

PAERI'24

Wednesday, 27 November 2024 - Friday, 29 November 2024

CUBE

Book of Abstracts

Contents

Keynote Speaker	1
Identifying Indigenous Knowledge in communities to communicate across cultural borders for science infrastructure construction success	1
Enhancing Internal Communication in a Multinational Research Environment	1
I hear the sparkle in their eyes: podcasting for effective outreach	1
Indigenous Astronomy, communicating back to communities what belongs to them . . .	2
Carnarvon Astro Guides communicating Astronomy	2
Harnessing the power of LinkedIn to engage with our scientific community	2
Talk to the Body: Science backed communication strategies that use sensory input to im- prove learning outcomes	3
When our telescope was targeted by conspiracy theorists...	3
Developing a corporate narrative to bridge internal and external communications	3
Two meanings of YES and a clear NO - how to run multinational working groups	4
Communicating AI to combat misinformation	4
LabView: Analyzing Media Frames of News Reports on the DOST-PCIEERD Institution Development Program	5
Inspiring the younger generation to aspire to science	5
How to survive from a website upgrade	5
Inclusive guided tours at the ALBA Synchrotron	6
CERIC: a case study of science communication in a distributed research infrastructure .	6
The public engagement and communication of the UK SKA Regional Centre	6
Sharing a baseline –a pilot project linking school classes and radio astronomy facilities .	7
Accelerate Your Teaching: Using the stories from RIs to inspire teachers, through MOOCs - large-scale online professional development courses	7

Engagement with a dream: Designing a public engagement strategy for a facility with no science (yet!)	8
Communicating across borders in times of crisis and uncertainty –Lessons learnt from a cyber incident at ESO	8
“Discovering the invisible with X-ray light”–how to explain science in a small children’s book in seven languages	8
The power of the ‘one EMBL’ unified brand	9
Hack your creativity!	9
AI generated visual communication: the good, the bad and the ugly	9
A web of communications - the ELIXIR Hub and Nodes	10
Behind the Light: 20 years of communicating across borders and cultures	10
PhD students campaign	10
Euro-BioImaging’s Virtual Pub & EVOLVE: How to enthuse scientists to benefit from Open Access to European Imaging Infrastructures	11
Toolkit for orchestrating Cross-Border Communication: The European Scientific Expedition ‘TREC’	11
Shining a light on outreach at Diamond –how to engage scientists with outreach and bring people together	12
From Experimental Hall to Exhibition Hall: Public engagement at a large-scale facility	12
An escape room pilot test about multi-wavelength astronomy, EDI and Open Science	12
Community and Communication: Reaching young people through teachers at Science in School	13
Not just for boys: Fostering girls’ interest in technical activities in pre-vocational education	13
PAERI ’24 –Communicating Across Borders: 3 Identities in 3 Minutes: Using AI tools to adapt headshots to better connect to your audience	13
PAERI ’24 –Communicating Across Borders: Science is sexy! How to leverage your brand merit to create an engaged online audience	14
Everyday EDI: embedding equality, diversity and inclusion in SKAO communications	14
Europlanet –A Case Study in Sustainable Communications for Distributed Research Infrastructures	14
Communicating a shared goal by harnessing different science specialisms	15
Communications strategy 101 for science communicators	15
WORKSHOP - Clarity in comms: tips for effective writing	16

Welcome Address	16
Communicating Science through Podcasts in Today’s Increasingly Competitive Market	16
Hack the borders! - Collaboration across invisible borders	17
Breaking down the 3m high border fence between our Science Campus and the local community	17
Joining the PAERI Working Group	17
Keynote Speaker	17
Users, owners, funders, friends: the challenges of overlapping audiences	18
CERN Science Gateway	18
Speaker from Lightsources.org + Helmholtz (title tbc)	18
Speaker from EPFL (title tbc)	18
10 Essential Tips for Talking About Your Science	19
How and why scientists do outreach	19
Introducing Science Gateway	19
Evaluating Science Gateway, the social science perspective	19
Discovering the labs and science shows	19
Communicating Science Gateway	20
Introducing Science Gateway	20
Evaluating Science Gateway, the social science perspective	20
Discovering the labs and science shows	20
Communicating Science Gateway	21

Wednesday Morning / 2

Keynote Speaker

Type of Participation:

Type of submission:

Thursday Afternoon / 3

Identifying Indigenous Knowledge in communities to communicate across cultural borders for science infrastructure construction success

Author: Anton Binneman¹

¹ *NRF/SARAO University of Johannesburg*

Corresponding Author: drbinneman@gmail.com

Type of Participation:

In person participation

Type of submission:

1hr workshop

Thursday Afternoon / 4

Enhancing Internal Communication in a Multinational Research Environment

Authors: Bernd Ebeling¹; Marieke Sander¹

¹ *European XFEL*

Corresponding Authors: bernd.ebeling@xfel.eu, marieke.sander@xfel.eu

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Afternoon / 5

I hear the sparkle in their eyes: podcasting for effective outreach

Author: Eleanor Shember¹

¹ *BBMRI-ERIC*

Corresponding Author: eleanor.shember@bbmri-eric.eu

Type of Participation:

In person participation

Type of submission:

1hr workshop

Wednesday Morning / 6

Indigenous Astronomy, communicating back to communities what belongs to them

Author: Anton Binneman¹

¹ *NRF/SARAO University of Johannesburg*

Corresponding Author: anton@sarao.ac.za

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Morning / 7

Carnarvon Astro Guides communicating Astronomy

Author: Anton Binneman¹

¹ *NRF/SARAO University of Johannesburg*

Corresponding Author: anton@sarao.ac.za

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Afternoon / 8

Harnessing the power of LinkedIn to engage with our scientific community

Author: Montserrat Capellas Espuny¹

¹ *ESRF*

Corresponding Author: capellas@esrf.fr

Type of Participation:

In person participation

Type of submission:

15 min talk

Thursday Morning / 9

Talk to the Body: Science backed communication strategies that use sensory input to improve learning outcomes

Author: Heidi Forssell LaGrasta¹

¹ *MAX IV Laboratory*

Corresponding Author: heidi.lagrasta@maxiv.lu.se

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Morning / 10

When our telescope was targeted by conspiracy theorists...

Author: Frank Nuijens¹

¹ *ASTRON*

Corresponding Author: nuijens@astron.nl

Type of Participation:

In person participation

Type of submission:

Wednesday Afternoon / 11

Developing a corporate narrative to bridge internal and external communications

Author: Frank Nuijens¹

Co-author: Elise Brouwer¹

¹ *ASTRON*

Corresponding Authors: brouwer@astron.nl, nuijens@astron.nl

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Morning / 12

Two meanings of YES and a clear NO - how to run multinational working groups

Author: Christiane Hübner¹

Co-authors: Eleanor Jones¹; Daan Kivits¹; Ashley Morris¹; Rudolf Denkmann¹; Ilkka Matero¹; Heikki Lihavainen¹

¹ *Svalbard Integrated Arctic Earth Observing System (SIOS)*

Corresponding Author: information@sios-svalbard.org

Type of Participation:

In person participation

Type of submission:

Wednesday Afternoon / 13

Communicating AI to combat misinformation

Author: Kit Newens^{None}

Co-author: Olivia O'Sullivan

Corresponding Authors: kit.newens@stfc.ac.uk, olivia.o'sullivan@stfc.ac.uk

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Morning / 14

LabView: Analyzing Media Frames of News Reports on the DOST-PCIEERD Institution Development Program

Authors: Mark Ivan Roblas¹; Allane Orendez^{None}; Audrey Jane Cabay^{None}

¹ *Department of Science and Technology Philippine Council for Industry, Energy and Emerging Technology Research and Development*

Corresponding Authors: markivan.robblas@pcieerd.dost.gov.ph, audrey.cabay@pcieerd.dost.gov.ph, allane.orendez@pcieerd.dost.gov.ph

Type of Participation:

In person participation

Type of submission:

15 min talk

16

Inspiring the younger generation to aspire to science

Author: Emma Sanders¹

¹ *CERN*

Corresponding Author: emma.sanders@cern.ch

CERN's Science Gateway aspires to engage people of all ages with the science, the technologies and the people working at CERN, to create vocations by inspiring the next generation of scientists and to empower all visitors to make sense of the science that shapes their lives. Creating vocations means reaching younger children, producing fun and accessible content and introducing representative role models. Diversity and accessibility are core to the project. We share the different challenges and the solutions chosen and what our audience research tells us about the results.

