

Science Communication and Social Media Engagement Among Croatian Researchers: Insights from a National Survey

Inga Patarčić^{1,2,3}, Una Pale Simon^{1,4}, Maja Hoić^{1,5}, Ksenija Baždarić^{6,7}, Ivan Buljan^{8,9}, Antica Čulina¹⁰, Ana Marušić^{8,9} and Jadranka Stojanovski¹¹

1 Udruga Penkala, Croatia; 2 Max Delbrück Center for Molecular Medicine in the Helmholtz Association, Germany; 3 Udruga Znanost u prolazu, Croatia; 4 University of Zurich, Switzerland; 5 Institute for Development and International Relations, University North, Croatia; 6 University of Rijeka, Croatia; 7 Udruga ZNAK, Croatia; 8 University of Split, Croatia; 9 Croatian Reproducibility and Integrity Network; 10 Ruđer Bošković Institute, Croatia; 11 University of Zadar, Croatia;

Research objectives

- Examine how Croatian researchers use social media for science communication.
- Identify attitudes, motivations, and barriers toward science communication.

Methods & Demographics

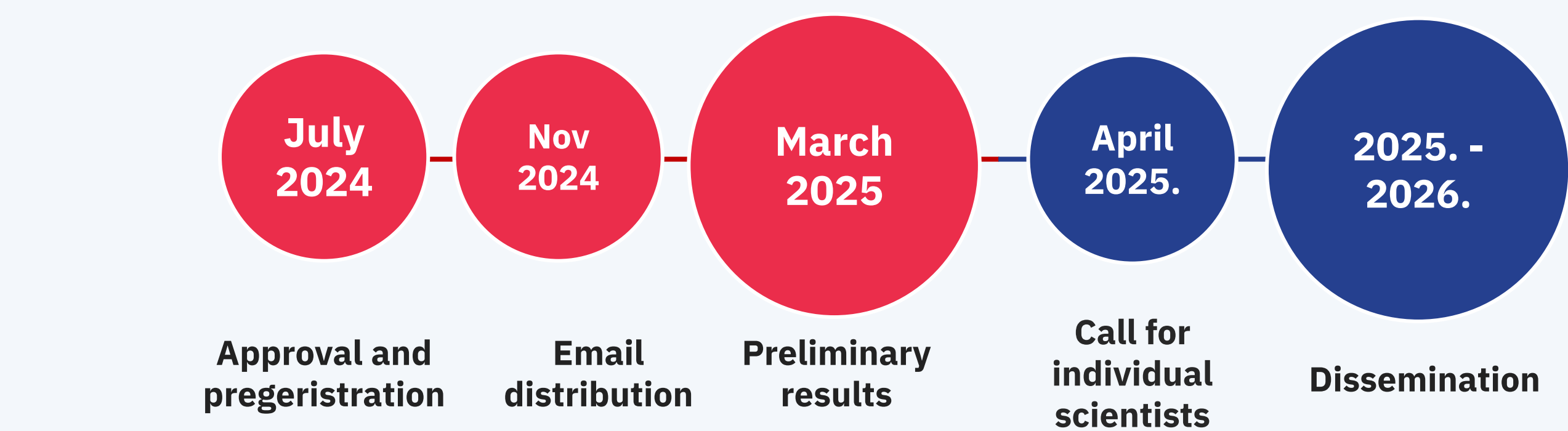


Fig. 1 Survey implementation timeline

- **Survey:** 518 valid responses (August 2025).
- **Questions:** social media use, outreach activities, perceptions of sci comm.
- **Demographics:** 74% women, 76% early-career, mostly social & natural sciences.

