Education and Outreach: Russian Arctic in Focus

Yulia Zaika, Ekaterina Uruypova

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Introduction

• **Scientific communication** is a part of information science and the sociology of science which study researchers' use of formal and informal information channels, their communicative roles, the utilization of the formal publication system and similar issues.

• **Science communication** generally refers to public communication presenting science-related topics to non-experts. Synonymic to: outreach, popularization, public engagement, popular science, etc.
“These activities need to be sustained. Why make this investment? Because in 50 years it is very likely the investment made in EOC will still be among the most visible outcomes”

(IPY 2007-2008 EOC activities)
228 international IPY projects - 57 in education and outreach

“Professionals in science and communication, at junior and senior levels, expressed frustration at the limited professional recognition for outreach activities.”

References:
Polar Research Education, Outreach and Communication during the fourth IPY: How the 2007–2008 International Polar Year has contributed to the future of education, outreach and communication.
Ways of communication

1. **Traditional journalism** (e.g. newspapers, magazines, television and radio)

2. **Live or face-to-face events** (e.g. public lectures, museum exhibitions, debates, sci-art, science cafes and science festivals etc)

3. **Online interaction** (e.g. websites, blogs, wikis and podcasts, webinars, social media etc.)
The project: Brief overview

Arctic has its own geographical boundaries no other limits exist

- **Team:** scientists and journalists (Arctic.ru)
- **Funding:** volunteer project/no funding involved
- **Mode:** webinars
- **Resources:** online sessions with open discussion, recordings stored at the media website (open-access, including English subtitles), social media, listserv
- **Targeted audiences:** scientists, media, companies, general public, regional and federal government
The project: Why webinars?

- Interactive platform: the ability to give, receive and discuss information in real-time
- Helps to reach audiences at different locations at one time
- Allow to record the session and distribute it after the online event

21 OCTOBER 2016

Webinar “Study of permafrost zone transformation under the changing climate on the territory of Yamal-Nenets Autonomous Region”

Arctic.ru has held a webinar on the changing state of the cryolithzone in the Yamal-Nenets Autonomous Area. This process is caused by global warming. Anton Sinitsky, PhD. (Geology & Mineralogy) and Director of the Arctic Research Center, discussed the risks of melting permafrost layers and explained the need to monitor the Arctic ice situation at a time when the Arctic coastal zone continues to erode rapidly.

30 NOVEMBER 2016

Webinar: Environmental support for Arctic shelf development: Current status, challenges and solutions

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11 OCTOBER 2016

Webinar “Designing a Network of Marine Protected Areas in the Russian Arctic: first results”

Разработка системы морских охраняемых районов в арктических морях России: первые результаты
Б. Соловьёв, И. Онуфриева

The latest Arctic.ru webinar focused on a system to protect specific sensitive areas in Russian Arctic seas. Project coordinator, researcher at Severtsov Institute of Ecology and Evolution of the Russian Academy of Sciences, Boris Soloviev discussed efforts to select these areas and the methodology behind them.
The project: General goals

• **To help voice** science outcomes to general public and policy-makers
• **To set-up a dialogue** between scientists and media (partnership); scientists and general public;
• **To help scientists to practice** their communication skills and share results of their research
The project: General statistics

- **Project duration:** starting date – 1 April 2016, ongoing
- **Webinars organized and produced:** 16
- **Diversity of science areas:** ecology/environmental management, ecosystems modelling, biology/biodiversity, permafrost, geology, soil sciences, human activities and sociology, urbanization, meteorology, tourism, real-time monitoring, sea ice
- **Not-attentive (passive) participants:** 1833*; 579(rus)/310(eng)**
- **Active online attendees**: 290 (who actively participates in discussions)

*By the registration data from teleconference system (excluding social media coverage)
**Not-static numbers, changing over time
The project: Audience (institutionally)

- Institutes of Russian Academy of Sciences (and its Branches)
- NGOs
- Media and journal outlets
- Universities, colleges and other educational institutes (e.g. NarFU, MASU, etc.)
- Representatives of indigenous organizations (e.g. Sami Council, Fund for Sami heritage)
- Representatives of “big-player” companies (e.g. Gazprom, Total, etc.)
- Geological companies (e.g. MAGE)
- Protected natural areas (National Parks, Reserves: e.g. Russian Arctic, Vrangel Island, Nenets reserve, etc.)
- R&D centres, agencies
- Filmmaking companies
- Communication agencies
- Observatories
- Schools
- Travel agencies
- WMO, WWF
- Government officials: regional and federal
- Project companies
- etc
The project: Attendees geography

15 other countries including: US, Kazakhstan, Ukraine, Belarus, Germany, Poland, Austria, Netherlands, Armenia, Switzerland, Lithuania, Iceland, Finland, Norway, Turkmenia
The project: Speakers geography
The project: Topics geography
The project: Advantages

- Interdisciplinary series
- The platform to make collaborations
- The platform to practice science communication and spread the outcomes of research (regionally, nationally, internationally) → unique research outcomes not always published yet
- From regional (more local) research to international research in the Russian Arctic
The project: Challenges

- **Timing/planning:** Arctic field season (+reporting period) – There is never a good time

- **Corporate ethics:** Sometimes we need to wait to ask for presenting permission (especially for the larger organizations, e.g. WWF-Russia, SCANEX etc.)

- **Communication gap**
The project: Future plans

• Continue to organize webinars on different science topics
• Consider all statistics to fully evaluate a broader impact
• Write the outcomes in (peer-reviewed and media) articles in both Russian and English languages
• Develop the promotional profile of the project
• We are open for collaborations
Arctic has its own geographical boundaries
no other limits exist

Online resources:
http://arctic.ru/video/

Contact info:
arcticwebinars@gmail.com