



Contribution ID: 63

Type: **Lightning Talk**

Understanding the wider audience

Thursday 19 March 2026 12:05 (5 minutes)

This short talk will introduce a range of publicly available data sets on public attitudes to and investment in science, including Eurobarometer, OECD and the Reuters Institute. These can help RI teams to better understand the wider audience / stakeholder community in which they operate, rather than the science-interested groups with whom we would normally interact, and thus potentially target their activities more effectively.

Workshops only: Duration

Workshops only: participants

Workshops only: Equipment

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Session Classification: Plenary session

Track Classification: From Metrics to Meaning: Rethinking Impact