

# Communicating Forest Science

Daniela Kleinschmit\* / Alejandra Real\*\*

## \*SLU

Department of Forest Products  
Forest Policy Research  
Sweden/Uppsala  
E-mail: [daniela.kleinschmit@sprod.slu.se](mailto:daniela.kleinschmit@sprod.slu.se)

## \*\* Corporación Nacional Forestal

Fondo De Investigación del Bosque Nativo  
Santiago/Chile  
E-mail: [alejandra.real@conaf.cl](mailto:alejandra.real@conaf.cl)



Task Force  
“Communicating Forest Science”

# Structure of the presentation

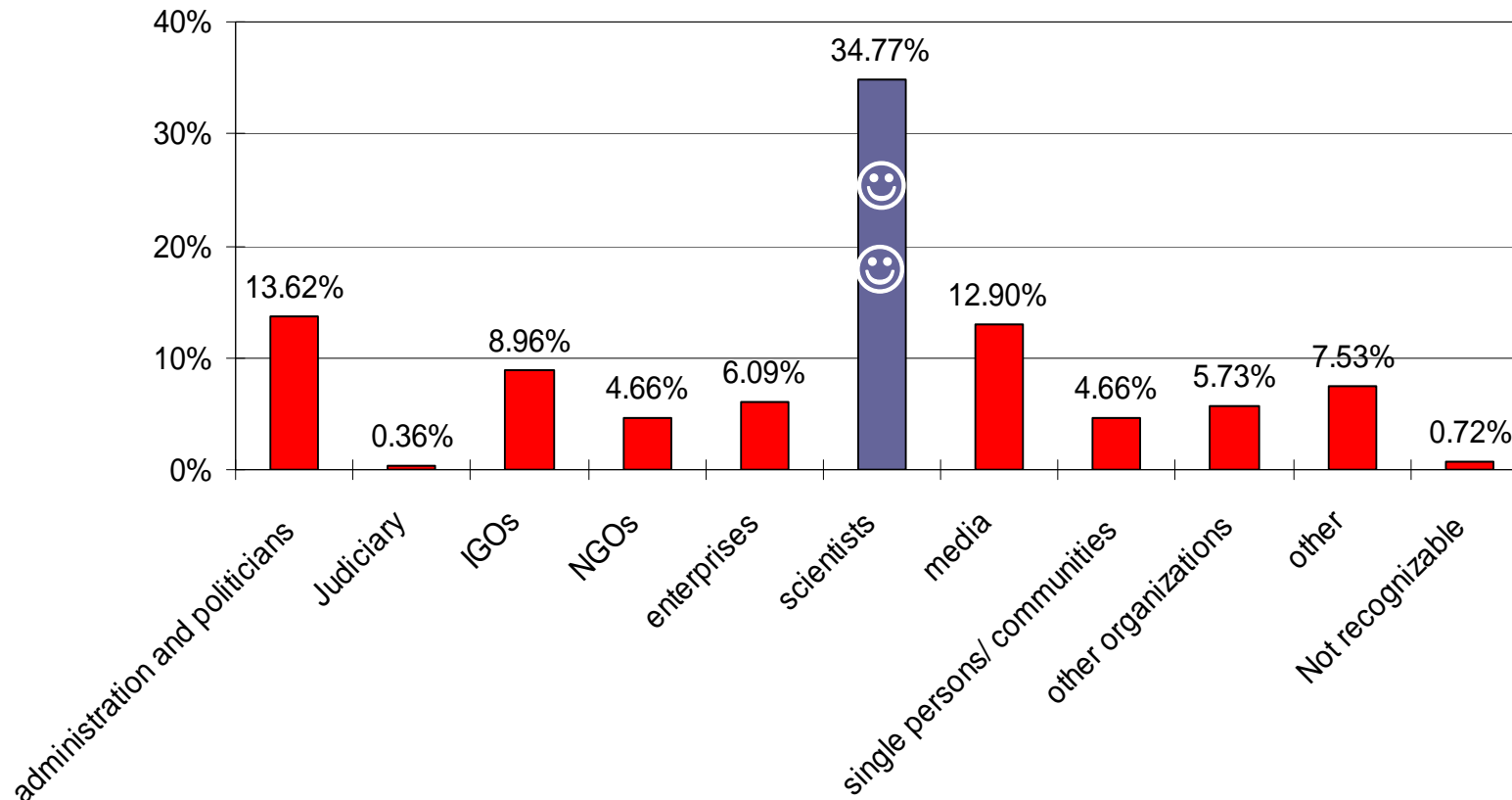
Introduction to a media analysis on forest topics

