TRESCA

Trustworthy, Reliable and Engaging Scientific Communication Approaches

Deliverable 6.5 Blog section of project website live

PROJECT DESCRIPTION

Acronym: **TRESCA**

Title: Trustworthy, Reliable and Engaging Scientific Communication Approaches

Coordinator: Erasmus University Rotterdam

Reference: 872855

Type: Research and Innovation Action (HORIZON 2020)

Program: Science with and for Society (SwafS)

Theme: (Science) Communication

Start: 01.01.2020

Duration: 28 months

Website: https://trescaproject.eu

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Consortium: **Erasmus University Rotterdam,** The Netherlands (EUR), Coordinator

Consejo Superior de Investigaciones Científicas, Spain (CSIC)

Observa Science in Society, Italy (OBS)

Zentrum Für Soziale Innovation GMBH, Austria (ZSI)

Science Business Publishing Limited, United Kingdom (SBIZ)

In a Nutshell, Kurzgesagt GmbH, Germany (KURZ)

DELIVERABLE DESCRIPTION

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Title:	**Deliverable 6.5 Blog section of project website live**
Lead beneficiary:	**OBS**
Work package:	WP6
Dissemination level:	Public (PU)
Type	Other (O), Websites, patents filling, etc.
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EXECUTIVE SUMMARY

TRESCA project will create a Partner and participant experience blog. The blog will help maintain continuous engagement with all the stakeholder groups. Contributions to the blog will describe how participants are progressing and detail the development and implementation of project work, results and events.

TRESCA foregrounds the communication of findings from Social Science and Humanities (SSH) research related to Science, Technology, Engineering and Mathematics (STEM) developments around digitalisation. As digital devices and services are ubiquitous and permeate people's everyday life, TRESCA relies on visual communications to empower people with that knowledge which is relevant to thrive in the digital ecosystem.

Designed in a way to deliver a robust and engaged impact through multiple processes for target audiences, the TRESCA project aims to disseminate its research and findings to scientists, science journalists, communication researchers, policy makers and members of the interested public.

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INTRODUCTION

Dissemination of the TRESCA project results will follow two tracks: online communication channels and networking events.

In this deliverable, the [TRESCA blog](#) as a means of online communication and a dissemination channel will be described. In particular, the design criteria and content will be analysed.

Before moving on to the specifics, it is important to remember that the objectives of the dissemination plan are:

- To raise public awareness about the objective and results of the project amongst target audiences by using effective communication methods and strategies
- To share experience amongst other consortia and stakeholder groups working in the science communication domain in order to join forces, minimize duplication and maximize potential
- To disseminate scientific findings produced during the project methodologies used and innovative artefacts deployed
- To define a roadmap for the successful commercial and non-commercial exploitation of all project outcomes

To achieve these objectives, many activities will be carried out, including publishing and updating blog articles in order to disseminate news, methodologies used and the development of innovative artefacts and their deployment.

1 BLOG AS A MEAN OF COMMUNICATION AND DISSEMINATION

In order to raise public awareness and build an audience, recurrent content and visibility is crucial. The TRESCA project website will be updated every other month or bi-monthly (at a minimum) with information and/or blog posts featuring progress made by the project. This can include (but is not limited to) project press releases or storytelling of an aspect of the project. This may include a summary of a recent consortium meeting, the current stage of research being carried out, preliminary and final results related to deliverables, interviews of research staff, or anecdotes associated with the TRESCA research and innovation process. All consortium partners will be involved with content creation for the blog.

In addition, other consortium partners are recommended to share the article's content through their social media channels and/or link articles on their own websites. A social media share sidebar may be used for this purpose. In order to measure the blog effectiveness, a blog visitor counter may be installed and monitored. Also, the number of shares can help us in monitoring the blog dissemination.

A statistical analysis could give us some ideas of what can be improved in blog design and content, particularly within the article, for example if it has to be more readable or if the SEO analysis has to be improved.

2 TRESCA BLOG DESIGN AND CONTENTS

The TRESCA website is structured in a way to visualize an [article page](#) that automatically inserts new posts' previews. Articles' title, author, date, category and cover image are previewed (as shown in the Figure 1), side by side, two for each row.

Figure 1: Blog article preview

Previews are automatically generated and depends by the website theme.

