



WISSENSCHAFT IM DIALOG

mitreden : teilen : gestalten



Communicating Science Effectively

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20. März 2019

What is Science Communication?

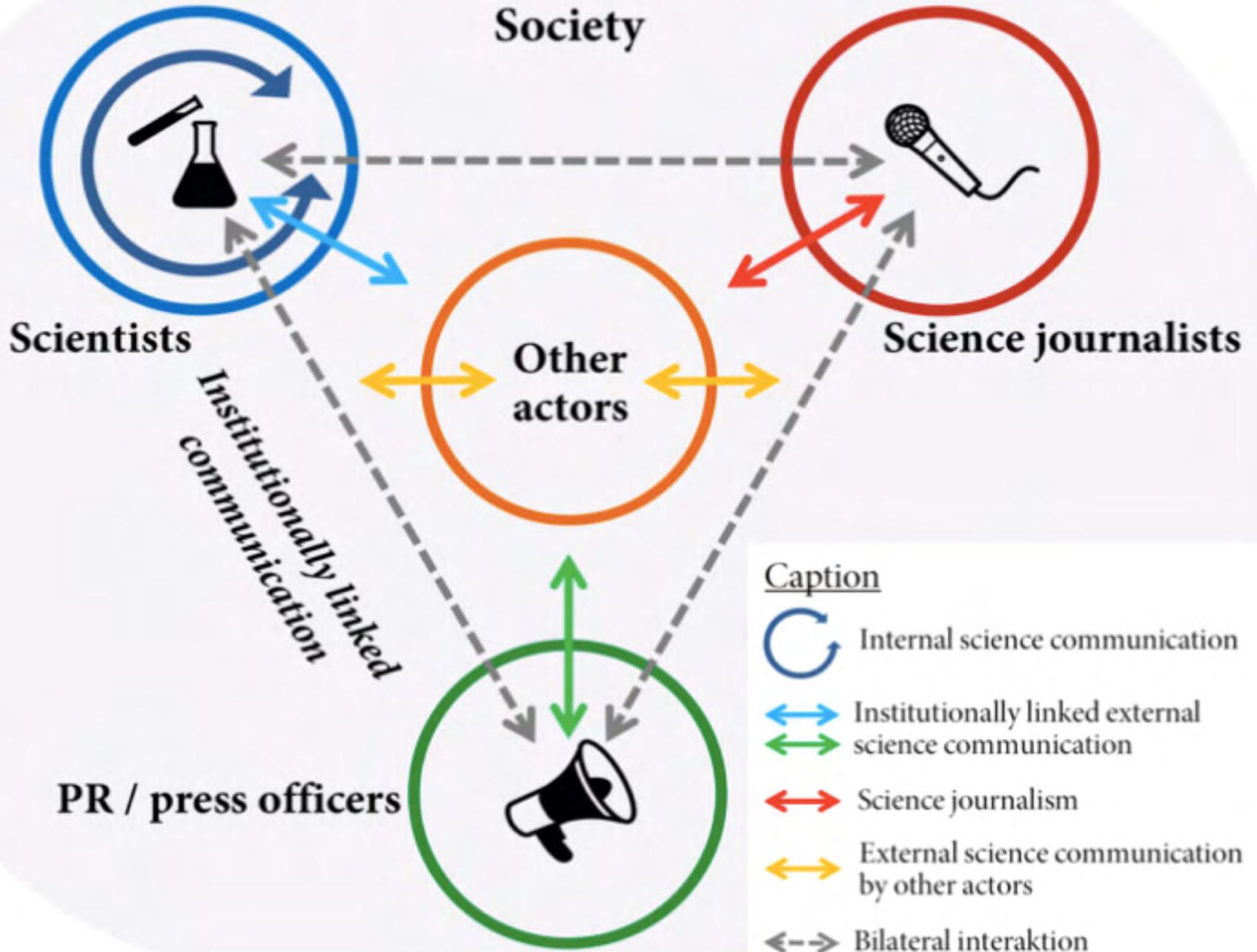
Science communication is a broad category, encompassing science journalism, blogging, social media, videos, art, academic publishing, and any other activity that aims to help people understand anything related to research findings or the scientific process.



<http://blogs.nature.com/naturejobs/2014/09/04/the-importance-of-science-communication/>

Why should scientists themselves
communicate?

Society



New challenges



Cyberangriffe: EU und Nato proben den Fake-News-Ernstfall

Spiegel · vor 1 Tag



Donald Trumps Newsletter: Mit Fake News gegen kritische Medien

Stern · vor 2 Tagen



Atompilz gesehen? Wie die Feuerwehr mit Fake-News umgeht

Hamburger Abendblatt · vo...

