Philosophy of Science in the Practice of Science Communication: Inaugural Workshop of the Philosophy of Science Communication Network

Abstract
Public discourse is divided on crucial issues such as climate change, vaccines, and genetic modification. Proper outreach to facilitate better communication about science can help tackle the causes underlying these divisions and address growing public concern over the authority of science. Philosophers are uniquely poised to contribute to science outreach from a conceptual perspective, but effective endeavors need to be developed in close contact with the practices. We, co-leads of the Philosophy of Science Communication Network, are thus seeking funding to launch our a workshop to scaffold the philosophy of science communication and its practice. We will prototype a set of interdisciplinary activities to bring together philosophers of science and professionals of science communication. The outcomes are "in practice", transferrable training models and career mentoring networks for philosophers of science to complement, contribute to, and gain expertise in the communication of science.

Basic Information
Project Coordinator(s)
Lynn Chiu, Sophie Veigl, Rebecca Hardesty

Funding Amount Requested
$2,148

Expected Project Completion Date
April 2020

Project Description
Interdisciplinary studies combining social science methodology and philosophy have shown that many complex factors underlie the dividing discourse over issues of critical and global concern (Metz, Weisberg, & Weisberg, 2018), with the authority of scientists often questioned by outside communities (the “public”) (Funk & Rainie 2015). Professionals of scientific outreach, engagement, education, and communication (hereby collectively referred to as “scicomm”) have strived to alter the landscape by bridging scientists and the public (Vernon & Woolley 2019; Weisberg, Landrum, Metz, & Weisberg 2018).

We recognize that philosophers can bring in unique skill sets to complement and synergize with professionals of scicomm, given our wide range of expertise on the nature of science and its relationships with society, as well as our skill sets in argumentation, normative analyses, and evidence evaluation (Rutjens, Sutton, & van der Lee 2018).
The Philosophy of Science Communication Network is an interdisciplinary, practice-oriented community created in 2019 and co-led by the project co-coordinators (https://sites.google.com/view/philscicomm/). This network aims to scaffold peer support for the scholarship, practice and career mentorship for philosophical work on scicomm. We believe that such a community of “philosophy in practice” is pivotal for philosophers interested in scicomm to be with or become part of the practice of scicomm. Our efforts are aimed at directing philosophical work in direct dialogue with scicomm professionals. We also strive to maintain a lively space where diverse academic profiles that include outreach and communications, especially that of early career scholars, are normalized, recognized, and mentored.

We are thus applying for seed funding from the APA to launch an inaugural workshop that can substantially strengthen the services our network can provide for the profession and construct a highway that connects the concerns and abilities of philosophers with that of professionals of scicomm.

The focus of this specific workshop will be philosophers of science and scicomm professionals with theoretical (especially social science) and practical (especially visual graphics design, interdisciplinary communication, and pedagogical outreach) science communicators. However, the workshop design is a prototype for future workshops with different target groups, for instance, epistemologists or ethicists, on the one hand, and science engagers with minority or disadvantaged communities, on the other. We picked these areas of theory and practice as our starting point because they reflect the current research focus, scicomm activities, mentors, and personal connections of the co-coordinators. All three of us are hybrid philosophers doing active research in philosophy as well as science communication and outreach. Starting with our core areas can drastically ensure the likelihood of current and future success of running these workshops in conferences and departments. Our workshop is also inherently and explicitly a program for outreach training for philosophers interested and engaged in scicomm.

