

TOOLS FOR INFORMAL SCIENCE COMMUNICATION

– IANUS ZINE –



THE IANUS PROJECT

PROJECT DESCRIPTION

The IANUS project strengthens warranted trust in science, research and innovation by encouraging participation in research as a co-creative and inclusive process, sensitive to social values, concerns and needs.

The project connects science and society through active participation which enhances the trust relationship.

PROJECT OBJECTIVES



Enable societal stakeholders to distinguish valid from non-valid trust, healthy from unreasonable trust



Enable societal stakeholders to deal with viewpoints that accompany scientific knowledge



Enable researchers to foster trust in science, make research inclusive, transparent and able to respond to societal needs



Enable researchers to conduct relevant and meaningful research beyond their own preferences

IN THIS ZINE

Welcome to the IANUS Zine, which presents a curated collection of tools developed and/or used within the IANUS project to support informal science education.

Whether you are planning a workshop or are just science-curious, we hope these tools bring fresh ideas and inspiration. The tools collected in this IANUS Zine are designed to enhance co-creative engagement. They offer accessible and flexible approaches to learning and support stakeholders interested in questions around trust in science to explore, share, and integrate scientific knowledge in meaningful ways.

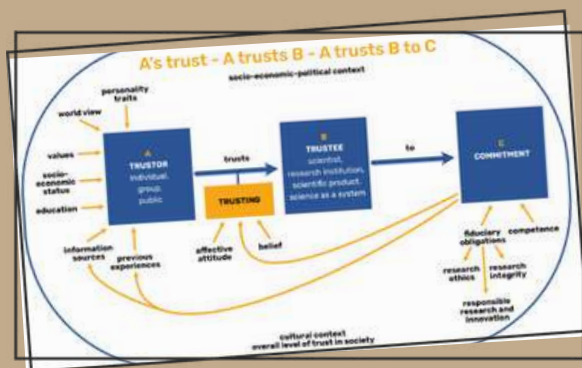
Got questions or want to explore further? Get in touch with the IANUS project team on <https://trustinscience.eu/contact>

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VISUAL OF THE IANUS CONCEPTUAL FRAMEWORK

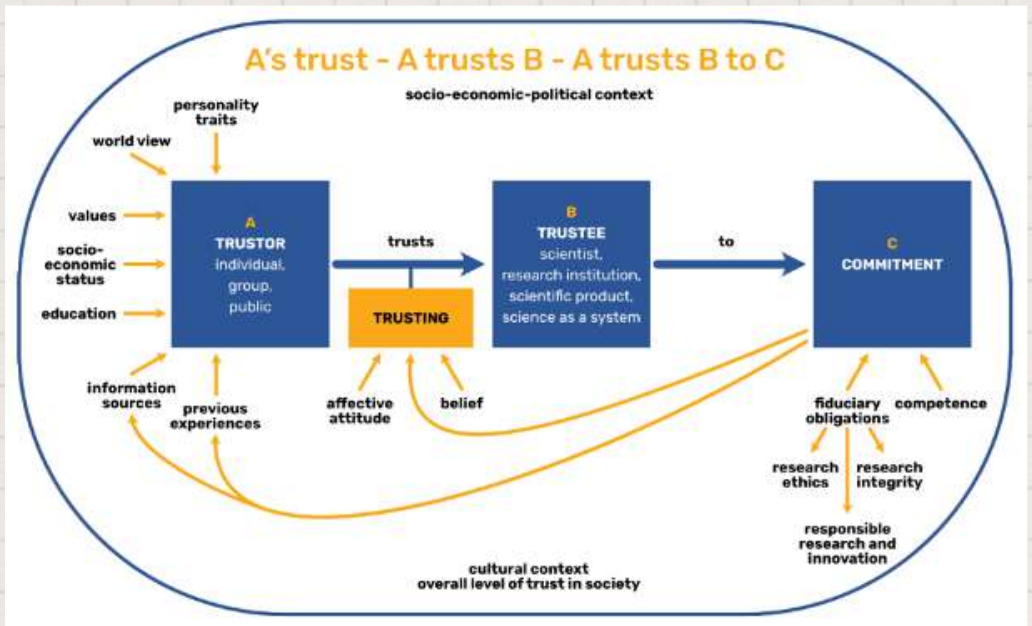
"I used it to highlight the constituent parts of the trust relation and to sensitize students to the broader context in which this relation takes place"

