

SESSION 3: GENRES FOR PUBLIC UNDERSTANDING OF SCIENCE

Citizen science projects

Citizen Science (CS) projects online aim to involve volunteers actively in scientific processes, in particular, in data collection and classification. The main communicative purposes of CS projects are to convey trust in science and to encourage citizens to participate in scientific tasks.

Typically, the project sites consist of a homepage with a tag line that scientists use to ask for help, and these web pages:

- The About page describes the context of the project.
- The Classify page contains the Tutorial and Task sections, which citizens use to engage in the classification.
- The Talk page where citizens can ask questions and the scientists respond them.

See a citizen science project!

Related publication: Pérez-Llantada, C. (2023). 'Help us better understand our changing climate': Exploring the discourse of Citizen Science. *Discourse & Communication*, 0(0). <https://doi.org/10.1177/17504813231158927>

Crowdfunding proposals

Science crowdfunding proposals aim to promote a research project in need of funding in order to get internet audiences involved through monetary donations and campaign outreach.

Proposals are targeted at all types of audiences and consist of a homepage with several rhetorical sections (*Overview, Methods, Lab Notes, Discussion*), in which scientists can share information about their research.

In the heading of the proposal, scientists can also embed a short 2-3 min video summarising and promoting the crowdfunding campaign. Given their audiovisual nature, the videos constitute the most eye-catching and persuasive element of the proposal and increase the chances of campaign success.

See a crowdfunding proposal!

Related publication: Vela-Rodrigo, A. Á. (2023). A lexical bundle analysis of art-related crowdfunding projects. *Ibérica: Revista de la Asociación Europea de Lenguas para Fines Específicos (AELFE)*, (46), 321-349. <https://doi.org/10.17398/2340-2784.46.321>

