

# Lund University Public Outreach

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UNICOM, Genova, April 12, 2023



The universities' task must include cooperating with the surrounding society and informing about their activities, as well as working to ensure that research results obtained at the university are useful.”









Key numbers	H2 2022	H1 2022	H2 2021	H1 2021	H2 2020
Number of interventions (national media, online)	976	749	920	829	846
Quality Score (quality of the intervention)	35	31	33	30	34

# Expert publicity is increasing – research coverage is at a standstill

- Several major social challenges on the agenda - great need for experts in Swedish media.  
**Personalization** trend!
- Expert publicity has increased by 44 % compared to the second half of 2019 (before the pandemic)
- Research publicity has decreased by 23 % compared to the second half of 2019 (before the pandemic)

