



NATIONAL RESEARCH
UNIVERSITY

How to build a bridge between academics, PR officers and city dwellers: HSE University Moscow case study

Higher School of Economics

What is Higher School of Economics?

4

CAMPUSES

31 900

STUDENTS

216

**EDUCATIONAL
PROGRAMMES**

7000

**INSTRUCTORS
AND RESEARCHERS**



57500

ALUMNI

80

**>1 mln PARTICIPANTS
from 195 COUNTRIES**

MASSIVE OPEN ONLINE COURSES

12 LIBRARIES

20 DORMITORIES

63 STUDENT CLUBS

1330 ADMINISTRATIVE STAFF

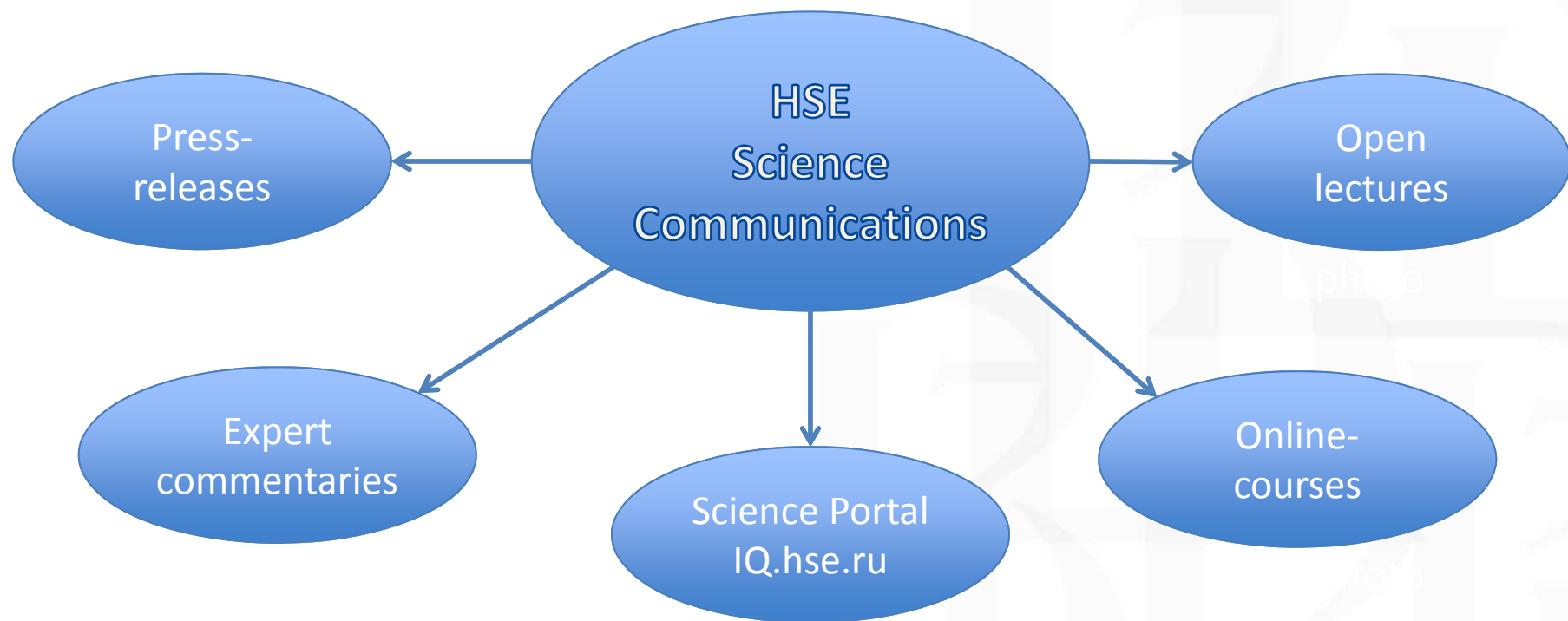
442 EXPERTS AND ANALYSTS

650 RESEARCH PROJECTS PER YEAR

Research at the Higher School of Economics

- 3 bln roubles is an average amount allocated to research
- 800+ research fellows
- 600+ research projects per year
- ~1000 research projects in sociology
- 140 basic research projects per year
- 350 applied research projects per year
- 200+ entities commissioning applied projects per year
- 15 monitoring studies on different aspects of Russian social and economic development
- 290 mln roubles is the value of intellectual property owned by HSE
- ~300 international partners from more than 50 countries
- ~25 government research projects per year







