PUBLIC SCIENCE COLLABORATIVE

Science Consulting for the Public Good

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Promoting Diversity & Inclusivity in G2P Research

NOVEMBER 18, 2021

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The Public Science Collaborative Team

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Why diverse, people-centered networks are vital to AG2PI approaches from the beginning

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4

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Answering the “who” questions of inclusive science through creating ideal-type identities

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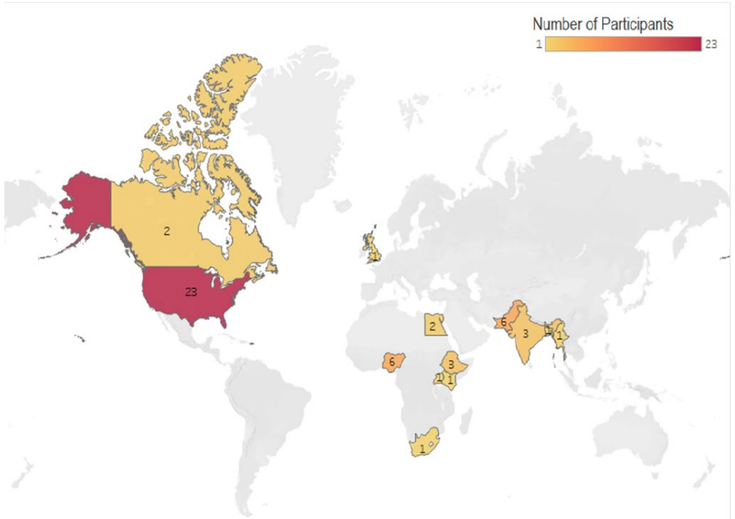
Wrap Up & Looking Forward

