

QUALITY AND IMPACT ASSESSMENT OF COMMUNICATION ON HYDROLOGY FOR RESILIENT CITIES

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The quality of communication in the field of science has become more and more challenging due to the fact that the role of traditional mediators (e.g. well reputed newspapers or broadcasters, science museums), that used to be considered quality guarantors, has now become marginal. Furthermore, there is presumably a deficit in terms of research and reflection on objective tools to assess the quality and impact of communication activities.

This research aims to understand how communication strategies, addressed to the general public, can optimise the impact of research findings in hydrology for resilient cities. The research will greatly benefit from the development of automated analysis of unstructured Big Data that allows the exploration of huge amounts of digital communication data: blogs, social networks postings, public speeches, press releases, publications, articles... Furthermore, these techniques facilitate the crossing of socio-economic and physical environmental data and possibly lead to the identification of existing correlations.

Case studies correspond to those of several research projects under the umbrella of the Chair "Hydrology for resilient cities" aimed to develop and test new solutions in urban hydrology that will contribute to the resilience of our cities to extreme weather. This research was initiated in the framework of the Interreg IVB project RAINGAIN and pursued in the project Blue Green Dream of the EU KIC Climate and in worldwide collaborations (e.g. TOMACS). These projects involve awareness raising and capacity building activities aimed to stimulate cooperation between scientists, professionals (e.g. water managers, urban planners) and beneficiaries (e.g. concerned citizens, policy makers).