

Faculty common course 2021

Ansökan om medel för fakultetsgemensam forskarutbildningskurs 2021

English course title Science communication and outreach

Kursnamn på engelska

Swedish course title Vetenskapskommunikation och uppsökning

Kursnamn på svenska

Extent (credits) 2

Omfattning (högskolepoäng)

Language of instruction English

Undervisningsspråk

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

Rekommenderade förkunskaper

General course objective/s and learning outcomes (Also specify which PhD examination goals that are addressed/covered. Describe how.)

Kursens syfte och mål (Beskriv vilka mål för examen på forskarnivå som beaktas och på vilket sätt.)

The course has been running continuously since 2017, with maximum registrations reached in every edition, and excellent course evaluations. The 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 how/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.

Course contents

Kursinnehåll

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

1. Science Communication and Outreach – an overview (Eva Garmendia and Hugo Gutiérrez de Terán). Outreach at the TekNat Faculty (Maja Garde Lindholm)
2. Press coverage of scientific research(+practical: lecturer from Uppsala University press office; Guest lecturer from SINC, Spain;
3. Visualization of science in effective ways. + practical: Andreas Dahlin– Visualize your science)
4. Use of social media for scientific outreach (+practical: Germán Orizaola/Olle Terenius – Uppsala University.)
5. Communication between the scientist and the politician (Maarten Van Der Heide– Uppsala University and ReAct)
6. Oral communication skills Rhiannon Sanders, Sanders Communications)
7. The pedagogics of science (Uppsala University Outreach Unit; Brady Caldwell, Kvarngårdetskola; Francisco Gonzalez - University Complutense of Madrid;
8. Science and Society (Cissi Askwall, Vetenskap & Allmänhet)
9. Science podcast creation (Eva Garmendia, UAC).

Instruction (course structure)

Undervisning (kursens uppläggning)

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)

Assessment (form of examination)

Examination (examinationsformer)

Examination by attendance plus evaluation of compulsory assignments.

Course examiner (name, e-mail) Hugo Gutiérrez de Terán

(hugo.gutierrez@icm.uu.se)

Examinator (namn, e-post)

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

Huvudansvarig institution

Contact person/s (course responsible teacher) (name, e-mail) Hugo Gutierrez de

Terán (hugo.gutierrez@icm.uu.se) & Eva Garmendia

(eva.garmendia@uac.uu.se)

Kontaktperson/er (kursansvarig lärare) (namn, e-post)

Course dates/period VT2 - 2021

Kurs datum/period

Maximum number of participants 50

Antal platser

**Submit the application for admission to www.scicommcourse.info /
eva.garmendia@uac.uu.se**

Skicka anmälan till kursen till

Submit the application not later than End of March 2021

Skicka anmälan senast