Looking towards our next workshop in February 2022

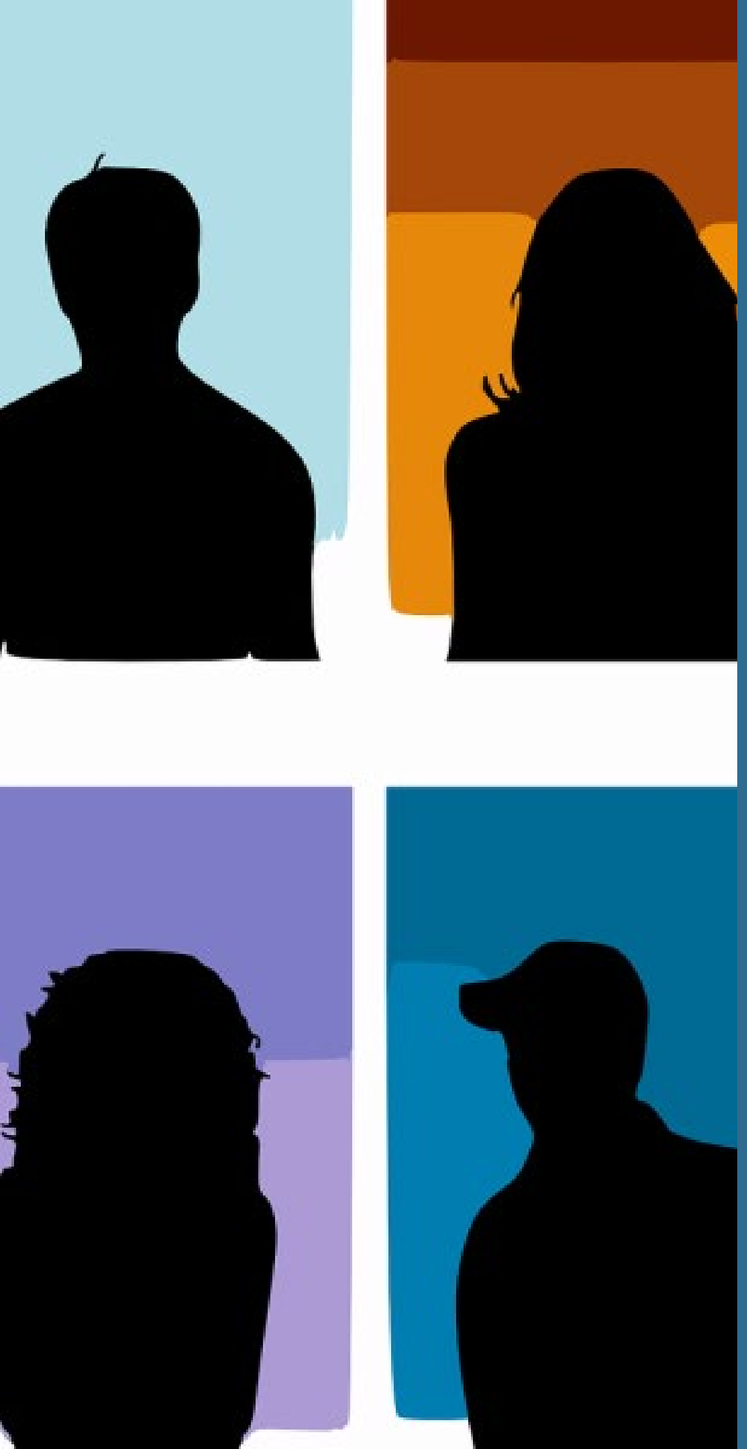
Before Starting

- Today is time to be interactive, creative, and fun!
- There are no wrong answers in a workshop like this – we will collect the data from the workshop and encourage bigger, crazier ideas far more than incremental activities.
- Let us think big, share the possibilities, and enjoy our time together – what a great opportunity for diverse and inclusive science with the participants here today!



Defining ELSI

Ethical	How can we be sure that this project will produce ethical results through ethical means?
Legal	What are the future and current legal concerns of this project?
Social Implications	How will people and communities be affected by this project?
Ecological & Economic	In the USA, ELSI has been expanded to include economic and environmental implications and is now often referred to as ELSEE.



Why this Workshop?

By intentionally incorporating diverse ideas, perspectives, and backgrounds, from the beginning of research projects, each step that follows is improved.

This enacts a more inclusive and diverse approach with underrepresented stakeholders helping to shape the approach and determine which questions to ask, rather than only being the recipients of scientific discovery.

Intentionally Incorporating ELSI

AG2PI: Stakeholder Mapping & Developing Profiles

GOAL:

Clearly defining stakeholders & personas gives us a fuller understanding of our collaborators, partners, funders, the people you work with, and communicate with.

Person-centered approaches will help AG2PI humanize and empathize with the public and funders so they can more effectively communicate complex science to lay audiences.

Who are we communicating with & who is missing?

Personas

Personas are made up people that represent real potential users. We utilize this approach to gain insight.