Topic sections with articles divided by categories/tag like "Fake News", "Digital News", "Science With and For Society" will be improved in other to organize the articles and make them more easily accessible, enhancing user-experience.
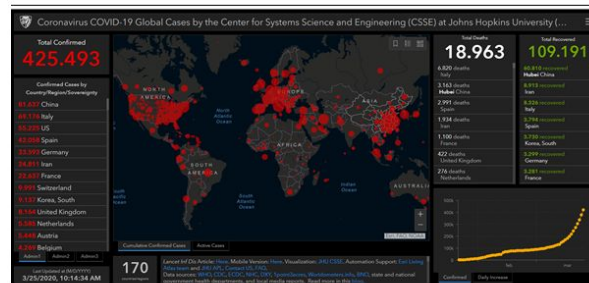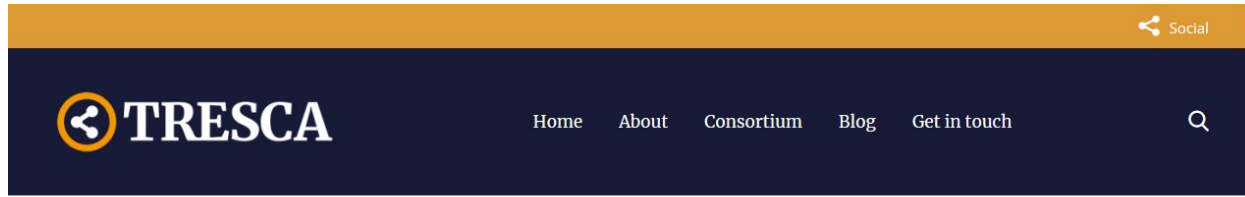
COVID-19 outbreak 03-25-2020; Center for Systems Science and Engineering (CSSE) at Johns Hopkins University.

After China, South Korea, Iran and Italy many countries around the world have been heavily hit by the Covid-19 pandemic. Something initially perceived as a "far away" problem now presents itself as a public health crisis and national emergency for many countries in the European Union as well as for the United States.

In an effort to staunch the number of cases, many governments had to impose severe restrictions on its citizens' movements and enforce social distancing and self-isolation. Non-essential businesses have been shut down, as well as schools and universities; access to public spaces has also been limited or forbidden in most places.

This virus, that first appearedlike many others, had rapidly turned into an aggressive pandemic affecting a large amount of the population. Furthermore, authorities have been challenged in crisis and information management, as disinformation started to spread.

Restrictions on ordinary activities have forced people to move online for study and work. With increased reliance on digital technology,the incentives for malicious actors to launch phishing attacks has also increased. As well, after weeks of overflowing information on the web, social media is populated with different kinds of misinformation about SARS-CoV-2.

