

# Planets Between Science and Journalism.

Looking for the Best Practices of Communicating Science

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# Astronomy: Locomotive for promoting science

- Generates positive feelings
- *Great expectations*
- Planetary science communicators privileged in the community of science communicators

# People & Media: Everyone is invited!

- Who?
  - Family
  - Kids
  - Students
  - Friends
  - Scientists
    - Astronomy & all
  - Science policy decision makers
  - Journalists

# Communicators = outreach workers

- THE WHO

- Scientists
- Science communicators
- Science journalists
- Journalists

good communicator = good listener

# How 2 – Best

- F2f
- Online
  - Social media
  - Professional networks
    - Europlanet
    - LinkedIn
    - Twitter
    - RCSR (the Romanian Science Communicators Network)
  - Media platforms
    - Websites
      - Ziarul stiintelor (Science newspaper)

# How 2 – Best: People

- Outreach = community engagement
  - Science outreach
  - Multiple ways: bring teachers in; giving tours; bring high school students
- Public science = science outreach conducted outdoors or in another type of accessible space (park, metro, library, mall etc.)

When conducted consistently,  
**outreach can stimulate behavioural change!**

# *A short note on education*

- What is learning?

“Learning is an enduring **change in behaviour**, or in the capacity to behave in a given fashion, which results from **practice or other forms of experience**”

- Criteria of learning:
  - Learning involves change
  - Learning endures over time
  - Learning occurs through experience

Dale H. Schunk, (The University of North Carolina at Greensboro), *Learning Theories. An Educational Perspective*. Sixth Edition. Boston, MA: Pearson (2012) (pp. 3, 4)

# How 2 – Best: Increasing the impact (1)

- Audio

- The Europlanet Minute of Science

- ... in 1 minute [audio]
    - Made by EuroPlaNet planetary science communicators

- Writing

THE WRITTEN TEXT IS VERY IMPORTANT -

PLAN IN DEEP DETAIL EACH SCIENCE OUTREACH PERFORMANCE!

- Statistics applied (<https://blog.bufferapp.com/the-ideal-length-of-everything-online-according-to-science>):
    - Emails: 28-39 characters for an email subject
    - Presentation: no more than 18 minutes = the length of a coffee break



# How 2 – Best: Increasing the impact (2)

- Articles:
  - 6 words for the headline
  - 55 characters for the title tag
    - If exceeds 60 characters, it will get truncated with an ellipse.
  - 40-55 characters for the width of a paragraph
  - 1,600 words for the length of a blog post

[Source: https://blog.bufferapp.com/the-ideal-length-of-everything-online-according-to-science](https://blog.bufferapp.com/the-ideal-length-of-everything-online-according-to-science)

# How 2 – Best: Increasing the impact (3)

- ***A note on written texts***

- around 500 words | 1 page (A4) | 3,000 characters approximately
- 1 image with caption and credit
- Use links wherever is possible
  - use the option to open in a different window
- Keep it short!
- Keep it clear!
- Keep it simple!
- 6W

*I keep six honest serving-men  
(They taught me all I knew);  
Their names are What and Why and When  
And How and Where and Who.*

Rudyard Kipling (1865-1936)

# How 2 – Best: Increasing the impact (4) - Twitter

- 100 characters = the length of a tweet
  - Tweets are limited to 140 characters
    - A report made by Buddy Media revealed that  
**Tweets shorter than 100 characters get a 17% higher engagement rate!**

[Source: https://blog.bufferapp.com/the-ideal-length-of-everything-online-according-to-science](https://blog.bufferapp.com/the-ideal-length-of-everything-online-according-to-science)

# How 2 – Best: Increasing the impact (5) - Facebook

- Less than 40 characters = length of a Facebook post
  - The measurement consists of engagement of posts, defined by “like” rate and comment rate, and **the ultra-short 40-character posts received 86 percent higher engagement than others.**

*Source: <https://blog.bufferapp.com/the-ideal-length-of-everything-online-according-to-science>*

- Shorter posts are better!

# How 2 – Best: Increasing the impact (6) - Youtube

- Jupiter and Its Icy Moons Trailer
  - <https://www.youtube.com/watch?v=ILtXyvqyBFc>
- 10 September 2016: Citizens' Debate on Space for Europe in 22 ESA Member States
  - <https://www.youtube.com/watch?v=EyIgYpDPTHU>

# The Ideal Length of Everything Online

**Tweet: 100 characters**

**Facebook post:**  
Under 40 characters

**Headline:**  
6 words

**Google+  
Headline:**  
Under 60  
characters

**Email  
subject  
line:**  
28-39  
characters

**Title tag:**  
55  
characters

**Domain  
name:**  
8  
characters

**BLOG  
POST:**  
7  
MINUTES  
1,600  
WORDS

**Seminar:**  
18 minutes

# How 2 – Best: Increasing the impact (7) - Media

- EuroPlaNet Fellowships Competition 4 Journalists
  - The journalist's portfolio + thematic essay (recorded broadcast or writing or picture)
  - Winners
    - 1-2 weeks - full
  - Europlanet
    - Headquarters – 1 week
    - Partner institutes – 1 week
  - Spend & Spread
    - Spend the time with astronomers - discussions with what they understand researchers (astronomers) did
    - Spread the word

**Wish you the very best in  
communicating planetary science!**

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