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ARICE: Arctic Research Icebreaker Consortium:

**A strategy for meeting the needs for marine-based research
in the Arctic**

Deliverable 3.8

Webinar recording on skills training

Submission of Deliverable

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Abstract

As part of the ARICE WP3 “Educating a new generation of polar researchers and professionals”, APECS and IOPAN hosted a webinar on “Soft Skills”: Manuscript preparation and results advertisement (via social media)” on the 16th of April 2021. The webinar was divided in two main focus areas: the first part focused on the technical side of paper preparation from an editor's perspective, while the second aimed to provide insights on how to successfully use social media to present and promote scientific results. Out of 100 registered participants, 48 attended the webinar. The recoding of the webinar is freely available as on long-term legacy of ARICE on the APECS Vimeo channel and embedded into the APECS and ARICE websites.

1. Webinar on Skills Training

The webinar on “Soft Skills”: Manuscript preparation and results advertisement (via social media)” took place on the 16th of April 2021 from 09:00 to 10:30 am GMT, as part of WP3 “Educating a new generation of polar researchers and professionals” in ARICE. The platform used was Zoom hosted by APECS.

The aim of this webinar was to provide insides on how to publish scientific results successfully and how to advertise scientific findings to both the scientific community and the general public. The webinar was announced through ARICE and APECS outreach channels including websites, newsletter and social media.

Speakers

Three speakers - researchers and professionals in manuscript editing and reviewing and in science communication - were invited:

- Dr. Mario Hoppema (AWI) - Executive Editor of the open access journal Ocean Science,
- Ann Kristin Montano (GEOMAR; projects CUSCO, EVAR and REEBUS) - expert in scientific communication,
- Dr. Mar Fernández-Méndez (GEOMAR), biological oceanographer.

The webinar was organized in two parts:

In the first part, which focused on manuscript preparation, Dr. Mario Hoppema (AWI) talked about how to prepare scientific data and manuscript to meet journal's requirements. Dr. Hoppema provided tips on the technical side of paper preparation and writing from the editor's point of view.

In the second part, Ann Kristin Montano (GEOMAR; projects CUSCO, EVAR and REEBUS), talked about how to present the scientific results to the broad public and how to use social media to disseminate results. Later, Dr. Mar Fernández-Méndez (GEOMAR), provided examples of polar outreach activities she has initiated or been involved in.

Participants

One hundred participants registered in advance for the webinar. On the webinar day, 48 webinar attendees connected via Zoom. Out of the 48 participants, 29 were based at the EU and 19 at non-EU countries.

Nationalities of the participants attending the webinar:

EU countries

- Germany - 11
- Italy - 4
- Spain - 4
- Poland - 2
- The Netherlands - 2
- Romania - 1
- France - 1
- Bulgaria - 1
- Czech Republic - 1
- Denmark - 1
- Sweden - 1

Non-EU countries

- United Kingdom - 5
- Norway - 2
- Brazil - 2
- United States - 2
- South Africa - 2
- India - 2
- Switzerland - 1
- Ukraine - 1
- Russia - 1
- Canada - 1

During the webinar a **questionnaire** was run among participants. 43 participants answered the poll.

The poll included the following questions:

1) The region from which participants connected:

The majority of the participants were based in Europe (84 %), followed by Asia, North and South America (5 % each) and Africa (2 %).

2) Career level:

Most of participants were at junior or early career level (86 %) and some in the middle (something in between junior/senior– 9 %) while 5 % described themselves as “other” in terms of career level.

3) How they knew about the webinar:

The news about this webinar mainly reached the webinar’s audience via APECS Newsletter/Website (67 %), social media (30 %) or/and they heard about it from colleagues/friends (23 %) (this question allowed multiple answers). Notably, none had heard about the webinar via the ARICE Newsletter/Website.

4) Publishing experience:

Most of the participants did not have any experience with publishing scientific papers (47 %), while some published one paper (26 %) or 2-3 papers (23 %) and only a few had a lot of publishing experience (5 %).

5) Use of social media:

The use of social media channels among the participants was primarily for private use rather than for scientific purposes: Instagram privately vs. for scientific purposes – 19 % vs 12 %, Twitter privately vs. for scientific purposes – 2 % vs 33 %, Facebook privately vs. for scientific purposes – 12 % vs 7 %. LinkedIn was used by 9 %. None of participants declared used of TikTok or other social media, while 7 % declared that they did not use any of the mentioned channels.

6) Previous experience with press /communication:

Only 19 % of the participants worked already together with the press/communications department of their institute to communicate their publication/research findings in a press release/press interview, while 42 % did not engage at all in any of the mentioned outreach activities.

The majority of the participants who had some experience with outreach activities had already engaged in outreach activities including science and art (in any combination) (16 %), work with schools/children (14 %), blog (12 %), TV/radio (12 %), YouTube/video (2 %), or other activities (12 %). None of them had any experience with podcasts.

After each talk there was time for questions and answers. The public engaged in the discussion by posting questions through the chat function - and several participants asked about reviewing process or use of social media.

The webinar was recorded and is now freely available on the long-term legacy of ARICE on the APECS Vimeo channel (<https://vimeo.com/540603544>) and embedded into the APECS (<https://www.apecs.is/research/apecs-projects/arice/arice-webinars.html>) and ARICE websites (<https://arice.eu/training/webinars>).