Workshop Format: The workshop will adopt a multi-hub (Vienna, San Diego) online-offline flip model with a keynote lecture and three types of activities:

1. **Keynote Lecture**:
   - online, one-week long interactive engagement and discussions
   - outputs: video recording
2. **Skill Tutorials**:
   - online, interactive with one-week engagement and discussions
   - outputs: Video recordings and blog materials
3. **Pilot Presentations**
   - in person at two hubs: San Diego and Vienna, respectively
   - half day, depending on the number of participants
   - outputs: pilot examples of philosophy of science communication
4. **Co-Creation Mixers**
   - in person at two hubs: San Diego and Vienna, respectively
   - half day, with three engagement activities
   - outputs: propriety and publishable philosophy of science engagement activities

The online part of the workshop will be carried out with the following technologies:
• Zoom lectures (https://zoom.us/home?zcid=2478), to be created
• Slack discussion rooms (https://slack.com/intl/en-at/), to be created
• Youtube video repository, to be created
• Twitter discussion threads (https://twitter.com/philofscicomm)
• Medium Blog posts (https://medium.com/@philscicomm)

Furthermore, in preparation of the workshop, we will conduct information interviews in a 3-Question (3Qs) format to engage with philosophers and professionals. We will be publishing these interviews on our blog and Twitter accounts to recruit philosophers and engage with the online scicomm community.

5. Preworkshop Interviews: The 3Qs format follows the "knowledge, skills, and dispositions" format (Mezirow 1997). For example: What is one thing you think people ought to know about science communication? (knowledge) What is one skill you think is worth cultivating if you want to get involved in science communication? (skills) What is one word to describe your attitude to science communication? (disposition) For the disposition question, one could also ask "What is one word to describe the attitude/mindset you would recommend prospective science communicators adopt?"

3-Question-interviews will be conducted with three groups of professionals:

(1) HPS/STS SciCommer: communicators with a HPS-STS background

How and why did you engage with scicomm? How does your training as a HPS/STS scholar affect your scicomm activity? Does scicomm influence your HPS/STS foci? How do you select the audiences to which you speak, and how does this affect your communication strategies?

(2) Natural scientist SciCommer: communicators with a natural science background

Which aspects of your professional life made you engage in scicomm? Did you have to acquire or deepen specific skills when becoming a scicommer? What are the main challenges of communicating a science you are an expert in to a wider audience?

(3) Professional SciCommer: communicators with communication background

Please reflect on your professional training and how you chose scicomm as a career? In which ways do you interact with scientists? Which challenges do you encounter and how do you overcome them? Which advice would you give a scicommer who is starting out?

Workshop Time: It will take place in spring 2020, with the in-person day landing on either the 15th, 16th, or 17th of April 2020, depending on the availability of space and the school schedules of University of California, San Diego and University of Vienna.

(1) Keynote: Intro to Industry of SciComm (Candidate speaker: Sam Illingworth, social scientist and practitioner of scicomm, keynote speaker of the European Science Engagement Association Annual Conference 2019, Vienna)

(2) Skill Tutorials: Professional science communicators and Philosophers of communication, engagement, and outreach will give tutorials in the areas of engagement, pedagogy, visual graphics, and interdisciplinary communications.
The skills will fall within the areas of:

- text analytic tools
- persona analyses
- graphic design elements
- internal newsletter tips
- Twitter paper threads
- interview methods
- video abstracts
- meta-analysis of scicomm
- analyzing communications from a philosophy of science perspective

(3) Pilot Presentations: Philosophers will develop “pilot studies” of philosophy of science communication. Feedback will be solicited from practitioners who are also researchers of science communication.

(4) Co-Creation Mixers: Philosophers and practitioners form small 1-1 or 2-2 groups. We have developed three prototypes of engagement activities, a key method in the practice of science communications on topics of epistemic trust, scientific understanding, and the epistemic and aesthetic values of scientific visual representations.

To give an idea of how we will develop our engagement activities, consider the first engagement activity:

Sample Question: What are the factors that affect expert trust in science as an institute, community, or individual scientists?

Engagement Activity: We lay out cards with epistemic features that include scientific disagreement or lack of consensus, uncertainties in the exploratory and justificatory routines and process, personal features of scientists such as the emotions and attitudes, the involvement of different disciplines or scholars, etc. These features will be solely based on literature from philosophy of science. Participants pick card sets that characterize high or low trust situations and discuss their reasons. Practitioners, in particular, can provide insight into the benefits and drawbacks of philosophically-identified features and the reasoning behind them.