– IANUS researcher



COMPREHENSIVE MAP OF TRUST MECHANISMS IN SCIENCE

3 forms of trust



Factors that can influence the trust relationship

Untangles the complex relationship between Trustor and Trustee

2

A HUNDRED CHOICES: A DISCUSSION GAME ABOUT ETHICS



- 3-6 players
- Broad audience
- 4 solutions to each situation
- With colleagues, friends, and families



 Special [professional ethics](#) versions 



TOPICS

Real life situations
and issues:

- Family life
- Community
- Children

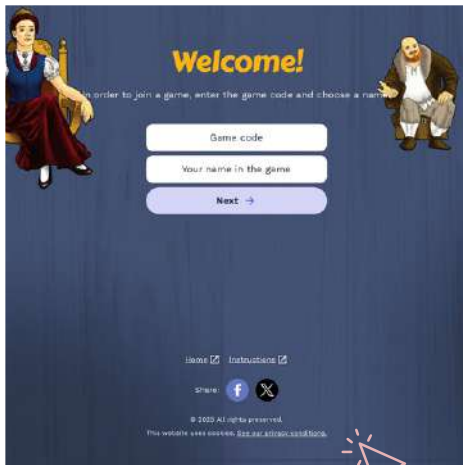
RESULTS

Educational:

- strengthens dialogical communication skills necessary to resolve disagreements (listening and reasoning)

Discovery:

- participants discover what kind of moral thinking they prefer in decision making



Developed by Centre
for Ethics of the
University of Tartu

Sparks relaxed
discussions between
different people to
help us understand
others and ourselves
better



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SCIENCE COMMUNICATION /POPULARIZATION EXERCISE

EXERCISE

Master of Arts students translate a new academic article by a faculty member for popular media and publish it

*Can be used in
teaching contexts*



PROCESS

- Familiarization with scientific research done in the faculty
- Corporation between students and author to make ideas understandable for wider audiences
- New research is then made accessible to the public via popular media



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TOOLBOX FOR EMBEDDING RRI IN SHARED GREEN DEAL ACTIVITIES



TOOLBOX

Provides a range of resources, guidelines, tools, and templates to integrate responsible research and innovation into research activities



Our 26 SHARED GREEN DEAL

Guiding Principles for planning and implementing responsible social experiments

We are committed to conducting our experiment in a (socially and environmentally) **sustainable way**.

Building Principle 1

We use inclusive, just, and socially acceptable approaches, methods and tools.

Things to keep in mind!

- Try to use methods that allow all stakeholder groups to raise their points and articulate their needs and expectations.
- Is everyone agreeing to use the proposed approach on how to conduct the experiment?
- Reflect on how well the experiment has worked so far: Which approaches and tools have worked well with the participants? What kind of challenges arose?
- Discuss these points with the participants of the experiments in, for example, a 'reflective session'.
- For more inspiration on tools and methods to be used in your experiment, check the RRI Tools Table in Annex 4 of the RRI toolbox.

Building Principle 2

We are aware of past findings.

Things to keep in mind!

Stay up to date! Look at what other researchers, innovators, and practitioners are doing in the field. Make sure to use the most recent information available when designing and conducting your experiment. Examples include:

- Review relevant literature and studies.
- Ask experts in the field for their opinions on the current state of knowledge.
- For sure, you have already done this work during the application phase. But consider these points also from time to time while conducting the experiments. Knowledge is evolving and answers to your initial questions might be different at different times.

MAIN ASPECTS ADDRESSED

- Sustainability
- Responsible Internal project management
- Dissemination of results to different societal stakeholders
- Standards of ethics
- Gender equality

AIM

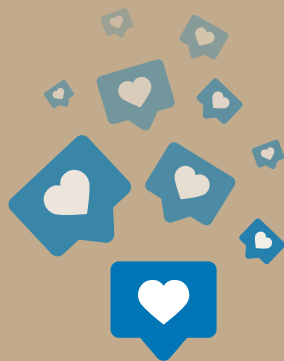
provide guidance and raise awareness of key issues

CUSTOMIZATION

Resources in the toolbox can be adapted to fit the specific needs of the project

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IANUS SOCIAL MEDIA ACCOUNTS



LINKEDin



IANUS social media accounts are tools to maximize IANUS outreach to various public stakeholders



FACEBOOK



The accounts contribute to strengthening warranted trust in science through direct communications with the projects audiences and establishing a network of similar projects and initiatives



IANUS CROWDSOURCING OBSERVATORY

THE PLATFORM

Analyzes and visualizes data related to discussions on trust in science

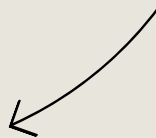


AIM

Raise awareness and inform the public on trends relevant to trust or distrust in science, most discussed aspects, most active users, and other statistics

