

Communicating Scientific Research, 7.5 credits

Forskningskommunikation, 7,5 hp

Course Code/Codes	20IK022, 20IK023, 20IK024
Subject Area	Informatics
School/equivalent	Handelshögskolan
Valid from	2014-06-01
Approved	2014-05-08
Revised	
Approved by	Head of School
Translation to English, date and signature	2015-09-01 Jgy

1 Course content

Scientific research has little value unless its findings and research process is communicated correctly to the right audience. Researchers active in the information age must therefore be aware of the channels of communication that are available and how scientists use them in an effective and easily comprehensible manner to present research activities and results.

Upon completing the course the research student should be able to communicate research findings in a clear and convincing manner to various audiences, such as academics, research funders, journalists and the general public. The research student shall be familiar with the various types of communication channels and be able to develop a personal communication strategy.

The course includes:

- Assessing various types of communication: analysis of research communication, successful as well as less successful. This includes analysis and comparison of the different interests of research communication strategies (e.g. from individual researchers, research groups, universities, research funders) in relation to various media, such as websites, brochures, social media, digital presentations, radio and television;
- Planning of communication strategy: to form a message, select the target, select the utilities (newspaper, website, social media, television, etc.) and to plan a communication strategy;
- Testing of the communications strategy: the planned communication strategy is tested to obtain feedback. This includes building relationships with the media and interested parties.

2 Outcomes

2.1 The course in relation to the doctoral programme

The course shall primarily refer to the following intended learning outcomes for third-cycle courses and study programmes as described in the Higher Education Ordinance, i.e. the doctoral student shall demonstrate:

Competence and skills

- the ability in both national and international contexts to present and discuss research and research findings authoritatively in speech and writing and in dialogue with the academic community and society in general (outcome 6)
- the capacity to contribute to social development both through research and education and in some other qualified professional capacity (part of outcome 8)
- the capacity to support the learning of others (part of outcome 8)

The intended learning outcomes are listed in the same order as in the general syllabus for the programme.

2.2 Intended course learning outcomes

To obtain a passing grade, the doctoral student shall demonstrate:

- 1) The ability to effectively disseminate research results within and outside the research field, to provide for interdisciplinary collaboration and increased visibility.
- 2) The ability to decide what is to be communicated in formal (e.g. within academia) and informal contexts (e.g. non-scientific audience), to whom it is communicated and how it should be communicated in an interesting and accurate way.
- 3) An understanding of how researchers get scientific results published in the proper channels.
- 4) The ability to develop a research communications strategy.
- 5) The ability to manage media relationships.

3 Reading list and other teaching material

The following course readings and teaching material will be used on the course:

The course uses the following textbooks and teaching materials.

The course is based on practical work for planning and testing a research communications strategy. Therefore, literature is selected based upon that which best supports the student in designing the chosen communication strategy.

Suggested reading:

Thomas, Jane E., Saxby Tracey A., Jones Adrian B., Carruthers Tim J.B., Abal Eva G., & Dennison William C. (2006). *Communicating Science Effectively: A Practical Handbook for Integrating Visual Elements*. IWA Publishing, 132 pp.

Hughes Christina (2003). *Disseminating Qualitative Research in Educational Settings*. McGraw-Hill International, 155 pp.

Kling Rob, Rosenbaum Howard & Sawyer Steve (2005). *Understanding and Communicating Social Informatics: A Framework for Studying and Teaching the Human Contexts of Information and Communication Technologies*. Chapter 6, Information Today, Inc., 216 pp.

Cheng Donghong, Claessens Michel, Gascoigne, Toss, Metcalfe Jenni, Schiele Bernard & Shi Shunke (2008). *Communicating Science in Social Contexts: New models, new practices*. Springer, 322 pp.

Laszlo Pierre (2006). *Communicating Science: A Practical Guide*. Springer, 214 pp.

