

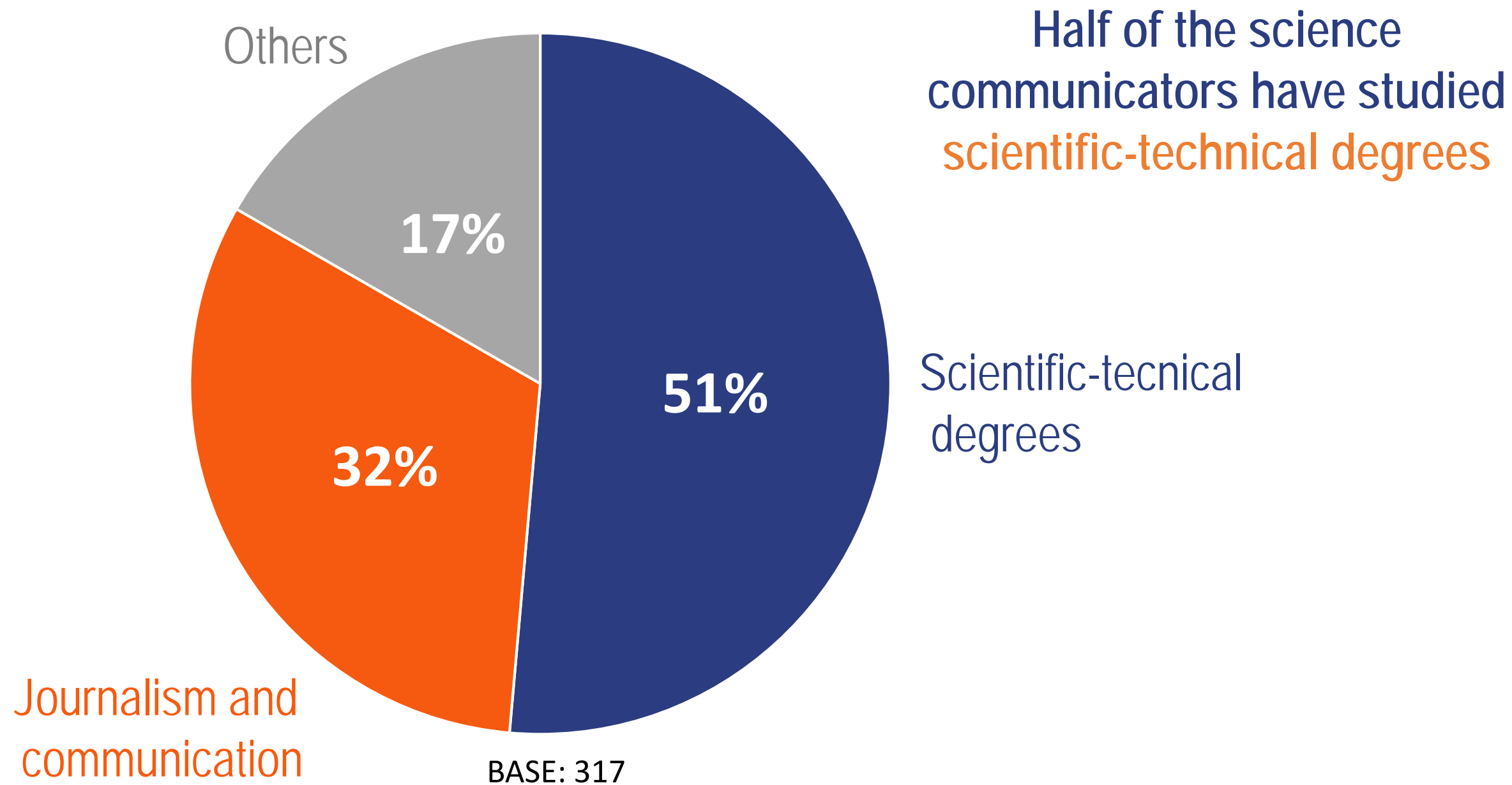
Who tells the science stories in Spain? A survey among the members of associations of science communicators

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Carolina Moreno-Castro
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What is your educational training?



