

# Science Dialogues

## Training course in scientific journalism and social media

### Session 1 | Science writing | Ernesto Lozano Tellechea

Monday 3<sup>rd</sup> | 11-13

#### **PART 1 - Theory**

##### **Why journalists don't understand science**

Exploring the most common mistakes made by the media when reporting science. What many of you already know and think, but made a little bit more concrete.

##### **Why scientists don't understand journalism**

"If reporters wrote stories the way some scientists seem to want, few people would read science coverage": this is the essential of a 2012 [article](#) at The Guardian replying to the most common scientists' criticisms. Exploring audiences, storytelling, the "word budget" and related issues.

Tuesday 4<sup>th</sup> | 16-18

#### **PART 2 - Practice**

##### **The ingredients of a good story**

Here we'll see how to overcome the tension explored in Part 1 by analyzing in detail how to write a good science story. Don't worry: this does *not* mean that you have to write like a journalist. Quite on the contrary, being a scientist has unique advantages that you can exploit.

However, for this to work you'll have to take into account several key issues that journalists usually master but scientists usually don't:

- The general approach to the piece: the challenge of contextualizing.
- The structure of the text.
- The use of the language.
- "Silly" but extremely useful tricks regarding proofreading and self-editing.

### **TASK ASSIGNMENT**

Participants will be given the possibility to write and publish a science story in one of two formats:

- For [QuarkBits](http://www.investigacionyciencia.es), the EuroPLEx blog hosted at [www.investigacionyciencia.es](http://www.investigacionyciencia.es). Totally free topic, length and style; publication guaranteed (might be more creative).
- For [the daily online news section](#) of [www.investigacionyciencia.es](http://www.investigacionyciencia.es). The piece will have to adhere to the editorial standards of the magazine (might be more instructive w.r.t. Part 2).

## **Session 2 | Scientists on social media | Eleonora Degano**

Thursday 6<sup>th</sup> May | 10-13

### **Social media: how to use them to communicate your work effectively**

An introduction to social media use in scientific online communities and a few points to think about before you start: pinpointing an audience, a Tone of Voice, a communication style...

#### **Overview: Facebook, Twitter, Instagram**

*Facebook, possibilities of a hybrid social media:* how to use pages and (private or public) Fb groups to talk about scientific research, create and strengthen a community.

*Twitter and its very specific scientific niches:* create a profile, organize Twitter lists, find your niche and enter the conversation.

*Instagram, personal communication becomes science communication:* a focus on communicating science through pictures and (sometimes live) stories.

#### **Your professional profile: a (brief) how-to**

*LinkedIn, a place for professional networking:* Dos and Don'ts when creating a profile, how to create a network around your project's LinkedIn profile.

Session 3 | Discussion and conclusion | Ernesto Lozano Tellechea, Eleonora Degano

Monday 31<sup>st</sup> May | 10:30-11:30

**Panel discussion**

Questions, doubts, perplexities, advice, curiosities; half an hour to pull the strings and ask for everything you haven't dared to ask until now.

*Note:* Simona Cerrato will be present during the entire session to facilitate and assist.

## Trainers

**Ernesto Lozano Tellechea** got his PhD in theoretical physics at Universidad Autónoma de Madrid in 2003. After spending three years as a postdoc at the Weizmann Institute of Science in Israel (working mainly in string theory, supergravity and gauge theories), in 2006 he quit research and a few years later embarked in science communication. Since 2010 he's been the physics and space editor of *Investigación y Ciencia*, the Spanish edition of *Scientific American*.

**Eleonora Degano** environmental biologist by training, she has been working in the field of science communication since 2013. Freelancer by choice, she collaborates with different sci-comm related realities (National Geographic Italy, *Le Scienze* – Italian edition of *Scientific American*, LEAP London, SISSA Medialab, Internazionale Kids) and specializes in editing, translating, science writing and science communication training.

## Investigación y Ciencia

*Investigación y Ciencia* is the Spanish edition of the popular science magazine *Scientific American* and a member of the [Springer Nature](#) publishing group. Established in 1976, *Investigación y Ciencia* is a high-level, popular science magazine covering all fields of science and featuring articles written mostly by top-level scientists. The magazine has been present in the Spanish-speaking market (Spain and Latin America) for 45 years now and it is widely regarded as a totally reliable source of in-depth scientific information.

## Sissa Medialab

Sissa Medialab does science communication with different media and to different audiences, with a network of thousands of scientists around the world in a strong international perspective. It aims both at the general public, from small children to adults, and to the scientific community.

Sissa Medialab is an in-house company of SISSA – International School for Advanced Studies. It started its activities with the Journal of High Energy Physics (JHEP), the first electronic journal specialized in the field, and now produces and runs the series of journals that include, in addition to JHEP, JCAP, JSTAT, JINST and JCOM.

Sissa Medialab organizes projects, events, educational programs, innovative products to communicate science to different audiences, collaborating with several companies and research centres, institutions and networks in Italy and abroad (including SISSA, CERN, INFN, INAF, ICTP, INGV, Sardegna Ricerche, MUSE – Museo delle Scienze, RAI, RCS MediaGroup, National Geographic) and participating in numerous European projects (Phereclos, Rethink, Europlex, Raise, SaltGiant, SiS Catalyst, Gatis, UniLHC, Elusive, Scoop, Fund, The Pilots, Sedec, CIS, Dotik). Sissa Medialab has designed and implemented several exhibitions and provided scientific consultancy for the creation of science museums and science centers.

Since 2005 Sissa Medialab has organized training courses for the explainers of science museums, and many courses in science communication dedicated to scientists and researchers. Organized in several

European countries, and also in Brazil and Mexico for Latin-American professionals, these courses have involved a total of thousands of participants.

Sissa Medialab is an active member of ECSA – European Citizen Science Association, ECSITE (the network of science museums and science centers in Europe), EUPRIO - European Universities Public Relations and Information Officers, EuroScience (the European grassroots organization for the Advancement of Science), EUSEA – European Science Engagement Association, RedPop - Red de Popularización de la Ciencia y la Tecnología en América latina y el Caribe, PCST – Public Communication in Science and Technology, StemAlliance for inGenious Education and Industry.

From December 2011 Sissa Medialab also takes care of the SISSA outreach activities involving more than 100 volunteers from the PhD students and thousands of children every year. From December 2017 Sissa Medialab runs the public space of Trieste City of Knowledge (TCC) the network that unites local universities and research centres.

It employs 27 people on site, has a network of suppliers and professionals in different fields (scientists, architects, designers, computer scientists, graphic designers, journalists, photographers, writers, illustrators, etc.) and thousands of employees around the world. In 2020 Sissa Medialab had an annual budget of about € 3 million.