Public Engagement: 
How to Get Your Research Out There

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How to Help Them Do Their Work Better

• What kind(s) of impact do you most want to have?
• Who could benefit most from the expertise you have to offer?
• What kinds of information or knowledge do you have that would be useful to them?
• How well do you understand their goals?
Know Your Audience, But Also Know Yourself

- Would this give me a sense of purpose/meaning?
- How could this enhance my research, teaching, or professional training?
- How might this bring me closer to certain goals? or pull me away from other goals?
Know Your Audience, But Also Know Yourself

- What kind(s) of activities interest you most?
- What skills do you have to offer?
- In which ways do you work best?
  - In the spotlight, or behind the scenes?
  - Working solo, or collaborating with people?
  - Short-term focus, or long-term commitment?
  - Making a splash, or building a foundation?
Knowing the Role You Want to Play

• What is your philosophy about the role of science and scientists? And the role(s) you wish to play?

  *Pure Scientist* – focusing on the dissemination of scientific information
  *Science Arbiter* – serving as a resource for questions about scientific knowledge
  *Honest Broker* – clarifying options and providing guidance about alternatives
  *Issue Advocate* – making a case for why certain approaches should be favored

*(Pielke, 2007)*