

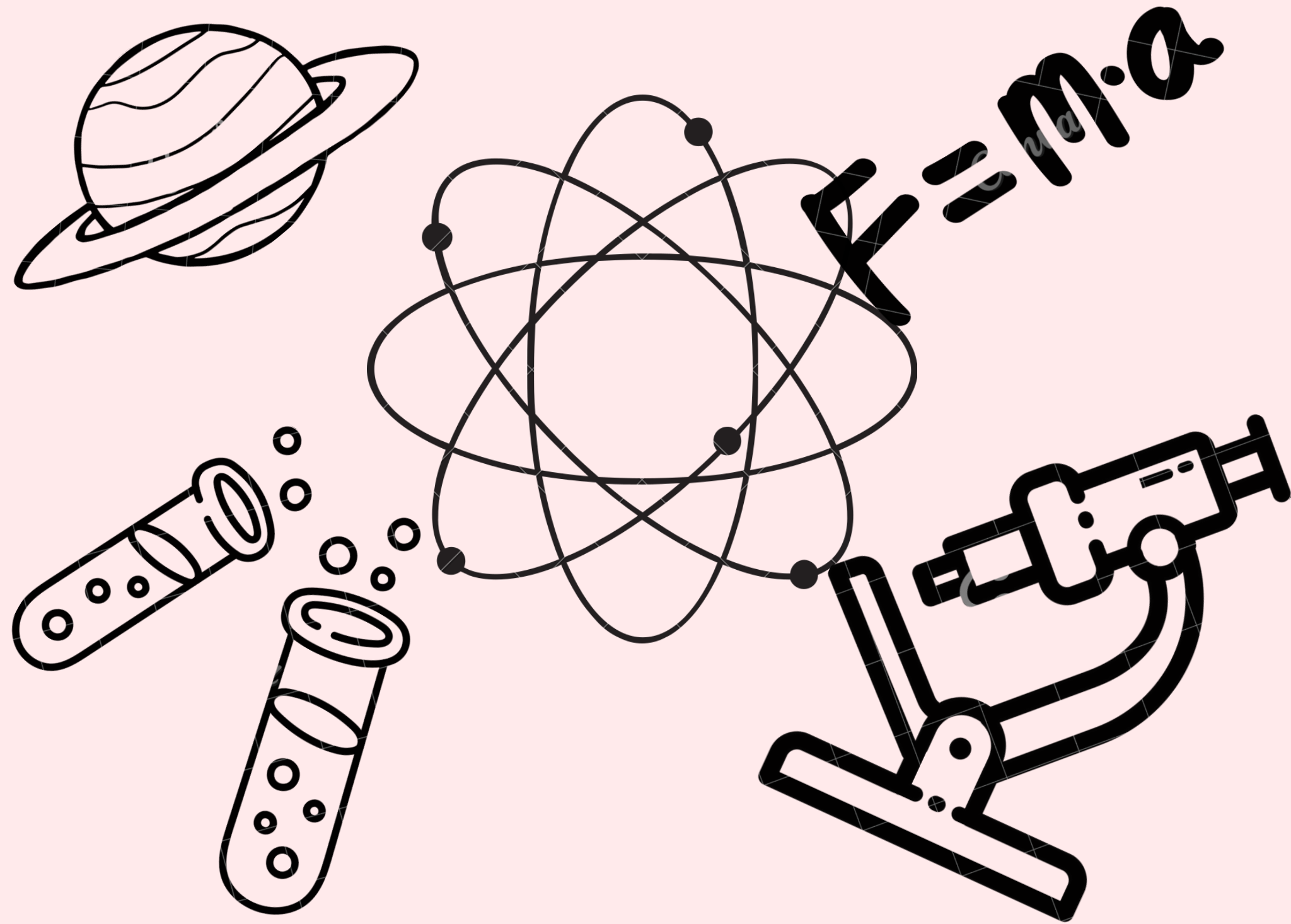


Welcome!!

**Thank you for
joining us today.**



Science Communication



Star Gilrs Africa 2023



Victoria Samboco



About Me

- I'm from Mozambique
- BSc Honours in Meteorology (Atmospheric Science)
- I'm a Master's student in Radio astronomy (SA)
- Maths as Physics Tutor
- Passionate about Astronomy outreach
- I love to observe the night sky