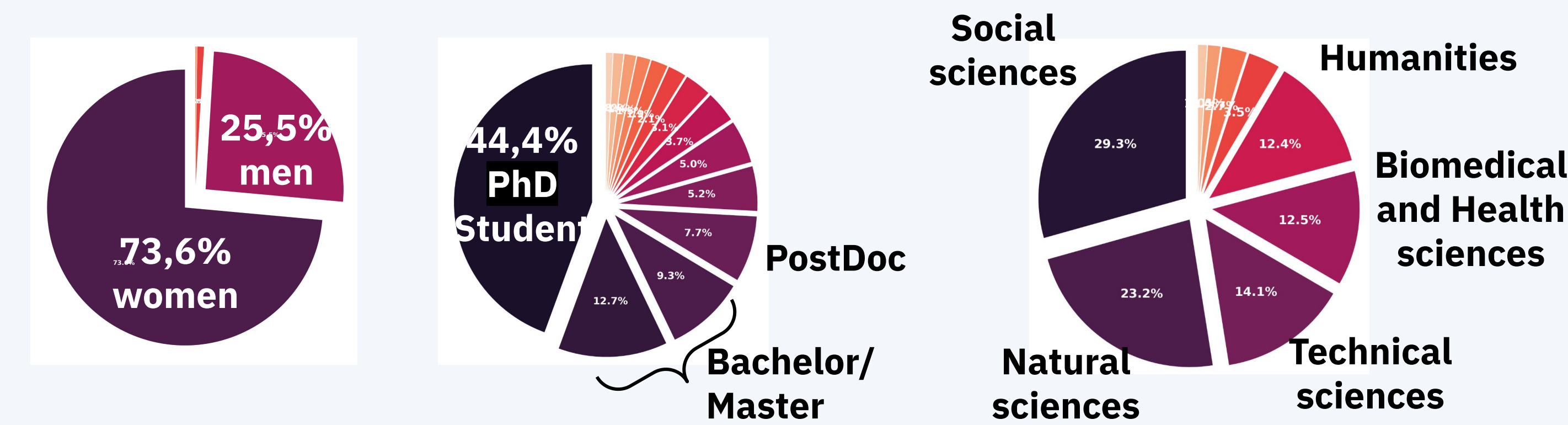


Fig. 2 Survey demographics: A. Gender distribution, B. Career stage, C. Research field

Result 1: Researchers value science communication, but practice doesn't match beliefs

1. Science communication with the public is very important.



2. Every researcher should clearly present their work, publications, and projects on a personal or institutional website.



3. On average, scientists communicate enough with the public.

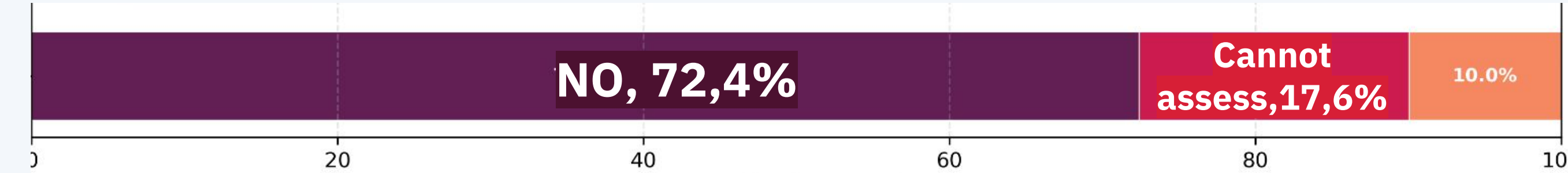


Fig. 3 Perceptions of the importance of science communication (N=261). Responses are shown as percentages: orange = "Yes/Agree," red = "Cannot assess," purple = "No/Disagree."

Result 2: Researchers want to communicate, but lack training

1. I reflect on and clearly understand the impact my results may have on the environment and society.



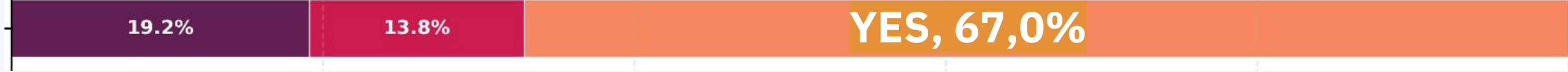
2. Science communication is part of my job.



3. I enjoy promoting and communicating my results.



4. I lack the time to communicate my science.



5. I need training to better communicate my research to diverse audiences.



6. I would like my research results to receive better public coverage.



7. Training and education on science communication are available to me.



Fig. 4 Attitudes to science communication (N=261). Responses are shown as percentages: orange = "Yes/Agree," red = "Cannot assess," purple = "No/Disagree."

