

# Towards Citizen Science Communication

## How can citizen science enhance science communication?

### Background

Science communication has shifted significantly in recent decades. From an early, widespread understanding that scientific findings were disseminated in a linear, closed pathway - from expert to layperson - there is now widespread acknowledgement of the need for more comprehensive and inclusive participation in science [cf. Massarani et al., 2017; Schäfer et al., 2015].

As a result of such progress, people's right to participate in scientific processes, and opportunities to do so, have expanded considerably. The idea of the 'active citizen' is now a central concept in the discourse on science and communication, and revolves around ideas such as exchange, reciprocity and inclusion of concrete and specific conditions of each situation [cf. Hecker et al., 2018; Weitze and Heckl, 2016; Schiele, 2008; Trench, 2006].

### Citizen Science

Citizen science describes a range of practices that integrate people "who are not full-time professionals in the field of related science, with or without the participation of full-time researchers" [Pettibone et al., 2018: 6; see also Haklay et al., 2020; Franzen, 2016; Serrano et al., 2014] Citizen science is a transdisciplinary approach that responds to current requirements: Citizen science opens up research processes by involving citizens at different phases of scientific work.



Integration of heterogeneous knowledge



Taking everyday knowledge as an epistemic category



citizen science is process-oriented

### Communication in citizen science is always Science Communication

Communication in Citizen Science is always science communication, and imposes specific conditions on science communication - by opening the "black box" [cf. Latour and Woolgar, 1979: 28] of knowledge production and establishes the requirement that communication be found for this purpose ((see Wagenknecht et al (2021), A question of dialogue? Reflections on how citizen science can enhance communication between science and society, in JCOM)

Science communication must connect to the reality of people's live

Effective science communication needs to be flexible

Communication should go beyond the traditional hierarchy

### Regional Citizen Science

Innovation Hub 13  
fast track to transfer

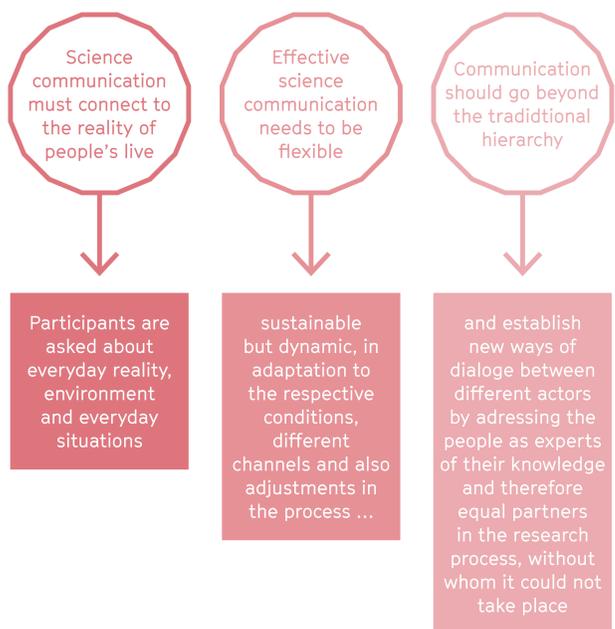


Wir forschen!  
Gemeinsam. In der Region.

The project outlines an argumentation of understanding citizen science as science communication. In the processual course of the projects, different instruments of science communication come into play, which establish a dialog between the actors and initiate exchange with different intentions and approaches. In this way, the project contributes to the science of science communication.

### Erklär uns deine Stadt! Erklär uns Luckenwalde!

The Citizen Science project "Explain your city to me" is intended to provide space to document and make visible the knowledge and perspectives of the residents as those directly affected. The project collects views and insights, perceptions and knowledge about Luckenwalde. The basis for this exchange is a survey. Eleven questions, which take around 30 minutes to answer, are answered by locals. The answers are evaluated and discussed together in the town talk. The jointly developed narratives and interpretations are to be made visible as a result in an exhibition.



Katherin Wagenknecht MA  
Sarah Klemisch MA  
Kamila Labuda

The "Innovation Hub 13 - fast track to transfer" of the Wildau University of Applied Sciences and the Brandenburg University of Technology Cottbus-Senftenberg is one of the 29 selected winners of the federal-state funding initiative "Innovative University", funded by the Federal Ministry of Education and Research BMBF and the state of Brandenburg. Further information can be found at [www.innovative-hochschule.de](http://www.innovative-hochschule.de)



ERE GEMEINSAMEN INITIATIVE VON



Technische Hochschule Wildau  
Hochschulring 1  
15305 Wildau  
www.th-wildau.de

Brandenburgische Technische Universität  
Cottbus-Senftenberg  
Platz der Deutschen Einheit 1  
03046 Cottbus  
www.b-tu.de

Weitere Informationen zum  
Innovation Hub 13 und zu  
Transfer Transfer Finden Sie unter  
[www.innohub13.de](http://www.innohub13.de)



Der „Innovation Hub 13 – fast track to transfer“ der Technischen Hochschule Wildau und der Brandenburgischen Technischen Universität Cottbus-Senftenberg gehört zu den 29 ausgewählten Gewinnern der Bund-Länder-Initiative „Innovative Hochschule“, ausgestattet mit Mitteln des Bundesministeriums für Bildung und Forschung BMBF und des Landes Brandenburg. Weitere Informationen finden Sie unter [www.innohub13.de](http://www.innohub13.de)

