Contents

Second edition preface xi

Acknowledgements xii

Author biographies xiii

1 Introduction 1-1

1.1 Introduction 1-1
1.2 How to use this book 1-2
1.3 Summary 1-4
1.4 Further study 1-4
1.5 Suggested reading 1-5
References 1-5

2 Publishing work in academic journals 2-1

2.1 Introduction 2-1
2.2 Scoping your deliverables 2-2
2.3 Choosing a journal 2-5
2.4 Writing and manuscript preparation 2-7
2.5 The peer review process 2-9
2.6 Reviewing papers 2-12
2.7 Citations and metrics 2-14
2.8 Summary 2-16
2.9 Further study 2-16
2.10 Suggested reading 2-17
References 2-17

3 Applying for funding 3-1

3.1 Introduction 3-1
3.2 What makes a good idea? 3-2
3.3 Finding funding 3-5
3.4 Anatomy of a research proposal 3-8
3.4.1 Case for support 3-8
3.4.2 Pathway to impact 3-11
3.5 Budgeting 3-12
3.6 The funding process 3-14

3.7 Summary 3-17
3.8 Further study 3-17
3.9 Suggested reading 3-18
References 3-18

4 Presenting 4-1
4.1 Introduction 4-1
4.2 A three-way approach 4-2
4.2.1 Developing your narrative 4-2
4.2.2 Understanding your audience 4-4
4.2.3 Managing yourself 4-7
4.3 Dealing with nerves 4-9
4.4 Rhetoric 4-10
4.5 PowerPoint 4-11
4.6 Timings 4-14
4.7 Answering questions 4-14
4.8 Poster design 4-16
4.9 Summary 4-20
4.10 Further study 4-20
4.11 Suggested reading 4-21
References 4-21

5 Outreach and public engagement 5-1
5.1 Introduction 5-1
5.2 Objectives, audiences, and formats 5-3
5.3 Different publics 5-5
5.4 Working with children 5-7
5.4.1 Children in a formal environment 5-8
5.4.2 Children in an informal environment 5-10
5.5 Different formats 5-11
5.6 Citizen science 5-14
5.7 Funding 5-15
5.8 Advertising 5-16
5.9 Evaluation 5-17
5.10 Initiative checklist 5-21
5.11 Examples of science communication initiatives 5-24

5.12 Summary 5-27
5.13 Further study 5-27
5.14 Suggested reading 5-28
References 5-28

6 Engaging with the mass media 6-1
6.1 Introduction 6-1
6.2 Why, when, and how to engage with the mass media 6-2
6.3 Press releases 6-3
6.4 Constructing a narrative for mass media 6-5
6.5 Television and radio interviews 6-8
6.6 Summary 6-12
6.7 Further study 6-13
6.8 Suggested reading 6-13
References 6-14

7 Establishing an online presence 7-1
7.1 Introduction 7-1
7.2 Blogs 7-2
7.3 Podcasts 7-5
7.4 Social media 7-7
7.4.1 Twitter 7-7
7.4.2 Facebook 7-9
7.4.3 LinkedIn 7-11
7.4.4 YouTube 7-13
7.4.5 ResearchGate 7-13
7.4.6 Others 7-14
7.5 Digital collaborations 7-14
7.6 Summary 7-15
7.7 Further study 7-16
7.8 Suggested reading 7-16
References 7-17

8 Science and policy 8-1
8.1 Introduction 8-1
8.2 How science informs policy 8-2
8.3 What you can do to inform policy 8-4

8.4 Impact from research 8-6
8.5 Summary 8-7
8.6 Further study 8-8
8.7 Suggested reading 8-8
References 8-9

9 Other essential research skills 9-1

9.1 Introduction 9-1
9.2 Time management 9-2
9.3 Networking 9-5
9.4 Teamwork 9-7
9.5 Objective reflection 9-8
9.6 Mentoring 9-9
9.7 Career planning 9-10
9.8 Open access 9-12
9.9 Integrity and malpractice 9-14
9.10 Promoting diversity 9-16
9.11 Summary 9-16
9.12 Further study 9-17
9.13 Suggested reading 9-18
References 9-18