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HR EXCELLENCE IN RESEARCH

Research and Development Popularisation Strategy
of FAI/CEBIA-Tech

PART ONE

BASIC PROVISIONS

Article 1
Basic Provisions

(1) This document defines and delimits the basic principles concerning the popularisation of research and development (hereinafter also "R&D") strategy of the Faculty of Applied Informatics – (further only "FAI") and its components – and especially, the CEBIA-Tech Research Centre.

PART TWO

POPULARISATION OF RESEARCH AND DEVELOPMENT IN GENERAL

Article 2
The Popularisation of R&D – General Level

(1) Research and Development Popularisation means a process in which scientific facts are distributed in such a way as to attract – in particular, the lay part of the population and to arouse their interest in further knowledge. Researchers who are actively involved in the popularisation of R&D try not only to entertain; but also, to educate the specific target group of the population targeted by various media and by organising a number of popularisation of science events, competitions and other promotional tools. These groups are usually not only university and high school students, but also primary school pupils or lay people from the general public.

(2) In addition to the above, within the framework of the promotion of R&D results, activities are organised that are aimed at professional public and business entities and which also target the establishment of mutually beneficial cooperation. An example of such cooperation – the aim of which is to ensure the commercial exploitation of R&D results, is Contract Research.

(3) The popularisation of R&D can be categorised on the basis of the target groups into which it is targeted. These categories are:

- Primary Schools – where the implementation of popularisation activities is primarily about building and strengthening a positive relationship with the given fields – which should motivate the youngest generation to pursue a career in a scientific environment.

- Secondary School Students and Graduates – which, in addition to results from the R&D fields, it also presents the possibilities of studying at a specific faculty and provides specialised lectures "on request". There are also "Open Day" inspections of the faculty premises (tuition, research and laboratories). Visits by faculty staff to secondary schools are also of great importance in order to popularise R&D and to promote their studies at the given faculty.

- University-level Students – in this case, this is predominantly about motivating students to greater activity in R&D fields; and thus, about the promotion of further

Ph.D. Studies. The intention is to expand knowledge about scientific research results and to strengthen a positive relationship with R&D.

- The Wider General Public – here, the main goal here is to improve the image of R&D in the eyes of the public and to strengthen the prestige of scientific research professions. Considerable funds from public sources are used to support R&D – and therefore, it is necessary to ensure that the public is more aware of the importance of scientific research and the usability and implementation of R&D results in working practice.

(4) In addition to the above, the promotion of R&D also focuses on:

- The Private Business Sector and other entities operating in R&D fields – where the goal is to implement mutually beneficial cooperation that helps companies and other institutions increase their efficiency and competitiveness in the market. On the other hand, these research organizations are able to put the results of their research into practice and profit from them.

- The Scientific Research Community – through the popularisation of events, researchers expand their knowledge in other R&D areas, which leads to the establishment of Interdisciplinary Cooperation. This not only concerns individuals but often, entire scientific teams, and leads to the expansion and diversification of their knowledge.

Article 3
Popularisation Activities

(1) Activity Popularisation can be broken down into these groups, according to character:

- Mass Media – which includes TV, radio, print and electronic periodicals. E-journals are usually published as electronic equivalents of their print counterparts; but in recent years, there has been an increase in the number of professional journals that are only published electronically.

- The Given Institution's Websites – these must be well-designed and user-friendly. In particular, however, they should offer up-to-date information and, where appropriate, useful online services.

- Social Media – which is very effective and appeals predominantly to a large number of young people in particular. Individual R&D institutions as well as specialized popularisers can present themselves on Facebook, Instagram, YouTube, Twitter and other such platforms.

- Various Fairs – especially those focused directly on R&D, but also post-secondary education fairs, etc.

- The Propagation Trips organised to present the institution and its results in R&D fields. In the case of universities, these are mainly trips to Secondary Schools – in addition to the actual presentation of universities, professional lectures can also be given according to the specific requirements of Secondary School students or their teachers.

- Competitions and other initiatives that reward researchers, university students, Secondary School students, Primary School pupils, etc., for their activities and achievements in the field of research.

- Excursions and Tours of Research Institutions´ Premises – in the case of universities, this involves a tour not only of scientific workplaces and laboratories, but also classrooms and teaching spaces – e.g. in the form of an Open Day.

- Other popularisation events – these can be lectures, workshops, various courses and circles focused on the popularisation of R&D.

PART THREE

POPULARISATION OF RESEARCH AND DEVELOPMENT AT FAI

Article 4
Popularisation of R&D at FAI

(1) It is recommended that one continues with R&D popularisation activities that have already been carried out at FAI in the past. These are especially, the following activities:

- The Organisation of Courses, Workshops and Competitions for University Students, Secondary School Students and Primary School Pupils – for example, Robo-games competitions, but also various circles and courses focused on Robotics and Programming.