Type of Participation:

In person participation

Type of submission:

15 min talk

Thursday Afternoon / 19

How to survive from a website upgrade

Author: Ana Belén Martínez¹

¹ *ALBA Synchrotron*

Corresponding Author: amartinez@cells.es

Type of Participation:

In person participation

Type of submission:

15 min talk

Thursday Morning / 20

Inclusive guided tours at the ALBA Synchrotron

Authors: Ana Belén Martínez¹; Laia Torres¹

¹ *ALBA Synchrotron*

Corresponding Authors: laia.torres@cells.es, amartinez@cells.es

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Afternoon / 21

CERIC: a case study of science communication in a distributed research infrastructure

Author: Marcello Maria Turconi¹

¹ *CERIC-ERIC*

Corresponding Author: marcello.turconi@ceric-eric.eu

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Afternoon / 22

The public engagement and communication of the UK SKA Regional Centre

Author: Tianyue Chen¹

¹ *UK SKA Regional Centre*

Corresponding Author: tianyue.chen@manchester.ac.uk

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Afternoon / 23

Sharing a baseline –a pilot project linking school classes and radio astronomy facilities

Author: Robert Cumming¹

Co-authors: Cristina García Miró ²; Ioanna Kazakou ³; Joni Tammi ⁴; Mischa Brendel ⁵; Silvia Casu ⁶; Stefania Varano ⁶

¹ *Onsala Space Observatory*

² *OAN/IGN*

³ *JIVE*

⁴ *Aalto University*

⁵ *ASTRON*

⁶ *INAF*

Corresponding Authors: robert.cumming@chalmers.se, stefania.varano@inaf.it, brendel@astron.nl, silvia.casu@inaf.it, joni.tammi@aalto.fi, kazakou@jive.eu, c.garciamiro@oan.es

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Morning / 24

Accelerate Your Teaching: Using the stories from RIs to inspire teachers, through MOOCs - large-scale online professional development courses

Author: Jo Lewis¹

¹ *European Spallation Source*

Corresponding Author: joanna.lewis@ess.eu

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Afternoon / 25

Engagement with a dream: Designing a public engagement strategy for a facility with no science (yet!)

Author: Jo Lewis¹

¹ *European Spallation Source*

Corresponding Author: joanna.lewis@ess.eu

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Afternoon / 26

Communicating across borders in times of crisis and uncertainty –Lessons learnt from a cyber incident at ESO

Author: Anna-Lynn Wegener¹

¹ *ESO*

Corresponding Author: awegener@eso.org

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Afternoon / 27

“Discovering the invisible with X-ray light” –how to explain science in a small children’s book in seven languages

Authors: Wiebke Laasch¹; Elke Plönjes²

¹ *DESY Hamburg*

² *DESY, Hamburg*

Corresponding Author: wiebke.laasch@desy.de

Type of Participation:

In person participation

Type of submission:

15 min talk

Thursday Afternoon / 28

The power of the 'one EMBL' unified brand

Author: Tabea Rauscher¹

¹ *EMBL – European Molecular Biology Laboratory*

Corresponding Author: tabea.rauscher@embl.de

Type of Participation:

In person participation

Type of submission:

1hr workshop

Thursday Afternoon / 29

Hack your creativity!

Author: Tabea Rauscher¹

¹ *EMBL – European Molecular Biology Laboratory*

Corresponding Author: tabea.rauscher@embl.de

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Afternoon / 30

AI generated visual communication: the good, the bad and the ugly

Author: Tabea Rauscher¹

¹ *EMBL – European Molecular Biology Laboratory*

Corresponding Author: tabea.rauscher@embl.de

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Afternoon / 31

A web of communications - the ELIXIR Hub and Nodes

Author: Zippy Tseng¹

¹ *ELIXIR*

Corresponding Author: yun-yun.tseng@elixir-europe.org

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Morning / 32

Behind the Light: 20 years of communicating across borders and cultures

Author: Silvana Christina Westbury¹

Co-author: Cindy Lee²

¹ *Lightsources.org*

² *Advanced Light Source*

Corresponding Authors: cindylee@lbl.gov, silvana.westbury@diamond.ac.uk

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Morning / 33

PhD students campaign

Author: Andrea Voit¹

Co-author: Simon Habold

¹ *FRM II, TUM*

Corresponding Authors: andrea.voit@frm2.tum.de, simon.habold@frm2.tum.de

Type of Participation:

In person participation

Type of submission:

Thursday Afternoon / 34

Euro-BioImaging's Virtual Pub & EVOLVE: How to enthuse scientists to benefit from Open Access to European Imaging Infrastructures

Authors: Johanna Bischof¹; Marianna Childress-Poli¹

Co-authors: Alessandra Viale¹; Antje Keppler¹; John Eriksson¹; Linda Chaabane¹; Yara Reis²

¹ *Euro-BioImaging*

² *Global BioImaging*

Corresponding Authors: marianna.poli@eurobioimaging.eu, yara.reis@embl.de, antje.keppler@eurobioimaging.eu, johanna.bischof@eurobioimaging.eu, john.eriksson@eurobioimaging.eu, alessandra.viale@eurobioimaging.eu