Results of an online survey

Lessons to be learned

# International media: climate change and forests

Source: Kleinschmit et al. 2007, International Herald Tribune and Time from 1994 - 2004



the total number of speakers = 279

Buenos Aires, 09.11.2009

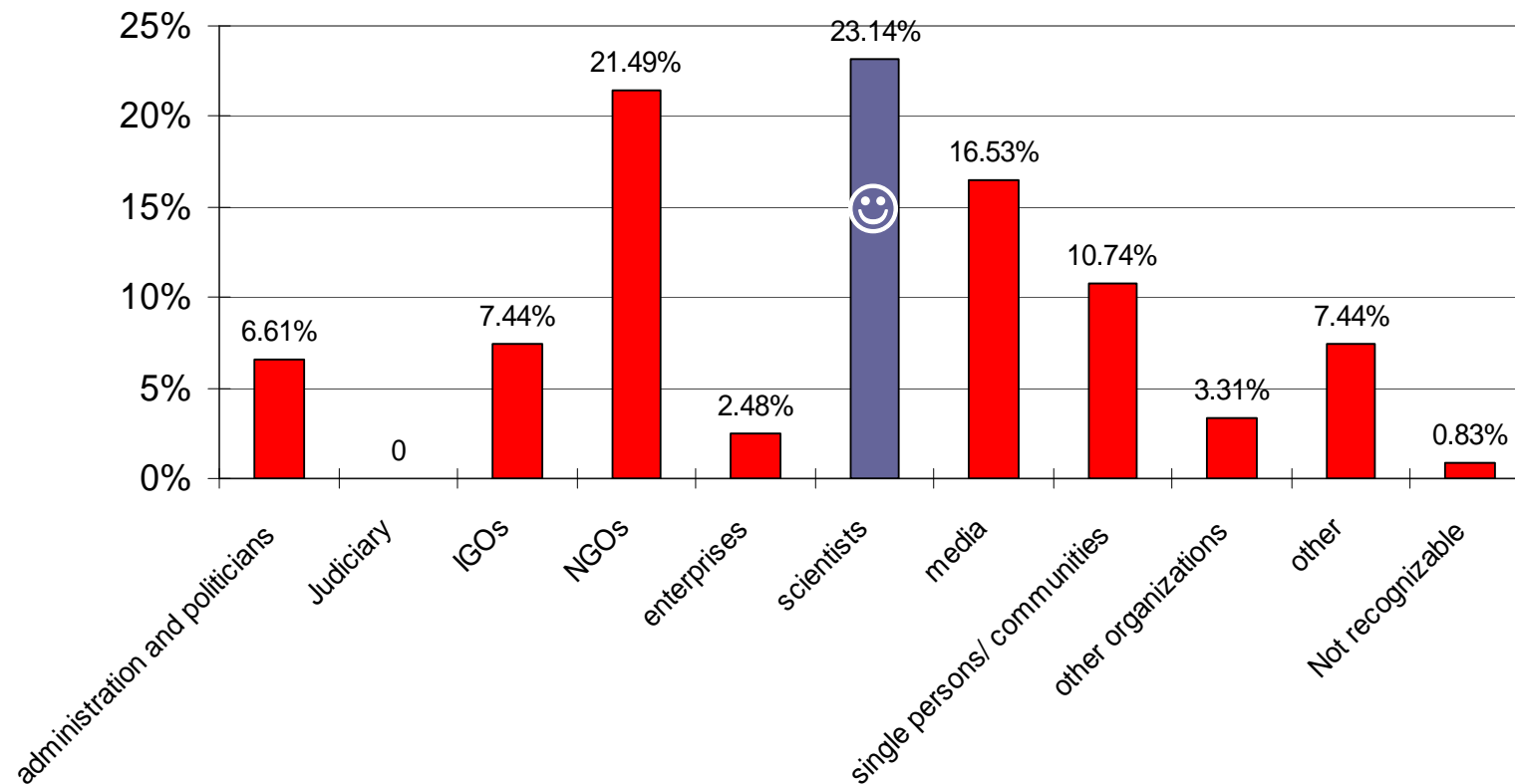
Daniela  
Kleinschmit

&

Alejandra  
Real

# International media: biodiversity and forests

Source: Kleinschmit et al. 2007, International Herald Tribune and Time from 1994 - 2004



the total number of speakers = 121

# International media: forest fire

Source: Kleinschmit et al. 2007, International Herald Tribune and Time from 1994 - 2004



the total number of speakers = 360

# Reasons for communication

## Theoretical:

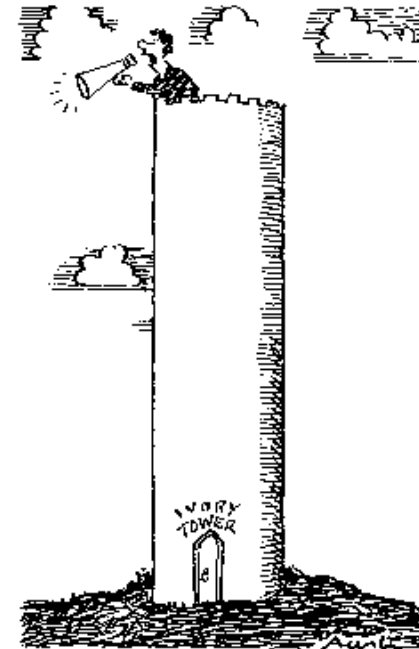
- Sending and receiving messages

## Normative:

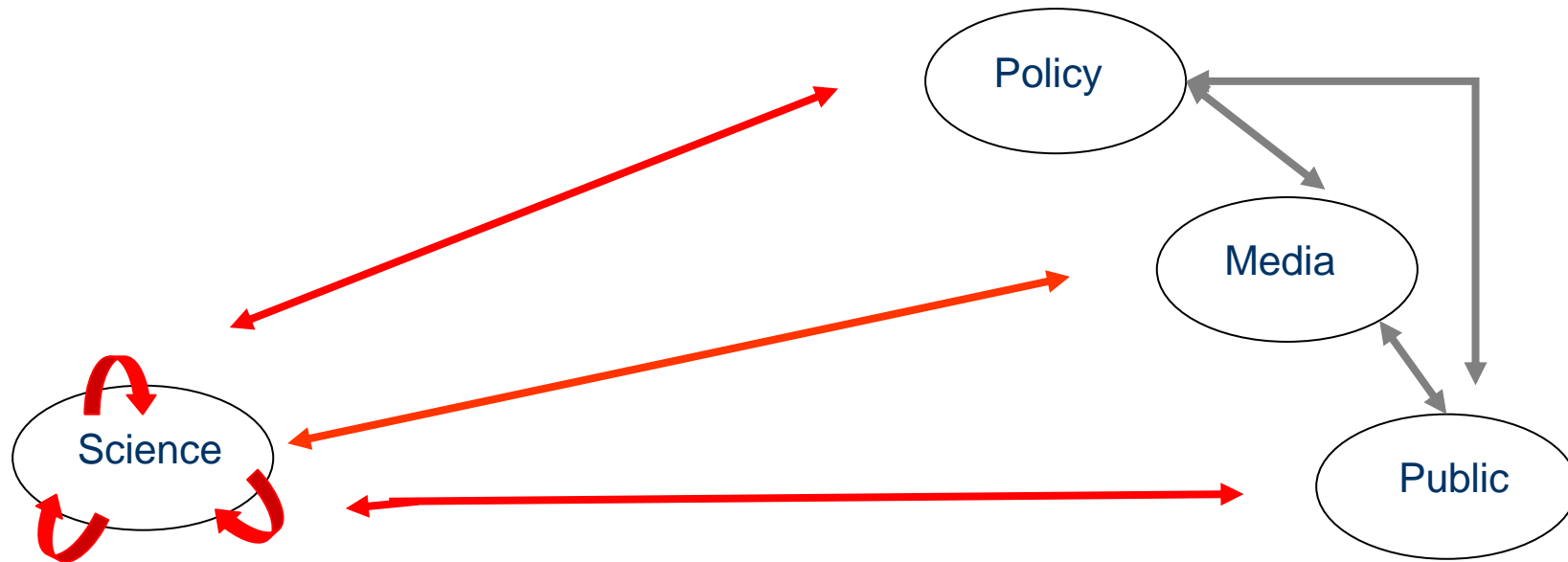
- Increase knowledge
- Problem solving
- Legitimacy

## Strategic:

- Reputation
- Financial support
- Public support, advocacies



# Communication is good... the question is: how?



~~Top-Down model (hierarchical: Science => Public) from the 1950s :  
Public understanding of science~~

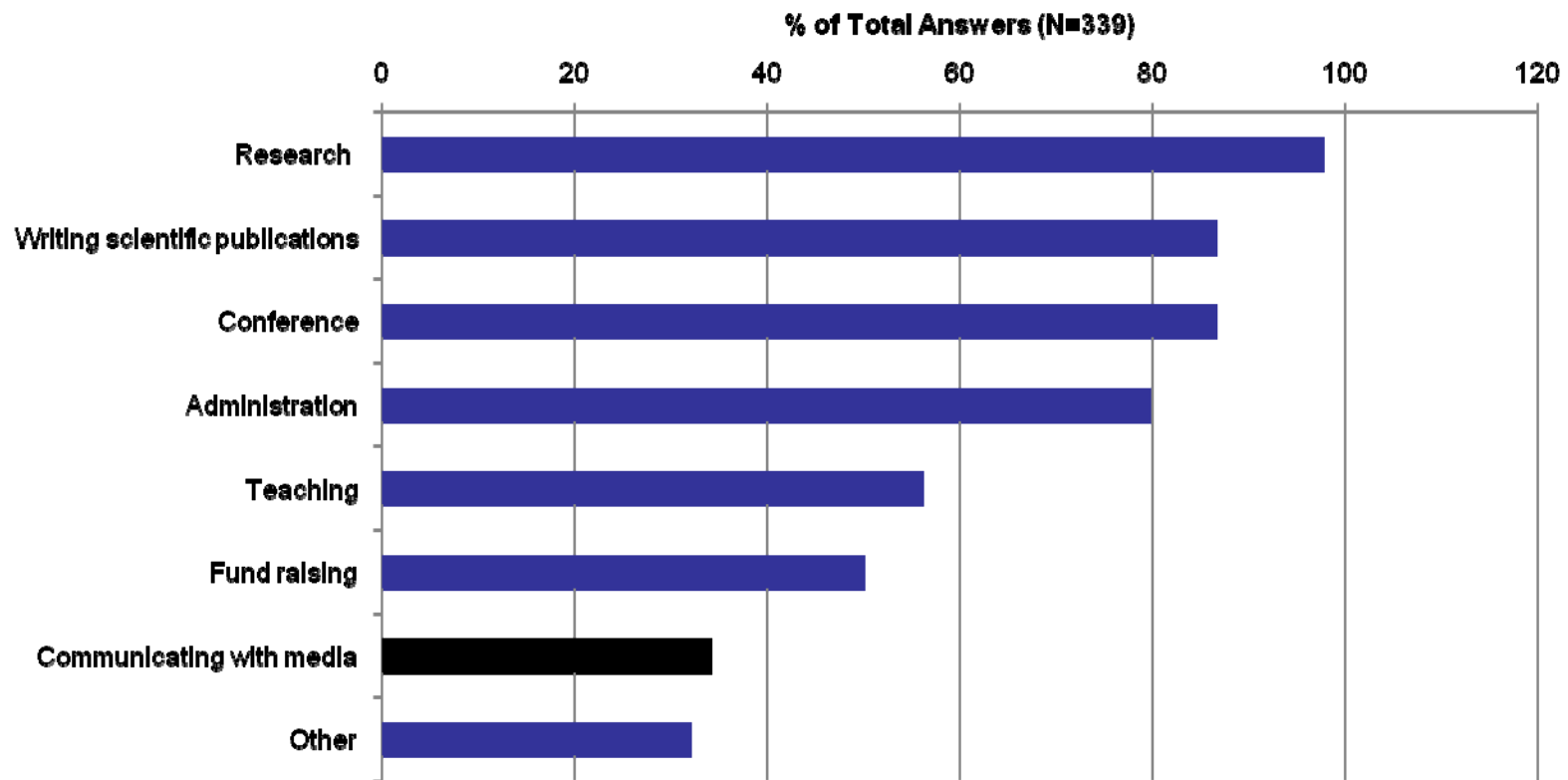
# Results of an online-survey

- Communication behavior of forest scientists
  - Author: IUFRO Task Force “Communicating Forest Science”
  - Aim: Gathering general information of the communication behavior of forest scientists
  - 340 Respondents

## Profile of a scientist participating in survey:

- **Male forest scientist** from a **high income country**
  - Between **40-60 years** old

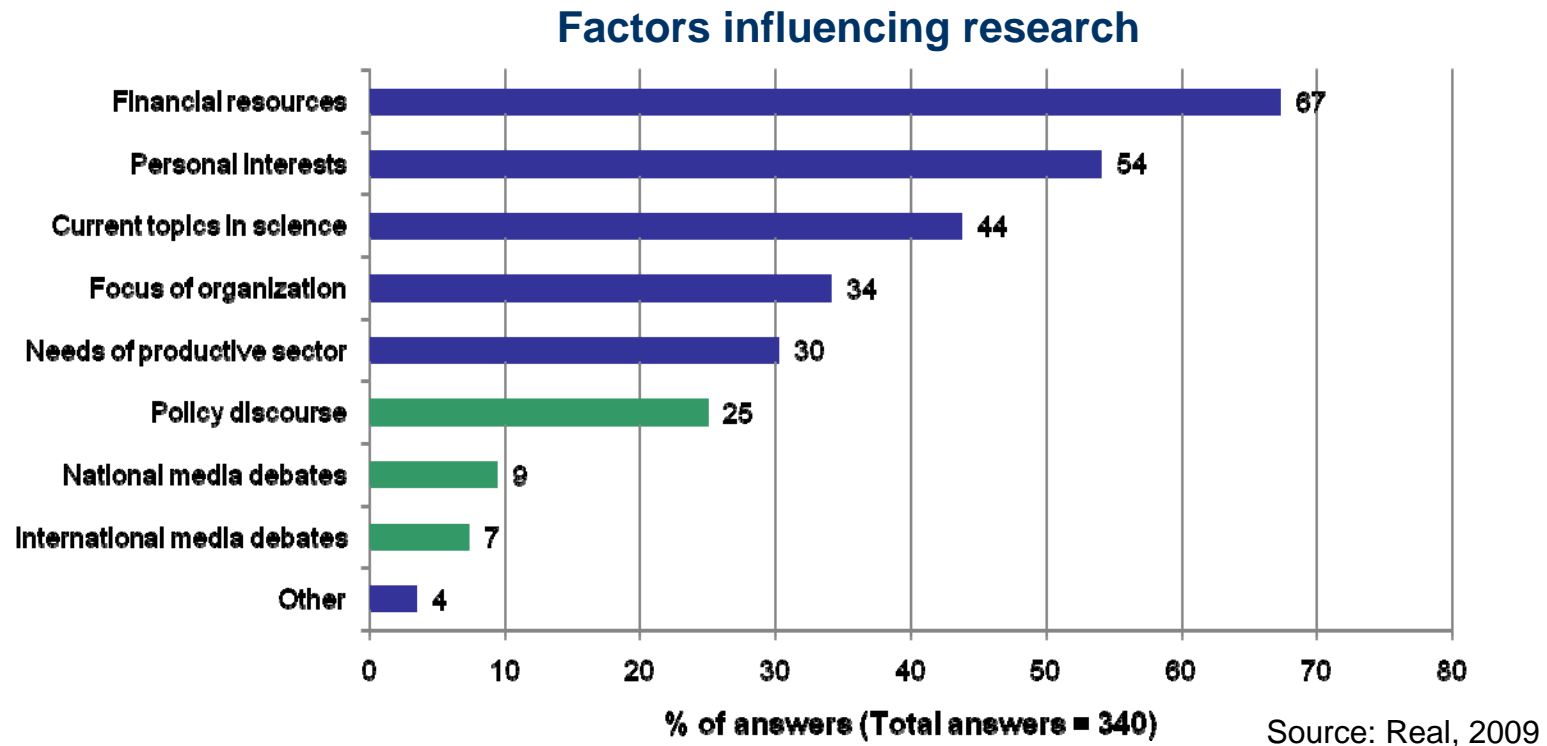
# Time distribution of “forest” scientists



Source: Kleinschmit & Real, 2009

# No reason for communication with the public

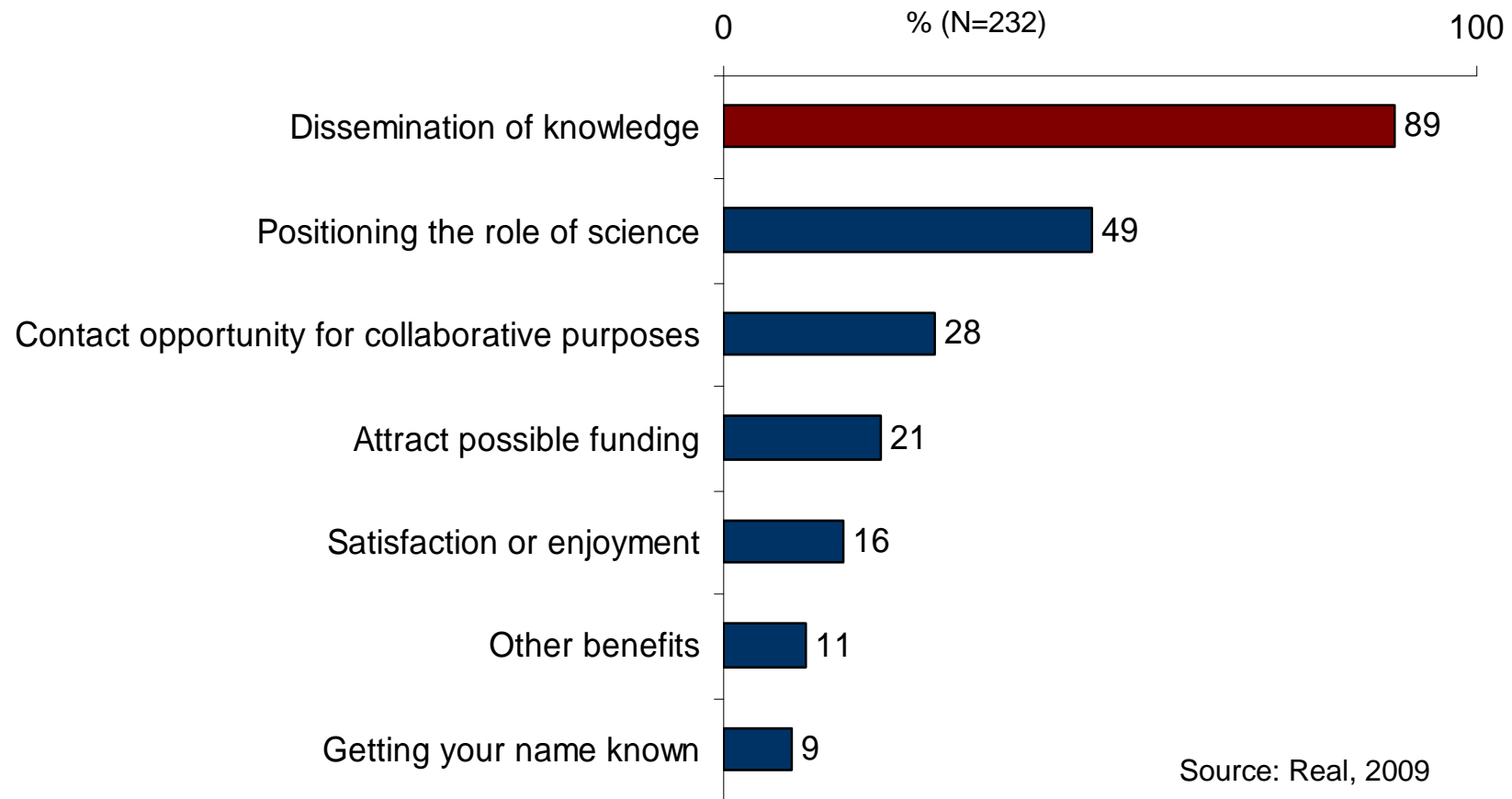
☹ Media and public are not affecting research



# No reason for communication with the public

- ☹ Media and public are not affecting research
