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UK Science & Innovation Network

Science Communication

postřehy ze Spojeného království

Otakar Fojt

10. listopadu 2020

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Proč je třeba komunikovat vědu?

- **Odborné sdílení:** Miliony vědeckých publikací a patentů zveřejňovaných ročně umožňují více než sedmi milionům aktivních vědců sdílet své znalosti, pokračovat ve vytváření znalostí nových a přetvářet poznatky v nové technologie a poznání užitečné pro společnost.
- **PR:** V dnešní době se bez marketingu a dobrého PR věda neobejde
- **Popularizace vědy:** Předávání odborných vědeckých znalostí široké veřejnosti a seznamování veřejnosti jak s novými objevy, tak se samotným principem vědecké práce a metod, inspirace.
- **Vzdělávání**: Předávání vědeckých znalostí je třeba k vzdělávání nové generace studentů a odborníků tak, aby měli široký přehled z řady různých oborů.
- **Poskytování relevantních informací**: Vědci a odborníci jsou v dnešní době třeba také k tomu, aby veřejnosti poskytovali pravdivé odborné znalosti populární formou. Odborné informace jsou třeba i pro státní správu, zákonodárce a legislativní přípravu.
- **Vyvracení mýtů a falešných zpráv**: v sociálních médiích a ve výrocích (ne)odborníků
- **A hlavně proto, že věda je úžasná a naše kvalita života závisí na výsledcích vědy a inovací**

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Proč je třeba komunikovat vědu?

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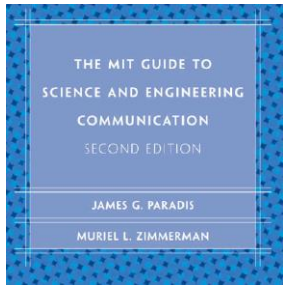
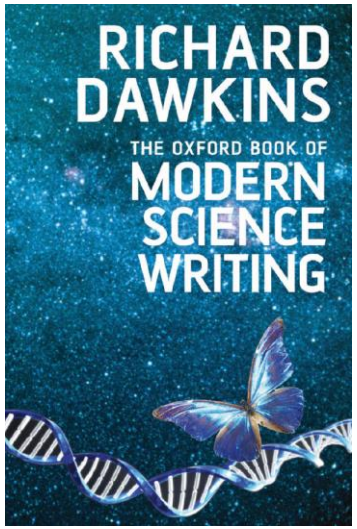
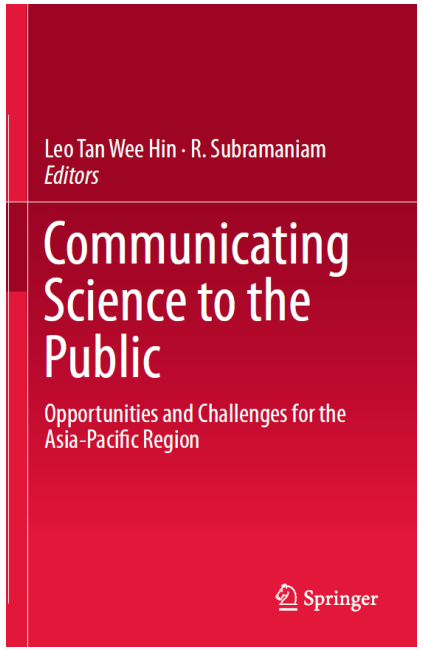
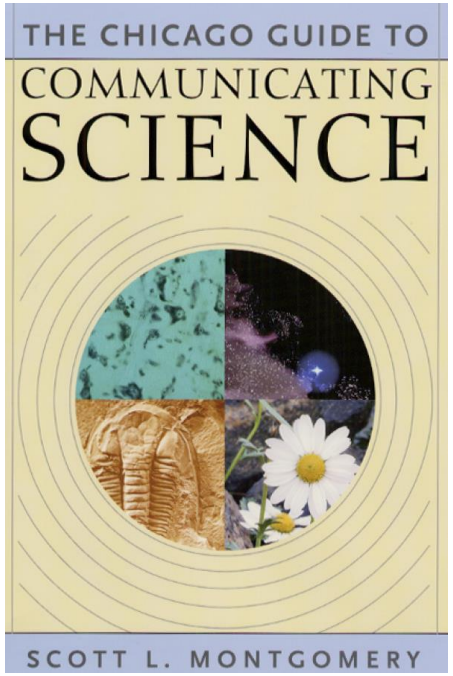
Vědecká komunikace je zavedená profese