- **1 MILLION users**
- More than 195 countries
- 70% are not from Russia
- 17% are from the United States
- Among top-10 countries are India, Ukraine, China, Great Britain, Germany and Canada
- 53 courses by HSE, more than 30% of which are English-taught

- 290 000 users
- 18 countries
- 27 courses by HSE



How we build bridge between academics and users through online-courses?

- The team of the course communicates with users on forums of the platform
- Webinars with authors of the courses
- Offline meetings of authors of the courses and users
- #HSE60sec contest – anybody could record a video about the course which led him to success (the nomination #success60sec) or a video in which he/she will be a professor explaining the main ideas of his/her favorite course (the nomination #expert60sec). We received videos from Russia, Armenia, Brazil, China, Greece and even New Zealand!





A black and white caricature of a man with a large nose and glasses, wearing a suit and holding a briefcase, standing on a pedestal. The man is depicted with a large, prominent nose, wearing thick-rimmed glasses, a suit, and a tie. He is holding a briefcase in his right hand and a stack of coins in his left hand. He is standing on a pedestal. The drawing is signed 'G. S. 1964' at the bottom right.



Activities included in the project:

- Open lectures:
 - In the Gorky park – 13 lectures in 10 areas, the audience - around 2600 people
 - At VDNH (The Exhibition of Achievements of National Economy) – 24 lectures, 3000 people
 - Thursday's lectures in museums: GULAG museum, Moscow museum, Darwin museum, etc. – 16 lectures in 10 areas, 1350 people
 - Cycle of lectures of young scientists in culture center ZIL – 13 lectures, 2600 people
 - Joint project with Jewish museum and tolerance center "Campus"
 - HSE Talks – In February 2017 we have launched a new project of lectures in English
- City projects – Night of Arts, different science festivals and other activities.
- Day of HSE – around 50 000 people each year, including 6300 people who come to open lectoriums
- Students for the city – Green HSE, charity festival "Heroes among us".

University galaxy



Academicians are from Mars, journalists are from Venus

How to make scientists share ...?

- **different scientist – different journalist**
- **website as a way of promotion**
- **discovering new names**





IQ - website is a way of promotion



Campus: Moscow Nizhny Novgorod Saint Petersburg Perm

中文 英文 RU EN



Higher School of Economics

National Research University

Development Strategy
Faculties and Institutes
Faculty & Staff
International Partnerships
Academic Jobs
Alumni

University Life

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News

Admissions

Events

Around HSE

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About

Education

Admissions

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ANTI 25 YEARS ANNIVERSARY
HIGHER SCHOOL OF ECONOMICS

- About research at HSE
- International Laboratories
- Conferences
- Publications
- HSE University Review
- IQ.hse.ru**
- Research-based analysis by HSE experts

How to make scientists share ...?

IQ - website is a way of promotion



Key words, topics, authors, titles...


[Culture](#) ♦ [High Tech](#) ♦ [History](#) ♦ [Economics](#) ♦ [Finance](#) ♦ [Urban Studies](#) ♦ [Sociology](#) ♦ [Psychology](#) ♦ [Law](#) ♦
[Literature](#) ♦ [Political Science](#) ♦ [Education](#) ♦ [Management](#) ♦ [International Affairs](#) ♦ [Media](#) ♦ [Mathematics](#) ♦
[Health Studies](#) ♦ [Physics](#) ♦ [Demography](#) ♦ [Public Administration](#) ♦ [Ecology](#)

MOOCs

Online courses
in English and Russian
by the best HSE
instructors on Coursera
and National Open
Education Platform

открытое
образование




coursera



Who Runs Russian Banks?

Most CEOs of Russian credit institutions do not have international work experience, hold two degrees and have spent at least ten years working in the banking sector, according to HSE researchers.

May 10 [Finance](#) [banks](#) [management](#)

How to make scientists share ...?

