



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Communicating research in the era of social media

2122-DOTT-MOD3

Titolo

Communicating research in the era of social media

Docente(i)

Giuseppe Vizzari – Dipartimento di Informatica, Sistemistica e Comunicazione, Università degli Studi di Milano-Bicocca

Lingua

English

Breve descrizione

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 mechanisms 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 exercise (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 or second year.

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

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

CFU / Ore

CFU: 1

Ore: 6 frontal lessons _____

Periodo di erogazione

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
