



Forum Wissenschaftskommunikation DIGITAL

4 – 6 October 2021

English-speaking programme

(Status September 21 2021, Subject to change!)

Tuesday, 5 October 2021

WELCOME TO THE VIRTUAL LOBBY

8.30 – 9.00

Networking and interactive exchange, exhibitor/supporter area with multimedia walls, poster exhibition, WiD-Goodie-Bag: All digital!

INTERACTIVE START OF THE DAY

9.00 – 9.25

Wissenschaft im Dialog invites to an activating exercise.
“Relax your neck!” with Sandra Wegeng, *Movement therapist*

GREETING & KEYNOTE

9.30 – 10.30

Greeting: Markus Weißkopf, *Wissenschaft im Dialog*

Science and storytelling

Keynote: Dr. Jessica Wade, *Imperial College London*

The past year has shown how central science is to society; and how crucial scientific literacy will be in the future of our planet. Dr. Jessica Wade believes scientists have an important role to play in public policy: in communicating their research beyond seminars and technical conferences. Effective science communication can build public trust in research, as well as challenge outdated misconceptions of who actually does science. In this talk, Dr. Jessica Wade will talk about why scientists talk about matters, and their role in public engagement and

building a better scientific community. She will also discuss her efforts to increase visibility of scientists from historically marginalised groups on Wikipedia, her research in materials science and nanotechnology, the power of social media for early career researchers and her new picture book “Nano, the Spectacular Science of the Very (Very) Small”.

PARALLEL PROGRAMME

11.00 – 12.15

Communicating Sustainability – Art as a means to transform narratives in society?

Moderation: Alexandra Tost, *Institute for Advanced Sustainability Studies*

Panel discussion, 60 minutes

11.00 – 12.00

What role does art play in changing dominant narratives in society? What are the roles of art and science in democracy? And are there ethical and aesthetical limits for the use of art to communicate science? In this session the role of art in the communication of sustainability and the reshaping of our imaginaries are discussed from a transdisciplinary point of view between art, science and society. A key element that obstructs the scientifically demanded eco-social transformation is the form in which our societies and democracies are historically marked by carbon rationalities. Art can create access to questioning and redefining these rationalities in a profound and personal way thus unfolding unique transformative forces.

Speakers:

Dr. Kat Austen, *Studio Austen*: Radically changing environmental relations through transdisciplinary art

Stefanie Holzheu, *Futurium*: Potentials in speculative design for societal engagement and scientific advances

Dr. M. Cecilia Oliveira, *Institute for Advanced Sustainability Studies*: Scientific performance about the political images of the Amazon rainforest

When it gets political: Strategies for taking part in public controversies

Moderation: Robin Tschötschel, *University of Amsterdam, NLD*

Interactive workshop, 75 minutes

11.00 – 12.15

Currently highly relevant topics often combine epistemic with normative questions, and blur the boundaries between science and politics. In many areas, scientists’ opinions and interpretations are as sought-after as their research results, and the expectation to take part in public conversations about contentious issues is rising. How should scientists respond to this demand, and how can they communicate about politically controversial topics in a way that does not undermine public trust in science? This interactive workshop offers the opportunity to reflect on the wishes of researchers to partake in public discourse and experiences with doing so. The participants will discuss possible threats to individual and collective scientific trustworthiness, and develop communication strategies to deal with them. The latter are chiefly informed by empirical insights from the field of climate change communication, Robin Tschötschel’s research area.

Project presentations “special” Block 2

Moderation: N. N.

Round of presentations, 75 minutes

11.00 – 12.15

Learning awe from science picture books: The role of language and emotions in children’s science communication

Speaker: Daniel Silva Luna, *University of Otago, NZL*

This presentation looks at the role of language in the construction of emotions in the context of science picture books and the culture of science communication. The results of a series of content analyses on children’s picture books is presented, showing the centrality of awe-related language in the culture of science communication and the variety of ways in which this emotion is depicted in this space. The findings suggest that children enculturated into the culture of science communication through picture books learn these varieties of awe more readily than those confronted with alternative materials. Navigating this cultural space may increase people’s ability to experience and express this distinctive emotion.

Can science communication in the mother tongue foster science motivation of migrant pupils?

Speaker: Joana Moscoso, *Native Scientist, GBR*

Inspiring ethnic minority and migrant students to pursue higher education or careers in STEM is a challenge in many European countries. This target group often underperforms in STEM subjects due to reasons including specific linguistic and educational needs. In this presentation, the outcomes of a science education and outreach project targeting underserved/underrepresented migrant communities while using a content and language integrated learning approach will be shared. Results on the outcomes for both students (the beneficiaries of the project) and scientists (the instructors in the project) were obtained from a randomized controlled trial, interviews, and feedback forms, and show multiple positive outcomes.

