

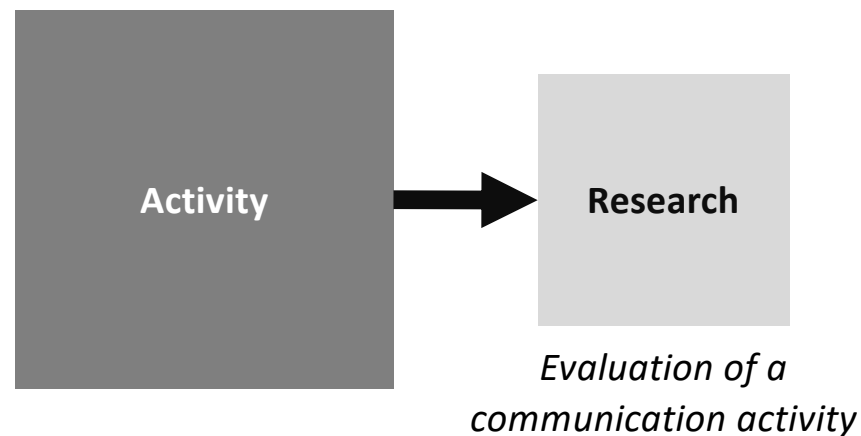
# Geoscience communication - Planning to make it publishable

<https://gc.copernicus.org/articles/4/493/2021/gc-4-493-2021.pdf>



**ACTIVITY** makes it useful,  
**RESEARCH** makes it publishable

## a) Activity led



## b) Research led



### An Editorial ....

John Hillier  
Katharine Welsh  
Mathew Stiller-Reeve  
Rebecca Priestley  
Heidi Roop  
Tiziana Lanza  
Sam Illingworth

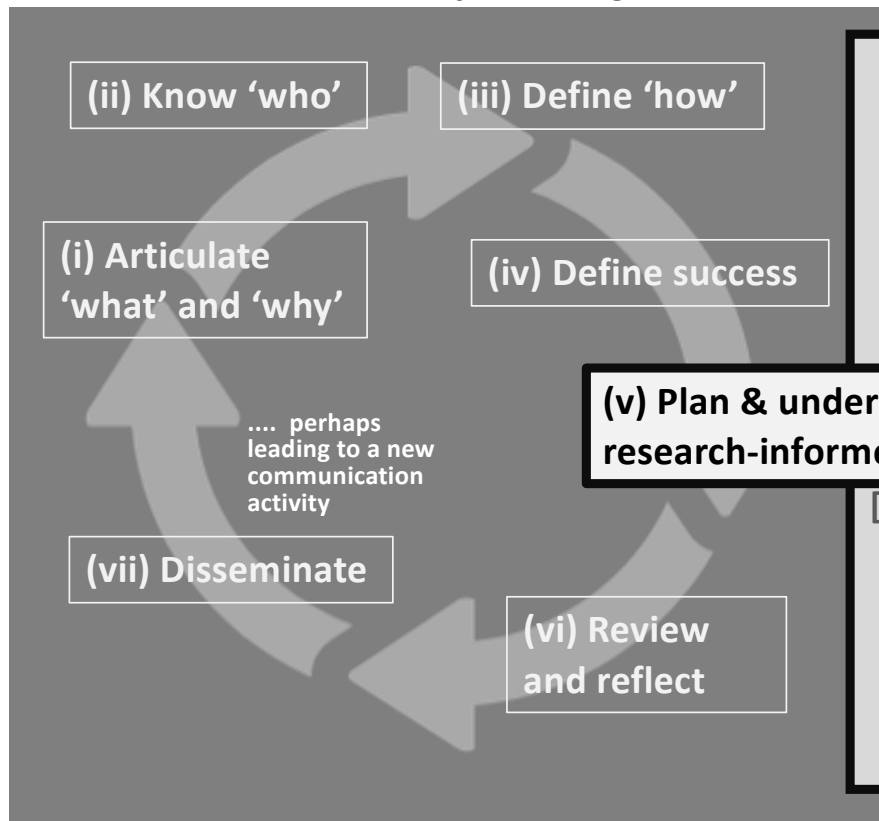
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Activity led

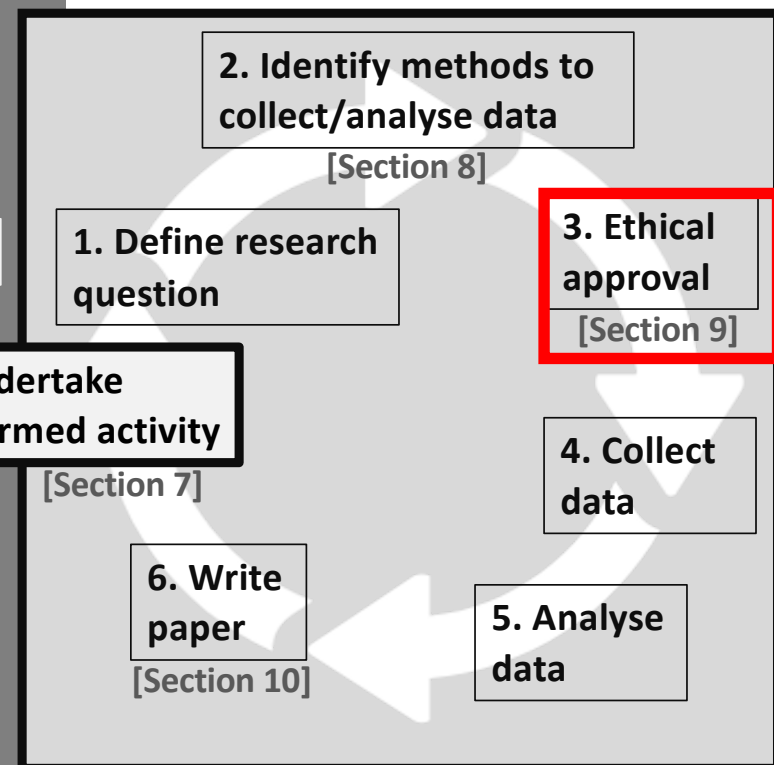
Spectrum of motivations

Curiosity led

### Communication Activity Planning Framework



### Research Process



# Who can do publishable Geoscience Communication?



## EVERYONE

(... in a manner that fits the scenario,  
and it's nice to team up!)



Starting out



Seasoned expert

## Why bother?

Takes more time, **but** by drawing on and contributing to existing knowledge the product will likely be better



# Geoscience communication - Planning to make it publishable



1. Plan i.e. develop your approach before acting.
2. Work out who is your audience? (i.e. who is experiencing or accessing the geoscience).
3. Before doing any research make sure that you get ethical approval. **Help is available**
4. Frame and test a hypothesis in the same way you would approach other geoscientific research! This is what makes work publishable.
5. Ask for advice and support if you are unsure - whether from colleagues experienced in social science methods, your institutions (e.g. ethics board), or the editors of GC.

We look forward to hearing from you ...

## Two contrasting examples .....

Activity led

Spectrum of motivations

Curiosity led

### Co-RISK

The purpose of this work was to **conduct a workshop** to better facilitate academics and (re)insurers to jointly plan projects on co-occurring natural hazard risks **but** to produce a better result involved investigation/curiosity

- 1-to-1 interviews
- Round table discussion
- Trial workshop (evaluated)

### Demystifying Academics

<https://gc.copernicus.org/articles/2/1/2019/>

The purpose of this work was to better **understand why** university-based scientists collaborate with industry (i.e. not an activity) **but** producing a high-quality result involved activities with the target audience.

- Workshops using textual sources
- co-writing final paper