Kursnamn på svenska Vetenskapskommunikation och uppsökning
Swedish course title

Kursnamn på Engelska Science communication and outreach
English course title

Omfattning (högskolepoäng) 2
Higher education credits

Undervisningsspråk English
Language of instruction

Rekommenderade förkunskaper
Recommended prerequisites

No prerequisites, this course should be accessible to any PhD student from TekNat faculty and in general to any PhD student in Scientific disciplines

Kursens syfte och mål
General course objective/s and learning outcomes

The course goals and content are of outmost interest for any student being trained to be a scientist in any of the disciplinary domain. The skills developed and tools presented at this course can be used by professionals within any scientific disciplines, both in the private or public sectors. Moreover, communicating science and outreach activities is one of the mandates of an academic at Swedish Universities (and this is somehow universal), and this course provides with the necessary training to fulfill this requirement. It covers communication through traditional press media as well as modern media (social networks); using modern techniques (podcasts, videos) or additional tools such as art-related to prepare communication documents; how to outreach to the young population in specific, and the society in general; presenting scientific results to a broad audience.

The specific learning outcomes that a PhD student should achieve after this course are:

- You should be able to communicate a scientific discovery to the press media and communicate with journalists.
- You should be familiar and know hoe/when to use different communication tools such as podcasts, videos or artistic media to communicate science
- You should be familiar with the techniques to outreach the young students, i.e. visits to schools, visits from schools, scientific fests
- You should be minimally proficient in using social media (i.e. twitter, wikipedia) to disseminate science.
- To Improve your skills present your scientific results using standard poster or presentation.
Kursinnehåll
Course contents

As in the last edition, the following topics are be covered by designated experts in the field, with a format of theoretical lectures + practical workshop sessions (when indicated):

1. Press coverage of scientific research (+practical: lecturer from Uppsala University press office; Guest lecturer from SINC, Spain;)
2. Visualization of science in effective ways. + practical: Andreas Dahlin– Visualize your science)
3. Use of social media for scientific outreach (+practical: Germán Orizaola/Olle Terenius – Uppsala University.)
4. Communication between the scientist and the politician (Maarten Van Der Heide– Uppsala University and ReAct)
5. Use of art and design to spread scientific knowledge (+practical: Giulia Gaudenzi & Pomme van Hoof - Unhinged Science)
6. The pedagogics of science (Uppsala University Outreach Unit; Brady Caldell, Kvarngårdetskola; Francisco Gonzalez - University Complutense of Madrid;
7. Science and Society (Cissi Askwall, Vetenskap & Allmänhet)

Undervisning (kursens uppläggning)
Instruction (course structure)

The course combines the following kind of sessions for 3 full day presence + allocated time for homework and preparation (total 2 HP):

- Assignments to work on prior to beginning of the course
- Lectures
- Practical sessions
- Q/A sessions in designated times (light lunch and coffee breaks)

Examination
Assessment (form of examination)

Examination by attendance plus evaluation of compulsory assignments.

Huvudansvarig institution  Department of Cell and Molecular Biology (ICM)
Department with main responsibility

Kontaktperson(er) (namn, e-postadress)
Contact person (name, e-mail address)
Hugo Gutierrez de Terán (hugo.gutierrez@icm.uu.se) & Eva Garmendia (eva.garmendia@uac.uu.se)

Kurs datum/period  VT19
Course dates/period

Antal platser  50
Maximum number of participants

Anmälan om antagning till kursen ska skickas till
Application for admission to the course is to be sent to
www.scicommcourse.info / eva.garmendia@uac.uu.se
Submit application not later than

End of March 2018

Målgrupp/er (om möjligt, specifika ämnen/inriktningar)
Target group/s (specify, if possible, subject/specialization)

Any registered Ph.D. student at TekNat Faculty, Uppsala University, is given priority. Thereafter we also target PhD students from other faculties or Universities, and finally other categories of UU employees are welcome.