

BEHIND THE RESEARCH

USING ONLINE PLATFORMS TO PROMOTE PUBLIC ENGAGEMENT



WHO ARE WE?



Behind the Research is an initiative promoting non-traditional methods of outreach and public engagement. Through using skills, software, and sites often populated with social media influencers, we are able to target an audience unreached by traditional methods. We are also able to take a real-world approach to public engagement, by using informal tone, and live conversations, we can show the breadth of experience and opportunities in academia in a way that is relatable to a new audience.

OBJECTIVES

1. Showcase the people that exist behind the research.
2. Highlight the ups, downs, and everything in-between of academia.
3. Provide a toolkit, skills, and improve confidence with PhD students.

TRAINING

Within the team:

- o Training focused on sharing skills.
- o All team members encouraged to be proficient at all aspects of the process.
- o Interview, moderation, video editing, scripting, recruiting guests, etc.

Outside Opportunities:

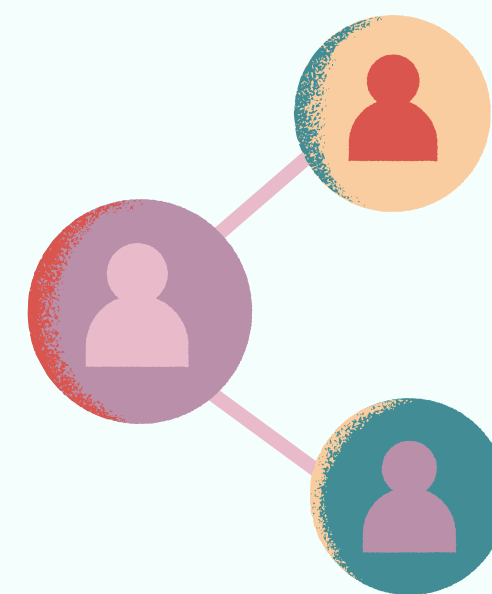
- o The team have been invited to give multiple Seminar talks about the unconventional methods of outreach.
- o Projects have invited wider PhD cohort to get involved and participate in projects.
- o PhD students are welcome to request or suggest projects that can be supported by the team.
- o "BtR" Masterguide in development to provide anyone with the skills and knowledge to use.

SOCIAL MEDIA

We couple live-streaming with other social media accounts to funnel viewers and built a portfolio!

Current projects include:

- PhDay in the life - a youtube vlog about the experience of two students participating in SAMBa's Integrative Think Tank.
- 12 Days of Research - a fun parody on the 12 Days of christmas, reworking the lyrics through a series of instagram posts.
- BAMC Highlights - a live documentation of the experience of being at a conference, through instagram's story function, using video and photos.



AFFILIATIONS

We're co-funded by the Public Engagement Office through their grant scheme, and SAMBa CDT. Without their support this project wouldn't be possible and we want to thank them, for their ongoing encouragement.

ENGAGEMENT

In the first 9 months we have:

250+ followers across Twitch, Instagram, & Youtube

167+ hours of watchtime over Twitch & Youtube

920+ Unique Viewers over Twitch & Youtube



Twitch is "a video live streaming service that focuses on videogame live streaming"

Livestreaming: To transmit live video and audio coverage of an event over the internet in real-time, or near real-time.

Though in recent times has expanded to include broader categories such as

- Food & Drink
- Makers & Crafting
- Talk Shows & Podcasts
- Science & Technology

Categories: All streams must have a category tag, to allow viewers to search by topic/game/category.

This means the livestreaming platform is available to a broader range of streamers that just gaming. Though still in its infancy, the community of educational streamers is growing, and we are capitalising on an untapped audience that

Chat: A real-time messenger system attached to the stream that allows viewers to speak directly to the streamer and each other. Requires a twitch account to speak.

Streams may vary month to month, but will loosely follow the structure of:

1. Team catch up on their own month of work, any news, etc
2. Introduce guest(s)
 - a. Discuss current research/position
 - b. Walk through academic career journey
 - c. Discuss interest points around theme of the stream
3. Repeat Step 2 with second guest
4. End stream with just the hosts, announce future projects

The streams are always loosely themed, with guests paired up to have some similar or contrasting experiences to discuss. Previous streams have been:

- Nov '22 - Industrial Opportunities in Academia
- Jan '23 - New Years Res-earch-olutions
- Feb '23 - Getting Started on your PhD
- Mar '23 - Teaching in Academia
- Apr '23 - Different Paths Through Academia
- May '23 - We Chat Maths with Kit Yates
- Jun '23 - The importance of Networking and Collaboration

We aim for 1-2 guests per stream, except every 6 months where we catch up with the Behind the Research team themselves and see how their journey is progressing!



MEET THE TEAM

Henry Writer



Kat Phillips

Beth Stokes



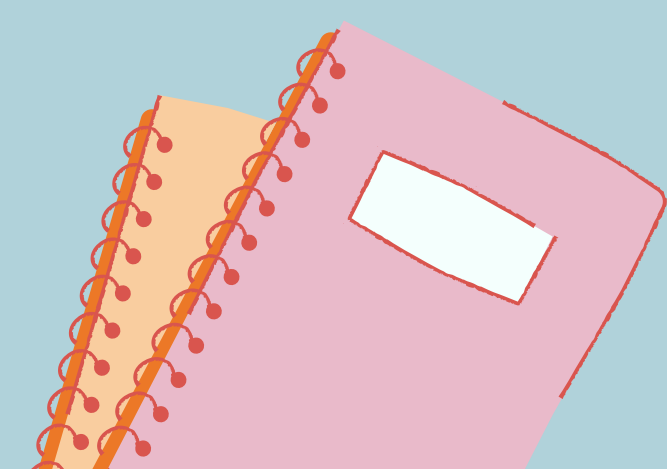
Seb Scott

SOCIAL_MEDIA.LNKS

@BehindResearch

@BehindTheResearch

@BehindTheResearch



[https://en.wikipedia.org/wiki/Twitch_\(service\)](https://en.wikipedia.org/wiki/Twitch_(service))