- ☹ Expecting no advantage from communicating with the public
- ☺ There is only one reason to communicate to the public...

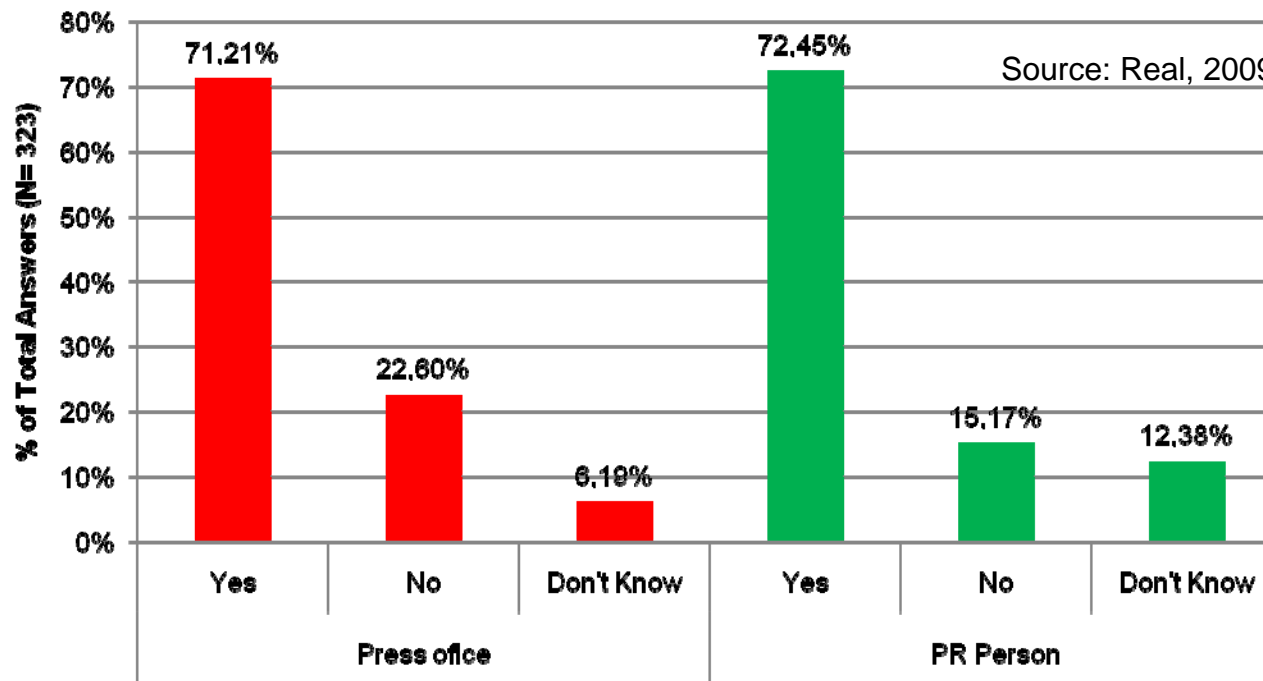
# Communicating through the media for disseminating knowledge



