UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

# COURSE SYLLABUS

# Communicating research in the era of social media

**2324-102R-03**

## Titolo

**Communicating research in the era of social media**

## Docente(i)

Giuseppe Vizzari

## Lingua

English

## Breve descrizione

**Objectives**
The course is aimed at providing a brief introduction of the topics related to re-search dissemination, starting from a short historical perspective on the com-munication of research, briefly discussing relationship with mechanisms of fund-ing research, and quickly reaching the current context, the associated require-ments on research dissemination and exploitation (from the funding agencies and political stakeholders), describing current best practices, issues and oppor-tunities. 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 dissem-ination campaign, and a public discussion of the proposals (at least 2h, based on the number of students undergoing evaluation).

**Target audicence**
PhD students, best if in their first or second year.

**Participants**
Min 10 Max 30

**Notes**:
A detailed calendar will be defined no earlier than December 2023.

## CFU / Ore

1 CFU / 8hrs

## Periodo di erogazione

01/03/24 09:30 am - 12.30 pm U6-01D
11/03/24 09:30 am - 12.30 pm U6-01D
18/03/24 09:30 am - 12.30 pm U7-15

**course registration on “Segreterie online”** 12/02/2024 - 26/02/2024

## Sustainable Development Goals

ISTRUZIONE DI QUALITÁ | IMPRESE, INNOVAZIONE E INFRASTRUTTURE