

Communicating Science: Molecular Biosciences Symposium 2019

Friday July 26 | start at 18.00 | program from 18.30 – 20.30 | open end

Bräustadel 18.00 Kick-Off Event: Pint of Science Communication with Wisskomm-Portal, Ring-A-Scientist, OpenD, and ProTest e.V.

Saturday July 27 | please be there at least 15 min before the keynote session #1

INF360 8.15 – 8.45 Registration

HBIGS Keynote Session

INF360 8.45 – 10.00 Dr. Tobias Maier (NaWik): “Increasing impact: How to communicate science to non-specialist audiences”

10.00 – 10.20 break

Workshop Session #1: 10.20 – 12.20

	WS1 (INF 360 / 007)	WS2 (INF 282 / 020)	WS3 (INF 306 / Sr13)	WS4 (INF 306 / Sr14)	WS5 (INF 306 / Sr18b)	WS6 (INF 282 / 001)
INF 360/ INF 306/ INF 282 (check the campus map for further information)	Dr. Tobias Maier (NaWik)	Wissenschaftskommun ikation.de	Max Wetterauer (Transfer Together)	Dr. Franziska Schwarz (SciVisto)	Dr. Caitlin Kight (University of Exeter)	Dr. Filip Port (DKFZ)
	“Communicating science using social media”	“Welcher Wisskomm Typ bist du?” (in German)	“How to become a science communicator: An introduction”	“Communicating Science by pen and paper – from labwork to labtalk”	“The Sounds of Science: Using podcasts for outreach”	“The paper- scientists and their holy grail”

12.20 – 13.20 Lunch break

Keynote Session #2 Andy Mabbett (Wikipedia): "Science in Wikipedia and its sister projects - how you can play your part"

INF360 13.20 – 14.30 Prof. Dr. Kräusslich (CIID): Science communication across disciplines and scientific cultures to address important problems of today's society

14.30 – 15.00 Coffee break

Workshop Session #2: 15.00 – 17.00

	WS7 (INF 306 / Sr13)	WS8 (INF 282 / 020)	WS9 (INF 282 / 001)	WS10 (INF 306 / Sr14)	WS11 (INF 306 / Sr18b)	WS12 (INF 360 / 007)
INF 360/ INF 306/ INF 282 (check the campus map for further information)	Rebecca Alvarado (MoBi/Tedx)	Andy Mabbett	Lars Fischer and Michaela Maya- Mrschtk (Spektrum)	Dr. Franziska Schwarz (SciVisto)	Dr. Caitlin Kight (University of Exeter)	Dr. Veli Vural Uslu (COS/FameLab)
	“Better presentations – TED style”	“How to use Wikidata as a scientist”	“The many ways scientists talk to each other”	“Communicating Science by pen and paper with a little digital help – good science, bad visuals?”	“The Sounds of Science: Using podcasts for outreach”	“From lab to fame in 3 minutes – How to pitch to everyone”

17.00 – 17.15 break

Wrap-Up Session 17.15 – 18.15

INF360 From lab to fame in 3 minutes - competition

BBQ at Botanical Garden from 18.30 (open end)