IQ - website is a way of promotion

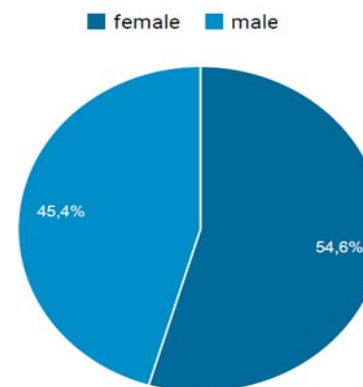
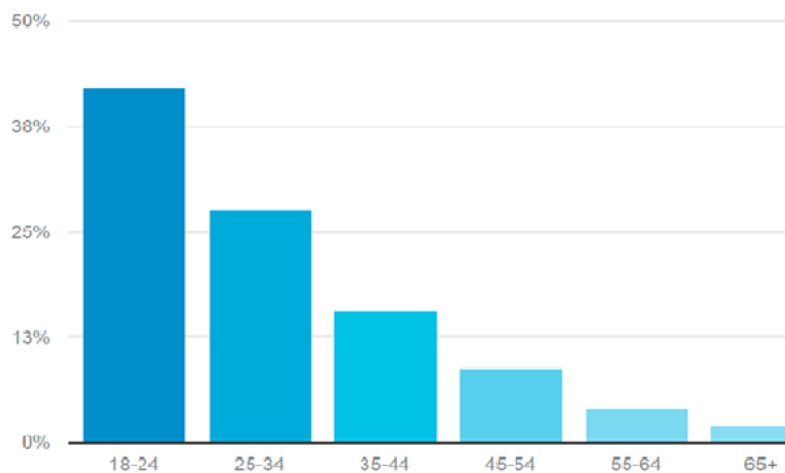


Key words, topics, authors, titles...



Culture ♦ High Tech ♦ History ♦ Economics ♦ Finance ♦ Urban Studies ♦ Sociology ♦ Psychology ♦ Law ♦
Literature ♦ Political Science ♦ Education ♦ Management ♦ International Affairs ♦ Media ♦ Mathematics ♦
Health Studies ♦ Physics ♦ Demography ♦ Public Administration ♦ Ecology

Age

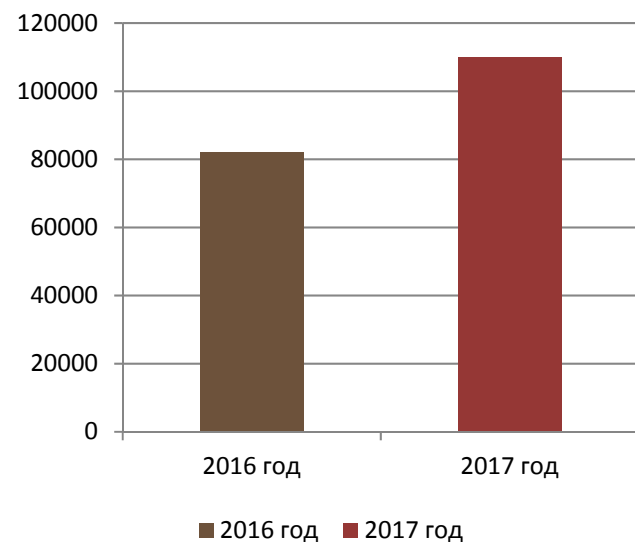


How to make scientists share ...?

