



## *Trust and perception: key challenges facing geoscientists in practice and in Irish society*

### **What is the project about?**

Geoscience research is essential for sustainable development, from energy security, construction, technology and clean water supply. Communicating these complex topics to the public can be difficult. To work towards meaningful engagement, there needs to be effective dialogue between experts and non-experts. For this to occur we need to understand how the geoscience community is perceived, and how this perception affects the trust people have in geoscientists. This project will assess the public perception and trust in geoscientists through a series of surveys, interviews and workshops with the aim of co-creating an engagement strategy.

### **Who are the researchers?**

My name is Jess Franklin, I am a post-doctoral researcher at NUI Galway.

### **Why should I take part?**

Science communication is best when carried out through an open dialogue with the public. Therefore, we believe the best way to communicate geoscience effectively is to understand how the public views geoscientists as well as how this is perceived by geoscientists. Your opinion is therefore very important to informing this study.

### **What's in it for me?**

By partaking in this research you get to voice your opinions about science communication and contribute to the better design of future science communication activities.

### **What will I have to do?**

Complete a short (30 - 40 minutes) interview via telephone or an online meeting software, and a follow up short online survey (20 – 30 minutes)

**Note:** You are free to leave the study at any stage without giving a reason. All information is confidential and will be securely stored by the researcher involved.

### **Contact**

Please feel free to contact me, Jess, with any questions about this research

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