Result 3: Researchers are on social media, but few promote their research there.

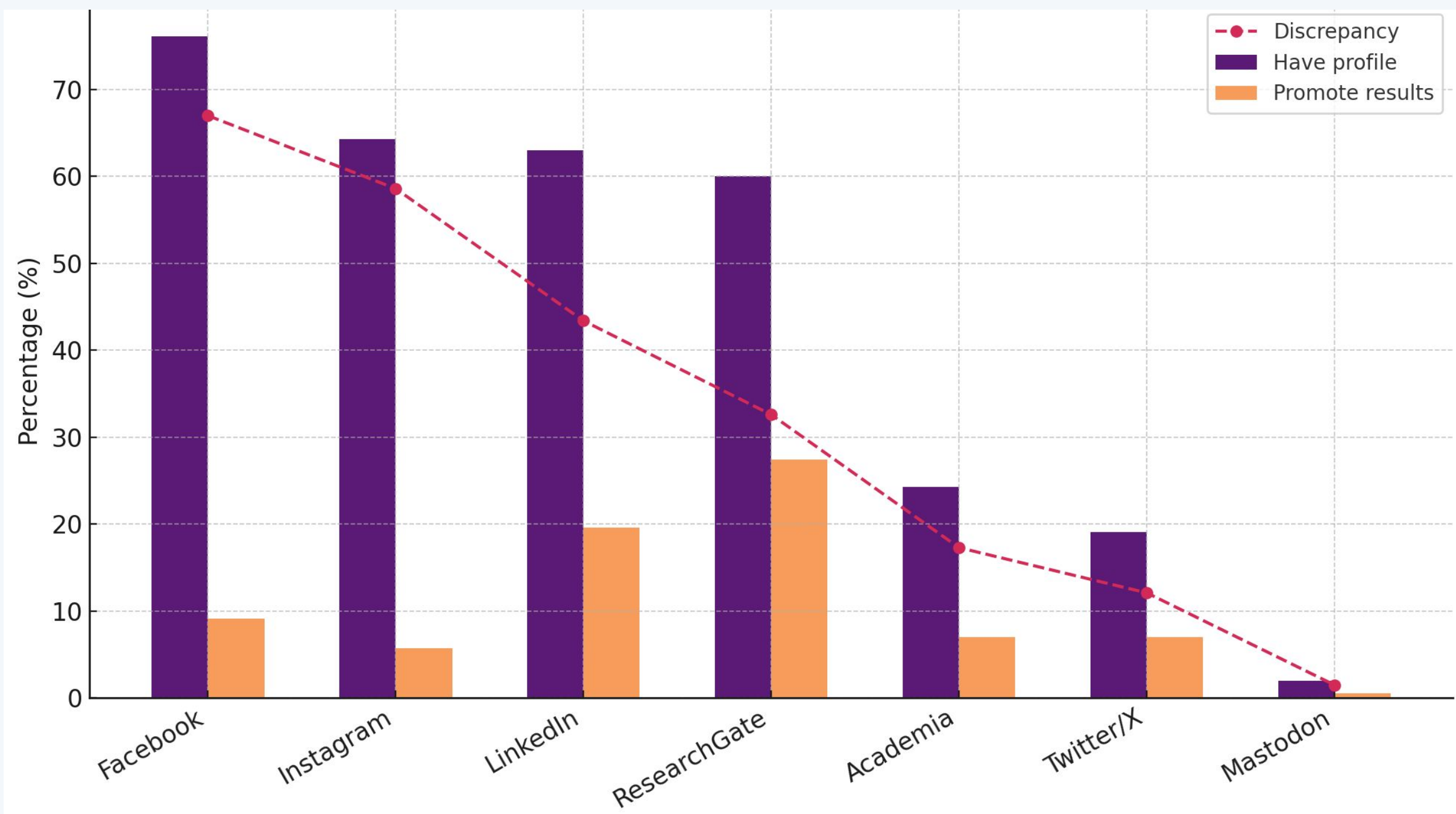


Fig. 5 Percentage of researchers having social media profiles and using them to promote research.

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