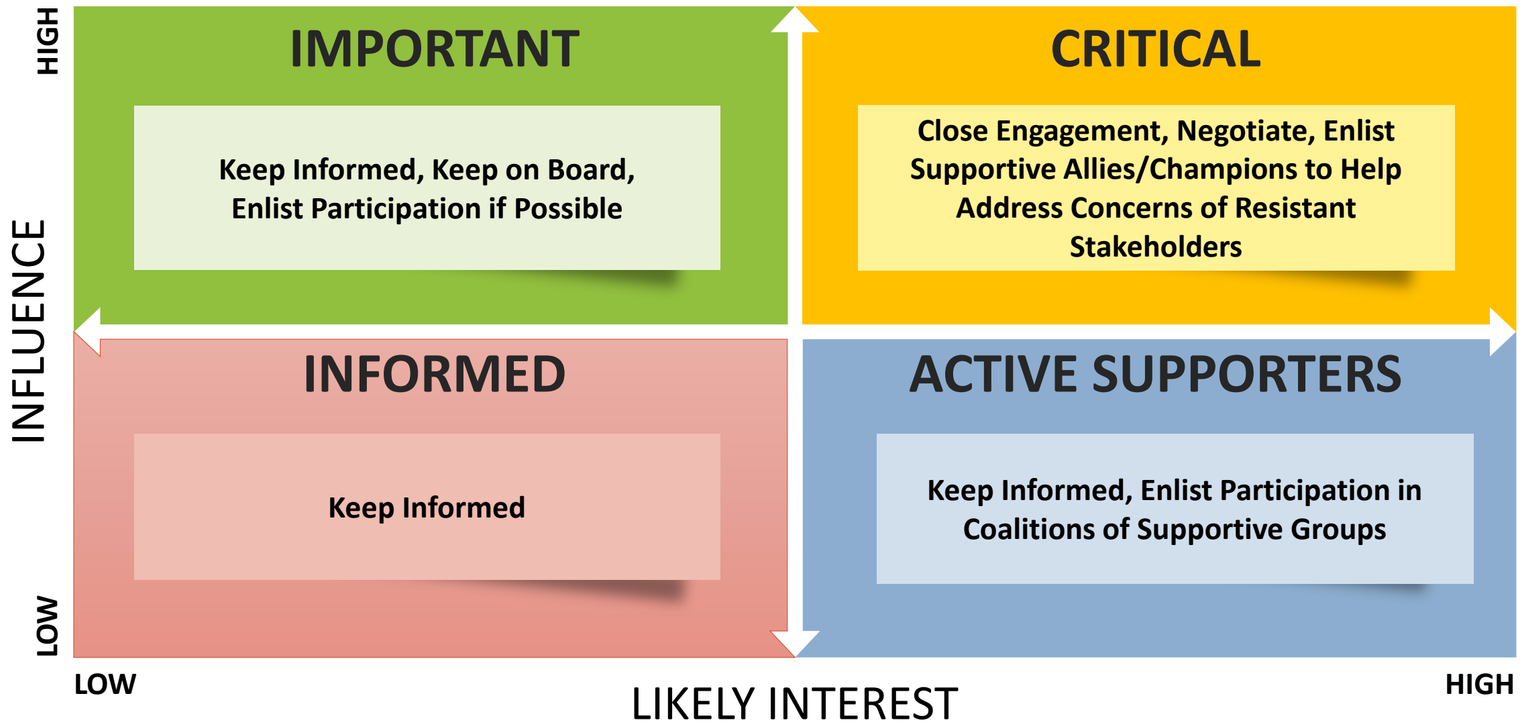
Workshop Goals

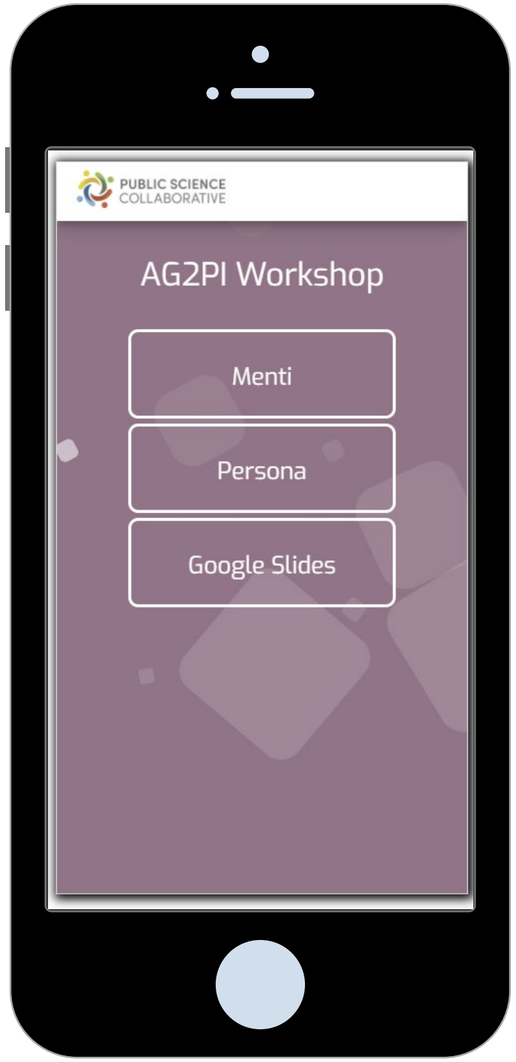
By the end of this workshop, we will identify together **key users** and understand how to answer these questions:

- Who are our current stakeholders?
- Who should we include as stakeholders?
- What will they do with the information?

Stakeholder Mapping

Stakeholder Mapping





Stakeholder Mapping: Menti

CONNECT

Go to http://public-science.org/ag2pi/

Select the MENTI option

Persona Development

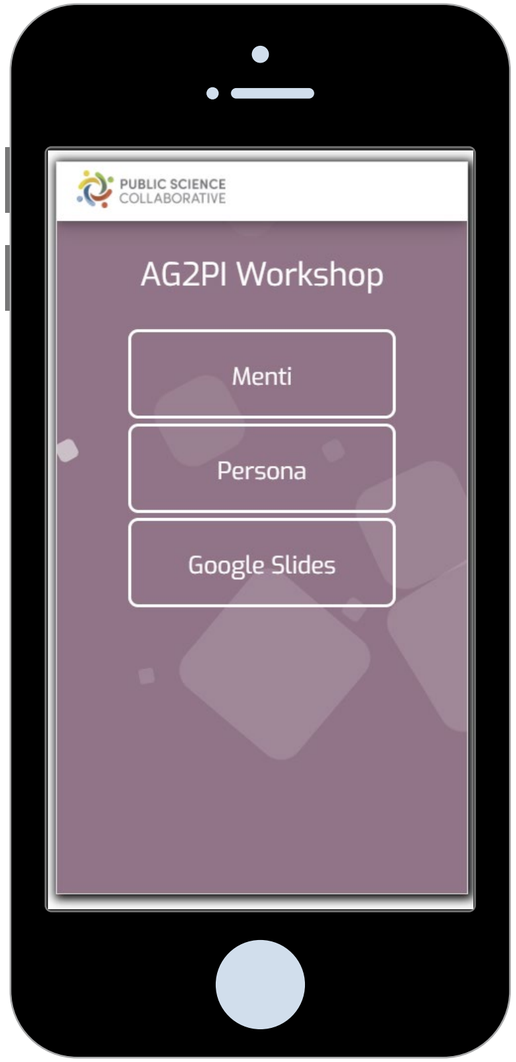
Creativity in Two Parts

Imagining End Users

To inspire us today, we will review the Public Science Collaborative Persona Development Tool. This will be a series of images which we will select and then rank.

