
Workshop Proposal

SCIENCE COMMUNICATION

Why and how might you do it?

Prepared for: Dr. Jannis Kuhlmann, SLATE Workshop, EAWAG @ Kastanienbaum, Switzerland

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SCIENCE COMMUNICATION

Why and how might you do it?

Half-Day

This half-day workshop focuses on why and how we might communicate our science. We will kick off with some ice-breakers that will allow us to access our creative sides. We will then look at the different ways in which we can communicate science, discussing the effectiveness of each and how they can be used depending on the target audience and the subject we try to communicate. Finally, we will focus on how we can use narrative to aid communication. Story has the potential to engage an audience in ways that pure data cannot. We will explore narrative structure and how to take the audience on a journey when creating a communication resource. Using what we have covered during the day, students will begin to put together ideas for how they would like to communicate a piece of their work.

Full-day (over two days)

Following the discussions we had on the first day, the second day will focus on beginning team projects for communicating science. The proposed project can be an infographic, film, piece of audio, cartoon etc. The groups will be guided through the steps that are involved in creating a science communication resource, focusing on the aim, the audience and the story. We will have group meetings during the day to spend some time on discussing the ideas and improving them. By the early afternoon teams will have science communication projects that are on their way to being realized!

Who

The workshop will be given by Dr. Robbie l'Anson Price. Robbie is a scientist, filmmaker and science communicator. He completed his PhD at the University of Lausanne, studying communication and learning in bees. During this time, he won prizes for best talk at the IUSSI meeting in Germany and Biology16 in Lausanne. He co-founded Exposure Science Film Hackathon, an event in which science communication is explored through filmmaking. He has been doing improvised theatre for five years and teaching improvisation for three years.
