SYLLABUS DEL CORSO

Communicating research in the era of social media

2122-DOTT-MOD3

Title

Communicating research in the era of social media

Teacher(s)

Giuseppe Vizzari – Department of Informatics, System and Communication, University of Milano-Bicocca

Language

English

Short description

The course is aimed at providing a brief introduction of the topics related to research dissemination, starting from a short historical perspective on the communication of research, briefly discussing relationship with mecha-nisms of funding researches, and quickly reaching the current context, the associated requirements on research dissemination and exploitation (from the funding agencies and political stakeholders), describing current best practices, issues and opportunities. Some relevant social media channels, both generalists and specifically aimed at the research community, will be introduced, also with reference to their business model and controversies related to copyright infringement of shared papers.

The course will be structured into two frontal lessons (6h), a practical exer-cise (potentially carried out in small groups of students) in the definition of a dissemination campaign, and a public discussion of the proposals (at least

2h, based on the number of students undergoing evaluation).

Target audience: PhD students, best if in their first of second year.

Participants (min/max): Min 10, max 30

A detailed calendar will be defined no earlier than December 2021.

CFU / Hours

CFU: 1

Hours: 6 frontal lessons 2 (estimated) public discussion of projects

Teaching period

07/02/2022 2.00 pm – 5.00 pm

14/02/2022 2.00 pm – 5.00 pm

28/02/2022 2.00 pm – 5.00 pm