Developing Ideal-Type People

Together, we will create personalities and dive into the motivations and challenges of the people who are the end users of our AG2PI research, products, and services



Persona Activity: Image Selection

CONNECT

Go to http://public-science.org/ag2pi/

Select the PERSONA option

Let’s Discuss: What do you think?

Here are the top five end user images selected

Are there any key people/partners missing from our rankings?

This is a great time to check in — does anyone want to champion a person type that has been missed?

Developing End Users

Break Out Rooms

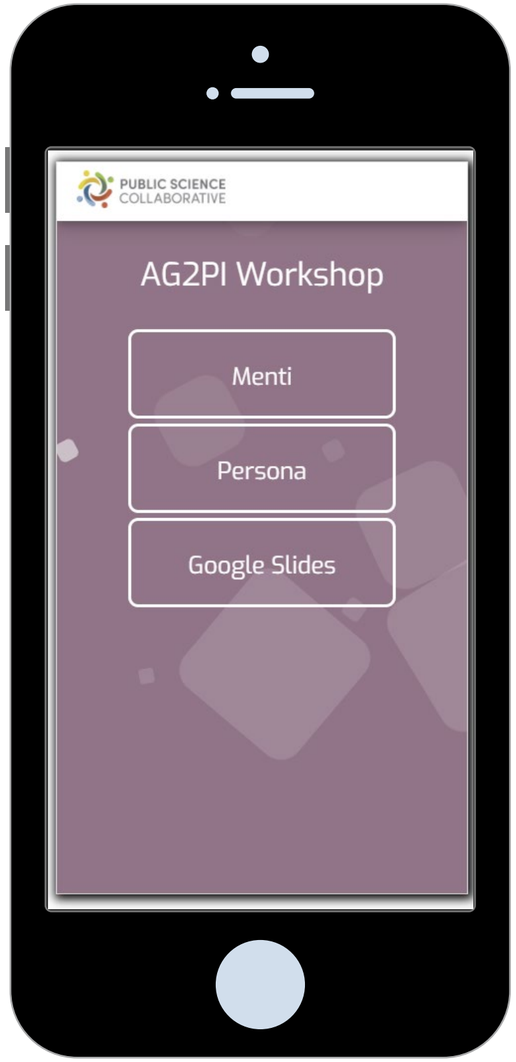
We will break out into Zoom rooms to answer questions that put us inside the mind of the people we identified using the PSC Persona Tool

Our Target

We will think creatively together, identifying characteristics, motivations, and needs of our end users.

Instructions for breakout room

Your facilitator will lead you in a round of introductions and then you will develop the person that represents your end users from three to five images ranked by the group.



Persona Development: Google Slides

CONNECT

Go to http://public-science.org/ag2pi/

Select the GOOGLE SLIDES option

Breakout Room 1

Rachael Voas

Great Work
Today!

Key takeaways

ELSI

Definition reboot with AG2PI discussion.
ELSI provides us a framework to ensure that our very specific research agendas (ontologies, predictive analytics, AI robotics) are better served and do fewer harms if ELSI is considered at the beginning of a research endeavor

Stakeholder Mapping

Learning to differentiate between critical, important, active supporters, and informed stakeholders helps to focus communications effectively

Persona Development: Images

From finding inspiration through image selection through ranking images in order to prioritize inclusivity and diversity in AG2PI, we connected creatively and sparked some great insight and conversation!

Persona Development

Creating person-centered individuals we learned to empathize and envision the future and impact at the individual level

Putting it all Together

PSC will take all the great work today and present fully developed personas and reports back to AG2PI for a common touch point to help prioritize inclusivity moving forward.

Next Workshop February 2022

ELSI workshop with AG2PI researchers to understand knowledge, beliefs and practices about the Ethical, Legal, Social Implications, Ecological, & Economic aspects of data-driven AG2PI activities.

This helps us to understand “why” AG2PI research occurs by eliciting attitudes about ELSI collaboration, research team composition, and data sharing.

Questions?

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Thank you for your time today!
We welcome your ideas and feedback.