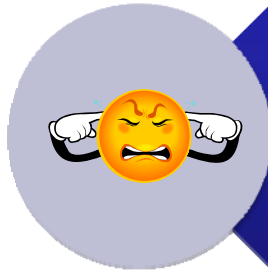


# Light at the end of the tunnel

Increasing awareness of the need to communicate in the organizations employing professional communicators (press office or pr office)



# Lessons to be learned



Scientists are **not interested** in communicating with the public

- Not selling our science



Media used only for **disseminating** research results

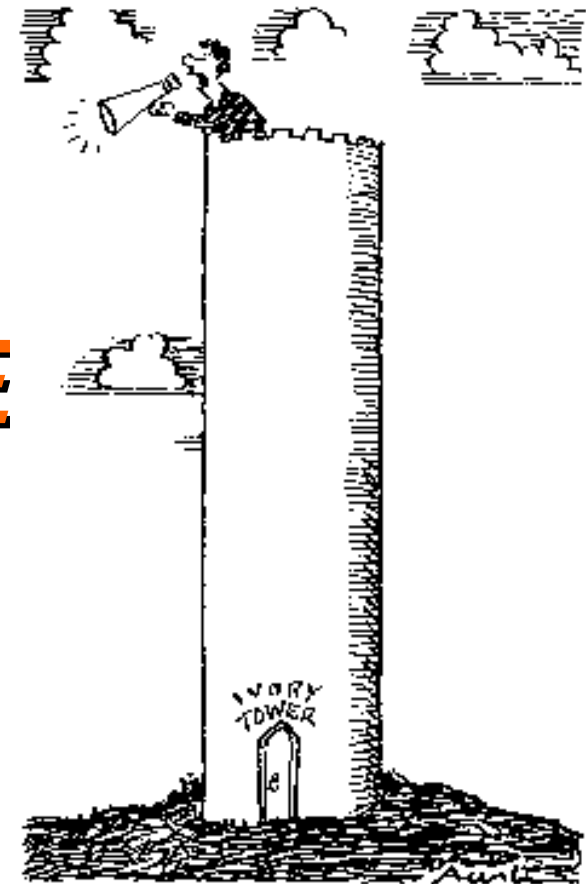
- One-way communication



Organizations already have recognized the need for communication

# ***THOU SHALT COMMUNICATE***

Source: Gregory and Miller (1998)



Buenos Aires, 09.11.2009

Daniela  
Kleinschmit

&

Alejandra  
Real