→ Mehr zu fake news

ARD.de-Spezial: Fakten statt Fake-News

www.ard.de/home/ard/ARD_de_Spezial_Fakten_statt_Fake_News/.../index.html

Das ARD.de-Spezial zeigt, wer dahinter steckt, was Fake News bewirken und wie man sie erkennt.

New formats

- Shift from information to dialogue to participation

Wissenschaftscomedy

Mehr →



Newsletter

Mehr →



Haus der Wissenschaft

Ausstellungen, Podiumsdiskussionen, Science Slams – ein Haus der Wissenschaft ist ein Ort für Austausch und Dialog zwischen Wissenschaft und Gesellschaft.

Mehr →

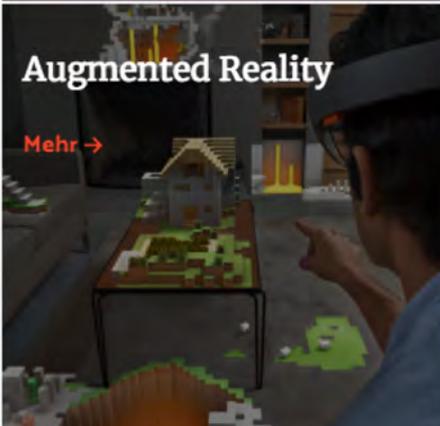
Science Rallye

Mehr →



Augmented Reality

Mehr →



Graphic Recording

Mehr →



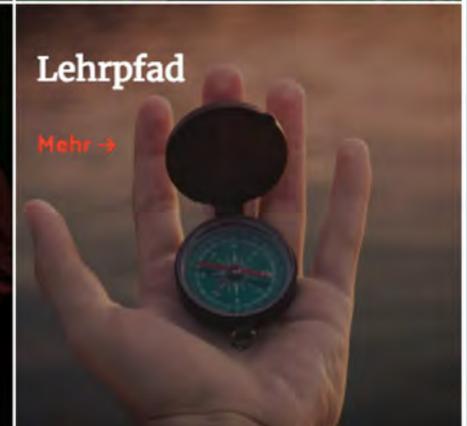
Taschenlampenführung

Mehr →



Lehrpfad

Mehr →



classical vs modern formats

- **Classical:**
 - Inform about research results
 - Presenting scientists and science, hardly any active participation of scientists
 - No feedback loop
 - Hardly any participation
- **Modern:**
 - Main goal is to create a dialogue about science
 - Interactivity is central to most formats
 - Active roles for both scientists and the audience
 - Communicating processes and values as well as results

Let us play a game!

- I am presenting formats – all made for communicating to the general public
- Your task is to
 - a) pay attention
 - b) could this format be used in peer-to-peer communication?
 - c) Discussion after the presentation

