



Science Communication for Early-Career Researchers

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Science Communication for ECRs?



- PhD candidates and postdocs become more media-savvy
- They learn how to communicate complex knowledge to a broad public
- To communicate properly one's research is a basic skill that will also help with the acquisition of third-party funding
- Outreach is deemed increasingly important for research assessment
- Necessity of training ECRs in science communication
- Present opportunities to transfer knowledge hands-on

Some Courses Offered by UZH Graduate Campus

- Storytelling skills for science communication
- Art & Science collaborations: Gaining a transdisciplinary toolkit
- Improvisation skills for researchers
- Voice training and public speaking skills
- Narration & storytelling for persuasive academic presentations
- How to give a presentation effectively and persuasively
- Storyboarding as a research tool
- Scientific poster design
- Pitch your research: Sales training for researchers



Value of Outreach

- By reaching out to society in novel ways, the University of Zurich presents itself as open and innovative institution
- Highlight the societal relevance and diversity of the University of Zurich
- ECRs communicate to society at large, not just peers
- Society can see how all kinds of disciplines conduct research on relevant topics
- Different kind of audience can be reached by collaborating with institutions of arts and culture
- Supporting other measures the university already engages in (as museums, public talks)



Challenges



Difference between media work and reaching out to society at large → media work can be very challenging and ECRs may be overwhelmed



Even though the importance of science communication and outreach is increasingly widely recognized, often universities don't give these tasks a high priority when it comes to ECRs and doctoral education



The voice of early-career researchers should be made heard to a broad public