A world of potential: The power (and pitfalls) of digital academic events

Speaker: Sebastian Horndasch, *Stifterverband für die Deutsche Wissenschaft*

As online and hybrid events are expected to stay in a post-covid world, in this presentation, insights and best practices for creating successful digital academic events will be shared. When the world shifted online in March 2020, so did the *Hochschulforum Digitalisierung*. That meant that their team had to move their “University:Future Festival” online. An event that had been in the making for years. The result dramatically exceeded the expectations, drawing in almost 2000 attendees from around the world to experience three days of lively workshops, BarCamp sessions and talks. By shedding light on these best practices, the team hopes that participants learn to harness online formats and make the goal of inclusion a reality.

BREAK

12.15 – 13.15

Digital exhibitor/supporter area, digital poster exhibition, interactive area.

PARALLEL PROGRAMME

13.15 – 14.30

Rewarding scholarship in all languages: Addressing inequalities with fairer assessments

This panel discussion has been cancelled by its organisers (Status: 21.09.2021).

Moderation: Helen Sitar, *European Molecular Biology Organization*

Panel discussion, 60 minutes

13.15 – 14.15

This panel will debate the risks associated with research assessments that preferentially reward science communication and scholarly works in one language over other languages. Panelists will discuss how current systems and practices may preferentially reward scholarly outputs in English. Furthermore the discussion will cover the consequences of excluding or undervaluing knowledge based on the language of publication, and how new modes of publishing and evaluation can address systemic inequalities in science and evaluation around the world.

Speakers:

Emanuel Kulczycki, *Adam Mickiewicz University, POL*: Research evaluation, metrics, scholarly communication and policy

Joy Owango, *AfricArXiv, KEN*: Science communication training, preprints, capacity building and evaluation in the African context

Alicia Fátima Gómez Sánchez, *Technische Universität Wien, AUST*: Open science, open access, responsible evaluation and social impact of research

BREAK

14.30 – 15.00

Digital exhibitor/supporter area, digital poster exhibition, interactive area.

PARALLEL PROGRAMME

15.00 – 16.15

The rhetoric of scientific knowledge

Moderation: Dr. Markus Gottschling and Michael Pelzer, *Universität Tübingen*

Interactive workshop, 75 minutes

15.00 – 16.15

Science is shaped and framed by the words and images we use to promote it. Examples of these processes of transformation are manifold, be it the introduction of plain English as the language of

science in the early modern period, Darwin's diary entries aboard the Beagle or the usage of technically engineered visual evidence in contemporary neuroscience. In this interactive workshop, the rhetorical aspects behind the creation and transformation of scientific knowledge is explored. Through examples from recent research, the participants will examine the mechanisms of illustration, persuasion and target group-orientation. Equipped with a rhetorical perspective, they will be able to deepen their understanding of linguistic and visual strategies behind science communication.

Project presentations Block 3

Moderation: N. N.

Round of presentations, 75 minutes

15.00 – 16.15

Tackling the Wicked: Privacy by Design

Speaker: Annemarie Hofer, *Universität Graz, AUT*

Communicating legal issues, especially privacy, is often difficult as it is perceived as boring, abstract, and too distant from our everyday lives. How can this be improved? At the University of Graz' "Design Sprint 2020" law and design were combined with the aim of making legal issues more tangible. This interdisciplinary approach helped spotlight the gaps in scientific communication of legal issues and suggest new ways of engagement.

Written communication in an oral era – how to reach an unwilling audience

Speaker: Jenny Björkman, *Stiftelsen Riksbankens Jubileumsfond, SWE*

Traditionally, humanities and social sciences are predominantly written research. Books, articles and essays are of course still read and spread, but it is harder to reach new audiences, and even older audiences can have difficulties finding the time to read long books. To tackle this problem, the speaker's project team invented an "Annual Box" made up of five small booklets written by five different scholars on one topic. Together the booklet constitutes a prism reflecting different angles of the theme. It was also launched as a podcast and broadcasted in a conversation on Swedish national television, thus broadening the researcher's audience.

Cartas com Ciência: "Letters with Science" to inspire children in Portuguese-speaking countries

Speaker: Dr. Rafael Galupa, *Cartas com Ciência, PRT*

Creating opportunities for social development and knowledge sharing – Cartas com Ciência organizes educational programmes of letter exchanges between pupils in Portuguese-speaking countries and scientists across the globe. The idea is to mitigate barriers and prejudices associated with higher education and scientific careers through one-to-one, lasting written conversations, simultaneously promoting scientific and language literacy. Since May 2020 nearly 100 pupils have exchanged letters. For most of them this was the first time they met a scientist and for many the first time exchanging letters. The co-founder of the initiative will share experiences on overcoming challenges while keeping focused on the mission and impact of a multi-continent operating spin-off.

BREAK

16.15 – 16.30

Digital exhibitor/supporter area, digital poster exhibition, interactive area.

DIGITAL GET TOGETHER

16.30 – 17.30

GOODBYE

17.30 – 17.45