stiftung (90 Prozent), Wissenschafts-Pressekonferenz e. V. (10 Prozent)

4. New organizations and formats

Vienna Summer of Logic 2014

Logic conference in Vienna with 2500 participants: “Largest gathering of logicians since Aristotle” (H.Veith). Detailed communication strategy as part of the design process:

media briefings for selected journalist

new formats like “LogicLounge”: public sphere, 1 hour, host vs. expert

media strategy and media advice, producing high quality images like logo, poster and photos, resulting in “profil” cover, e.g.



4. New organizations and formats



Vienna Ball of Sciences

Vienna Ball of Sciences

- Established in 2015 in order to display and promote science and universities in Vienna (9 universities, 5 private universities and FHs each).
- Intention: Acquire societal reputation for science like for the arts.
- Method: Defining and addressing a target group – 220.000 people part of the Viennese sci community = largest science and uni hub in Central Europe, more pax than Linz or Favoriten
- Results: Sold out from beginning. Reports on VIE sci community and hub e.g. in Science and Nature.

4. New organizations and formats



Vienna Ball of Sciences

- Tools:
 1. Using extremely high social reputation of balls in Austrian society
 2. Sticking to the very traditional format, charging it up with science
 3. Personalizing science by inviting ball ambassadors and their messages, thus placing science in society, e.g. Markus Meyer and Nuno Maulide
 4. Communication and mobilization almost completely through social media (e.g. Facebook, 1.4 mio views in 2016/17)

4. New organizations and formats

- March for Science
- Developed after March for Women in Jan 2017 in reaction to fake news and assaults an evidence-based science
- Caroline Weinberg: “Sitting on my couch in Jan 2017 having a conversation with a friend at NOAA who had just been told to avoid controversial topics.”
- Grass-root movement with 600 marches on April 22 and 1 mio. participants
- Central role of social media: managed to attract in 12 weeks 356'000 followers on Twitter and 677'000 fans on Facebook. Potential of social media reach-out can be fathomed by sites like I Fucking Love Science with 25m+ fans on Facebook.



4. New organizations and formats

- Vienna March for Science
- Based on the organization and the team of the Vienna Ball of Sciences
- Expanded network to all of Austria
- Added a “local” topic: Central European University
- Results:
 1. 3.000 participants / huge media coverage
 2. platform which can be mobilized for any cause related to the interaction between science and society



4. New organizations and formats

- Discussion on common ground of new formats:
- swift and precise definition of the target groups and their gatekeepers;
- clear agenda, succinctly formulated;
- support by the most eminent, publically acknowledged and recognizable representatives of the scientific community (for credibility within and outside of scientific community) AND
- support by allies from non-scientific communities and networks with a scientific background and/or education, or a societal, commercial and cultural interest in science, all with a very high pop-cultural impact (to attract attention and interest in the general public);
- a narrative with a clearly delineated story line;
- an interactive element that will provide all supporters with one tough but achievable goal;
- a day-after strategy outlining what will happen with the support received

4. New organizations and formats

- March for Science 2018
- New date: 14 April 2018
- Organization of March 2017 in the US turned into an action platform advocating one topic per month like tax breaks for students, net neutrality
- Focus on outreach activities
- Focus on „making science part of the national conversation“
- Conference in Chicago July 2018
- Vienna March for Science 2018
- Might link with „Lange Nacht der Forschung“ on 13 April



Q&A