

TALK

## CHANGE THE WORLD WITH HUMAN ETHOLOGY – SCIENCE OUTSIDE ACADEMIA

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### ABSTRACT

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Academics focussing on Human Ethology seem to be limited to a career within academia, unlike scholars from more technical fields. This perception leads to a limitation of communication of scientific insights to stakeholders who might benefit from them – from political, administrative, professional to the individual level. In addition, young scientists are often unaware of job opportunities outside of academia. The challenges humanity is faced with currently ask for a stronger integration of science in all aspects of our lives. Science communication reaching a variety of people – from children to old age, industry and governmental decision makers, etc. – is one way to make scientific insights available to the general public. With citizen science, an understanding of how scientific insights are generated and thus how they are based on a more solid fundament than personal perceptions is fostered. By collaboratively working with stake holders and addressing their questions in a scientific fashion, science-inspired solutions take the step from theory into real-life. We will provide examples of our activities and share knowledge about practical issues in how to do science outside and alongside academia – and make a living of it.