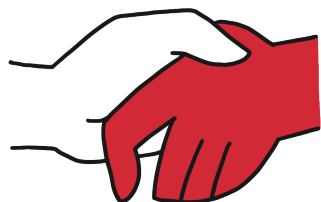


ROLES OF THOSE REACHING UNDERSERVED AUDIENCES

Roles are the different working practices of those engaged with science communication as they seek to forge connections with their audiences.



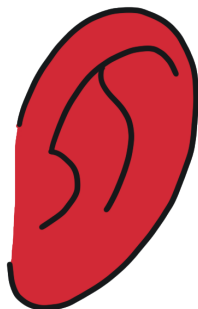
Creates connections between several actors

Forms connections to obtain access to the target group

Some connect with audiences to supply them with information, others do it to start a dialogue

Stresses the importance of building a relationship with the audience

the Broker

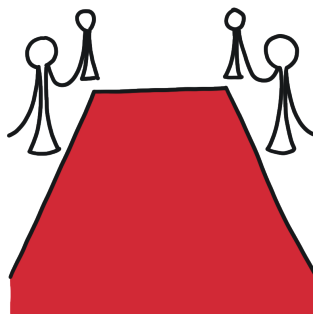


Tries to understand audiences better through active listening and empathy.

Integrates what she has learned about her audience into their communication activities

Avoids making assumptions about audience in terms of needs, intelligence and knowledge

the Listener

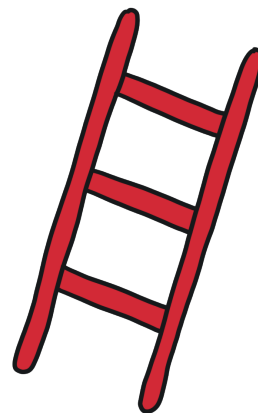


Breaks down physical, social and cultural barriers that would otherwise prevent others accessing resources, spaces, knowledge and opportunities

Strives for panels that are reflective of gender and ethnic diversity

Works with members of the target group or partner with organisations already reaching this audience

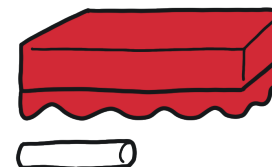
the Includer



Enables underserved audiences to participate in the public debate about science. They either:

- Provide the target group with information, resources or spaces
- Change the power dynamic between scientists and the audience

the Enabler

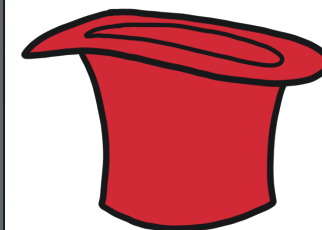


Gives the audience the tools to understand the scientific method and research process

Interested in improving the audience's critical thinking skills so they can distinguish between reliable and unreliable sources of information

Supports audiences to understand the research processes and scientific uncertainty

the Educator



Uses games, art, performances and hands-on activities as well as storytelling to entertain the audience

Through entertainment, communicate about scientific topics without doing so explicitly

May use digital outlets creatively

Aim is to convey concepts or start a dialogue

the Entertainer