



# **BETTER Life**

## **How to create good space for science communication at universities – socially engaged environmental studies**

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Funded by  
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**BETTER  
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**WHY I'M HERE? 😊**

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Photo: M. Kończak

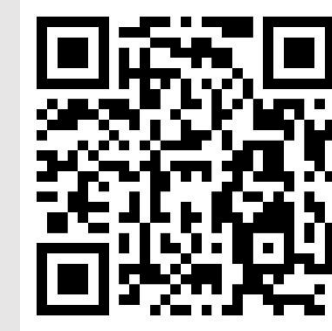


Photo: M. Kończak

## SCIENCE POPULARIZATION CENTRE SUT

an extra-faculty organizational unit of the Silesian University of Technology, Poland, which is promoting and popularizing science and research studies in cooperation with other University units and research centers in Poland and abroad



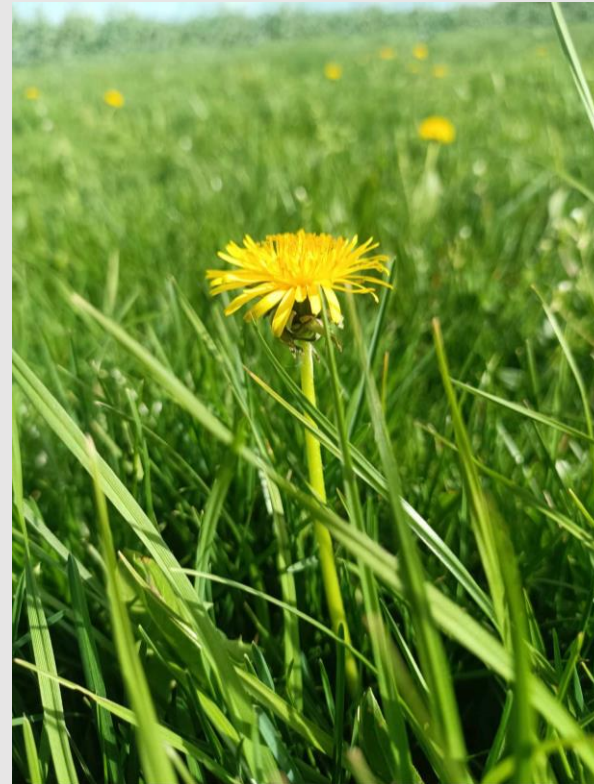
# ENVIRONMENT BIOTECHNOLOGY DEPARTMENT SUT