In sum, the pre-workshop interviews, keynote lecture, and the three activities (Skill Tutorials, Pilot Presentations, Co-Creation Mixers) are designed to thoroughly mix philosophy of science issues with scicomm theory and practice. Our engagement activities, in particular, were modeled after science engagement activities carried out by science communicators for the public. By using the format and language of communicators, we can achieve fruitful interactions and learning experiences on both sides.

Groundwork:

To launch our project, we have already constructed the foundations of a virtual community:

- a very active Twitter channel (https://twitter.com/philofscicomm, ~600 followers)
- a landing page website (https://sites.google.com/view/philscicomm/), to be revamped into a resource-based Wordpress site
• a community Medium blog (https://medium.com/@philscicomm), to be incorporated into the Wordpress site

We have been developing personal, professional, and mentorship connections with:

• philosophers doing public engagement (Sabina Leonelli, Egenis: the Centre for the Study of Life Sciences; Rachel Ankeny, Australian National Centre for the Public Awareness of Science; Angela Potochnik and Melissa Jacquot, University of Cincinnati Center for Public Engagement with Science; Elizabeth Hannon, The Forum for Philosophy)
• key members of philosophical associations (ISHPSSB, Philosophy of Science Association)
• scicomm organizations and practitioners at our regional hubs, including Vienna (Barbara Streicher, Austria Science Center Network; Udo Fon, Austrian Academy of Science lead Communicator; Tatjana Gram-Krebs & Nina Blajevckovsky; Science Illustration & Outreach; Sara Fazeli, Social Media & Outreach Analysis; Matthias Gil, digital strategist and science illustrator) and San Diego (UC San Diego Teaching + Learning Commons, The San Diego Science Writers Association, the Center for Ethics in Science and Technology, the Philosophy of Science in Practice Working Group, UC San Diego Science Studies Program, Salk Institute science writers)
• international scicomm practitioners and scholars (including Sam Illingworth, Manchester Game Studies Network; Lewis Hou, Science Ceilidh; Katrina Falkenberg, John Templeton Extended Evolutionary Synthesis grant project communicator; Wiebke Bretting, Philosophy in Biology and Medicine program communicator).

All members of the steering committee are active researchers with a secondment in the science communication industry:

• Lynn Chiu: Associated Researcher and philosopher of biology of the ImmunoConcept Lab at University of Bordeaux/CNRS, interdisciplinary communications consultant for the Extended Evolutionary Synthesis research project at St. Andrews, Scotland, UK
• Sophie Veigl: PhD candidate in philosophy of science, co-founder of the science design hub together with a graphic artist, a venture that provides design for biologists’ outputs
• Rebecca Hardesty: postdoctoral scholar in science education sponsored by the Biological Sciences and Teaching + Learning Commons at UC San Diego and the Division for Teaching Excellence and Innovation at UC Irvine. Leader of Impact Assessment for the Center for Ethics in Science and Technology

All members also have experience in workshop organization and community building:

• Lynn Chiu: founder of Philosophy of Science Communication, lead organizer of the interdisciplinary workshop “30 years after The Dialectical Biologist: New Frontiers in Ecological Developmental Biology and Microbiota-Host Co-Construction” https://www.immuconcept.org/erc-idem/dialectical-biologist-workshop/, social media community organizer of Philosophers for Sustainability, successful grant writer of seed grants for an interdisciplinary portal for Evolutionary and Science Studies groups at University of Missouri
• Sophie Veigl: Lead organizer of the workshop "Science as a FACTory?", an interdisciplinary workshop that brought together historians, philosophers and practicing scientists’ perspective on the question of values in science: https://www.univie.ac.at/dkworkshop2018/; co-founder of the
“Interdisziplinaritätscafé” a network to foster the exchange of graduate students and postdocs to face the challenges of interdisciplinarity

- Rebecca Hardesty: Organizer for UC San Diego's inaugural Science Studies Graduate Student conference, an interdisciplinary conference that brings together graduate students and early career researchers in philosophy, history, and sociology with STEM practitioners. She is also the organizer for UC San Diego's Philosophy of Scientific Practice Working Group, which she funded through two grants from the Institute of Arts and Humanities.

