

Norwegian Research Schools: Science communication course

Everyone pursuing a career in science in any type of science knows that reaching out with your research ideas and findings is a very essential part of being a researcher. But how to be skilled at reaching out to the public and different target groups with your new ideas providing the society with new knowledge and directions for future solutions?

We welcome all of our PhD members to a 3-day science communication course.

When:

Wed 24 – Fri 26 January 2018

Where:

Lecture room 4020, 4/F West Wing, Geophysical Institute, University of Bergen (entry from Jahnebakken 5 or Allégaten 70).

Organisers:

Norwegian research school network consisting of:

- IBA - Infection Biology and Antimicrobials
- NFIF - Norwegian PhD School of Pharmacy
- NORBIS - National Research School in Bioinformatics, Biostatistics and Systems Biology
- ForBio - Research School in Biosystematics
- DEEP - Norwegian Research School for Dynamics and Evolution of Earth and Planets
- Digital Life Norway Research School
- CHESS - Research school on changing climates in the coupled earth system

What will you learn?

In this course you will get training in communicating your own research and field to different target groups and how to reach out with your message. You will receive training on oral presentation skills especially focusing on voice usage and body language. The course will also provide you up-to-date knowledge on visualization and illustration theory, train you in how you can improve and become more strategic on how to visualize your own hypotheses and research, You receive individual feedback on visualization problems and illustrations in addition to your presentation skills, as well as learn how to better give and receive feedback.

You will learn how to:

- communicate your research and scientific field to different target groups (public, crowds, politicians, journalists etc.)
- better use of your voice and body language to convey your message in oral presentations
- use a selection of visualization techniques and methods to make complex research data understood by a wide range of audiences
- use basic tools to translate your research into a digital illustration
- find suitable approaches on how receive and give feedback

The course plan

We offer you a three-day course from Wednesday to Friday. Each day will be filled with inspiring lectures, practical exercises, group discussion and workshops as well as sessions for individual feedback on how you present your research ideas and message. All participants will be asked to hold a 5-minutes oral presentation of their research project on Day 3. The presentation and illustrations used in the presentation is to be prepared prior to course start. The participants might get inspired during the course days and are welcome to improve and make changes to the presentation before giving the presentation the final day. All students will be asked to participate in giving feedback on each other's work and presentations.

Preperations prior to course start:

Participants are asked to:

1. Prepare a 5 min oral presentation conveying your research idea which is to be presented on the final course day.

The target group for your presentation will be persons with higher educational background different from your own. Be aware not to use technical terms only understood by researchers in your own research field.

2. To draft of illustration(s)/figure(s) you plan to use in your presentation.
3. **Optional:** bring your research data. On the individual feedback session on Day 2 there might be an opening for participants to receive personal feedback from Jan Byska, Noeska Smit and Pina Kingman on visualization and illustration of your research data.

Contributors:

- **Synnøve Vindheim Svardal:** Synnøve Vindheim Svardal. Communication advisor at UiB. Svardal has long experience with training people in how to communicate a message. She is also a coach for the local Researcher Grand Prix-candidates.
- **Tane Høisæter:** Producer at DigUIB Learning and dissemination lab, University of Bergen (UiB). Tane Høisæter is a producer at UiB, and has worked several years as a journalist and copy editor for the two main broadcasters in Norway, NRK and TV 2. Experienced radio news presenter and live interviewer.
- **Pina Kingman:** Master degree in Biomedical Communications. Pina is an award-winning animator and film maker, focusing on telling scientific and medical stories so that the information is accessible to any audience; www.pinakingman.ca.
- **Noeska Smit:** Associate professor in the Visualisation group at the Department of Informatics, UiB, specialized in medical visualisation.
- **Jan Byska:** PostDoc in the Visualisation group at the Department of Informatics, UiB, specialized in molecular visualisation

24 January: Day 1

Science communication and target groups

09:00	Welcome and Introductions
09:30	Lecture: The importance of Science Communication <i>Synnøve V. Svardal</i>

10:15	Break
10:30	Lecture: Presentation skills. Voice and Body Language <i>Tane Høisæter</i>
11.15	Practical exercise: Practice and Perform
12:00	Lunch
12:45	Lecture: How to reach your target groups <i>Synnøve V. Svardal</i>
13:45	Break
14:00	Workshop: Tell it to...your grandma? <i>Synnøve V. Svardal and Tane Høisæter</i>
16:00	Wrap up and discussions
17:00	Dinner

25 January: Day 2

Visual communication of science

09:00	Coffee and lessons from yesterday
09:15	Visualization Theory: What, Why and How <i>Jan Byska and Noeska Smit</i>
10.15	Break
10.30	Scientific Illustration Theory: Design Principles and Visual Communication Techniques <i>Pina Kingman</i>
11:30	Individual feedback on visualization problems and illustrations <i>Pina Kingman, Jan Byska and Noeska Smit</i>
12.00	Lunch
12.45	Workshop: Visualization in Practice: Tools and Tricks <i>Jan Byska and Noeska Smit</i>
14.15	Break
14.30	Workshop: Illustration in Practice: Tools and Tricks <i>Pina Kingman</i>
16.00	Wrap up: Do's and don'ts in visualization and illustration <i>Pina Kingman, Jan Byska and Noeska Smit</i>
16:30	End of the day

26 January: Day 3

Presentation Day

09:00	Coffee and lessons from yesterday
09:15	How to give good feedback <i>Synnøve V. Svardal</i>
09:45	Break
10:00	Plenum presentations and feedback <i>Pina Kingman, Jan Byska, Noeska Smit, Tane Høisæter, Synnøve V. Svardal</i>
12.00	Lunch
12:45	Plenum presentations and feedback <i>Pina Kingman, Jan Byska, Noeska Smit, Tane Høisæter, Synnøve V. Svardal</i>
14.15	Break and snack

- 14.45** **Plenum presentations and feedback**
Pina Kingman, Jan Byska, Noeska Smit, Tane Høisæter, Synnøve V. Svardal
- 16:00** **Wrap up and final discussion**
- 16:30** **End of the day with snacks and drinks**