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Afternoon / 35

Toolkit for orchestrating Cross-Border Communication: The European Scientific Expedition 'TREC'

Author: Mylène André¹

Co-author: Tabea Rauscher²

¹ *EMBL*

² *EMBL – European Molecular Biology Laboratory*

Corresponding Authors: mandre@embl.fr, tabea.rauscher@embl.de

Type of Participation:

In person participation

Type of submission:

1hr workshop

Thursday Afternoon / 37**Shining a light on outreach at Diamond –how to engage scientists with outreach and bring people together****Author:** Amy Griffin¹¹ *Diamond Light Source***Corresponding Author:** amy.griffin@diamond.ac.uk**Type of Participation:**

In person participation

Type of submission:

15 min talk

Wednesday Afternoon / 38**From Experimental Hall to Exhibition Hall: Public engagement at a large-scale facility****Author:** Preeti Kaur¹¹ *STFC ISIS Neutron and Muon Source***Corresponding Author:** preeti.kaur@stfc.ac.uk**Type of Participation:**

In person participation

Type of submission:

15 min talk

Thursday Morning / 39**An escape room pilot test about multi-wavelength astronomy, EDI and Open Science****Authors:** Alba Fernández-Barral¹; Julio Gallardo Jiménez²; Marcos Villaverde Aparicio²; Sara Cazzoli²**Co-authors:** Emilio García Gómez-Caro²; Enrique Pérez Montero²; Ixaka Labadie García²; Pablo Martín Fernández³; Sol Natalia Molina⁴; Susana Sánchez Expósito²; Teresa Toscano Domingo³

¹ *Cherenkov Telescope Array Observatory*

² *Instituto de Astrofísica de Andalucía - CSIC*

³ *IES Kursaal*

⁴ *Azimuth Educación y Turismo Científico S.L.*

Corresponding Authors: gallardo@iaa.es, sara@iaa.es, ttoscano@iaa.es, ixakalab@iaa.es, sol@azimuthspain.com, alba.fernandezbarral@cta-observatory.org, mva@iaa.es, epm@iaa.es, pablomartinfdez@gmail.com, sse@iaa.es, garcia@iaa.es

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Afternoon / 40

Community and Communication: Reaching young people through teachers at Science in School

Author: Tamaryin Godinho¹

¹ *EIROforum*

Corresponding Author: editor@scienceinschool.org

Type of Participation:

In person participation

Type of submission:

15 min talk

Thursday Morning / 41

Not just for boys: Fostering girls' interest in technical activities in pre-vocational education

Author: Amelie Finan^{None}

Corresponding Author: amelie.finan@gmail.com

Type of Participation:

Type of submission:

Wednesday Morning / 42

PAERI '24 –Communicating Across Borders: 3 Identities in 3 Minutes: Using AI tools to adapt headshots to better connect to your audience

Author: Molly Pekarik Fry¹

¹ *Diamond Light Source*

Corresponding Author: molly.pekarik-fry@diamond.ac.uk

Type of Participation:

In person participation

Type of submission:

Thursday Afternoon / 43

PAERI '24 –Communicating Across Borders: Science is sexy! How to leverage your brand merit to create an engaged online audience

Author: Molly Pekarik Fry¹

¹ *Diamond Light Source*

Corresponding Author: molly.pekarik-fry@diamond.ac.uk

Type of Participation:

In person participation

Type of submission:

Thursday Morning / 44

Everyday EDI: embedding equality, diversity and inclusion in SKAO communications

Author: Cassandra Cavallaro¹

¹ *SKAO*

Corresponding Author: cassandra.cavallaro@skao.int

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Afternoon / 45

Europlanet –A Case Study in Sustainable Communications for Distributed Research Infrastructures

Author: Anita Heward¹

Co-authors: Callum Piper ²; Lothar Kurtze ³; Nigel Mason ⁴

¹ *Europlanet*

² *Europlanet Executive Office*

³ *FTP-Europlanet gUG*

⁴ *University of Kent*

Corresponding Authors: n.j.mason@kent.ac.uk, a.r.heward@gmail.com, lothar.kurtze@faulkes-telescope.com, c.piper@kent.ac.uk

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Morning / 46

Communicating a shared goal by harnessing different science specialisms

Author: Nancy Jackman¹

¹ *April Six*

Corresponding Author: nancy.jackman@aprilsix.com

Type of Participation:

In person participation

Type of submission:

15 min talk

Wednesday Afternoon / 47

Communications strategy 101 for science communicators

Author: Nancy Jackman¹

¹ *April Six*

Corresponding Author: nancy.jackman@aprilsix.com

Type of Participation:

In person participation

Type of submission:

1hr workshop

Wednesday Afternoon / 48

WORKSHOP - Clarity in comms: tips for effective writing

Author: Cassandra Cavallaro¹

¹ SKAO

Corresponding Author: cassandra.cavallaro@skao.int

Type of Participation:

In person participation

Type of submission:

1hr workshop

Wednesday Morning / 49

Welcome Address

Corresponding Author: jean-paul.kneib@epfl.ch

Type of Participation:

Type of submission:

Wednesday Afternoon / 50

Communicating Science through Podcasts in Today's Increasingly Competitive Market

Author: Tanya Petersen¹

¹ EPFL

Corresponding Author: tanya.petersen@epfl.ch

Type of Participation:

Type of submission:

Wednesday Afternoon / 51

Hack the borders! - Collaboration across invisible borders

Author: Emma Joughin¹

¹ AURIN

Corresponding Author: emmajoughin@gmail.com

Type of Participation:

Type of submission:

Wednesday Afternoon / 52

Breaking down the 3m high border fence between our Science Campus and the local community

Author: Jake Gilmore¹

¹ STFC UKRI

Corresponding Author: jake.gilmore@stfc.ukri.org

Type of Participation:

Type of submission:

Thursday Morning / 54

Joining the PAERI Working Group

Corresponding Author: mathieu.isidro@skao.int

Type of Participation:

Type of submission:

Thursday Morning / 56

Keynote Speaker

Author: Sheila Kanani^{None}

Type of Participation:

Type of submission:

Thursday Afternoon / 57

Users, owners, funders, friends: the challenges of overlapping audiences

Author: Terry O'Connor^{None}

Corresponding Author: terry.oconnor@embo.org

Type of Participation:

Type of submission:

Thursday Afternoon / 58

CERN Science Gateway

A chance to meet some of the team behind CERN's new science centre, opened last October. There'll be presentations on exhibitions, hands-on labs and science-shows, plus results from the first round of audience research post-opening. This session will share on lessons learnt and practical advice to others working on similar initiatives. It will pick up on conference themes such as integrating inclusive practices and design, learning from social sciences and sharing content across borders. There will be plenty of chances to ask questions.

The perfect opportunity to prepare your visit to CERN on Friday!

Type of Participation:

Type of submission:

Thursday Afternoon / 59

Speaker from Lightsources.org + Helmholtz (title tbc)

Type of Participation:

Type of submission:

Thursday Afternoon / 60

Speaker from EPFL (title tbc)

Type of Participation:

Type of submission:

Thursday Afternoon / 61

10 Essential Tips for Talking About Your Science

Authors: Florentine Krawatzek¹; Silvana Christina Westbury²

¹ *Helmholtz-Zentrum Berlin*

² *Lightsources.org*

Corresponding Authors: florentine.krawatzek@helmholtz-berlin.de, silvana.westbury@diamond.ac.uk

Type of Participation:

Type of submission:

Thursday Afternoon / 62

How and why scientists do outreach

Author: Aurélien Verdier¹

¹ *EPFL*

Corresponding Author: aurelien.verdier@epfl.ch

Type of Participation:

Type of submission:

Thursday Afternoon / 63

Introducing Science Gateway

Corresponding Author: emma.sanders@cern.ch

Thursday Afternoon / 64

Evaluating Science Gateway, the social science perspective

Corresponding Author: jimmy.clerc@cern.ch

Thursday Afternoon / 65

Discovering the labs and science shows

Corresponding Author: laura.de.vevey@cern.ch

Thursday Afternoon / 66

Communicating Science Gateway

Corresponding Author: kate.kahle@cern.ch

Type of Participation:

Type of submission:

Thursday Afternoon / 67

Introducing Science Gateway

Author: Emma Sanders¹

¹ *CERN*

Corresponding Author: emma.sanders@cern.ch

Type of Participation:

In person participation

Type of submission:

Thursday Afternoon / 68

Evaluating Science Gateway, the social science perspective

Author: Jimmy Clerc¹

¹ *CERN*

Corresponding Author: jimmy.clerc@cern.ch

Type of Participation:

In person participation

Type of submission:

Thursday Afternoon / 69

Discovering the labs and science shows

Author: Laura de Vevey¹

¹ *CERN*

Corresponding Author: laura.de.vevey@cern.ch

Type of Participation:

In person participation

Type of submission:

Thursday Afternoon / 70

Communicating Science Gateway

Author: Kate Kahle¹

¹ *CERN*

Corresponding Author: kate.kahle@cern.ch

Type of Participation:

In person participation

Type of submission: