

"Buzz" about Science

Is Guerrilla Marketing a valid approach for the public communication of science?



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FROM

PUBLIC
UNDERSTANDING

TO

ENGAGEMENT!

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ENGAGEMENT

AND

PARTICIPATION

REQUIRES

UNDERSTANDING!

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SCIENTIFIC
CONTENT
IS
AVAILABLE
TO
'ALL' ...

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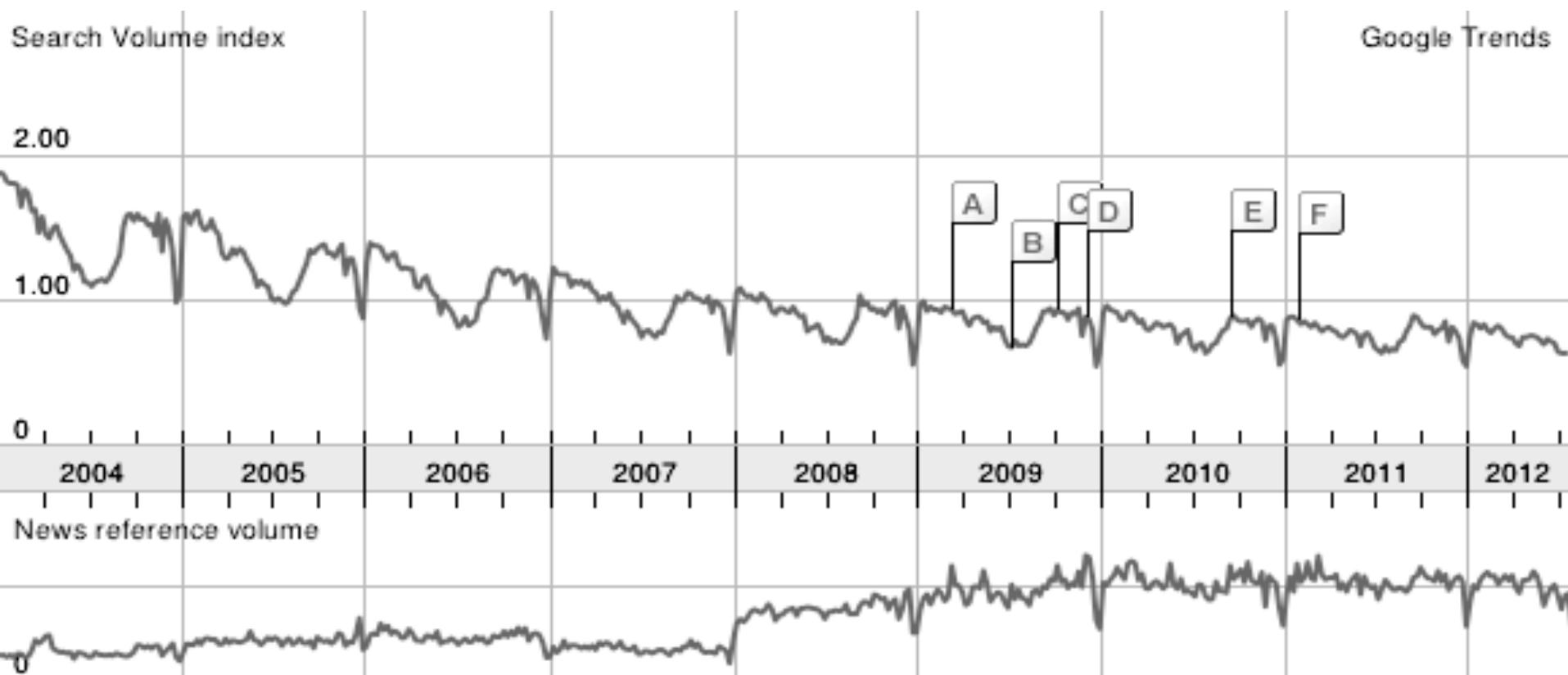
...BUT NOT 'ALL'

WANTS TO

ACCESS IT!

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people's interest in science is

'FALLING'!



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new approaches, presenting
scientific content in a way that is
appealing to the public...

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... 'Marketing of Science'!

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traditional
marketing is
'boring' ...



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GUERRILLA MARKETING

SURPRISE EFFECT

DIFFUSION EFFECT

LOW COST

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HOW WILL WE VALIDATE GUERRILLA MARKETING FOR SCIENCE?

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THREE KEY-PLAYERS:

1. Scientists;
2. Media;
3. Public;

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FIVE INDICATORS:

1. Impact on the media;
2. Scientific accuracy of news content;
3. Scientists opinion towards the use of Guerrilla Marketing for science;
4. Interest of lay public for the scientific content;
5. Public Engagement with science.

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TWO EXPERIMENTS

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EXPERIMENT ONE:

Comparison between two approaches to communicate a research project:

'Phase A' of Experiment One (May / June of 2013):

disseminate the research project making use of "traditional" marketing and communication;

'Phase B' of Experiment One (May / June of 2014):

disseminate the research project making use of a Guerrilla Marketing campaign;

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EXPERIMENT ONE:

Analysis comparing both phases:

- Impact on the media (number of news and their notoriety);
- Analysis of the content of the news mentioned in the previous point, according to the perceptions of scientists;
- Content analysis of the same news;
- Opinion of scientists towards the use of Guerrilla Marketing after they see the impact it may cause VS the scientific accuracy of the news.
- Analysis of the opinion of journalists about the newsworthiness of the research project and about the Guerrilla Marketing campaign;

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EXPERIMENT ONE:

Analysis comparing both phases:

- Analysis of impact and public interaction and engagement on Social Media / Social Networking of the research project (online word-of-mouth);
- Impact on "real life" interpersonal communication (word of mouth about the research project).

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EXPERIMENT TWO:

Comparison of the impact of a given science related event (a science exhibition) whether or not that event is advertised using a Guerrilla Marketing approach:

'Phase A' of Experiment Two (January of 2013):

Dissemination of an exhibition of science ("Science and Art") using a 'traditional' communication campaign.

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EXPERIMENT TWO:

Comparison of the impact of a given science related event (a science exhibition) whether or not that event is advertised using a Guerrilla Marketing approach:

'Phase B' of Experiment Two (January of 2014):

Dissemination of an exhibition of science ("Science and Art") using a Guerrilla Marketing campaign.

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EXPERIMENT TWO:

Analysis comparing both phases:

- Adherence / number of visits to an event of Science dissemination (public exhibition);
- Public motivation to visit the exhibition;
- How did the public knew about the exhibition;
- Impact on Social Media / Social Networking;

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TO ANSWER THESE QUESTIONS:

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ABOUT THE IMPACT ON THE MEDIA AND THE SCIENTIFIC ACCURACY OF THE NEWS:

1. What impact may a given scientific research project have on "traditional media" (newspapers, TV, radio) if is disseminated by a Guerrilla Marketing campaign?
2. What is the scientific accuracy on the news about a given research project disseminated by a Guerrilla Marketing campaign?
3. Can Guerrilla Marketing dissemination improve the "news value" of a given scientific research?

ABOUT THE SCIENTISTS OPINION:

1. What is the opinion of scientists / investigators about the use of this approach to disseminate their research projects?
2. Which involvement and role could scientists have in this science dissemination approach?

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ABOUT THE IMPACT IN PUBLIC'S INTEREST AND ENGAGEMENT:

1. A given scientific subject will cause more impact if is disseminated by a Guerrilla Marketing campaign and will that impact translate in a higher Public Engagement with science?
2. Will one event of science dissemination have more impact and cause more engagement if that event itself is advertised by a Guerrilla Marketing campaign?
3. In which situations will a Guerrilla Marketing campaign contribute better to the Public Engagement with science? When disseminating a specific scientific content or by advertising other events of science dissemination?

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**this
is not
the end...**

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