UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Communicating research in the era of social media

2526-102R-04

Title

Communicating research in the era of social media

Teacher(s)

Giuseppe Vizzari

Language

English

Short description

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

CFU / Hours

1 CFU / 8hrs

Teaching period

28/01/26 9.30 am - 12.30 pm U6-42
02/02/26 2.30 pm - 5.30 pm U6-42
18/02/26 9.30 am - 12.30 pm U6-42

course registration on “Segreterie online”: from 7/01/26 to 22/01/26

Sustainable Development Goals

QUALITY EDUCATION | INDUSTRY, INNOVATION AND INFRASTRUCTURE