IQ - website is a way of promotion

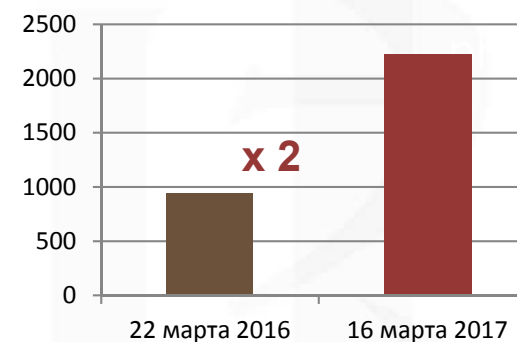
Daily audience
4000 people on
weekdays

Average number of sessions

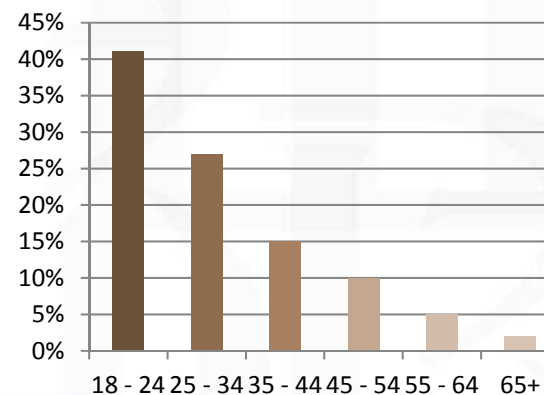


Subscribers

Average coverage
of posts –
500 - 2 000



Audience



How to make scientists share ...?

October 24, 2016



[Who Runs Russian Banks?](#)

[Researchers to Predict Cognitive Dissonance according to Brain Activity](#)

[Russians May Be Happier Than They Appear, but They Hide It](#)

[How to Attract Young People to Postgraduate Studies](#)

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УКРЫТОЕ
ОБРАЗОВАНИЕ

How Food Affects Political Regimes

Political Science culture customs democracy



Good nutrition can speed up the transition to democracy.

STUDY'S AUTHOR:

How to make scientists share ...?

Old and new challenges

February 10



[Who Runs Russian Banks?](#)

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Dissonance according to Brain Activity](#)

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Открытое
образование

HSE Experts Investigate How Order Emerges From Chaos



Physics









Igor Kolokolov and Vladimir Lebedev, scientific experts from HSE's Faculty of Physics and the
London Institute for Theoretical Physics of Russian Academy of Sciences, have developed an

How to make scientists share ...?

Discovering new names




National Research University Higher School of Economics — [About HSE](#) — [Faculty and Staff](#) — Alexey A. Pleshkov

Campus in  Moscow •     

Alexey A. Pleshkov

Research Fellow: [Poletayev Institute for Theoretical and Historical Studies in the Humanities](#)
Lecturer: [Faculty of Humanities / School of Philosophy](#)
Lecturer: HSE Lyceum

Alexey A. Pleshkov has been at HSE since 2008.

 **Home**
 **Research and Publications**
 **In HSE news**

Education and Degrees

2016 Candidate of Sciences (PhD)
 2012 Master in Philosophical Anthropology
 Higher School of Economics, Philosophy


* Candidate of Sciences
 According to the International Standard Classification of Education (ISCED) 2011, Candidate of Sciences belongs to ISCED level 8 - "doctoral or equivalent", together with PhD, DPhil, D.Lit., etc.
 Doctorate or similar. Candidate of Sciences allows its holders to reach the level of the Associate Professor.

Continuing education / Professional retraining / Internships / Study abroad experience

- Academic visitor, Philosophy Department, University of Oxford, UK. Participation in the research project "Power Structuralism in Ancient Ontologies" (October 2013–March 2014)
- Student, Institute for Interdisciplinary Studies *Artes Liberales*, Warsaw University, Poland. Participation in the summer school "Classical Tradition and Authority in Social Dimension" (April–May 2009)


Professional Interests

history of philosophy
ancient Greek philosophy
philosophy of time
conceptual history
hermeneutics

 Young Faculty Support Program (Group of Young Academic Professionals)
 Category "New Researchers" (2011-2012)

Honours and Awards

- Winner of the international students' research works competition *Time in the mirror of science* (Kiev, Ukraine) 2011
- Winner of the annual international student's research works competition at NRU HSE 2009
- Winner of the annual international student's research works competition at NRU HSE 2008




Language Proficiency

English

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[Google Scholar](#)

Blogs
[R³ ResearchGate](#)
[Academia.edu](#)

Supervisor
[I. M. Savelieva](#)

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✓
 Have you spotted a typo?
 Highlight it, click Ctrl+Enter and send us a message.
 Thank you for your help!

How to make scientists share ...?

Old and new challenges

- Simplification of the language

«The most complicated things must be carried to the reader simply, but without simplifying. This would allow to break the barrier that separates academic knowledge from an ordinary reader. The knowledge which can change the way people think».
- “Fresh” publications: scientific novelty and publishing date in the mass media