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India lags behind other nations in actively promoting science: Study

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Impact Science has launched a white paper that talks in-depth about how public communication on research is no longer a virtue and is considered a duty for scientists



Research communication attracts funders, increases opportunities for multi-institutional collaborations and multi-continent projects, and enhances scientific reputation. India lags behind other nations in actively promoting science. These are the findings of a white paper titled ‘Enriching the Indian Scientific Landscape with Research Communication’ by Impact Science, a Cactus Communications brand.

The comprehensive report emphasises the importance of research communication and high-profile work in terms of publications and patents which allow the scientific community to reach out to a worldwide audience and raise awareness about Indian research. To continue this endeavour, the white paper highlights the need for sustained and increased funding from both the private and public sectors.

The white paper addresses the major gap between content portrayal for academics, scientific communities, and non-scientific audiences. It is crucial as limited people have the flair for understanding the language and technicalities of a research paper. Efforts should be invested in opening channels to use the science background and merge it with writing and communication skills that can be understood by the larger audience.

The white paper further talks about how gradually the government and other research institutes are working toward propagating research and popularising the work through newspaper articles or even blogs and social media posts. Researchers prefer Twitter and LinkedIn over other social media platforms. Engagement on these platforms has led to successful collaborations, increased funding, and award nomination possibilities. Leading institutes and scientists are attempting to reach out to a larger audience by preparing videos on popular and current topics such as vaccines, artificial intelligence, and machine learning.