

Workshop in a Nutshell as part of the Teaching Assistantship Programme 2019

Sharing academic knowledge through digital media: Challenges and opportunities

Organizational details

Instructor: Ana Lúcia Migowski

Date: 3rd July 2019, from 16.00 to 20.00 h

Location: Campus Wirtschaftswissenschaften, Licher Strasse 68, D-35390 Giessen, room 020 (HS 020)

Content

Academics are usually concerned with exchanging their work and knowledge through peer-reviewed journals, books, and other conventional academic formats. However, envisioning other creative strategies can also produce a higher impact beyond academia. In this workshop, participants will be invited to reflect on the practice of public science and get to know contemporary strategies for sharing academic knowledge through digital media.

There is a pressing demand for the development of such competence, as misinformation spread via digital media networks constantly challenges scientific knowledge. In the “post-truth” age, we observe skepticism regarding intellectual work, for example, in anti-vaccination campaigns, flat-earth believers’ communities and the “fake news” phenomenon. The Internet, which represented for a long time the promise of unlimited access to information and improvement of the dissemination of knowledge, shows one of its “dark sides” with the spreading of lies and legitimation of retrograde movements. Scientific communication can potentially be one of the drivers of change in this scenario. However, where should scholars start?

In this workshop, participants will assess their current communication strategies as scholars and reflect on possible forms of improving it. The instructor will provide input on the concept of popular science, present the historical importance of media for this activity, and show examples of academic projects that explore the communicative potentialities of digital media. The 4-hours workshop will also involve practical exercises based on design thinking methods, collaborative work and group discussion. At the end of this workshop, participants will become more familiar with contemporary scholarly communication strategies and develop ideas for interesting projects in their respective fields of study.

Learning Targets

Workshop participants will be able to:

- Identify ways of communicating academic knowledge more effectively
- Reflect on challenges and opportunities posed by digital media to the popularization of science
- Analyze scholarly communication strategies and select those suitable for their particular purposes
- Apply basic design thinking methodologies to the creation of academic products
- Collect ideas for potential projects to be developed in the future

Target group

Students, Doctoral Candidates and Postdocs of all Faculties

Course language

English

Registration

Please register **by 26 June 2019** via e-mail at info@ggs.uni-giessen.de.