

Science Communication Masterclass

11 – 14 November 2024



Draft Programme Schedule

Time	Monday 11 November	Time	Tuesday 12 November	Time	Wednesday 13 November	Time	Thursday 14 November
12:30 - 13:15	Arrival & Welcome Light lunch provided	09:30 - 12:30	Quality and Science Communication (EW) or Sensemaking about science: research insights for science communication practice (AR)	09:30 - 12:30	Science Communication in the Flesh (DJ) A session looking at key considerations when using forms of science communication that involve in-person engagement.	09:30 - 12:30	Evaluating Projects (MS) The session involves an overview of different forms of evaluation.
13:15 - 14:15	Introductions & Overview (AR)	12:30 - 14:00	Walk to SS Great Britain Tour 12:30-13:30	12:30 - 13:30	Lunch break (group photo at 12:35 & project mixer at 12:45)	12:30 - 13:30	Lunch break
14:15 - 16:30	Historical and Social Contexts of Science Communication (CW) <ul style="list-style-type: none"> Interactive overview of key points in the development of science communication Contexts relating to the science – society interface 	14:00 - 16:30	Social media and sci comm: what, where, who, why? (AJ) Thinking about your audiences, your messages, and how to get the best return on your efforts.	13:30 - 16:30	Podcasting in an increasingly crowded market (AG) Producing, recording and releasing podcasts	13:30 - 16:30	Honing Your Science Writing (AR) How to write lively, engaging stories that stay true to the science.
16:30 - 17:00	Tour of We The Curious		<i>Delegate meal out at Las Iguanas</i>	18:00		16:30 - 17:00	• Plenary and Concluding Session

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Sessions (scheduled according to submitted delegate preferences & tutor availability)

Evaluating projects – Margarida Sardo

The session involves an overview of different forms of evaluation. It encourages delegates to reflect on the purposes, benefits and constraints of evaluation, in addition to exploring the process of devising an evaluation strategy for a specific project. Delegates will have the opportunity to try out evaluation techniques and will discuss the quantitative and qualitative opportunities available when evaluating projects.

Science communication in the flesh – David Judge

This session will explore forms of science communication which involve in-person engagement with audiences through formats like festivals, shows, or exhibitions. We will think about communication beyond written and spoken words, and how the physical environment can profoundly influence how we communicate. Using real examples, we will unpack the skills necessary for this type of work and look at practical aspects of delivery.

Podcasting – Andrew Glester

We'll be looking at how you go about making a podcast and how you make a good podcast. We'll look at what has worked, what hasn't and why with a view to developing your own podcast which can stand out, be downloaded and then listened to.

Historical and social contexts of science communication – Clare Wilkinson

In this session we will think about how science communication can be defined and what features are apparent in the field's development. We will explore some of the key examples of science communication internationally, through an interactive exercise. Participants will have an opportunity to reflect on the motivations and deterrents for researchers to communicate and consider how that knowledge might be used in their own activities. We will draw the session to a close by considering some of the contemporary incentives for science communication, and why it continues to have an important role in science/society relations to this day.

Honing your science writing – Andy Ridgway

These days there are lots of platforms you can use to write about your research and the research of others, such as blogs, institutional websites and on media outlets. But how do you write in a way that will grab the reader's attention while at the same time explaining the science clearly and accurately? In this session, we'll explore how to write lively, engaging stories that stay true to the science. We'll look at writing structures, how to draw out key messages and how to adapt stories for different audiences. While most of the techniques will be applicable to any form of writing, we'll also look at some of the specifics of certain forms of writing, such as blogs and media-ready content.

Quality and Science Communication – Emma Weitkamp

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Quality and science communication – Emma Weitkamp There is much concern about the quality of science communication, particularly following reports of misinformation circulating during the COVID-19 pandemic. In this session we will consider research from a recent EU funded project, RETHINK, which sought to articulate quality criteria for science communication, particularly in a digital context. The study outlines five broad pillars that can be used to organise quality criteria in a digital context. We will consider how these criteria can be applied to specific platforms, considering the context specificity and particular challenges that arise.

Sensemaking about science: research insights for science communication practice - Andy Ridgway

The European science communication research project RETHINK looked at how people across Europe make sense of science – who they listen to, what they read, who and what they trust and how they then act on this information. Also, how their pre-existing values and beliefs influence this process. The research presents some challenging questions for those of us who communicate science. But it also provides some insights that can inform how we might communicate more effectively. This session, led by two researchers involved with RETHINK, will look at what we learned about people's 'sensemaking practices' and how we might use these lessons to inform our communication work.

Social media and sci comm: what, where, who, why? Thinking about your audiences, your messages, and how to get the best return on your efforts. – Anna Jay

So many platforms, so little time... This session will dive into social media and how you can use it as part of your science communication / audience engagement activities. We'll look at how different platforms are used, where your target audiences are (and aren't), and tools and approaches for social media activities – both before and after you hit 'post'.