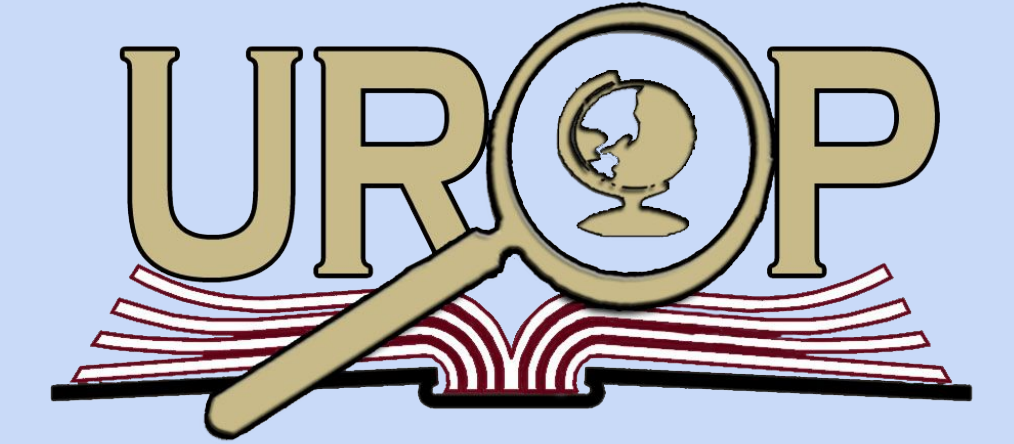




Communication of STEM to Diverse Stakeholders



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Introduction

- This study explores the various stakeholder audiences and how communication is most effectively generated, communicated, and received to its respective communities. The RIDER program is attempting to advertise its projects to a wider audience for the purpose of collaboration, funding, and support. The difficulty lies within the mediums needed to execute their goals. Each category requires a different medium or method to reach its audience.

Methods

- This study focuses on the following stakeholders: researchers, students, politicians, and community members.
- Data was collected from the use of peer-edited resources

Conclusion

- Each demographic group has a different medium that must be utilized to best reach its audience. Social media is generally the best outlook for student and community member stakeholder, but is not as effective of a resource for politicians and researchers. Researchers tend to prefer personal interactions paired with short, comprehensive overview of objectives and past or present work. Politicians must be guided through their best interest of creating social solutions that will increase the strength of their platform. That can best be accomplished through meeting groups, tours, set-up phone calls, and department newsletters.

Discussion

- The research found allows for a broad overview of each category and level of stakeholder, however, limitations do exist

All categories targeted at the international level are culturally dependent, and what may work for some counties, may not work for others

The current social media means are conclusive to the current popular modes; innovation of a new platform and relevance of each platform may age with time and replace the current selection

- The findings have determined that the least amount of research for stakeholders in current production lies in the regional category of each stakeholder
- Further research can be built upon regional outreach alongside new media platforms that may rise in relevance

Findings

Stakeholders:	Local	Regional	National	International
Community Members	<ul style="list-style-type: none"> Social media, twitter, and Instagram, to highlight local events offered and show project progress to build interest (Mongaji) 	<ul style="list-style-type: none"> URLS's to link local information to larger regions (Mimax & Almaraz) Neutral moderator to connect with and facilitate conversations Prepared document/written media for overview topics (Joosten et al) 	<ul style="list-style-type: none"> Simplified information presentation, less charts and data, more clarification questions, and simple explanations Drop preconceived notions on what a community may want and opening communication to gain more insight on what the public would want to see and support (Joosten et al) 	<ul style="list-style-type: none"> Cultural themes influence the exact targeting Social media is the super-connector Posting the experiences of people in the field to show primary experience to build credibility (Jurgens et al) Facility handouts such as one-pagers and targeted videos in a variety of languages (Cunningham-Erves et al)
Students	<ul style="list-style-type: none"> Social media, ex Twitter, Instagram and Facebook, to provide links to local events and academic opportunities (Mongaji) 	<ul style="list-style-type: none"> Offering research opportunities to undergraduate level students to build relationships and foster current and future research collaboration Community building events to encourage collaboration (Schneider et al) 	<ul style="list-style-type: none"> Social media provided quick responses to hard questions to save time and build trust enables quick communication Combination of multiple social media platforms, specifically Twitter, LinkedIn, YouTube, Flickr (Clark et al) 	<ul style="list-style-type: none"> Attending and participating in international recruitment fairs virtually (Onk & Joseph)
Researchers	<ul style="list-style-type: none"> Introductory meetings to establish if a collaboration should be formed Relationship building within the local STEM community to foster relationships (Pratt) 	<ul style="list-style-type: none"> Social practitioner sessions sponsored by research organizations to create a forum for multiple parties to communicate for potential collaboration (Hinkin et al) 	<ul style="list-style-type: none"> Short, comprehensive innovation portfolio to send to possible researchers in the field or find a best match (Flipse et al) 	<ul style="list-style-type: none"> Desktop reviews of existing opportunities for information Semi-structured interviews with planning professionals Designated conferences and web portals (Hurley et al)
Politicians	<ul style="list-style-type: none"> Social media is not a good outlet for outreach Contact mapping (Gibbons et al) 	<ul style="list-style-type: none"> Set up phone-calls, meeting, working groups, and tours with a segment of gov. targeted at sustainability and climate welfare (Gibbons et al) 	<ul style="list-style-type: none"> Annual virtual conferences to discuss issues in the field and solutions Submit short articles of projects and research to state government department newsletters (Gibbons et al) 	<ul style="list-style-type: none"> Stakeholder workshops and conference presentations Face-to-face engagement with written documents Formatted in simplified terms Publishing work in international peer-reviewed journals (Uzochukwu et al)

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