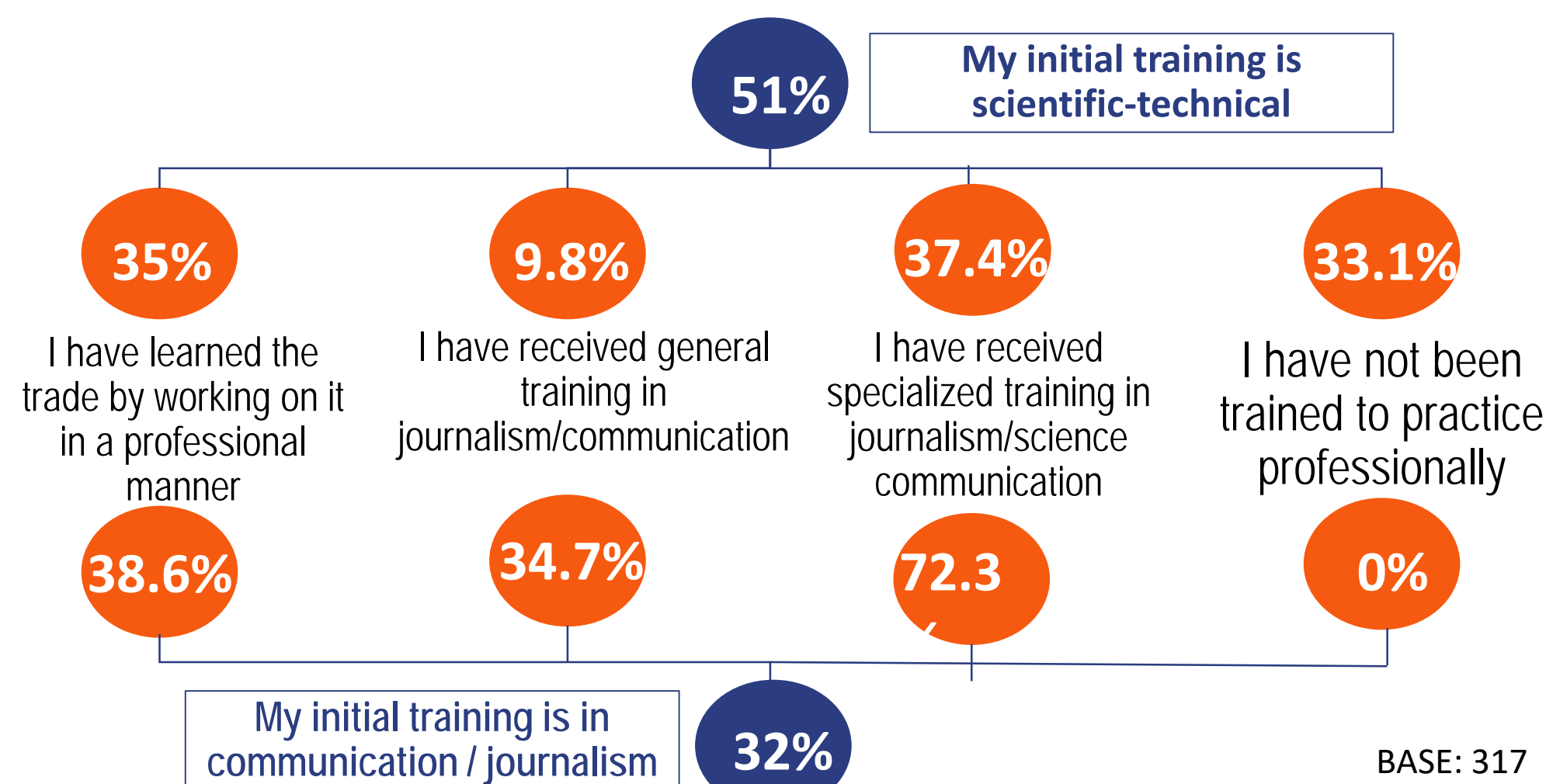
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|---|-------|
| Social Sciences, Policies, Behavior and Education (Journalism) | 29.3% |
| Biology | 15.5% |
| Maths and physics | 12.6% |
| Chemistry | 9.5% |
| Others | 9.1% |
| Biomedical sciences | 6.0% |
| Engineering and Architecture | 5.7% |
| Philosophy, Philology and Linguistics | 2.8% |
| Social Sciences, Policies, Behavior and Education (Audiovisual Communication) | 2.5% |
| Natural Sciences | 2.2% |
| Law and Jurisprudence | 1.6% |
| Economic and Business | 1.3% |
| Social Sciences, Policies, Behavior and Education (Other) | 0.9% |
| History, Geography and Arts | 0.9% |

