

**Supplementary material for
*Citizens' Perspectives on Science Communication***

**Supplementary material A: The survey questions on science communication
(translated from Dutch)**

[Demographics were done in a standard way by the survey company and were not part of our survey.]

A new centre will be established in the Netherlands to improve the contact between science and society. We would like to know what you think about that.

What do you think of when you hear the word science? (Open question)

Science is about asking questions, being curious, searching for solutions, experimenting, and discovering new things. Hence, science is everywhere. Science can for instance relate to nature, space, mathematics, society, humans, language, etcetera.

Do you agree or disagree with the following statements?

(for each statement a 5-point scale: totally disagree to totally agree)

- In general I am up-to-date with scientific developments.
- I am interested in science.
- In my spare time, I participate in activities that allow me to learn something about science, such as visiting museums, looking up information online or watching science-related tv shows or videos.
- I regularly speak with others about science in my daily life.
- Science is important for me in my daily life.

Sometimes people find it difficult to engage with science. What are the main barriers for you in this area? Choose any answers that suit you.

(Multiple options possible, except if someone chooses 'no barriers' or 'don't know')

- I do not have time.
- It is too expensive.
- I do not find it interesting.
- I receive too little information about activities regarding science.
- I know too little about science.
- There are few good activities about science in my neighbourhood.
- I think it is nothing for me.
- I am worried about privacy, for example misuse of my personal data.
- There are no barriers for me.
- I don't know.

**Which of the statements below comes closest to your attitude towards science?
Please choose one.**

- I don't need to be involved with decisions about science.
- I think citizens should be involved in research choices, but personally don't want to be part of this process.
- I would be interested to be involved in research design.
- I am currently involved in research design.

The following questions are about science communication.

What do you think of when you hear the term science communication? (Open question)

Science communication encompasses all the ways in which people outside of the scientific world could be engaged with scientific research. This could be listening to and looking at results of research, formulating research questions together or discussing the possible consequences of science. One can think of popular scientific lectures, TV shows, discussion panels or audience research.

According to you, which actors are the most suitable for doing science communication? Choose up to three answers.

- Researchers at universities, universities of applied sciences or other knowledge institutions
- Communication officers of universities, universities of applied sciences or other knowledge institutions
- Researchers in companies
- Communication officers of companies
- Journalists and writers
- Influencers
- Staff of science museums
- Societal organisations
- The government
- Family and friends
- Other, namely: (space for open answer)

Which goals should science communication have? For each of the following goals, please indicate how important you consider them to be. (5-point scale: very unimportant to very important)

- Making sure that everyone in society is well-informed about science.
- Sharing beautiful and interesting stories about science.
- Promoting the use of science by society.
- Promoting trust in science.

- Making sure that society can make decisions about important societal challenges in which science is involved.
- Enthusing adolescents about science.

[We excluded the results of the theme below in this article]

A new centre will be established in the Netherlands to improve the contact between science and society. This organisation will not take part in science communication, but it will support the people who do.

Below are possible activities of this organisation. Which ones seem most important to you? Choose up to three answers.

- Sharing knowledge about what works and doesn't work in science communication.
- Collecting within society what citizens need.
- Bringing scientists and citizens in conversation.
- Awarding prizes for good science communication.
- Introducing a quality mark for science communication.
- Stimulating science journalism.
- Making sure that researchers are given time and space to do science communication.
- Promoting collaboration between science communicators on a national level.
- Advising the government about science communication in the Netherlands.
- Other, namely: (space for open answer)

Supplementary material B: Focus group guide (translated from Dutch)

The Minister of Education, Culture and Science has announced that the Netherlands will get a national centre for science communication by 2023, in order to improve the conversation and bridge between science and society. To see what citizens think about this, we want to ask you a few questions. If you participate in our conversation, you consent to us using this information in our report on this. We would like to put your names in the report, but you may also participate anonymously.

Theme 1: Science and Society

- What do you think of when you hear the word science?

Science is about asking questions, being curious, searching for solutions, experimenting, and discovering new things. Hence, science is everywhere. Science can for instance relate to nature, space, mathematics, society, humans, language, etcetera.

- Do you encounter science (in your daily life)?
- If so: in which ways?
- If not, why not? What are barriers?
- As a citizen, how would you like to be involved in research?

Theme 2: Science communication

- What do you think of when you hear the term science communication?

Science communication encompasses all the ways in which people outside of the scientific world could be engaged with scientific research. This could be listening to and looking at results of research, formulating research questions together or discussing the possible consequences of science. One can think of popular scientific lectures, TV shows, discussion panels or audience research.

- Do you think science communication is important?
- For you, what is the purpose of science communication?
- Who should organise and do science communication?
- How would you like to contribute or participate?
- How do you think citizens should participate?

Theme 3: A national centre for science and society

As I mentioned at the beginning, a new centre will be established in the Netherlands to improve the contact between science and society. This organisation will not take part in science communication, but it will support the people who do.

- What do you think about there being such a centre?
- Is there anything you would like to pass along to the centre?

Thank you for thinking along with us!

[We excluded the results from Theme 3 in this article]