# WHY LIFE SCIENCE IS GREAT FOR SOCIALLY ENGAGED PROJECTS?



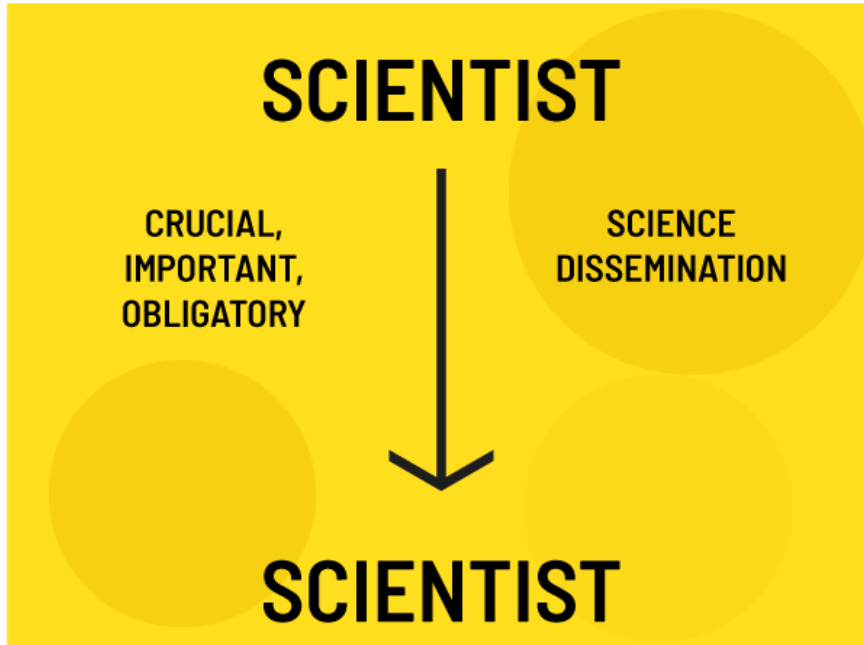
Photo: A. Ziemińska-Buczyńska



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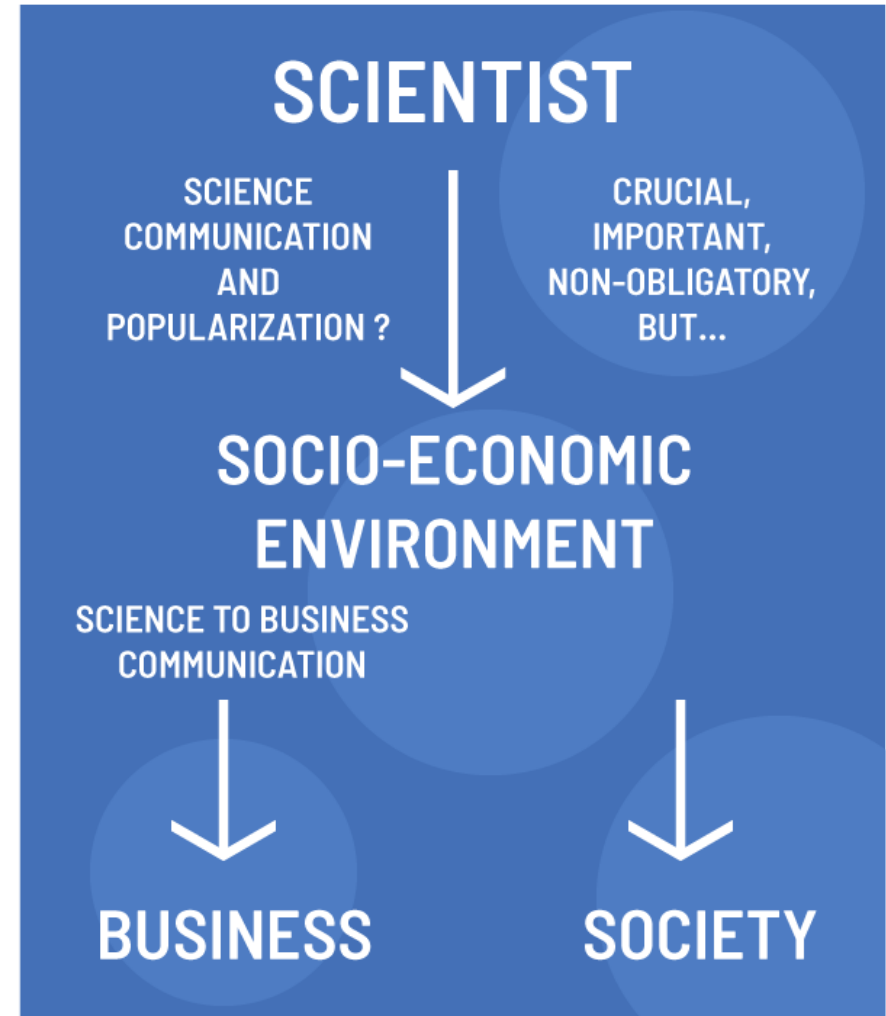


**INSIDE COMMUNICATION**



**SCIENCE  
COMMUNICATION**

**OUTSIDE COMMUNICATION**





## SCIENCE POPULARIZATION – WHAT’S THAT?

- presents science to a wide audience
- interests and encourages to the independent exploration of knowledge
- encourages the non-scientific recipient to scientific activities (citizen science)
- supports formal education, fills the gap in formal and informal learning (but does not replace it!)
- educates a knowledge-based society
- an educated graduate must be able to take part in the public debate, for which both substantive knowledge and communication skills are needed



