

Science communication in Social Sciences and the Media: the story of an improbable friendship

Authors:
Susana Ambrósio & Maria Helena Araújo e Sá
Research Centre for Didactics and Technology in Training of Trainers, Department of Education and Psychology, University of Aveiro (PORTUGAL)

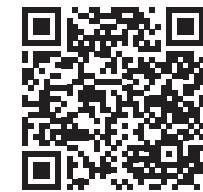
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More about these initiatives

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Science communication (SC) initiatives contribute greatly to shaping the science-society relation over time and Universities and their researchers have a main role in the appropriate development of that relationship, regardless of the communication channel chosen.

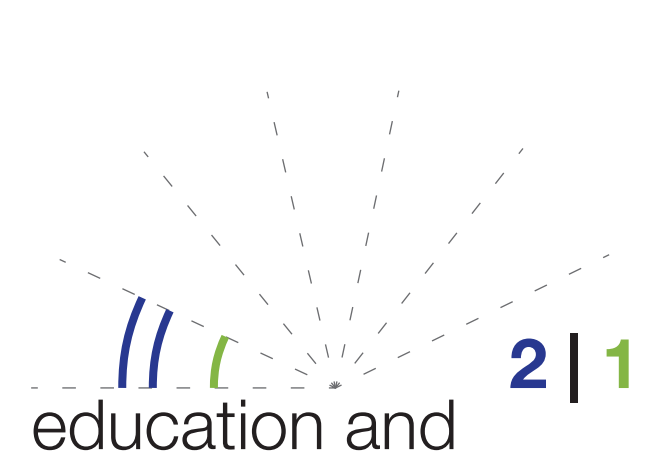
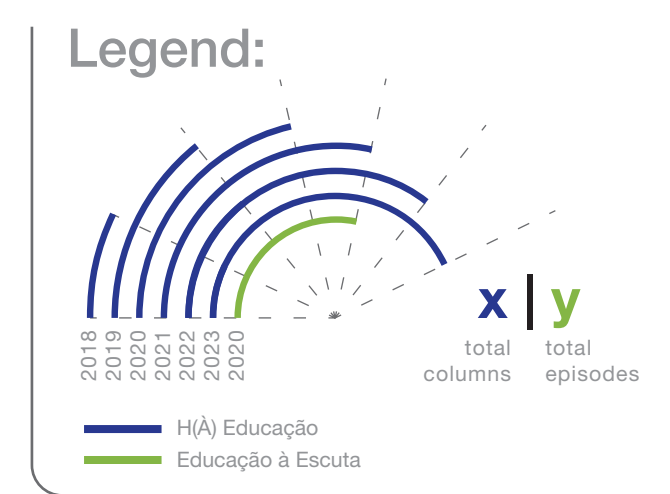
One of these channels is the Media, in spite of the news about science compete in space and time with other types of news. Moreover, within "science" the Media do not consider all the science fields in the same way as Social Sciences (SS) are perceived as less scientific, less interesting, less authoritative or even irrelevant when compared to Natural Science (NS).

Bearing this in mind and also acknowledging that SC about Social Sciences is scarce, a Research Centre in Education designed two challenging SC initiatives in partnership with regional media. The initiatives intended to contribute to scientifically support citizens' perspectives on Education, also known as common sense, since it seems that everybody has an opinion about Education topics regardless of all the science around it. These initiatives also intended to promote open science and enhance SC practice among researchers.

The first initiative started in 2018 and it is a biweekly column called (H)À Educação (There's Education) in a regional newspaper. The second initiative was entitled Educação à Escuta (Listening Education) and took place during 2020. It consisted of a weekly talk, live on regional radio station, in the morning show, in which researchers talked with the hostess about various topics in the area of education.

We intend to present these two initiatives in more detail, underlining that Media and SS, apparently improbable friends, can be strong allies in SC and enhance common ground between multiple role players, as researchers, citizens and social actors. We also intend to underline the importance of collaboration with actors from outside academia, namely media with local/regional audiences, as they are an important platform to reach out a more inclusive science communication.

