

Sissa Medialab

Dialoghi di scienza

Corso di comunicazione pubblica della scienza

Trainer: Simona Cerrato, Francesca Rizzato

Legnaro, 20 novembre 2018

P = presentazione W = workshop

Scienza e società	
9:00 – 9:15	Presentazione del corso
9:15 – 9:30	Rompiamo il ghiaccio: speed dating (W) Presentazione dei partecipanti
9.30 – 11.00	La scienza in pubblico (P) Introduzione generale alla comunicazione della scienza (pubblici, media, luoghi) e i tre principali modelli. Quali sono le tecniche più efficaci per raccontare la nostra ricerca a pubblici diversi?
11.00 – 11.15	<i>Stretching, caffè, discussione</i>
11.15 – 13.00	Inclusione sociale e di genere (P e W) La scienza può essere un mezzo potente per coinvolgere ed “empower” le persone, specialmente i bambini e le bambine, dando loro l’opportunità di scegliere, modellare liberamente il loro futuro e cambiare la società. Attraverso un discussion game si rifletterà sul grado di inclusione della propria istituzione o attività.
13.00 – 14.00	<i>Pranzo</i>
14.00 – 17.30 <i>Pausa caffè inclusa</i>	Raccontare la propria ricerca (P e W) Parte I: Un metodo in 5 fasi Linee guida ed esercitazione per presentare la propria ricerca in modo efficace a pubblici diversi.
17:30 – 18:00	Raccontare la propria ricerca (P e W) Parte II: Presentazione delle storie e discussione collegiale

Sissa Medialab does science communication with different media and to different audiences, with a network of thousands of scientists around the world in a strong international perspective. It aims both at the general public, from small children to adults, and to the scientific community.

Sissa Medialab is an in-house company of SISSA – International School for Advanced Studies. It started its activities with the Journal of High Energy Physics (JHEP), the first electronic journal specialized in the field, and now produces and runs the series of journals that include, in addition to JHEP, JCAP, JSTAT, JINST and JCOM.

Sissa Medialab organizes projects, events, educational programs, innovative products to communicate science to different audiences, collaborating with several companies and research centres, institutions and networks in Italy and abroad (including SISSA, CERN, INFN, INAF, ICTP, INGV, Sardegna Ricerche, MUSE – Museo delle Scienze, RAI, RCS MediaGroup, National Geographic) and participating in numerous European projects (Rethink, Europlex, Raise, SaltGiant, SiS Catalyst, Gatis, UniLHC, Elusive, Scoop, Fund, The Pilots, Sedec, CIS, Dotik). Sissa Medialab has designed and implemented several exhibitions and provided scientific consultancy for the creation of science museums and science centers.

Since 2005 Sissa Medialab has organized training courses for the explainers of science museums, and many courses in science communication dedicated to scientists and researchers. Organized in several European countries, and also in Brazil and Mexico for Latin-American professionals, these courses have involved a total of thousands of participants.

Sissa Medialab is an active member of Ecsite, the network of science museums and science centers in Europe, with whom it collaborates on innovative projects and training. It is also a member of the international network PCST, Public Communication in Science and Technology, and EUCU-NET, the European network of Children Universities.

From December 2011 Sissa Medialab also takes care of the SISSA outreach activities involving more than 100 volunteers from the PhD students and thousands of children each year.

It employs more than 20 people on site, has a network of suppliers and professionals in different fields (scientists, architects, designers, computer scientists, graphic designers, journalists, photographers, writers, illustrators, etc.) and thousands of employees around the world. In 2017 Sissa Medialab had an annual budget of over € 3 million.

Simona Cerrato

She graduated in Physics, specializing in Cosmic Physics, and then in Science Communication. Since 1989 she has been involved with communication of science, establishing an extended network of scientists, research institutions, universities and communicators all over the world. She has been working at Sissa Medialab since 2005 participating in various projects at an international level: institutional outreach activities, European projects on science and society, museum and exhibition design, as well as training courses for various audiences (scientists, museum explainers, science journalists, teachers, etc.), websites and magazines, science and mathematics school texts, scientific expeditions, documentary films.

Francesca Rizzato

She has a PhD in computational biophysics at SISSA, did a postdoc at the Physics lab of École Normale Supérieure in Paris from 2016 to 2018. She has joined in Sissa Medialab on July 2018. After discovering the world of computer programming at the university, she has dedicated time and energies to digital alphabetization of young people, especially those coming from disadvantaged social context and to girls, who are traditionally penalized in their possibility to reach science in general and coding in particular.