# WHAT IS SCIENCE COMMUNICATION AND HOW TO START PERFORM IT EFFECTIVELY?

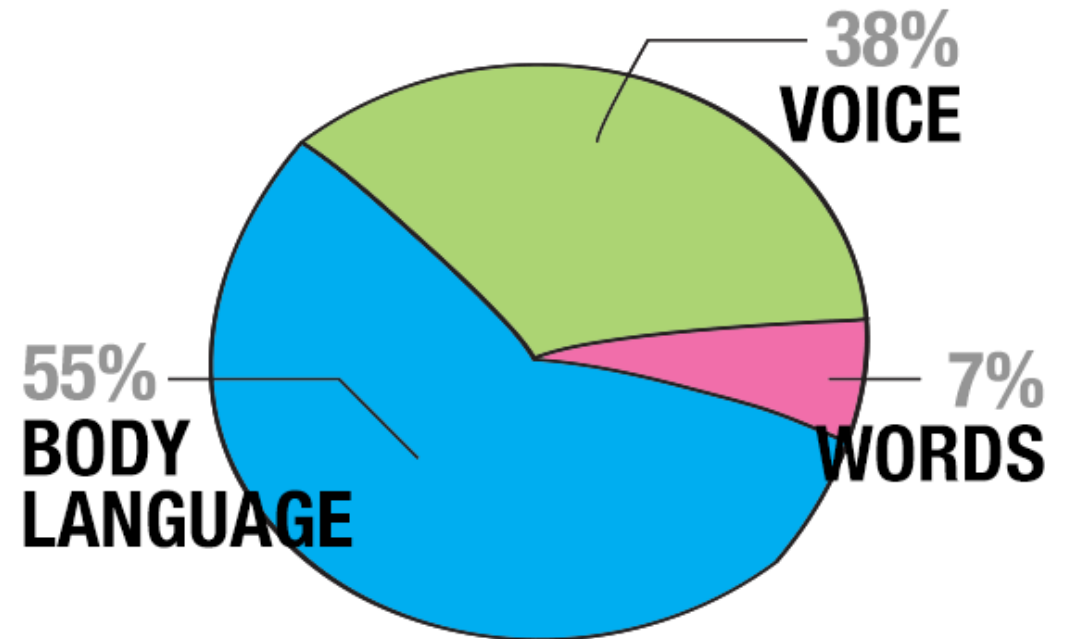
- Why and to whom I want to speak of "my science"?
- Which part of "my science" is important to the recipient?
- How to tell about "my science" interestingly? (clear and to the point, form, language, time, preparation!,)
- **Importance of take home message**



# SCIENCE COMMUNICATION - DO SCIENTISTS NEED IT?



# BETTER Life



Mehrabian & Ferris' research results of communication during a presentation.  
"Inference of Attitude from Nonverbal Communication in Two Channels"  
The Journal of Counselling Psychology 31,  
S. 248-252, 1967



## WHO IS THE AUDIENCE FOR SCIENCE COMMUNICATION AND POPULARIZATION?

- social-economic environment
- media



Photo: SUT archive

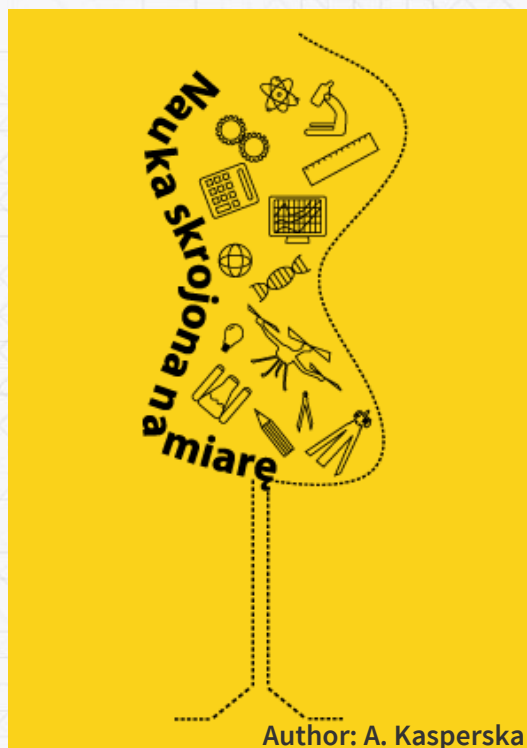
# **SOCIALLY ENGAGED SCIENCE - EXAMPLES**

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- **lifelong learning activities (of various „size”)**
- **original initiatives**
- **citizen science projects**

## The Third Age University of Technology

Photo: M. Kończak



Tailor made  
science

## LIFELONG LEARNING ACTIVITIES



Junior and Senior University of  
Technology



## RESEARCHERS' NIGHT AT SUT



Photo: SUT archive



Author: A. Kasperska



## Science Game Jam

robimy planszówki popularnonaukowe

**Kiedy:** 23.04.2018 w godzinach 12-20

**Gdzie:** Centrum Nowych Technologii, 2 piętro,  
sala konferencyjna 221D

**Kto:** każdy, kto lubi planszówki i chce zrobić swoją własną wersję gry popularnonaukowej

Organizatorzy:

Centrum Popularyzacji Nauki, GRAT  
Centrum Innowacji i Transferu Technologii  
Akademicki Inkubator Przedsiębiorczości  
Biuro Karier Studenckich, Rzecznicy Nauki

Zapisy:

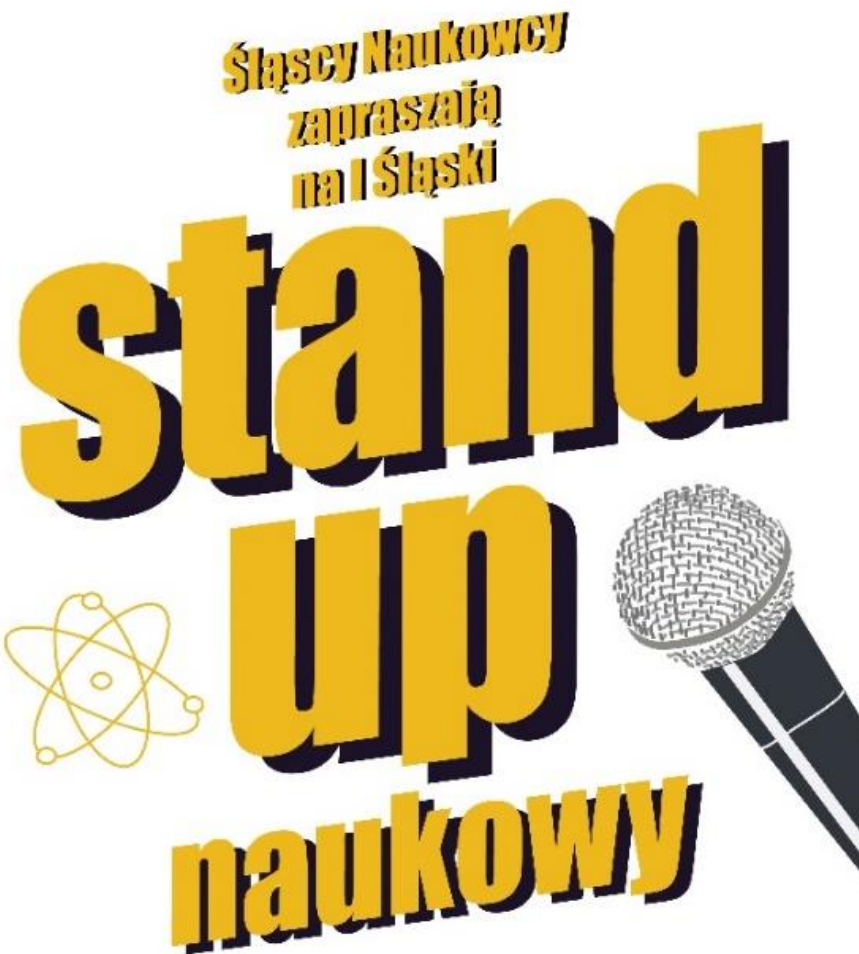
rip6@polsl.pl  
(liczba miejsc ograniczona)



GRAT



EXAMPLES OF ORIGINAL INITIATIVES



Śląscy Naukowcy  
zapraszają  
na I Śląski

# stand up naukowy

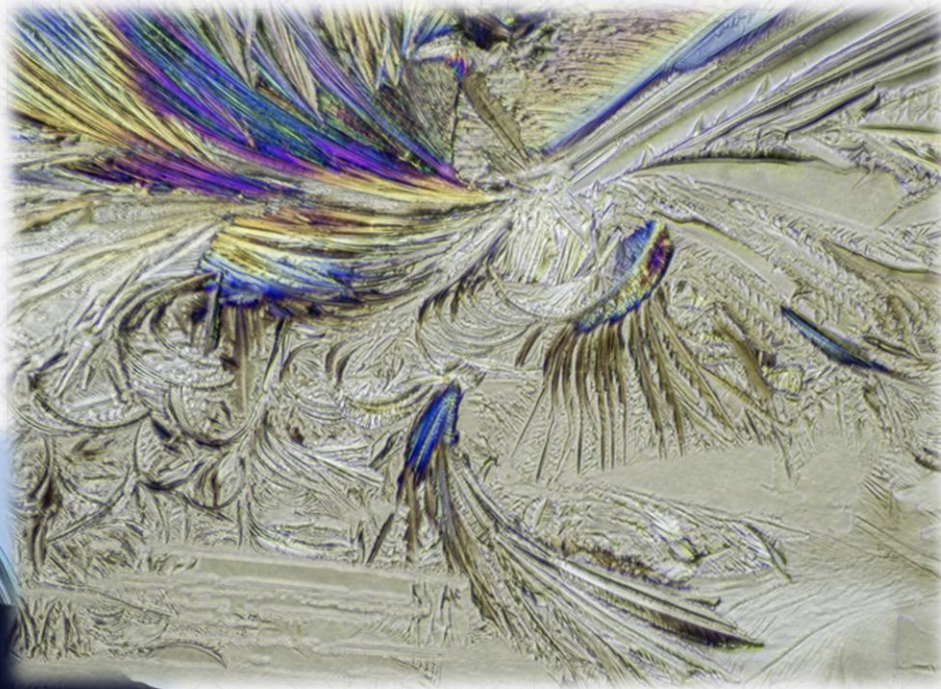
24 kwietnia 2018  
godz. 18:00  
Klub Studencki Sypiala  
wstęp wolny