- The Continuation of Cooperative Ventures with Faculty Schools – which are selected secondary schools with which FAI has established closer cooperation. Students of these faculty schools can participate in special sections of the STOČ – (Student Creative and Professional Activity) competition, which is intended primarily for Computer Science students at universities in the Czech Republic, Slovakia and Poland.

- Organising Public Science Lectures – e.g. "on request" lectures, designed especially for Secondary School students.

- Arranging Popular Scientific Events organised by the faculty or co-organiser – (e.g. Scientists' Nights).

- Administration of the Faculty's Website Focused on the Popularisation of R&D.

- The Exploitation of Social Media to Promote R&D Results – i.e. Facebook, Instagram and YouTube.

- The Promotion of R&D through Mass Media Channels, (i.e. TV, radio and press).

- Presentations at Trade Fairs Focused on the Presentation of R&D Results, (e.g. the "Science Research Innovation" Trade Fair); but also, at Post-Secondary and Lifelong Learning trade fairs.

- The Realisation of Excursions and Tours of the Tuition, Research and Laboratory Premises of the faculty, the CEBIA-Tech Research Centre and the VTP ICT Science and Technology Park – e.g. within the context of an Open Day.

- Participation in University-wide R&D Popularisation Projects – e.g. on the Science on Demand portal or the "Science Café" project.

- The creation of methodological and promotional materials related to the popularisation of R&D.

- Cooperation in the R&D field with other partners – domestic and foreign.

(2) In the future, the faculty management will place particular emphasis on the following popularisation events:

- For the presentation of the FAI faculty and the CEBIA-Tech Research Centre to secondary school students who – in addition to the R&D results, are also acquainted in this way with the possibilities of studying at the faculty and selecting Science and Research topics (within the so-called "Optional Lectures" option). Excursions to FAI's teaching, research and laboratory facilities will also be realised. Authorised FAI staff will continue to make trips to selected secondary schools in order to promote their further studies at FAI and to popularise the results of FAI R&D and the CEBIA-Tech Research Centre.

- On the Implementation of Popular Science events – like workshops and competitions; for example: a Robogames Competition, in which participants' robots compete with each other in various disciplines; and which are mainly attended by Secondary School and Primary School students.

- On the Organisation of Children and Youth Clubs and Courses Focused on Robotics and Programming. In addition to year-round interest circles, events are also organised during the summer holidays – for instance, suburban camps implemented with DDM Astra; or a so-called "programming tool" for students and recent Secondary School graduates preparing to study Computer Science. Since 2015, FAI has hosted a two-week Computer Viruses and Security Summer School for students from abroad in the summer months.

- For other events organised for the General Public, whose aim is not only to attract and entertain; but also, to educate. For instance, this includes the Night of Scientists – which is very popular with the general public, and is a popularisation event of a trans-national nature, in which FAI has participated as a co-organiser for many years. The aim of all these events is to present R&D results and to raise general awareness not only about science as such, but especially about FAI and the CEBIA-Tech Research Centre.

- For the presentation of R&D results at R&D-oriented trade fairs. One of them is the Science Fair, organised by the Academy of Sciences of the Czech Republic in Prague. Another is the Science Research and Innovation Fair, which takes place in Brno. The primary aim of these fairs is to connect the Scientific Research Environment with the Corporate Environment; the secondary goal is to bring science closer to lay people from the general public.

- To participate in university-wide projects aimed at popularising R&D, like the Science on Demand portal and the Science Café project; which is a nationwide cycle of discussions that differs from typical lecture cycles in its environment. R&D popularisers meet interested listeners from the general public in spaces that are atypical for science – for example, in cafés.

- On strengthening FAI faculty efforts to present the VTP ICT Science and Technology Park to the lay and professional publics; while the main intention is to expand the settlement of ICT-oriented companies in its premises. The aim is to exploit the free potential of FAI's scientific research capacities – including Human Resources, in mutually beneficial cooperation with business entities.

(3) Further, it is recommended that individual researchers – in the context of the presentation of the FAI and the CEBIA-Tech Research Centre:

- Come up with stimulating ideas and topics on implementing professional lectures, workshops, competitions and other faculty promotional events.

- Take the initiative in participating in science-oriented fairs.

- To continue to inform the general public about results achieved in the R&D field through articles and photo-reportages published on the FAI website, in the INFOFAI bulletin, or in other periodicals.

- Make more use of Social Media to promote CEBIA-Tech R&D Centre results.

- To present and promote more of their R&D achieved achievements and awards – namely, on radio, TV and other mass media.

(4) In the course of their popularisation activities, a number of errors in communication with the public may occur – which R&D popularisers should avoid; the most common shortcomings include:

- An inability to assert oneself – the populariser has something to say to the professional and lay publics, but is not allowed to communicate with them, or cannot clearly express it.

- Is focusing on inappropriate target groups – the populariser is actively involved; however, their measures are targeted at an inappropriate part of the population, thanks to which their efforts fail.

- Overly professional self-expression – the populariser's way of expressing themselves is not adapted to listeners, or visitors who do not understand because of this.