Information first



Entertainment first



Experience first



Science Photowalk



MS Wissenschaft

Experience first



ScienceTweetup



Lange Nacht der Wissenschaften



Science Speeddating

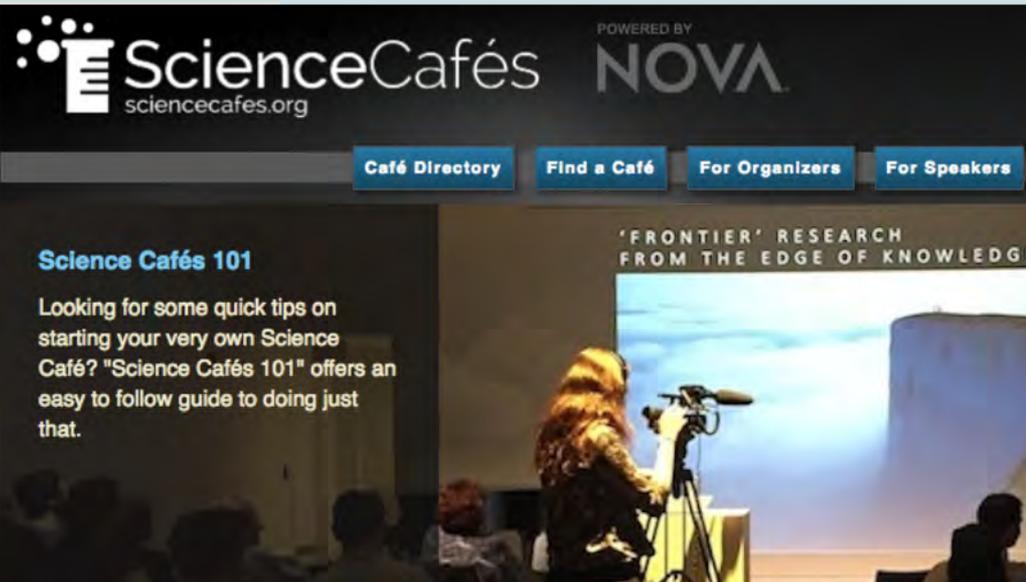
Scientists in the wild



14, 15, 16 MAY 2018

[LOCATIONS](#) | [PARTNERS](#) |

Pint of Science Aust



ScienceCafés sciencecafes.org POWERED BY NOVA

[Café Directory](#) [Find a Café](#) [For Organizers](#) [For Speakers](#)

Science Cafés 101

Looking for some quick tips on starting your very own Science Café? "Science Cafés 101" offers an easy to follow guide to doing just that.

'FRONTIER' RESEARCH FROM THE EDGE OF KNOWLEDGE



Wissensbuffet



Seehay Science

Debates



NÄCHSTE
VERANSTALTUNG:



ROBOTER – MEIN HELFER, KOLLEGE ODER CHEF?
Wie die Digitalisierung unsere Arbeitswelt verändert
Oldenburg, Schlaues Haus, 19:00 - 20:30 Uhr

Participate in the actual research



Is peer-to-peer communication different?

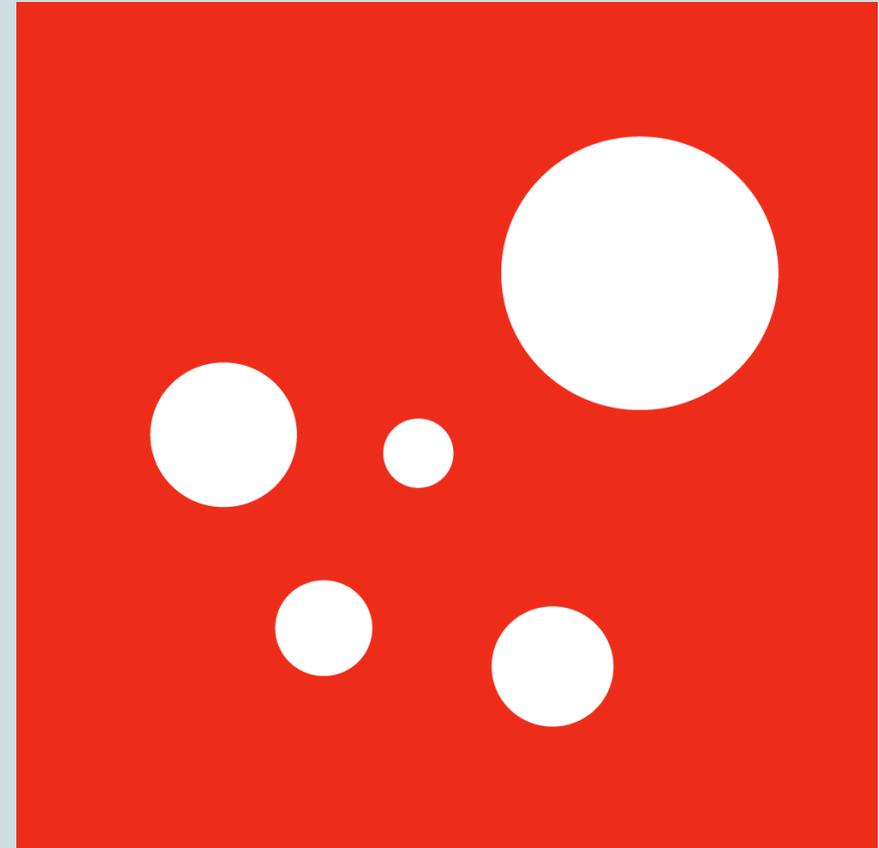
Rules of Communication

- Why am I communicating?
- Who am I communicating with?
- What is my aim?
- What is my message?
- What is the right format?

Task

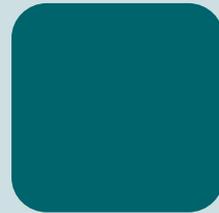
- Form a group
- Answer the questions mentioned for your project

Help, I need someone....



www.wissenschaftskommunikation.de

Twitter: @wisskomm_de



Thanks for the attention!



Kontakt

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