Keywords: Science Communication in Education; Newspaper; Radio; Research Centre; Media

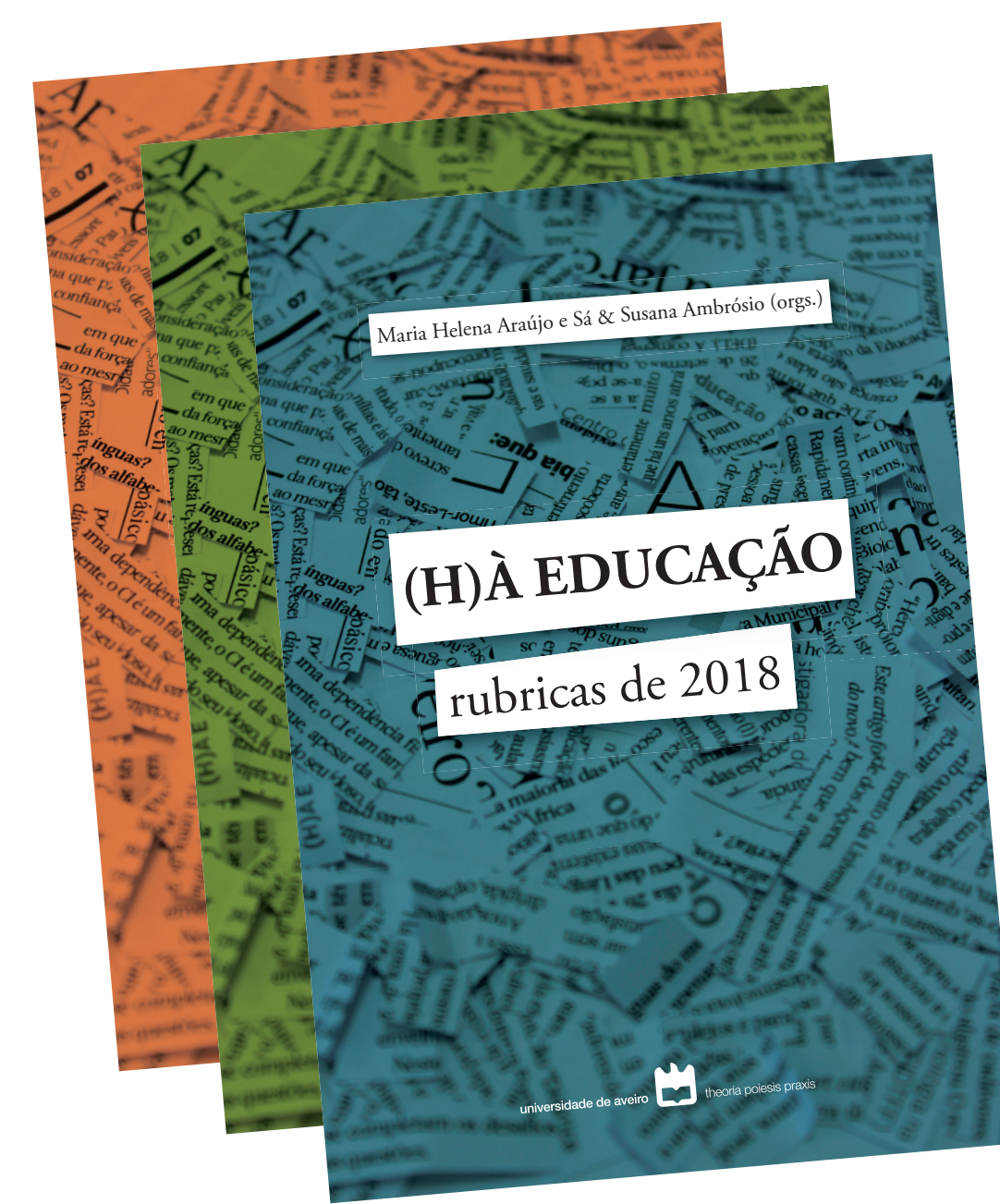


(H)À EDUCAÇÃO

column on the newspaper

