

# 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

*sign up online  
by 04 December!*

#### 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