



european
science
engagement
conference

vienna, austria
9-10 may 2019

Horizon Talks- 3rd session: Thursday 10th May, 10:00 – 11:30 am

- ❖ Thinking Different for Producing New Formats on Science & Technology Communication

Paula Noya

Keywords: Navarra region, ADItech Technology Corporation, science and technology festival

ADItech Technology Corporation is the Coordinator Agent of the whole Innovation System in Navarra Region, in Spain. This new concept of a Regional Innovation System as a whole, beyond the own communication strategy of each Innovation Agent, implied a new Culture of Science and Technology Communication, successfully led by ADItech.

This approach is based on:

- New points of view. New focus on society. New elements.
- New languages and formats used by other cultural fields as cinema, theatre...
- New partners as Audio Visual Cluster, Film Archive, arts centres...
- New methods for the design of activities and solid evaluation based on evidence.

The main result is a new referent “SciencEkaitza” (www.sciencekaitza.com), the science and technology festival that created a promising context in which there are unlimited possibilities opened.

- ❖ STEAM Summer School: Not Just a SciComm Course

Edward Duca

Keywords: Science communication courses, STEAM transcultural science communication summer school, communicationg science through art

Intensive short science communication courses have flourished throughout the world. They serve a critical role in providing those interested in sci comm with a flavour of the breadth of skills and knowledge needed in the field, enticing many to become more involved. Many tend to cover the theory behind the field while teaching practical writing and communication skills. As part of

an ERASMUS+ project, the STEAM transcultural science communication summer school (run for the last 3 years) focused on combining STEM and the Arts within science communication fused with the theory, monitoring and management skillset needed.

The summer school involved six institutions and attracted over 50 participants every year. Participants had several short lectures coupled with interactive sessions, they also produced and marketed several science communication events including science stand up comedy and science theatre. Most remarkably the summer school has built a lasting network of alumni that continue sharing ideas and working together. More about the summer school can be read here: <http://steamsummerschool.eu/>

❖ The Art of Joined Expertise

Iris Ott & Marianne Eisl

Keywords: Natural History Museum Vienna, Ars Electronica, communicating science through art

In our Horizon talk we would like to share some insights and learnings about the collaboration between two rather different institutions: the Natural History Museum Vienna, a well-known museum with an extensive collection and which is carrying out fundamental research in a wide range of scientific fields, and the Ars Electronica, internationally known for its media art prix and festival, that is balancing on the nexus of art, technology and society with an interdisciplinary development and research think tank Futurelab that focuses on interactive exhibition pieces, future prototypes and art-science collaborations. As different as NHM and AE may look from the outside they share a common goal: engage and communicate scientific topics to and with the public. Now those institutions join their forces to design a new science engagement room in the Natural History Museum Vienna. If you are interested in our shared experiences, cross boundary collaboration and the opportunities and obstacles of co-creation, join us at our Horizon talk at EUSEA.

❖ Science Goes YouTube – Web Videos as a Tool for Science Communication

Marina Wirth

Keywords: Web videos for science communication, YouTube, 'Fast Forward Science' competition

Video platforms and social networks are especially important among students and 14- to 29-year-olds to inform themselves about science and research on the internet (see German survey Sciencebarometer 2018). These platforms are used for entertainment, as search engines and for tutoring on various topics from school to university. So how can we use web videos for science communication?

Based on our experiences with the web video competition Fast Forward Science, this horizon talk will give an overview of the characteristics of successful science videos and the development of the science-YouTuber community in Germany over the past 6 years.

❖ Changing Attitudes - Music as a Means

Milla Karvonen

Keywords: communicating science through music

Music, especially classical music, seems to be somewhat a neglected media in science communication, even though there are numerous classical works about science, and many composers extend their source of inspiration to science and scientists - from operas of scientists' lives to compositions based on actual scientific data.

What is the role of music in making scientific or environmental phenomena graspable, or even making people change their attitudes or behavior? In addition to literature, I seek views from composers, musicians, musicologists and science communicators working at the intersection of science and music: why compose about science, how can music be used to communicate science, enhance dialogue or even make a change?