

KI Science communication course

PURPOSE: 2 HOURS OF EXERCISES TO LEARN ABOUT SCIENCE COMMUNICATION AND TO APPLY TO A SUBJECT OF THE STUDENTS' CHOOSING.

Exercises

- Perform a skills audit 5
- Get into groups representing a diverse range of skills 5
- Explain your skills to the group 10
- Each group member takes a deep dive into one of the following areas: Hooks, Storytelling, Audience 30
- Each group member reports back on their deep dive so that the whole group is up to speed 20
- Group chooses an area of research and puts together an outreach plan 20
- Group presents outreach plan in written form with Post-it's 10
- Groups review what everyone has posted and votes on their favourite ideas 5

Important Links

Each section of the course has a number of resources accessible via the following links

Storytelling

<https://www.youtube.com/watch?v=ERB7ITvabA4>

<https://www.youtube.com/watch?v=d1Zxt28ff-E>

<https://vimeo.com/1130147644/3a1c140265>

<https://vimeo.com/1129135889/0b2e51349e>

Hooks

<https://vimeo.com/1130150041/ce1f1c1c45>

https://www.youtube.com/watch?v=LBelOgKQL_M

<https://www.youtube.com/watch?v=OwPMU5-gbh4>

<https://fancycomma.com/2025/06/14/scicomm-hooks-for-traction-and-action/>

Audience

<https://vimeo.com/1130148653/82e2838118>

<https://theconversation.com/what-it-means-to-know-your-audience-when-communicating-about-science-111147>

<https://www.youtube.com/watch?v=eM8leT2tID4>

<https://www.dementiaresearcher.nihr.ac.uk/blog-communicating-your-science-effectively-know-your-audience/>

Getting your message out

<https://vimeo.com/1130153157/4f08e55369>

<https://vimeo.com/1130152064/24b7435f97>

<https://www.csescienceeditor.org/article/how-and-why-to-write-a-science-news-release/>

<https://vimeo.com/1130154842/609ac00494>