



Performing Open Science: How to address a broad audience with Science Slam

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Open Science is good and important...

The Six Principles of Open Science



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...but nobody cares!

Researchers don't care because...

- they suffer from immense workload
- they need to publish
- they hate everything that distracts them from their research (and from publishing)
- they lack (financial) support from their institutions

The public doesn't care because...

- They don't understand how the research system works
- They don't understand how scientific publishing works
- They are not aware that they pay a lot of money to profit-oriented private publishers (from their taxes)

→ We have to find new ways for (low-level) communication of Open Science

Addressing a broad audience with Science Slam

Science Slam is...

- an entertainment format, normally for a broad audience
- concept:
 - a moderator presents 5-10 scientists on a stage
 - each of them has 10 minutes time to present his/her research in an **entertaining** and **comprehensible** way
 - at the end, the audience is asked to choose its favorite
 - somebody wins, everybody gets applause and has a great time



Addressing a broad audience with Science Slam

Science Slam is...

- entertainment **and** education
- a great possibility for researchers to reach a broad audience
- a great possibility for Open Science Professionals to reach a broad audience
- a great possibility to show and explain your work (and why it is important)



How to science slam?

Register!

- (most) Science Slams are open.
- You can register with the organizer in advance.
- You don't need to have a fancy presentation.
- You can do everything you want!

...or set up your own Science Slam at your institution!

- You need a venue (e.g. a lecture hall, a venue of a local cultural institution,...)
- You need a moderator (who leads through the show, explains the format and the procedure etc.)
- You need Slammers (from your own or other institutions)
- You need an audience (promote the event, also outside your institution)

→ to do all this, you may also need some funding



How to science slam?

It's not a conference talk, it's entertainment!

Content

red thread, story
overall concept
core messages

+

Performance

pace, delivery
sympathy
media and props
visualizations (slides, metaphors,...)

=

☆☆ **Magic** ☆☆



How to science slam?

Rule #1: You must not bore!

- Inspire the audience!
- Tell a story!
- Keep in mind: Unlike at a scientific conference, you cannot assume any prior knowledge!
 - → use common language
 - → avoid using too much technical terms (and if you do, explain them!)
 - You do not need to explain everything in detail!
 - You do not need to show every detail of your work on your slides
- **Simplify!** Highlight your core message!
- Keep in mind: Unlike at a scientific conference, the audience will not criticize you (too much)!



Suggestions on how to present open science at a science slam

Don't tell people every detail about what you do, tell them why you do what you do!

- tell people, why we need Open Science
- tell people, why we have to tear down paywalls
- tell people, how you help to make science more open

Explain the principles and advantages of Open Science by telling a story...

- about a concrete example of how freely accessible research results have helped to resolve a serious problem
- about how open access helps doctoral students in the global south to participate in the scientific discourse
- about your own struggles at realizing an Open Access publication and how you finally succeeded
- about how to blow up the paywall
- ...
- Any more ideas?

Be creative! Be bold!