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Creative Research Communication: Theory and Practice

Clare Wilkinson, Emma Weitkamp

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Creative Research Communication: Theory and Practice Clare Wilkinson, Emma Weitkamp Considering how to communicate your research or engage others with the latest science, social science or humanities research? This book explores new and emerging approaches to engaging people with research, placing these in the wider context of research communication. Split into three sections, Creative research communication explores the historical routes and current drivers for public engagement, before moving on to explore practical approaches and finally discussing ethical issues and the ways in which research communication can contribute to research impact.

Starting from the premise that researchers can and ought to participate in the public sphere, this book provides practical guidance and advice on contributing to political discourse and policymaking, as well as engaging the public where they are (whether that is at the theatre, at a music festival or on social media). By considering the plurality of publics and their diverse needs and interests, it is quite possible to find a communications niche that neither offers up bite-sized chunks of research, nor conceptualises the public as lacking the capacity to consider the myriad of issues raised by research, but explains and considers thoughtfully the value of research endeavours and their potential benefits to society.

It's time for researchers to move away from one-size fits all, and embrace opportunities for creative approaches to research communication. This book argues for a move away from metrics and tick box approaches and towards approaches that work for you, as an individual researcher, in the context of your own discipline and interests.

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