On February 15th 2020, during his speech at the Munich Security Conference, WHO[3] Director General – Dr Tedros Adhanom Ghebreyesus – pointed out that "*[...] we're not just fighting an epidemic; we're fighting an infodemic. [...] Fake news spreads faster and more easily than this virus, and is just as dangerous. That's why we're also working with search and media companies like Facebook, Google, Pinterest, Tencent, Twitter, TikTok, YouTube and others to counter the spread of rumours and misinformation. [...] We're concerned about the levels of rumours and misinformation that are hampering the response*"
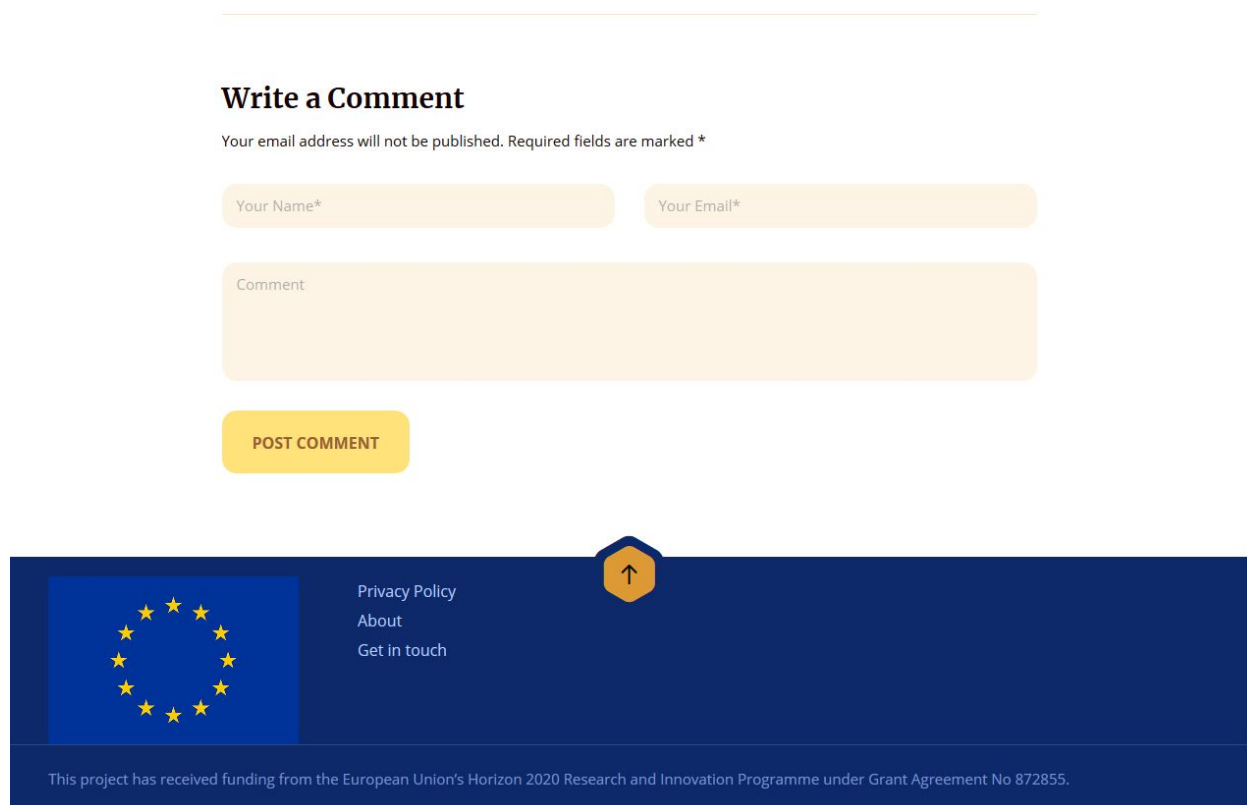
Figure 2: Article example

As seen in the figure above, the blog articles are structured with paragraphs alternating with centred images.

Paragraphs have Open Sans as font family with 15px of size and 1.5em as line height. The colour of the text is, in hexadecimal #160404. Titles, from h1 to h6, should be edited with the other TRESCA project official font, Merriweather, in order to maintain coherence with the deliverables.

In order to improve SEO analysis and therefore TRESCA articles' position in search engines, H1 title should be used once for article. Articles should contain at least one link to another TRESCA related webpage and some bold text to increase readability. In addition, for the same purpose, the text should of a reasonable length, and consider adding images and subheading between paragraphs, such as h2 or h3.

Avatars for the author are recommended, both for a better appearance on the article preview and for the add comments on blog post and be recognizable.

Figure 3: Comment section

Comments section is open to visitors. They can write with their google account and their email address will not be published.

3 BLOG CALENDAR

As noted, the TRESCA project website will be updated on a monthly (minimum) basis with information and/or blog posts featuring progress made by the project.

If possible, even more frequently, following the deliverable submission in order to coordinate the partners' work and activities in a coherent way. In this perspective, the communication will allow all stakeholders and the public of TRESCA to have updated information on the progress of the project. A calendar for planned blog posts in the coming six months is displayed in Table 1.

Table 1: Planned blog posts for the coming 6 months

Date	Topic	Relevant deliverable	Lead partner
June 15th 2020	Trending topics in science communication	D1.3	CSIC
July 15th 2020	Relevant factors shaping public perception of science communication	D1.1	CSIC
August 15th 2020	Science communication and policy trend	D1.2	ZSI
September 15th 20020	Science communication and the power of images	D1.4	KURZ
October 15th 2020	Incentives for scientists to engage in SciCom	D1.5	OBSERVA/ZSI
November 30th 2020	Public engagement tools for an inclusive science communication	D2.1	OBSERVA

4 CONCLUSION

The TRESCA project believes that in order to create more trustworthy, reliable and engaging science communication, we need to be transparent about our own processes as a research project as well. We see the blog as a key way to make this happen. The indications above detail some of the specifics for the blog itself, but this deliverable is intended primarily to indicate its existence and highlight the use of it by the project. For a full engagement of the project blog, the reader is invited to review this [blog in full](#).