

# BOOK OF AB-202 OF AB-202 STRACTS 2

DIY CULTURES  
SUSTAINABILITY  
ARTISTIC ECOSYSTEMS

(Eds.)  
PAULA GUERRA  
ANDY BENNETT

KILL ME,  
AGAIN

KEEP IT  
SIMPLE,  
MAKE IT  
FAST

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13 - 16 July 2022

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# **KiwiF**

**KEEP IT  
SIMPLE,  
MAKE IT  
FAST**

**DIY CULTURES + SUSTAINABILITY + ARTISTIC ECOSYSTEMS  
BOOK OF ABSTRACTS 2022**

***(Eds.) PAULA GUERRA + ANDY BENNETT***

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# **PROMOTING GENDER EQUALITY AND SOCIAL JUSTICE THROUGH TRANSMEDIA STORYTELLING**

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## × ***Abstract***

In recent years, there has been a renewed interest in science communication for social sciences coupled with the growth of informal channels, emerging media sources and the expansion of 'do it yourself' audio and video formats. These different science-society interfaces are gradually seen as part of the science communication arena. In addition, science communication researchers and practitioners have agreed that science communication should go beyond addressing a supposed knowledge deficit and recognize other processes involved in achieving empathy and trust from different publics. Thus, there is a demand for more long term and effective social science communication. Nevertheless, little research has been done to investigate the impact of new languages and methodologies, going beyond (academic) writing and informational objectives, in specific knowledge fields. This presentation draws from ENGAGE, postdoctoral research that proposes social science communication and transmedia storytelling strategies for gender studies and assumes embodied and caring approaches in social knowledge production. ENGAGE is committed to expanding public knowledge on evidence-based research on gender studies and building positive long-term relationships with different audiences. It will do so by bringing research to non-academic venues (such as historical sites and sports arenas), using mobile phone short films and audio elicitation and by focusing on building mutual knowledge and co-creating social change, inspired by critical and transdisciplinary approaches. The main aim is to build a community of practice that advocates for tailored communication strategies and more experimentation in order to engage diverse publics in multiple ways of knowing and expand a sense of belonging.

**Keywords:** science communication, DIY, transmedia storytelling, gender equality, social justice.

