

Press Release

Vienna, 1 March 2021

AIT RESEARCH BLOG DELIVERS SUCCESSFUL SUMMARY OF THE FIRST YEAR

- High coverage for content from applied research
- The concept of "making research accessible" is a success

The AIT Austrian Institute of Technology launched its research blog in February 2020. After one year, Austria's largest non-university research institution is taking stock: in just twelve months, the new communication channel has become a highly regarded platform for research, innovation, and technology.

AIT research content reaches more than 300,000 people

The figures speak for themselves: with 30 blog contributions, a total of around 318,000 people could be reached, which is an average monthly reach of 28,000. "With the research blog, we are deliberately targeting those people who do not work in research and development. With the broadest possible range of content, we want to show that AIT is working on the solutions to the problems of our time - be it in the field of mobility, CO2 reduction or digitalisation," says project manager Daniel Pepl.

A new post about current research projects appears every one to two weeks: The most popular blog posts last year were "Living in the Future" (<https://www.ait.ac.at/blog/forschung-fuer-eine-lebenswertere-stadt>) and "COVID 19-Learnings" (<https://www.ait.ac.at/blog/gemeinsam-aus-der-covid-krise-lernen>) - with more than 20,000 readers each. "The past year has put research and science at the centre of society's attention and made its high priority clear," says AIT Head of Communications Michael Hlava. "With the AIT Research Blog, we intend to make complex research accessible to the general public and show what the AIT Austrian Institute of Technology does to keep Austria up-to-date for the future. We are very pleased that this concept has been so positively received."

"Approximately 1,400 researchers at the AIT work together with partners on countless projects in subject areas that are immensely important for the business location and society as a whole. This applies to questions of climate protection and automation just as much as it does to the topics of safety, health, the environment, dealing with technologies or innovation policy," explains science communicator Martin Kugler. "There are exciting stories behind the projects, which we want to tell the broad public. We also want to make people aware of how important first-class research is for our daily lives and for Austria's future."

Digital networking of the community

With the research blog, the AIT has added another digital channel to its communication mix. For an international research institution like the AIT, networking, and communication via digital platforms

play an important role - this is impressively demonstrated, for example, by the more than 20,000 contacts on LinkedIn as well as steadily growing access rates to the website and blog.

"For the coming year, we have set ourselves the goal of using the synergies of the various digital communication contents, such as video and podcast contributions about the research activities of the AIT, and to increasingly interlink these contents with the AIT blog," Pepl concludes.

Link to the AIT blog: www.ait.ac.at/blog

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