References:


Project Impact
This workshop will deepen the Philosophy of Science Communication Network and thus benefit the philosophical profession in four different ways:

First, philosophers can profit from a supporting community which offers regular activities that create opportunities for early career researchers as well as traditionally vulnerable groups within philosophy. Such activities include “idea” workshops, symposia proposal groups, satellite events at large conferences (such as those organized by the Philosophy of Science Association (PSA), International Society of History, Philosophy, and the Social Studies of Biology (ISHPSSB), Society for the Philosophy of Science in Practice (SPSP), etc.), proposing, coordinating and editing special issues, books, etc. These events are both in-person as well as in a virtual environment to support philosophers who are unable to travel or are concerned with environmental sustainability. The founding workshop will not just produce a template for departments and philosophy conferences to organize their own mentorship workshops. It will also create a list of active philosophers available for consultation and workshops in philosophy departments and conferences.

Second, the Philosophy of Science Communication Network will develop novel contributions to existing research and teaching areas in philosophy. Through close cooperation with practitioners of scicomm, members of this community will identify philosophical issues pertaining to this profession. This includes topics such as the epistemic criteria for successful communication between scientists and non-scientists as
well as further work on lay methods of evidence evaluation. In addition, without reinventing the wheel, this community can identify scholarship within philosophy that will contribute to the theory and practice of scicomm and vice versa.

Third, by fostering this exchange, we contribute to the growing movement of practice-oriented philosophy of science and complement the research-focused Society for the Philosophy of Science in Practice (SPSP) by creating a forum that focuses on application and skill-development. We aim at developing templates for idea and business collaborations between philosophers and practitioners. Through our workshop, we will develop examples of topics designed for collaborations between philosophers and science communicators.

Fourth, to support alternative careers for philosophers we aim at providing them with cross-disciplinary skills. The workshop we are holding will organize activities designed to teach science communication skills to its attendees. These activities will be transferable to classroom settings, supporting attendees’ pedagogical development, and will communicate experientially to participants the concerns and language of science communication professionals. Our aim for this is to give philosophers a stepping stone that could launch consultancy projects or collaborations with scientists and science communication professionals.

**Project Goals**

1. **Build a philosophy-in-practice community of supportive philosophers and scicomm professionals with a prototype workshop for future philosophy conferences and departments**
   How: Our Philosophy of Science Communication Network is primarily online, with t

2. **Explore scholarship in the area of philosophy of scicomm**
   How: Pilot Presentations is a practice-oriented mode of scholarship structured around "philosophical pilot studies" with feedback from both philosophers and practitioners

3. **Produce training packages of scicomm practical skills from a philosophical angle**
   How: The Keynote Lecture is a survey of the landscape of scholarship and practice of scicomm. Skill Tutorials will train philosophers to do scicomm from a philosophical

4. **Construct career mentorship and collaborator networks with scicomm professionals.**
   How: Co-Creation Mixers allow philosophers and practitioners to do engagement activities that address philosophy of science issues within scicomm. Practitioners are wel

5. **Show that science communicators can come from philosophical backgrounds, and also show that philosophers can fruitfully engage in the practice of scicomm.**
   How: In addition to the Skill Tutorials, our Pre-workshop Interviews will provide philosophers

**Project Timeline**

TIMETABLE:

By 09/2019

- Commence Pre-workshop Interviews (3Qs format)
- Establish strong local (San Diego, Vienna) / global (philosophy associations and scicomm professionals) networks, especially with philosophical public engagement centers
- Continue to run online Philosophy of Science Communication Network
- Confirm Keynote speaker (Sam Illingworth)
- Develop three Co-Creation Mixer Engagement Activities
By 11/2019

- Confirm speakers for Skill Tutorials
- Seek feedback on Co-Creation Mixer Engagement Activities with scicomm professionals
- Start publishing Pre-workshop Interviews
- Confirm exact dates for the in-person workshops

By 01/2020

- Advertise workshop on Twitter, Philosophy Listsrvs, and Local channels in San Diego and Vienna
- Confirm locations (building and rooms) for in-person workshops
- Prepare tutorial materials with scicomm professionals

By 03/2020

- Finish all workshop materials
- Test run online aspects of our workshop: set up Zoom system, Slack discussion rooms, Youtube video repository, Twitter discussion threads, Blog posting
- Organize local speakers within the cities of San Diego and Vienna

04/2020

- Workshop commences in the two hubs and online
- Post-workshop survey
- Post-workshop networking plans

**Project Outreach**

Our main target audience is philosophers, especially philosophers of science and scientific practice, interested in expanding their teaching, engagement, and scholarship to science communication. Our secondary target audience is science communication scholars and communicators interested in a new research angle for their work and practice.

The project will be advertised through several channels. We have already created a Twitter account @PhiloScicomm (https://twitter.com/philosfcicomm) that has acquired a lively community with 600+ followers and are in the process of creating a (wordpress) website (our current landing page can be found here: https://sites.google.com/view/philosfcicomm/).

We have been featured in the PhilinBioMed Magazine, June edition (https://www.philinbiomed.org/wp-content/uploads/2019/06/PBM_Mag_June.pdf), and aim at being featured in the APA newsletter, the Daily Nous, The Philosopher's Cocoon, and departmental listservs such as Philos-L.

Another approach to outreach is the organization of activities, especially mentorship groups, at conferences. A first informal meet-up will be held at the biennial ISHPSSB Conference in Oslo, July 7th during lunch hour.

Future endeavours for outreach will be the creation of symposia for conferences, special issues to showcase our teaching, engagement, and scholarship, and a Facebook community (where most
philosophers are at). It is our core aim to reach out to local student groups (University of Vienna, University of San Diego).

Also, collaborations with existing science communication institutions in San Diego and Vienna are on the way. For example, a small meeting with the Austria ScienceCenter-Netzwerk is planned for Autumn, 2019, after Lynn and Sophie met with Executive Manager Dr. Barbara Streicher. Rebecca will develop connections in collaboration with UC San Diego Teaching + Learning Commons, where she will be working.

**Accessibility Plan**

According to the UCSD Disability Access Guidelines ([http://adminrecords.ucsd.edu/ppm/docs/200-9.html](http://adminrecords.ucsd.edu/ppm/docs/200-9.html)), “disability is a broad term encompassing motor and sensory limitations (e.g., mobility, vision, or hearing impairments), as well as disabilities resulting from chronic illnesses and syndromes.”

Passive accommodation: During the advertisement and recruitment stage for our workshop, we will provide accommodation information and add a text box in our registration page for potential participants to declare their accommodation type. We will then follow the UCSD guidelines for our in person events on the day of the workshop according to the person’s concerns. In Vienna, a German sign language translator for the keynote lecture can be requested through the Ministry of Education of Austria. At University of Vienna and at University of California, San Diego, the workshop venues will be accessible through an elevators, no stair climbing needed.

Active accommodation: We will use the W3C Web Accessibility Initiative (WAI) tools to check the accessibility of our website materials: [https://www.w3.org/WAI/test-evaluate/tools/](https://www.w3.org/WAI/test-evaluate/tools/). In Austria, we will also make use of the first free consultancy with the Accessible Media institute [http://www.accessible-media.at/](http://www.accessible-media.at/) to double check the accessibility of our online materials. No red/green color schemes will be used in the workshop materials to accommodate the visually impaired. Currently, all our images on Twitter have image descriptions by default, which adds to the ability to describe images for the visually impaired.