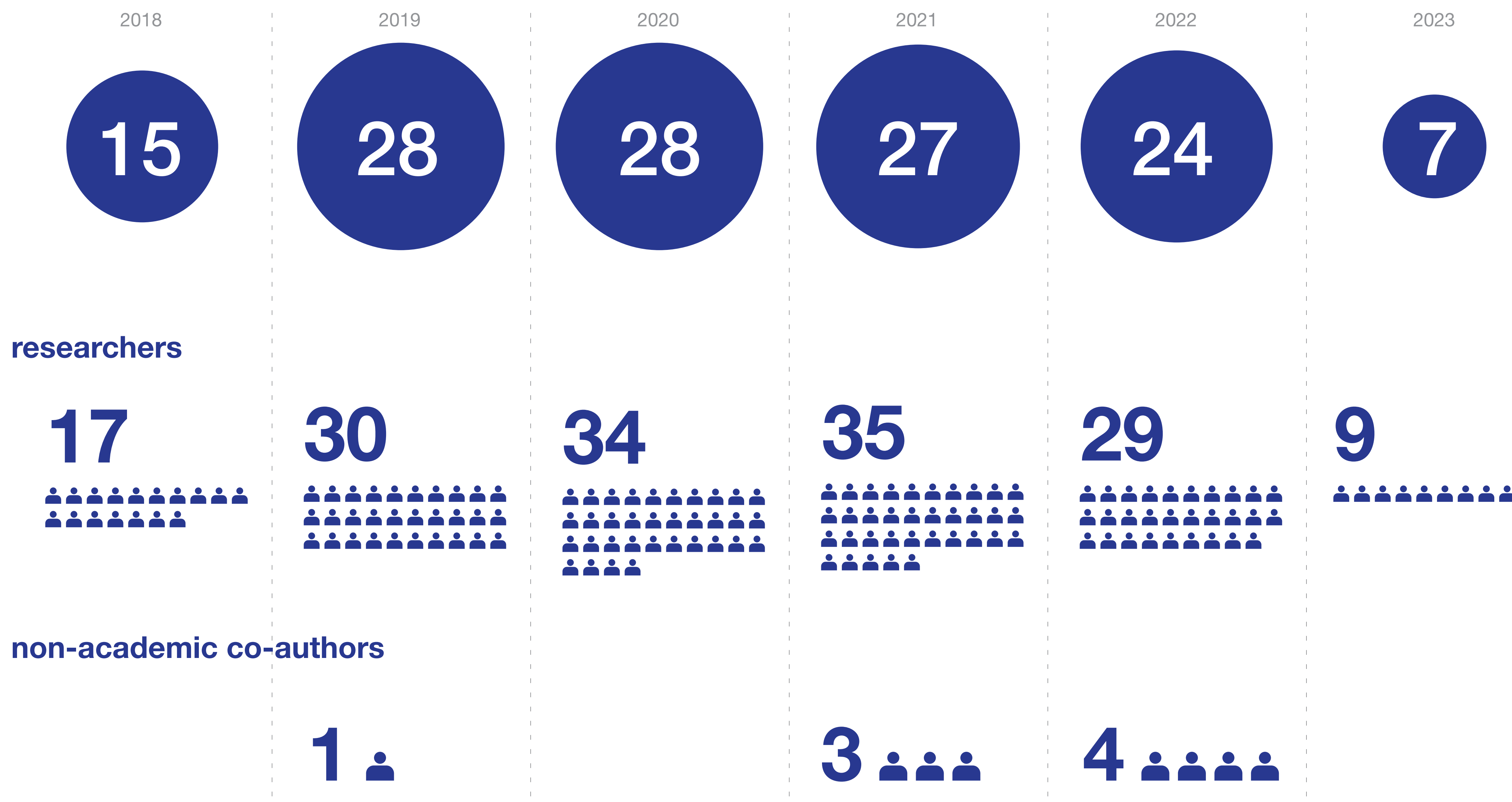
Diário de Aveiro

since 2018-06-28



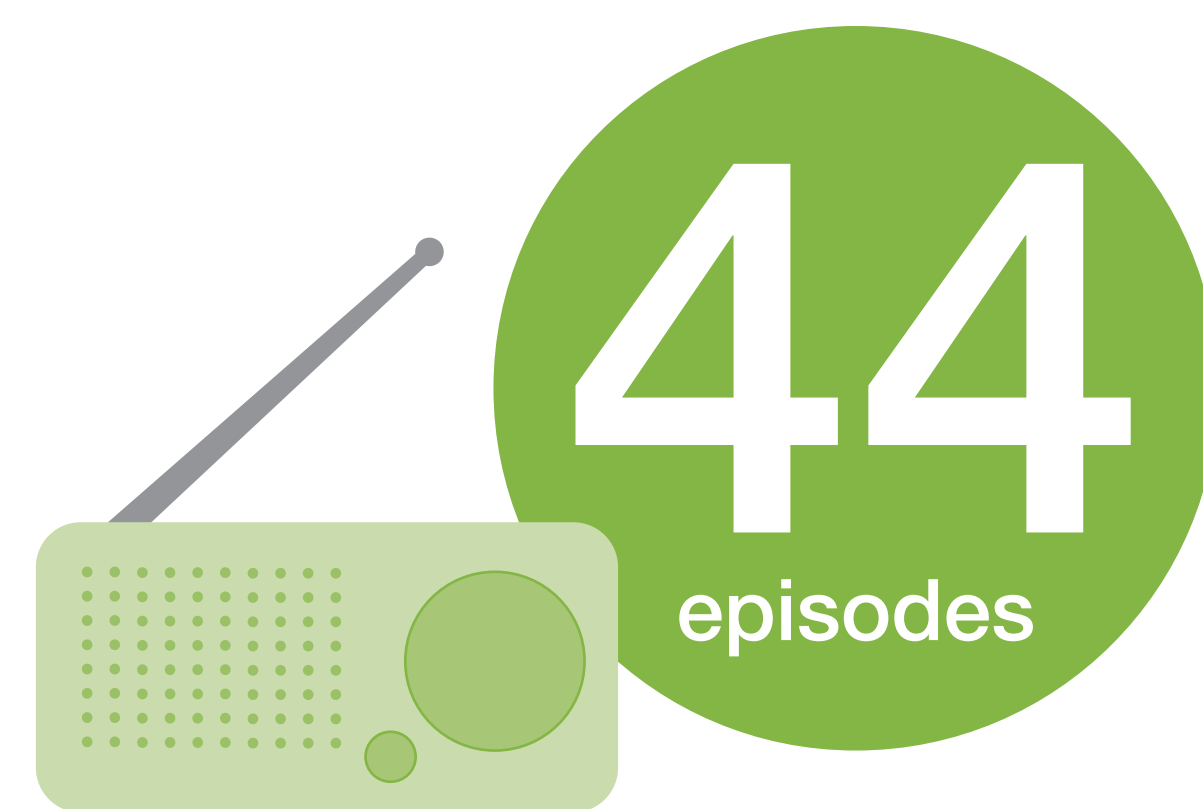
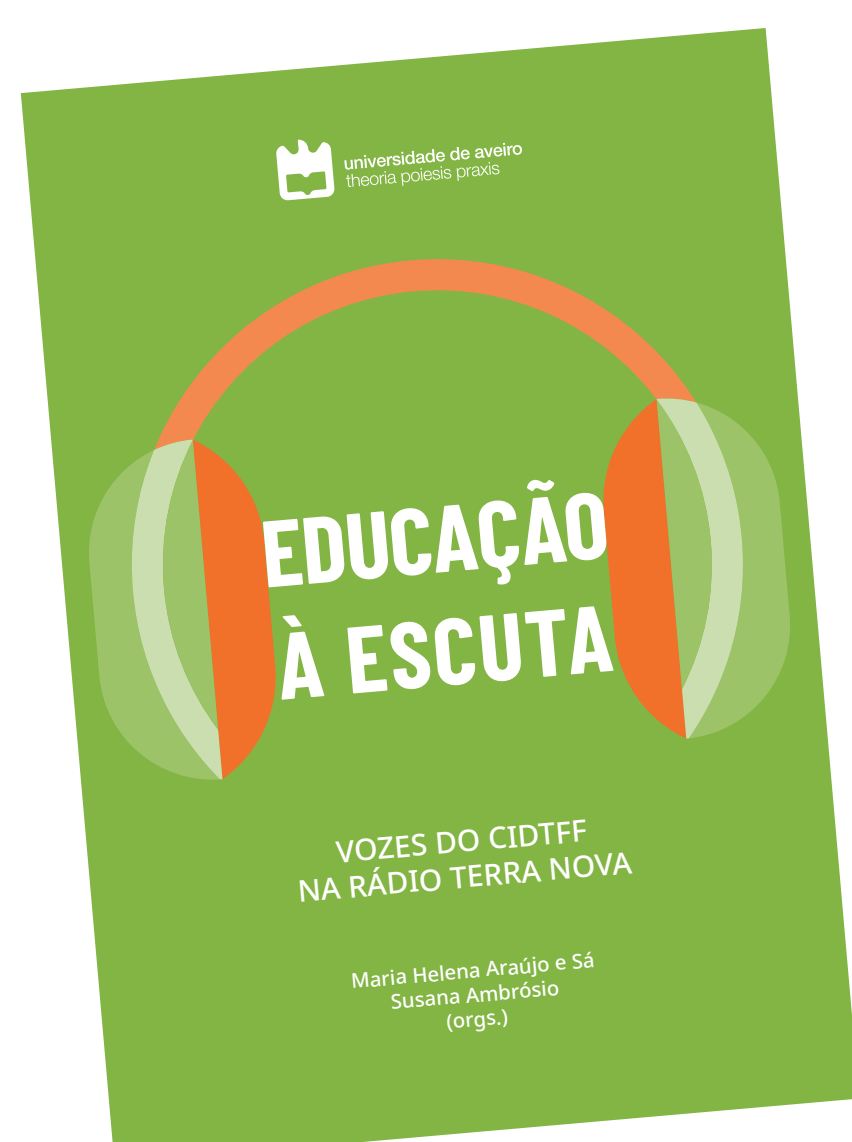
3 published books

published columns per year



podcast on the radio
terranova

from 2020-02-17 to 2020-12-16



column and podcast addressed themes