WS#	Host	Spots	Description
WS1	<p>Dr. Tobias Maier (NaWik)</p> <p>“Communicating science using social media”</p> <p>Lecture hall: 007 / INF360</p>	16	<p>How can scientists benefit from being present on social media and from communicating actively online? The NaWik-seminar “Communicating Science Online” offers a well-structured and comprehensive introduction to online media with a particular focus on how scientists can make most of Twitter, LinkedIn, ResearchGate and blogs. The following topics will be touched:</p> <p>Who communicates in the new media landscape?</p> <p>The digital profile and how to influence it</p> <p>Social networks and their benefit for scientists</p> <p>Digital tools for scholarly communication</p> <p>Preparation for the workshop: No preparation needed.</p>
WS2	<p>Wissenschaftskommunikation.de (in German)</p> <p>“Welcher Wisskomm Typ bist du?”</p> <p>Lecture hall: 020 / INF282</p>	20	<p>Schnell einen Tweet absetzen, kurz einen Blogbeitrag verfassen – Wer das nebenbei versucht, merkt schnell: So einfach ist es eben doch nicht, vor allem, wenn es um wissenschaftliche Themen geht. In diesem Workshop schauen wir gemeinsam mit den Teilnehmenden auf die Landschaft der Wissenschaftskommunikation, ihre Formate und Projekte. Außerdem stellen wir die Tools und Tipps auf der Plattform Wissenschaftskommunikation.de vor und machen den Test: Welcher Wisskommtyp seid ihr? Zum Abschluss starten wir in die Praxis und bringen zum Schreiben für Blogs, Social Media und Co das 1x1 der guten Texte mit.</p> <p>Preparation for the workshop: No preparation needed.</p>
WS3	<p>Max Wetterauer (Transfer Together/PH Heidelberg)</p> <p>“How to become a science communicator: An introduction”</p> <p>Lecture hall: Sr13 / INF306</p>	15	<p>As soon as you start spending your time voluntarily in libraries, seminars and lecture halls you will be asked: What do you work on? And it's not that easy to answer when your current paper is about the construction of biologically functional bacterial plasmids or a complex cellular mechanism. And “something scientific” is not quite a sufficient answer, is it? Thanks to the internet there are plenty of ways to talk about your research. Social Media, podcasts or video and even old school Social Media (blogging, it's still a thing) offer a broad, diverse and international toolkit for science communicators. In this workshop we will look at the different platforms, their pros, cons and requirements. You will not only learn how to find *your* platform, but also how to make the first step. And for that you need a strategy. By using design thinking methods, you will work on your very own strategy: Who's your audience? How do you reach them?</p> <p>Preparation for the workshop: No preparation needed.</p>

WS4	Dr. Franziska Schwarz (SciVisto)	20	<p>From Labwork to Labtalk: How visual note taking can improve your everyday planning and documenting results. And how it will help you doing literature research and preparation for seminars and talks. Effects may include better power point presentations and flip chart practice. (70% drawing)</p> <p>Preparation for the workshop: You will need pen and paper, which you will get at the registration. No further preparation needed.</p>
	Lecture hall: Sr14 / INF306		
WS5	Dr. Caitlin Kight (University of Exeter)	20	<p>Podcasting emerged over the first decade of the 21st century as a relatively cheap and easy way for communicators to create and disseminate audio content. Audience engagement with podcasts continues to increase year on year, and audio platforms offer scientists an opportunity to reach audiences in a creative and engaging way without having to invest heavily in training, tools, or dissemination. During the Sounds of Science workshop, participants will be given the tools to make podcasting a part of their science communication toolkit; in addition to learning about the logistics of podcast production and examining the characteristics that make podcasts engaging and popular, participants will also have an opportunity to implement their knowledge by creating and receiving feedback on a short podcast of their own. This session will be informed by the literature, real-world case studies, and anecdotes from the presenter's own experiences as a radio show host, podcaster, and multimedia science communicator.</p> <p>Preparation for the workshop: No preparation needed.</p>
	Lecture hall: Sr18bc / INF306		
WS6	Dr. Filip Port (DKFZ)	20	<p>Discovered something? - Write a paper. Need information? - Read a paper. Want a fellowship? - Have a paper. The paper plays a central role in the life of a scientist and is used for much more than the communication of research results. In this workshop we are going to discuss the culture of publishing and it's (mis)use in assessing science and the people who produce it. If you want to talk peer review, impact factor, open access, preprints, living figures, DORA, glamour journals, and more, than this workshop is for you.</p> <p>Preparation for the workshop: No preparation needed.</p>
	Lecture hall: 001 / INF282		

Afternoon Session

WS7	Rebecca Alvarado (TEDxUniHD)	20	<p>Better presentations. In this seminar, you will discuss the basics of presenting. You will talk about how to prepare and structure a presentation, visualize abstract concepts and speak well. Also, you will figure out what makes a good discussion after a presentation and how to remain confident when asked difficult questions. Rebecca Alvarado was the main organizer of two TEDxUniHeidelberg events and also has her own YouTube channel.</p> <p>Preparation for the workshop: No preparation needed.</p>
	Lecture hall: 001 / INF282		