At the end of the workshop, we will have a package of materials including handouts, powerpoint slides, and video recordings. When we produce improved versions of our materials for replication in other departments and conferences, they will be have transcripts and subtitles in English and in German. We will incorporate such fees into the next grant funding.

Finally, an multi-hub, flip workshop, our model allows those who cannot travel to attend parts or all of our workshop.

**Evaluation Plan**

With reference to our Five Main Goals, here is our evaluation plan:

Goal 1: (Building a community) Successful growth in our community online will be reflected in two ways: (1) increase in the total amount of engagement, followers, commentators on our Twitter account (@philofscicomm), our website, and our community blog, and (2) expansion of our reach and engagement into traditional scicomm areas on Twitter, Slack, and email listservs. We will evaluate both with free analytic tools provided by Twitter and Google Site Analytics. We will also build a target audience map to frequently access the extent of our reach.
The workshop attendees and participants constitute the core of a substantial interactive community and network based on direct acquaintance. We will collect their contact information for the distribution of surveys and newsletters. We will subsequently solicit feedback from participants on their workshop experience and on the impact of the workshop for their professional lives. We will also continuously request information about the activities participants are involved in following the workshop. In addition to sharing this widely, we will especially use this information to further engage and facilitate continuous dialogue and interactions between workshop participants.

Successful growth will depend on the response rate of workshop participants and whether their interactions led to fruitful activities in the near future. We will keep track of this data.

Goal 2: (Exploring scholarship) The workshop will involve multiple activities (locally and remotely) that ask participants to identify potential areas of connection between scicomm and philosophy of science. These activities will produce physical and/or virtual artifacts which the organizers will collect. Rebecca, our STS scholar, will collect and analyze to arrive at potential areas of scholarship. We will visualize these areas and communicate it to the scicomm and philosophical communities to suggest future collaboration.

Success will depend on the degree of connection we can generate and the fruitfulness of the new research areas. The degree of connection is weak if nothing new has emerged from the workshop interactions. It is strong if we can identify areas that can produce philosophy scholarship. The suggested research areas are fruitful if they constitute enough weight to generate a symposia or a journal special issue, generate publications in target areas, or create of conference symposia and roundtables to address these issues to a wider philosophy audience.

Goal 3: (Skilled Tutorials and training packages) The organizers will develop pre- and post surveys to assess prior knowledge of the skills covered in the tutorials. Participants will also be asked to complete a short "Knowledge, Skills, and Dispositions" written exercise following the keynotes to determine what they now know, what they learned how to do/how they could apply the information, and how they feel after the lecture.

Goal 4: (Career mentorship networks) The organizers will conduct in-person observations of the co-creation mixers to assess the comfort and ease with which participants are socializing with each other. For the remote participants, the organizers will make available chatrooms via Zoom and will review their conversations after the fact. To facilitate everyone’s comfort, the organizers will provide an initial discussion prompt that participants can talk about. Success will be measured by how likely participants are willing to solicit mentorship advice for their own projects and for new career developments.

Goal 5: (Philosophers doing scicomm) This goal reflects the possibility of transdisciplinarity in science communication. The activities members will work on in the workshop are designed to facilitate philosophers and science communicators co-learning. As with Goal 2, the members will produce physical and virtual artifacts. Organizers will analyze these and solicited feedback to evaluate to what extent the participants started thinking/working outside of their home disciplines. Our program will be successful if philosophers start to do more scicomm or if they start working with scicomm professionals for their own communication needs.