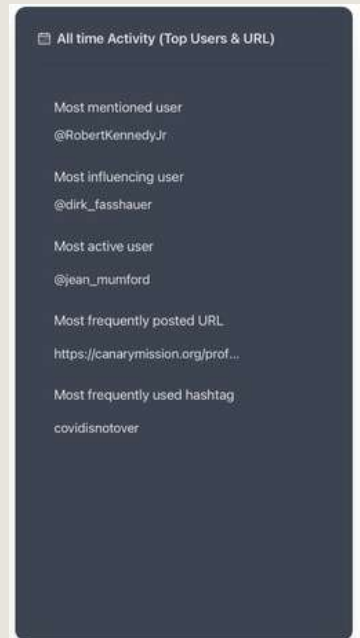
RESULT

Discovering public opinion on topics related to trust in science



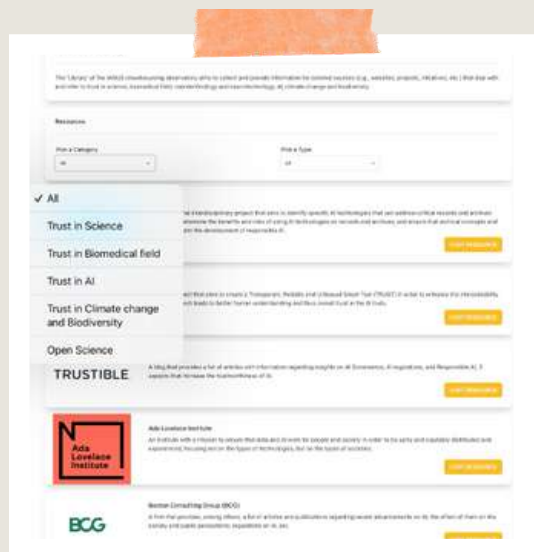
DATA:

Tweets from Twitter/X



RESOURCE LIBRARY

The platform also features other available material dealing with trust in science



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PARTICIPATORY WORKSHOP METHOD



**DURING INFORMAL
SCIENCE EDUCATION
SESSIONS**

PURPOSE

Boost participants interest in topics related to trust in AI and other disciplines and sensitizing them accordingly



ACTIVITIES

Awareness raising presentations



Hands-on and interactive digital tasks



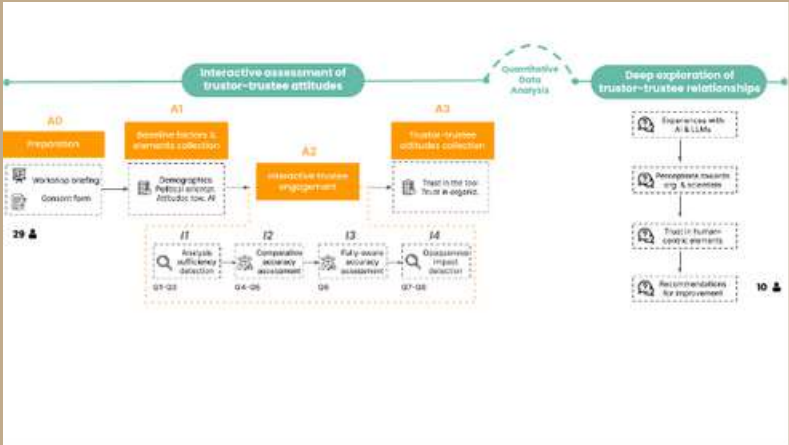
Online questionnaires



Open discussions

Useful to assess attitudes and exploring trust

FRAMEWORK



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MANIFESTO!

CO-WRITING TRUST IN SCIENCE



A performative and collaborative game among several participants

Participants in a IANUS workshop used the game to co-create a public “Manifesto for Trust in science”



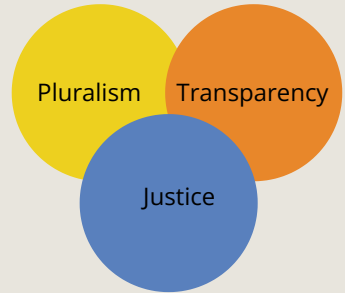
MANIFESTO is a card game for stimulating and supporting manifesto authoring aimed at anyone interested in writing a short, clarifying statement of principles and a call to action

PROCESS

1) Storytelling: participants reflect on moments of personal trust or distrust in science



2) Guided facilitation: collective values are built which participants believe should govern scientific communication



3) The final manifesto: shared through public readings, exhibitions or online Publishing



Fosters:

- Mutual listening
- Critical reflection
- Agency in shaping science's role in society