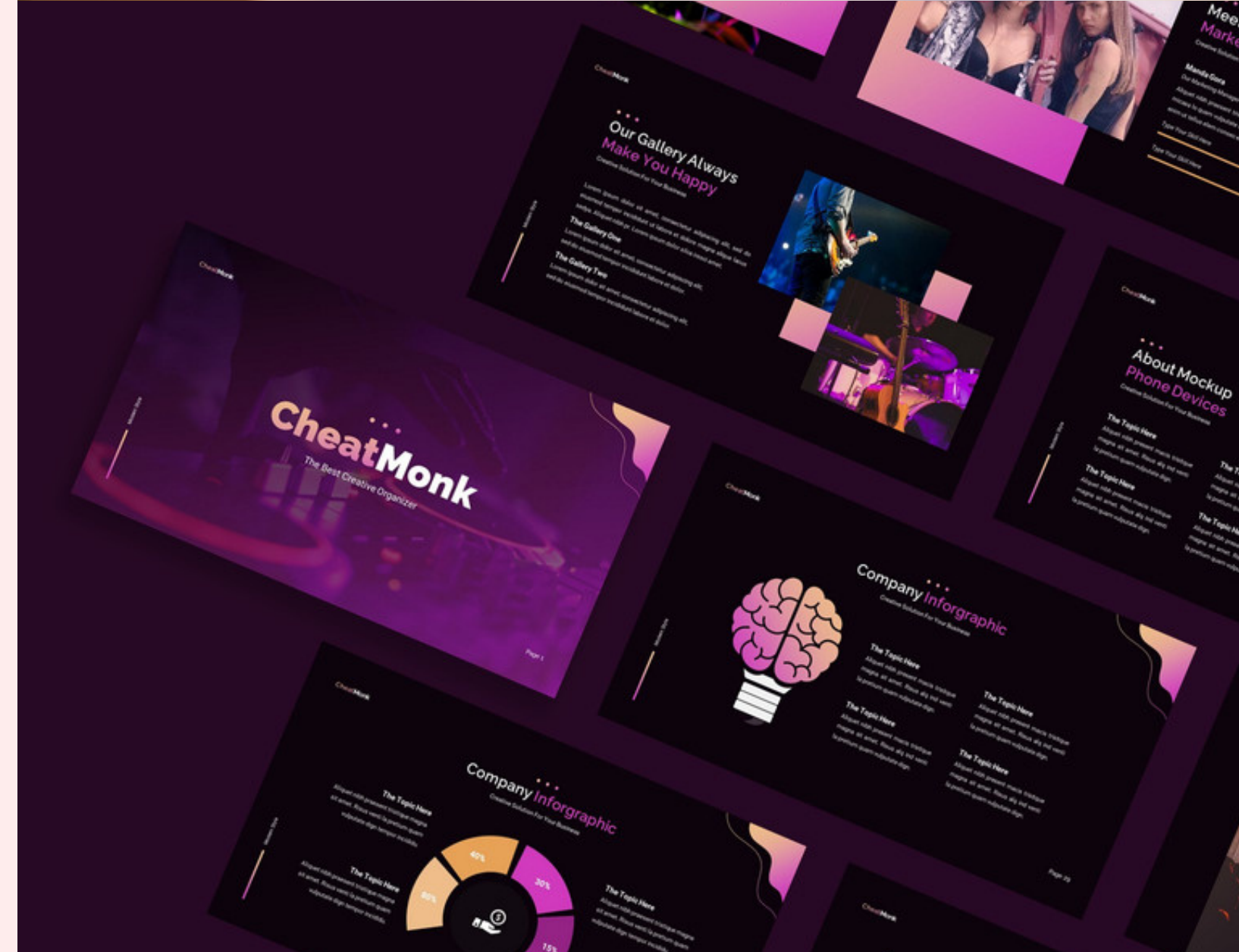


Tatenda Mazambani



About Me

- High school research student.
- specialize in life sciences and bioenergy systems (renewable energy).
- Society for science alumni.
- UI/UX and graphic design.
- I enjoy networking and baking.





What are we going to learn today?



- What is Science communication?
- Why is science communication important?
- How do scientists share scientific information?
- Which methods do Scientists use to communicate science In Africa?
- Possible Challenges when communicating science in Africa
- **Activities/Discussions!!!**

Expectations

What are you looking forward to?
what do you expect from the program?



Expectations

What do we expect from you?



Active participation

- Take notes, ask questions when in doubt and learn as much as possible.
- Rise your hand or write on the chatbox.
- Don't be shy.



Respectful Behavior

- Respect your colleagues
- Respect the facilitators
- Respect different opinions.



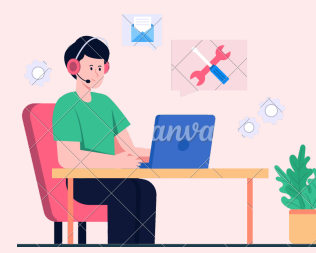
Be on time

Everyone is expected to be on time, engaged, and proactive.



Technical Readiness

- We expect internet issues, but be sure to communicate in case of any technical issues!
- Use the internet and Google as a helpful resources to learn!



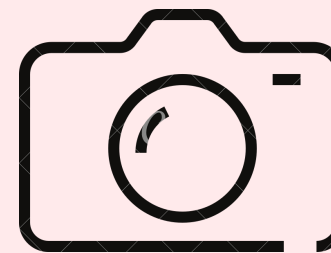
Attention and Focus

- Minimize distractions during class.
- Stay focused on the topic being discussed.