Finally, our workshop succeeds if it produces the following outcomes:
• Video recordings of online presentations, made available on Youtube
• Enough materials for year-long blogging
• At least five pilot case studies of philosophy of science communication
• *At least three proprietary philosophy of science engagement activities that can be reported or carried out in philosophy and science communication conferences, departments (as talks and workshops), and journals.
• Persistence of strong local & global networks of philosophers and scicommers
• Creation of easily disseminated guidelines to ensure and facilitate transdisciplinary exchanges, collecting quotes, and providing these materials as scaffolds for future endeavors

Reflective analyses will be conducted if we were not able to attract enough people from either discipline, if we stumble upon challenges of communication that were not planned for, if we encounter compartmentalization of the network along disciplinary lines (e.g. scicomm pros and philosophers), if we receive mixed reviews about the workshop while general appreciation of its goals, if we fail to find a common language for both disciplines. We can anticipate challenges along the lines of classical inte or transdisciplinarity problems, for instance, equivocality concerning desired goals, outputs, strategies. Especially predictable would be the attitude from practitioners that scicomm does not need theory, not to mention philosophy. Therefore, collaboration and exchange will not be worthwhile.

However, if we do encounter such problems, they will be philosophically interesting and productive in their own right, especially from both a philosophy of science and STS perspective. We will then still be able to use them for outputs in various media about what it is like to try to bring philosophers and communicators together.

**Online Presence**
To launch our project, we have already constructed a virtual community Philosophy of Science Communication on Twitter: [https://twitter.com/philofscicomm](https://twitter.com/philofscicomm), ~600 followers)

[https://sites.google.com/view/philscicomm/](https://sites.google.com/view/philscicomm/)

**Budget Narrative**
The success of our larger project--the Philosophy of Science Communication Network-- will largely depend on a successful first workshop. It is thus important that (1) we attract the right kind and number of participants, and (2) we give professional communicators their due payment, per the norms of the profession.

It is pivotal that we provide resources in the workshop that will lead to a positive evaluation and will motivate participants to become part of the network. Therefore, finding an engaging, knowledgeable keynote speaker who is both a scholar and science communicator is crucial. We thus invited as keynote speaker Dr. Sam Illingworth, who can ensure through his expertise that all the desired outcomes can be met. His honorarium is 700 USD. In addition, we will pay practicing communicators to offer Skilled Tutorials. For both local hubs, San Diego and Vienna, this will be 300 USD.

To attract enough philosophers as well as science communicators to participate, targeting participants via social media has proven to be the most feasible and affordable way of reaching our dual target audiences.
However, print materials are still needed to reach local networks in San Diego and Vienna. Therefore, we ask for 50 USD to advertise in print.

During the workshop, we will make use of worksheets and card games to develop the engagement activities described in our project description. We estimate 50 USD printing costs in total for both local hubs.

The next point also concerns outreach. We request 96 USD for the license of a one-year Premium Wordpress webpage ($8/month for 12 months) in order to provide members of the network with resources, training information as well as converse with scicomm professionals interested in philosophical perspectives.

Connected to outreach is also the creation of workshop proceedings. While the workshop will be sustainable in that it does not produce any print products, we ask for 450 USD in order to pay a professional to create and layout workshop proceedings (that will also meet accessibility requirements), to be found on the networks’ webpage and actively distributed.

The last point coincides with evaluation and video-conferencing. Many analytic tools can help provide in-depth meta-analysis of our outreach effects, especially for social media and website reach, engagement, followers. While there are basic, free tools at our disposal-- Twitter analytics and Google site analytics-- we would need to license professional tools to properly carry out our online lectures and tutorials. Therefore, we ask for close to 500 USD to make use of Tweepsmap and a professional Zoom account. These are needed to make the philosophy of science communication accessible and successful.

Other Funding Sources
Lynn Chiu will be applying for a REWIRE individual fellowship in collaboration with Dr. Tarja Knuuttila to work on the scholarship of philosophy of science communication. She will write in workshop expenses within her grant.