Prowadzi  
**Antoni Syrek-Dąbrowski**





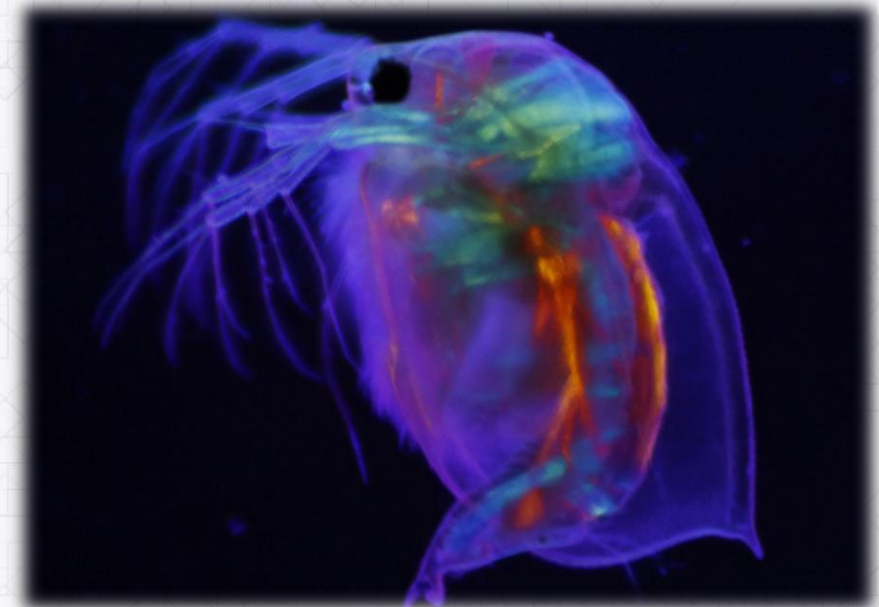
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Waterlife – exciting and  
beautiful  
„Kingdom”  
Author: Magdalena  
Bartkiewicz, Ph.D.



Photo: K. Pawlusińska, E. Solecka  
The Fisherman and the Goldfish;



**BacteriART - how to tell a story with bacteria?**



Citizen science – when non-professional participants contribute to data collection to advanced scientific research

- STAGE 1: identifying the problem
- STAGE 2: determining if citizen science is the right approach
- STAGE 3: designing the project
- STAGE 4: building the community
- STAGE 5: managing the data (planning, collecting, assuring, analyzing, describing and preserving, integrating)
- STAGE 6: evaluating the project

#### TAKE ACTION

- Present the results to the decision-makers
- Provide feedback to the participants





EnviroCitizen

Citizen Science for Environmental Citizenship: A Horizon 2020 Project

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# THE EXAMPLES OF THE CITIZEN SCIENCE PROJECTS



EnviroCitizen is a project that aims to research how to encourage environmental citizenship through engagement with citizen science. The project is funded by the EU



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## Citizen Science

Citizen science is data collection by members of the public to help answer research questions.

The Data Centre works to make biodiversity data and information more freely available in order to better understand and assist the protection of Ireland's biodiversity. An essential

CITIZEN



# CITIZEN SCIENCE PROJECTS TOOLBOX



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pl ▼

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## eu-citizen.science

Welcome to the platform for sharing  
citizen science projects, resources,  
tools, training and much more

HELLO

OLA

ПРИВЕТ

OLA

ALOHA

BUNA



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# HOMEWORK 😊

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- **Think how your research can be:**
  - presented essentially in 3 minutes (see slide 9)?
  - engaged in citizen science project (see slide 16 and QRCode)?



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THANK YOU

Contact me: [aleksandra.ziembinska-buczynska@polsl.pl](mailto:aleksandra.ziembinska-buczynska@polsl.pl)