WS8	<p>Andy Mabbett (Wikimedian in Residence with Coventry University)</p> <p>“How to use Wikidata as a scientist”</p> <p>Lecture hall: 020 / INF282</p>	20	<p>As Wikipedia is to encyclopedic prose, and Wikimedia Commons is to media files, Wikidata is all about structured data - a free linked database that can be read and edited by both humans and machines. Wikidata supports an increasing range of sites and services and benefits from a global community of editors and contributors. A significant proportion of its content describes academic/ scientific papers and journals, and their authors. Participants in this workshop will learn about Wikidata and its "notability" guideline for inclusion, and explore and edit Wikidata items, including their labels, aliases, properties and qualifiers.</p> <p>Preparation for the workshop:</p> <p>Each participant will create a Wikidata item about (at least) two scientific papers, so should bring a note of the metadata they would use in a citation, including DOIs and/ or URLs if available, having checked that the papers are not already in Wikidata. They will explore how scientists are using and contributing to Wikidata projects, and get hands-on experience of the tools they used, including Wikidata's SPARQL query interface, Scholia, Reasonator, and Mix'n'Match. This workshop requires a laptop, and a Wikipedia/Wikidata user account → please sign up at https://en.wikipedia.org/w/index.php?title=Special:UserLogin before the symposium, to save time on the day.</p>
WS9	<p>Lars Fischer/ Michaela Maya-Mrschik (Spektrum)</p> <p>Lecture hall: 001 / INF282</p>	20	<p>“The many ways scientists talk to each other”</p> <p>Two experienced science journalists will provide a brief overview of the different avenues of communicating research within the scientific community within an interactive seminar. (More information tba)</p> <p>Preparation for the workshop: You will need pen and paper, which you will get at the registration. No further preparation needed.</p>
WS10	<p>Dr. Franziska Schwarz (SciVisTo)</p> <p>“Communicating Science by pen and paper with a little digital help – good science, bad visuals?”</p> <p>Lecture hall: Sr14 / INF306</p>	20	<p>Good science, bad visuals: Finding and developing good visuals. For what you want to show, matching data with charts, bars or even images, planning graphical abstracts. Effects may include better image choice and more image collections. (50% drawing 20% tools and links)</p> <p>Preparation for the workshop: You will need pen and paper, which you will get at the registration. No further preparation needed.</p>

WS11 Dr. Caitlin Kight
(University of
Exeter)

“The Sounds of Science:
Using podcasts for
outreach”

Lecture hall: Sr18bc / INF306

20

Podcasting emerged over the first decade of the 21st century as a relatively cheap and easy way for communicators to create and disseminate audio content. Audience engagement with podcasts continues to increase year on year, and audio platforms offer scientists an opportunity to reach audiences in a creative and engaging way without having to invest heavily in training, tools, or dissemination. During the Sounds of Science workshop, participants will be given the tools to make podcasting a part of their science communication toolkit; in addition to learning about the logistics of podcast production and examining the characteristics that make podcasts engaging and popular, participants will also have an opportunity to implement their knowledge by creating and receiving feedback on a short podcast of their own. This session will be informed by the literature, real-world case studies, and anecdotes from the presenter’s own experiences as a radio show host, podcaster, and multimedia science communicator. (This workshop is also offered in the morning session.)

Preparation for the workshop: No preparation needed.

WS12 Dr. Veli Vural Uslu/
Uladzimir Barayeu

“From lab to fame in 3
minutes – How to pitch
your research to everyone”

Lecture hall: 007 / INF360

10

Do you want to learn how to present science in a fun and engaging way? Are you ambitious enough to try it against the clock in three minutes? Two FameLab finalists from COS/DKFZ will teach you how to convey your ideas, research and interests in an unforgettable way! You can take your favorite research topic and will prepare a creative 3-minute talk during the workshop. In the end you will get the unique opportunity to inspire your fellow students and win the “From Lab to Fame”-competition!

Preparation for the workshop: Before the workshop, the participants are encouraged to think of a scientific topic that they find exciting and write down their notes about this subject on an A4 page (around 300 words). If a participant doesn't have time to do so, s/he will be assigned to a random subject with a text provided by the organizers for the workshop. Later they are allowed to present whatever they wish for the competition. There will be prizes announced for the best 3 3-minute talks. The winners will be assigned according to the jury and the vote of the audience. The evaluation criteria for the jury will be content, charisma, verity and clarity.