



Critical thinking in Engaging the Public with Research

Magda Osman

Over the last two years Magda has shared and involved others in her research by organising public debates and events, through print, audio and visual media and in presentations and talks to organisations.

Events

Two 'question time' style debates invited audiences to submit questions to be answered by the panel, as well as being given a chance to vote on the headline question before and after the event.

These events used collaboration with charities to increase the relevance to audiences and used prizes supplied by MacMillan publishers to encourage participation from school children.

"If there is one important insight that I, and those on the panels of the debates gained from the debates, is that there are questions we overlook or matters we take for granted that need further inspection."

Organisations

Magda has used a range of blogs, interviews, podcasts, letters in newspapers and responses to high profile academic discussions in public forums to reach organisations.

She has given talks and presentations to a range of groups including Bankers (Bank of England, Santander), Insurance Brokers (Torus), government think tanks (Behavioural Insights Unit), and Psychiatrists (Royal College of Psychiatrists).

"I don't only want to inform the public and industry, I want them to think and engage with the topics of my research, because what I do is not isolated from what happens in the real world."

Media

Magda's work has attracted the interest of media outlets, featuring in a wide range of outputs including:

- a programme built around her work on Coincidences (BBC world service)
- sound bites and interviews/commentaries on two BBC 1 documentaries
- Work featured in The Guardian newspaper

"I have created interest in my work by finding creative ways to inspire the public to think about day to day issues around decision-making."

