

Engaging through media



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Audience part

- First row and a half have a tetrahedral
- First 10 people are any of the 3 left-m
- Other remaining p from left to right o
- Get ready to roll yo



What is engaging through media?

Engaging through the media involves talking about your research through media outlets such as television programmes, websites, newspapers and magazines, in order to reach a broad audience.

How I use this method of engagement in my research

I started by writing articles about my research for *The Conversation*, an online source of news and views from the academic and research community. I saw it as a great opportunity for me to get my research out to the wider public. One of the good things about *The Conversation* is that they have a metric tracker, so you can see how many people have read your articles. So far my articles have been read in excess of 1.1 million times with one single article read almost 600,000 times.

Articles on *The Conversation* can also be republished by other media outlets, as long as they republish them in their entirety. Several of my articles have been republished verbatim by The Times, i, Daily Mail and popular science publications such as Scientific American and IFLscience. It's a good route into wider media outlets.

I've found that building a non-research specific media engagement portfolio has opened up wider opportunities for research engagement. In particular, I set real-world-based mathematical puzzles, which have appeared in a range of newspapers, on tube adverts, on television, and on radio.

Partly facilitated by these connections I recently achieved significant media coverage of two of my research areas on locust swarming and animal coat patterning. Coverage included BBC Radio 4's Today programme, the BBC World Service, RTE, The Guardian, THE, The Daily Telegraph and the Daily Mail. Reuters also came to Bath to film pieces about both articles which have since been widely distributed.

My research

I'm a mathematical biologist. This means I use mathematics to model and represent real biological systems.



Other types of engagement I'm interested in

I give talks and run outreach events, either to schools or to the general public. I try and reach out to school children from disadvantaged backgrounds by giving University taster days and mathematics masterclasses, in the hope that these students might one day consider applying to study maths at university.

I recently took up the role of Widening Participation, Outreach and Engagement Officer for the Department of Mathematical Sciences. As part of this role I've established an outreach / engagement group comprising students and staff called the Mathletes. By divesting my efforts into training and organising this group, I've been able to ensure that mathematical outreach and engagement events are delivered to a far wider audience than I'd be able to achieve alone.

How public engagement benefits me

Public engagement has helped me recruit PhD students. I think they're impressed when I'm able to say to them "we've published this article in Nature Communications and I did some media around it and it got picked up by these people". It's just one extra thing that helps, and gives them an idea of the sort of things they could be doing with us in the future.

Public engagement has also improved my teaching. I've had to practice what I'm going to say about my research in slightly simpler terms, which has been of benefit when trying to explain it to my students.