Camera on

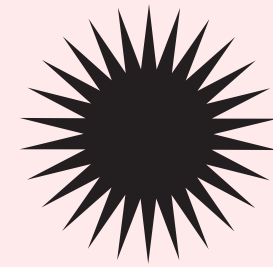
- It will help us to know you and your colleagues
- Mute your mic



Be creative and Have FUN!!!!!!



What is science communication



Science + Communication



Science communication is the process of explaining complex scientific ideas and discoveries in a simple and understandable way to non-experts.

Why is Science Communication important?



Science communication plays a crucial role in the development of societies and the advancement of knowledge and technology. Its importance can be seen in various aspects of development:

Sharing Knowledge: Science communication makes scientific information accessible to everyone, regardless of their background or education. It empowers individuals to make informed decisions in their personal lives and as citizens.

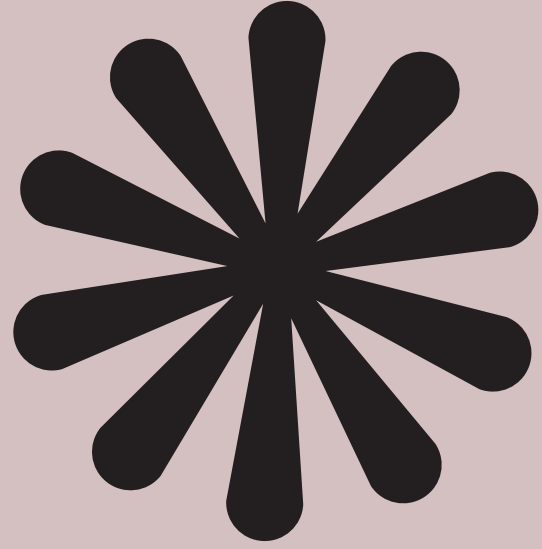
Advancing Scientific Knowledge: Effective science communication disseminates the latest research findings, allowing scientists from different fields to learn from each other's work. This cross-fertilization of ideas accelerates the advancement of scientific knowledge.

Promoting Innovation and Technological Progress: By making scientific discoveries accessible to industry, policymakers, and entrepreneurs, science communication drives innovation. It helps in the development of new technologies, products, and solutions to address societal needs.

Public Health and Safety: In the context of public health, science communication is crucial for conveying vital information about diseases, preventive measures, vaccinations, and health-related practices. This leads to better public health outcomes and reduced risks to society.

Breakout room discussion

2 (10min)



1. The science of science communication, what it is and why it matters

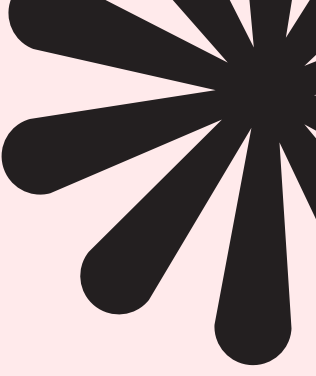
https://drive.google.com/file/d/1_EOsotKPH0EcbTNnfvUHdP4IlMLOpOwM/view

2. What coronavirus genomes can tell us about the pandemic and science in Africa

<https://sciafmag.com/2020/04/17/what-coronavirus-genomes-can-tell-us-about-the-pandemic-and-science-in-africa/>

- What did you find interesting about these two articles?
- Why do you think science is underfunded in African countries?
- What are some of the ways the writers of the articles used to convey their facts and ideas?
- What are some of the ways you see that science being underfunded in African societies affects you as a person?
- What do you think needs to be done?

How do scientists share scientific information with the public



- **Social Media:** Engaging with the public through platforms like Twitter, Instagram, and Facebook to share research findings and answer questions.
- **Public Lectures and Talks:** Scientists give talks at schools, museums, public events, and conferences to present their work and promote science awareness.
- **Infographics and Visuals:** Using visuals, such as infographics, charts, and diagrams, to simplify complex scientific concepts.
- **Popular Science Writing:** Articles and books written for the general public that present scientific concepts and discoveries in an engaging manner
- **Citizen Science:** Involving the public in scientific projects, allowing them to participate actively in research and data collection.

Challenges faced when trying to share scientific information with the public in Africa

- Language Diversity
 - Gender Inequality
 - Language Barriers to Research
 - Cultural Perceptions
 - Lack of Funding
 - Limited Access to Education
 - Digital Resources
 - Cultural Perceptions
 - Brain Drain
-



Breakout room discussion 2 (10min)

Discussion

- **How do you think we can overcome these challenges?**
- **WHY DO WE NEED TO HAVE GOOD SCIENCE COMMUNICATION?**
- **SHARE WITH US FROM YOUR EXPERIENCE.**





Closing-reflection

1. What were you most proud of today?
2. Where did you encounter struggles today, and what did you do to deal with them?
3. What do I need to improve my learning experience tomorrow?

Thank you!!!

