

Science Slam – Science communication meets digital strategy

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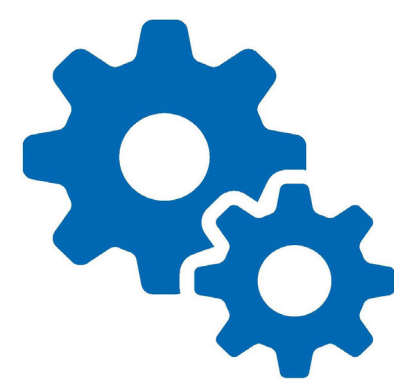
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The format, methodology & target group

The science slam as a science communication event intends to facilitate a closer and more open exchange between the university and the public. This particular format provides the audience with an entertaining access to scientific content and to the university as an institution, thereby strengthening the off-campus relations and increasing citizen engagement. When participating in science slams, a key aspect is to limit topics to the most essential in an entertaining way. Due to the time restriction, the speakers are required to communicate in a clear and concise manner. This dialogue on a range of topics including current events and interesting aspects of everyday life, can lead to citizens of all ages being more engaged, active and motivated to contribute to the solution of societal problems.¹



Practical examples: Science Slams in Mittweida and Leoben

Two science slams were piloted within the framework of RE-EURECA-PRO at Mittweida University of Applied Sciences and Montanuniversität Leoben. Both aimed at the civic society as well as academic staff and students. The events have been streamed live on Youtube and Twitch allowing viewers to ask questions in the chat. The spectrum of speakers ranged from seasoned scientists to students. They each got 10 minutes to present their scientific (research) topic. After the presentation, the audience voted on the best contribution. The event in Mittweida took place in a location away from the university campus and was accompanied by a live music band, while the Science Slam in Leoben was moderated by one of the most popular radio presenters from Antenne Steiermark, Thomas Axmann. Both Science Slams were successful and reached a large audience: from students to professors and members of the public.



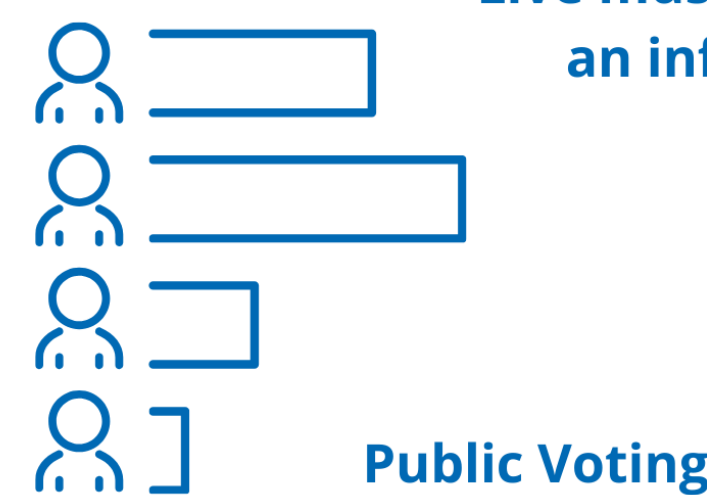
„Kurze Rede, nachhaltiger Sinn“ at HSMW



10 min. presentation



Live music and snacks to create an informal atmosphere.



Public Voting



Science Slam Leoben at MUL



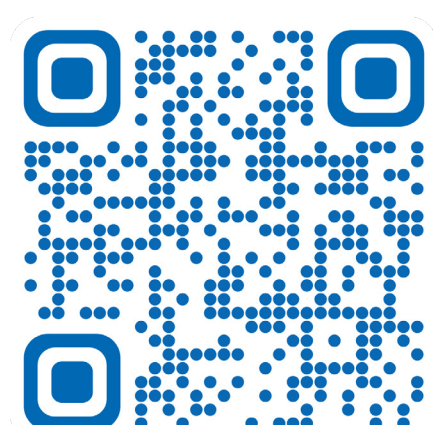
Sustainable science communication requires a suitable digital strategy

In order to reach a broad audience from the host town as well as neighbouring places, a digital strategy is just as important as a setting that facilitates accessible, appropriate communication and an open atmosphere. Various channels are used to promote the event (Instagram, Youtube & Twitch) and certain tools have proven to be helpful during the event to motivate the audience both on site and online (Mentimeter). The event format itself enables scientific content to be communicated to a diverse audience, thus strengthening links with the non-university environment and with the general public. At the same time, the digital strategy for events of this kind was tested and refined in terms of effectiveness and conceptualization.

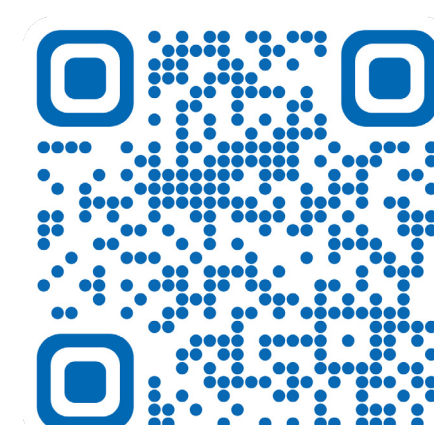
HSMW is in charge of the work package „Citizen Engagement and Societal Knowledge“ within the framework of RE-EURECA-PRO. The aim is to make research approaches, results and the knowledge created by the European University on Responsible Consumption and Production visible and accessible to the general public.

¹ Niemann, P., Bittner, L., Hauser, C., Schrögel, P. (2020). Prodesse et delectare: Science-Slams in der Wissenschaftskommunikation. In: Niemann, P., Bittner, L., Hauser, C., Schrögel, P. (eds) Science-Slam. Springer VS, Wiesbaden. https://doi.org/10.1007/978-3-658-28861-7_1

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Science Slam



RE-EURECA-PRO