Universe: The total number of members of different associations is 1,489. Total communicators associated with AECC: 329

Sample error: 317 journalists surveyed: (with a confidence level of 95.5% (two Sigmas), and P = Q) would be: ± 4.99%. The margins of error are sufficient for the general data of the simple frequencies to be representative and reliable over the total universe of associated journalists.

Fieldwork: 1 - May 31, 2017. **Method of data collection:** Online form launched to the entire database of 1,489 associates.

How have you been trained to communicate science?



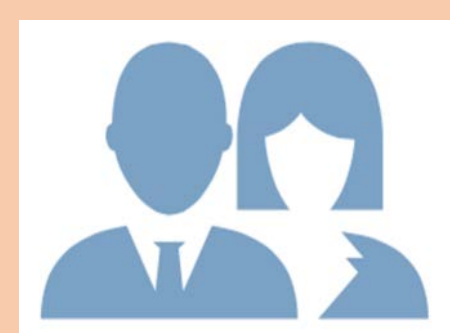
Objective: In order to better understand the profession of science communicators in Spain, the Spanish Association of Science Communication, together with the Association of Journalists of Environmental Information (APIA), the National Association of Health Journalists (ANIS), the Catalan Association of Science Communication (ACCC); and the Galician association DivulgACCIÓN, has conducted a survey among all their members.

Methodology: The online study was carried out during May 2017. The questionnaire had 29 questions about the professional activity of science communicators in Spain. The survey was sent to a universe of 1,489 associates, and it was answered by 317 (self-selected sample).

Results: Among the main results of the survey, we can highlight that: more than half of the science communicators (56%) live in two autonomous communities: Catalonia (29%) and Madrid (26.8%). Added to those living in Galicia (19.6%), they represent 75%. Three-quarters of all the science communicators in Spain develop their professional activity in these three autonomous regions. When we look at gender division, 55% are men and 45%, women. The average age of all respondents is 44. The 46.88%, are men, and 40.57%, women.

Regarding academic training, 29.7% are graduates; 33.4% are postgraduates, and 29.7% are doctors. 41% of the respondents have studied a degree in mathematics, physics, chemistry or biology; 27%, journalism or communication; and the main areas in which they developed their profession are: journalism (33.60%), digital communication (30.20%) and organization of outreach activities (22.10%).

Conclusions: The profile of the member of a science communication association in Spain is a male in his 40s, living in Barcelona, who has studied a scientific degree, and works as a science journalist.



Men 52%
Women 47%

Average age
44 years old



Catalonia 29%
Madrid 27%
Galicia 20%



29% Journalism
53% They have been trained working in the profession
43% Specialized in communicating Sciences
30% Medicine



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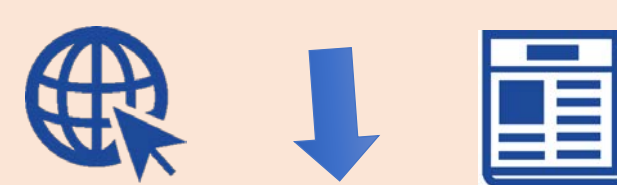
Demand training in:

- 46% popularizing science
- 45% new tools in journalism
- 33% digital narratives



Professional field:

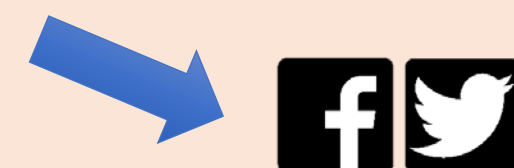
- 66% Digital communication
- 62% Popularization
- 53% Journalism



Communicate science:

- 83% by social networks
- 79% by articles

42% employed workers
29% freelance
46% 40-49 hours per week
18% receive between € 18,000- € 25,000 per year
Half earn more than € 24,000 per year



87% Twitter
86% Facebook