

COST Action CA17114 Transdisciplinary solutions to cross sectoral disadvantage in youth (YOUNG-IN)

Training School

Communicating Science in a way you didn't learn in academia

Enhancing skills to communicate research on transdisciplinary solutions to cross sectoral disadvantage in youth to non-scientists

Venue and Date:

Madrid, 09.-11.12.2020

The training school addresses the need of researchers in the field of inclusion of disadvantaged youth in societies for skills to successfully reach out to other than academic groups, including young people.

To develop these skills, the training school will cover a range of communication channels, such as social media, (digital) story –telling with and for young people, journalism, policy briefs, infographics and public campaigns. In-depth learning by doing will be assured by applying the knowledge gained through inputs to the subject of the Young-in action. The training school is about bringing the topic into the right format, so it is providing a specialised training focusing on the main topics of the action. Participants will bring a topic of the action to the training school so that this topic can be worked with in the various sessions.

One output of the training school will be a book on Communicating Science on transdisciplinary solutions to cross sectoral disadvantage in youth to non-scientists, with theoretical inputs as well as examples of practical implementation and with use of innovative formats.

Programme overview

09.12.2020

- 9.30-10.30 Welcome and introduction
- 11.00-13.00 Incorporating science communication methodologically, including digital story telling
- 14.00-18.00 Social media that works for you

10.12.2020

- 9.00-11.00 Science Journalism: How to write about science
- 11.30-14.00 Site Visit „El Pais“
- 15.00-18.00 How to use academic platforms for researcher branding

11.12.2020

- 09.00-12.00 Wrapping up Scientific findings for policy and practice
- 13.00-16.00 Creating public awareness based on your research
- 16.00-17.00 Wrap-up and closing

Descriptions of sessions

Incorporating science communication methodologically (including digital story telling)

Trainer: David Scott

Aim: The purpose of this session is to discuss the different ways in which science communication considerations can be included in research projects from the start, including within the methodological stage. This will include an overview of different research approaches and methods that are focused on listening to and foregrounding participants' voices, in particular those from marginalised communities. There will be a specific focus on digital story telling, as this is a research method that can truly empower participants to take control of the research process and express their experiences through in their own distinctive way. Trainees will then have the opportunity to practice using digital story telling by creating their own short digital stories in the session via their smartphones or laptops.

Method: Mixture of lecture and practical workshop

Outcome: Create a digital story based on the research material brought to the training workshop

Social media that works for you

Trainers: David Scott, Marina Stefanova

Aim: The overall objective of this session is to grow the participants' understanding of how social media might be used to make their work more visible. This will include a brief overview of the social media, e.g. Facebook, Twitter, YouTube, LinkedIn, Instagram, podcasts, available. The lecturers will go in details within the creation of a personal digital communication strategy: from defining the needs and objectives, through the selection of appropriate social media and basic skills on how to manage your accounts. In the end, the lecturers will present an example of personal planning tool to make your time investment more efficient and effective.

Method: The session will start with traditional presentation followed by more interactive workshop, where participants will create their own accounts and start building their own communities. Some illustrative good examples will be also discussed to visualize the effect of social media.

Outcome:

- Create at least 2 personal profiles in selected social media
- Content production for at least 2 publications in the selected social media channels
- Attract audience (pool of friends/followers/subscribers)
- Build a weekly engagement/ publication plan

Recommended preparation: Choose leading influencers

How to write about science

Trainer: Aleksej Kišjuhas (University of Novi Sad; daily newspaper "Danas" columnist)

Aim: The aim of this workshop is to discuss the key techniques and challenges when writing about science for newspapers, magazines, and online media (such as blogs), with practical advice on how to write and publish a good science story.

Method: In order to achieve this, the session will provide an introduction to field of science journalism, its main tasks and short history, and the distinction between "infotainment" and true critical science journalism. Furthermore, this session will discuss how to find adequate and topical science stories, and how to describe, explain and communicate scientific concepts to the wider public. The importance of scientific literacy and critical thinking education in this context would be addressed as well.

Outcome: Through the methods of lecture, discussion and practical work, the participants would analyze good examples of science journalism, and produce a short draft of a science story as an outcome.

How to use academic platforms for researcher branding

Trainers: Sylwia Jaskulska, Mateusz Marciniak (Adam Mickiewicz University, Poznań)

Aims:

- To acquaint with branding strategies and marketing rules from academic point of view (the researcher as the brand);
- To broaden the knowledge about disseminating research findings and maintaining links with practitioners through academic platforms (increasing the researchers visibility and the research footprint);
- To familiarize with diverse tools of branding researcher through profiles on academic platforms (e.g. ResearchGate, Academia.edu, Mendeley, Google Scholar, ORCID);
- To increase the skills of designing and managing the profiles on academic platforms;
- To strengthen the awareness of the copyrights complexities (Open Access, Gold & Green Path,).

Method: Introduction about researcher branding and academic platforms (minilecture); Designing profile at chosen academic platform (workshop with elements of gamification).

Outcomes: each participant will create at least one profile at chosen academic platform

Required Materials: Laptops/notebooks (other devices may be used e.g. tablets); English CV in editable format; Previous papers (e.g. published article/working paper or description of currently running research project).

Required Reading: 3-5 papers about usage of academic platforms will be sent to participants listed for the workshop in advance.

Wrapping up scientific findings for policy and practice

Trainers: Ursula Trummer, Sonja Novak-Zezula (Center for Health and Migration)

Co-Facilitator: Lika Nusbaum

Aim: Learn how to bring research into a format that is attractive and understandable to policy and practice stakeholders.

Method: Working with practical examples

Working through the process of defining the content (get focussed) to finding partners for knowledge translation /transformation to co-designing a print product

Outcome: Knowledge on a step-by step approach from a scientific content to an easy-to read/understand print product

Design of a print product (Infographics, Policy Brief) based on your content

Creating public awareness based on your research

Trainer: Hande Barlin

Aim: The aim of the session is to familiarize the participants with steps and tools in developing public awareness campaigns. This will include developing awareness raising strategy, working with partners and stakeholders, identifying target audience and key messages, finding appropriate tools, establishing a timeline, implementation of the campaign, monitoring and evaluating the change. Public awareness campaigns implemented by various organizations will be also discussed.

Method: Mixture of lecture and providing examples from the field

Outcome: Knowledge in steps in developing public awareness campaigns