ONLINE SCIENCE COLLEGE 2020

How is research perceived by the public and why is this important for me as a researcher?

Friday, 11 December 2020 // 09:15 – 14:30 h
Online by Zoom

PROGRAMME

09:00 Opening conference room Zoom

from 09:15 Welcome & Introduction to the day & the topic
Moderator: Prof. Dr. Wilhelm Löwenstein, Speaker RUB Research School

WHAT EXPERTS KNOW:
Kristin Raabe, Science Journalist: “What do we know about the public’s reaction to science in the media?”
Prof. Dr. Michaela Maier, Applied Communication Psychology, University of Koblenz-Landau: “Scientists and the Public - Communicating Scientific Uncertainty”

WHAT RESEARCHERS DO:
Melusine Reimers, Gründungsberatung RUB & doctoral researcher: “Once you go public you will never come back?”
Dr. Christian Klaes, Emmy Noether Group Leader Department of Neurosurgery, RUB “Making research public: why, how & what happens then?”

YOUR JOINT DISCUSSION WITH THE EXPERTS
How is research perceived by the public and why is this important for me as a researcher?

to 11:30 individual break (1 hour)

from 12:30 START SOME ACTION:
You and your research: Working out your public profile by drafting first contents for a potential individual homepage
Interview with Jun.-Prof. Dr. Malte Elson (Psychology of Human Technology Interaction, RUB) „Why personal websites are important for scientists“
Expert input Kristin Raabe: Strategies to communicate me as a researcher to non-expert audiences
Start the action: Drafting my own homepage
Target groups & Me-messages

to 14:30 end of Science College