



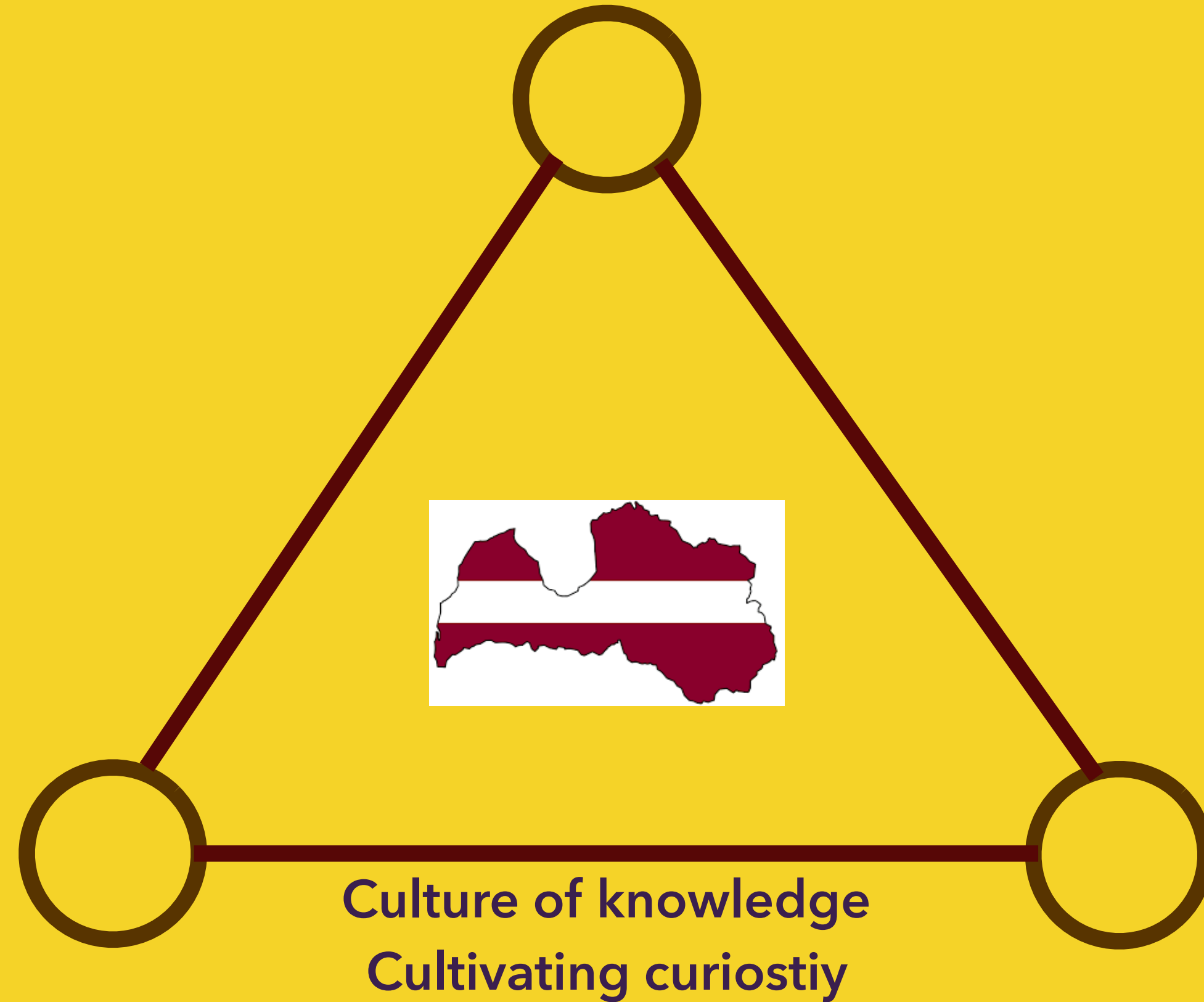
Science + Communication

IV Latviešu zinātnieku kongress
Diskusija: "Drošība un informatīvā telpa"
Rīga, 18/06/2018

Zigurds Zaķis
Communication Strategist
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Science

Creating new knowledge



Education

Personal
(professional)
growth

Science

Creating new knowledge

Creators or just rent-seekers?

Education

Culture of knowledge
Cultivating curiosity

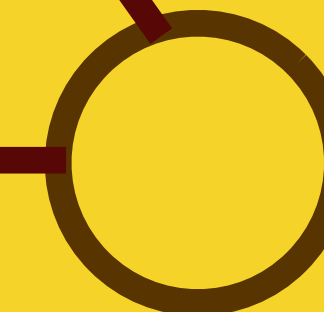
Personal
(professional)
growth

Science

Creating new knowledge



Explorers or just exploiters?



Education

Culture of knowledge
Cultivating curiosity

Personal
(professional)
growth

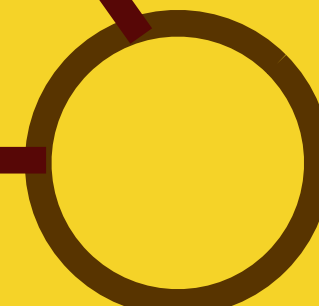
Science

Creating new knowledge



Building our own future

The only way!



Education

Culture of knowledge
Cultivating curiosity

**Personal
(professional)
growth**

Science needs Communication

- Value for society • Role in society • Recruiting •

Communication needs Science

- Abundance of information and choice • Speed • Scale vs. Personalization • Complexity •

Human-centricism

Deep understanding of people:
their aspirations, needs, fears, and motivations

Deep understanding of groups and societies:
needs, fears, vulnerabilities and contradictions; strengths and weaknesses;
dynamics of persuasion and behavior change

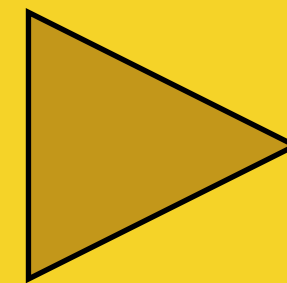
**Communication
Strategy
and
Strategic
Communication**

Behavioral Sciences*
Behavioral Economics*
Cultural Anthropology
Cultural Studies
Social networks (Network science)
Data science*
Neuroscience*
System Dynamics
Strategy Studies and Decision Sciences

War, competition and persuasion

from:

Physical domain



towards more of:

**Mental
Cognitive domain
Cultural**

Deeper understanding of people and societies

New mental models



Science + Communication



Compelling, consistent and believable

strategic story (Narrative)