European Commission Research & Innovation. A Guide to Successful Communication. Available via http://ec.europa.eu/research/science-society/science-communication/comstrategy_en.html

European Commission Communication Unit. Communicating EU Research. Available via <http://ec.europa.eu/research/science-society/science-communication/pdf/communicating-eu-research.pdf>

Natural Environmental Research Council, UK. Engaging the public with your research. Available via <http://www.nerc.ac.uk/latest/publications/resources/engaging-the-public/>

4 Teaching formats

Teaching on the course takes the following format:

- Lectures
- Seminars (required)
- Practical workshops (required)

5 Examination

The course is assessed through several examinations, which are graded individually.

1. Course Code 20IK022

Research Communication – strategy analysis – 2.0 credits

Communicating Scientific Research – strategy analysis – 2.0 credits

Oral analysis of research communication strategies. Refers to outcome 3.

2. Course Code 20IK023

Research Communication – communications analysis – 2.5 credits

Communicating Scientific Research – communications analysis – 2.5 credits

Oral analysis of research communication strategies. Refers to outcome 3.

3. Course Code 20IK024

Research Communication – individual strategy – 3.0 credits

Communicating Scientific Research – individual strategy – 3.0 credits

Oral presentation and defence of individual communications strategy. Refers to outcomes 1, 2, 4, and 5.

6 Grades

Examinations on third-cycle courses and study programmes are to be assessed according to a two-grade scale with either of the grades ‘fail’ or ‘pass’ (local regulations).

The grade shall be determined by a teacher specifically nominated by the higher education institution (the examiner) (Higher Education Ordinance).

To obtain a passing grade on examinations included in the course, the doctoral student is required to demonstrate that he/she attains the intended course learning outcomes as described in section 2.2. Alternatively, if the course consists of multiple examinations generating credit, the doctoral student is required to demonstrate that he/she attains the outcomes that the examination in question refers to in accordance with section 5.

A student who has failed an examination is entitled to a retake.

If an examination consists of several examination components, and a student fails an examination component, the examiner may, as an alternative to a retake, set a make-up assignment with regard to the examination component in question.

A doctoral student who has failed an examination twice for a specific course or course element is entitled, upon his/her request, to have another examiner appointed to determine the grade.

7 Admission to the course

7.1 Admission requirements

To gain access to the course and complete the examinations included in the course, the applicant must be admitted to a doctoral programme at Örebro University.

7.2 Selection

Selection between applicants who have been admitted to doctoral programmes at Örebro University and who otherwise meet the admission requirements as listed above is made according to the following order of precedence:

- 1) Applicants from Informatics
- 2) Research students admitted in the Research School in Technology-Mediated Knowledge Processes
- 3) Applicants admitted to **research studies** at Örebro University.

If no other selection criteria are specified in this section, priority shall be given to applicants with a lower number of course credits left before the award of their degree over applicants with a higher number of remaining course credits. Should two or more students have equal number of credits, selection will be done through the drawing of lots. This also applies within any selection groups listed unless otherwise stated.

7.3 Other applicants than doctoral students admitted at Örebro University

Other applicants than doctoral students admitted at Örebro University may be given access to the course on the grounds of provisions for and/or agreements regarding contracted courses, joint degrees, national graduate schools or cooperation in other respects with other universities.

Any decisions on what such other applicants may be given access to the course are made separately and on the basis of the provisions and/or agreements that occasion the student to apply for the course.

8 Transfer of credits for courses, study programmes and other experience

Provisions on the transfer of credits can be found in the Higher Education Ordinance and on the university's webpage.

9 Other information

The language of tuition may be English or Swedish, depending on the participants' language skills. The literature is mainly in English.

The course is offered in modules, depending on research students' needs.

Research students who have been admitted to a course have the right to receive tuition and/or supervision for the duration of the time period specified for the particular course to which they were accepted. After that, the right to receive tuition and/or supervision expires.

Transitional provisions