



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Communicating research in the era of social media

2526-102R-04

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#### 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 communication of research, briefly discussing relationship with mechanisms of funding research, 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 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

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

**Sustainable Development Goals**

QUALITY EDUCATION | INDUSTRY, INNOVATION AND INFRASTRUCTURE

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