

Science Communication Masterclass

20 – 23 June 2022



Programme Schedule

Time	Monday 20 June	Time	Tuesday 21 June	Time	Wednesday 22 June	Time	Thursday 23 June
12:30 - 13:15	Arrival & Welcome. Light lunch provided. (4AF013)	09:30 - 12:30	Quality and Science Communication (4AF012) In this session we will consider quality criteria for science communication, particularly in a digital context. or Sensemaking about science (4AF013) This session will look at what we learned about people's sensemaking practices.	09:30 - 12:30	Science Communication in the Flesh (4AF013) This session will explore forms of science communication which involve in-person engagement.	09:30 - 12:30	Evaluating Projects (5AF005a) The session involves an overview of different forms of evaluation.
13:15 - 14:15	Introductions & Overview (4AF013)	12:30 - 13:30	Lunch break	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 (4AF013) • Interactive overview of key points in the development of science communication • Contexts relating to the science – society interface	13:30 - 16:30	Thinking strategically about science communication & engagement (4AF013) This session will cover how to build a strategy for science communication and engagement.	13:30 - 16:15	Social Media and Visual Media for Science Communication (4AF013) How to use social media outlets for science communication efficiently and visual communication methods.	13:30 - 16:15	Honing Your Science Writing (5AF005a) This session will explore how to write lively, engaging stories that stay true to the science.
			<i>Delegate meal at Las Iguanas – 18:00</i>			16:15 - 17:00	Plenary and Concluding Session (5AF005a)

Tea, coffee & biscuits will be available at 9:00, 11:00 and 15:00 each day. Delegates will however need to source their own lunch options on the Tues, Weds & Thurs - there are a variety of possible alternatives available nearby, as well as an on-site café.

Science Communication Masterclass

20 – 23 June 2022



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.

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

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.

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.

Science Communication Masterclass

20 – 23 June 2022



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

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 visual media for science communication – Elena Milani

The first part of this session will cover how to use social media outlets for science communication efficiently. We will see how to design a communication strategy that considers our target audience and the affordances and limitation of social media platforms. We will also learn to tailor our textual and visual content, with the aim to make our posts engaging and suited for social media. The rest of the session will cover visual communication methods. We will discuss several factors we must consider when choosing an image for a social media post or article.

Thinking strategically about science communication and engagement – Clio Heslop

This session will cover how to build a strategy for science communication and engagement, no matter what level of experience or responsibility you have. We will work through stages of strategy development, including: identifying research that can underpin strategy; clarifying the goals and motivations that are important to you and your organisation; deciding which activities to prioritise; trying out tools and approaches; and tracking progress.