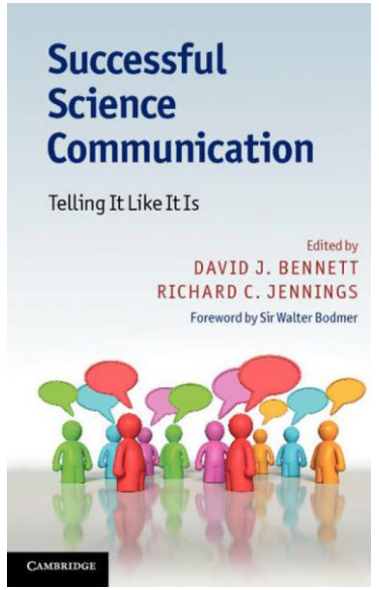
Má svou praktickou i akademickou část

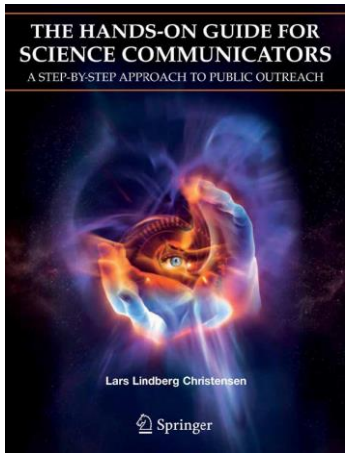


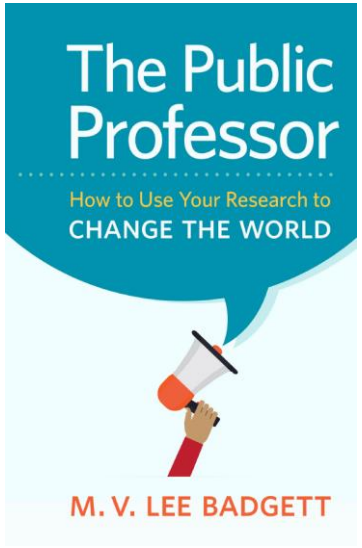


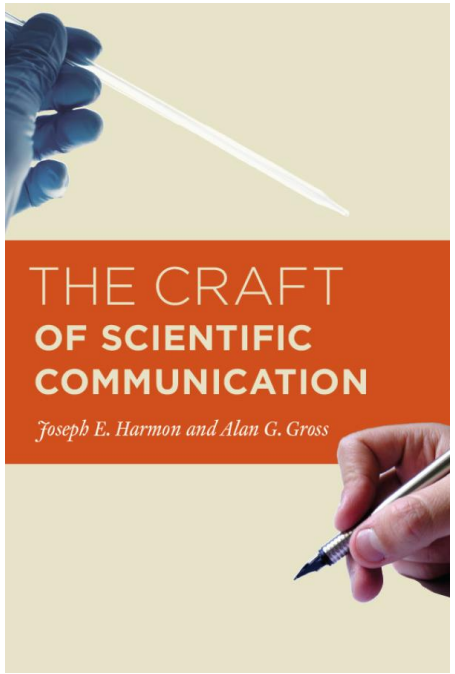












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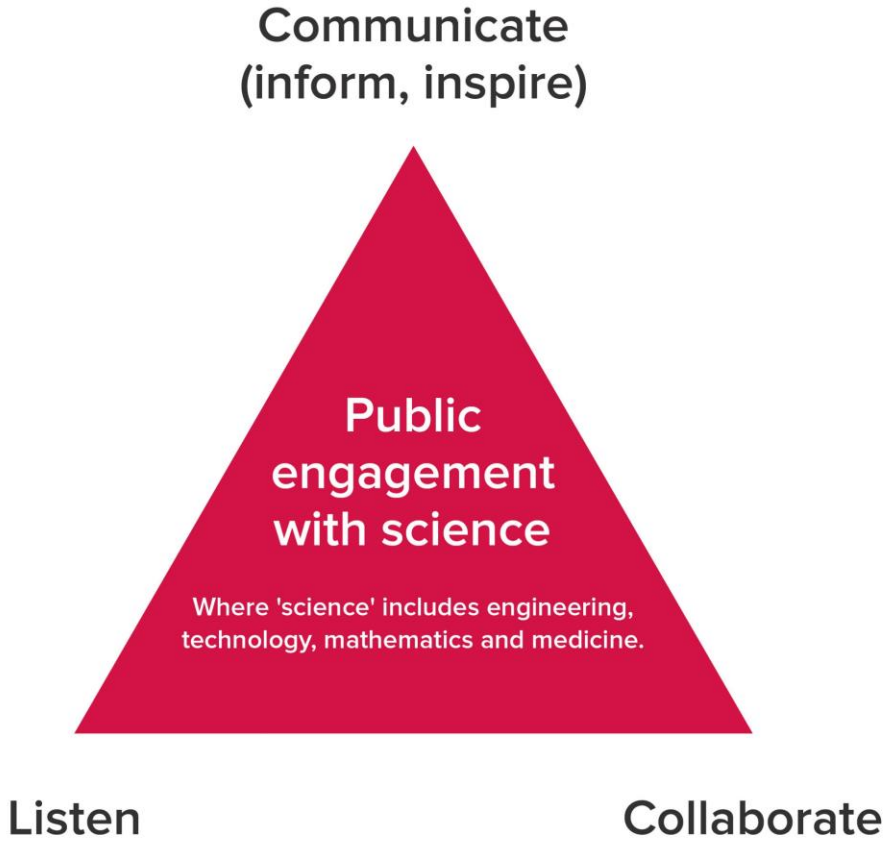
Trojúhelník komunikace s veřejností o vědě



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Britské organizace, které komunikují vědu

wellcome trust

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UK Association for Science and Discovery Centres

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ROYAL ACADEMY OF ENGINEERING

NATIONAL MARITIME MUSEUM

NATURAL HISTORY MUSEUM

BRITISH ACADEMY for the humanities and social sciences

BBC

absw ASSOCIATION OF BRITISH SCIENCE WRITERS

Ri The Royal Institution Science Lives Here

UKRI UK Research and Innovation

THE ROYAL SOCIETY OF EDINBURGH

smc Science Media Centre where science meets the headlines

STEM COMMUNICATORS NETWORK

Imperial College London

BRITISH SCIENCE ASSOCIATION

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UCL

Británie má ve vědecké komunikaci velkou tradici

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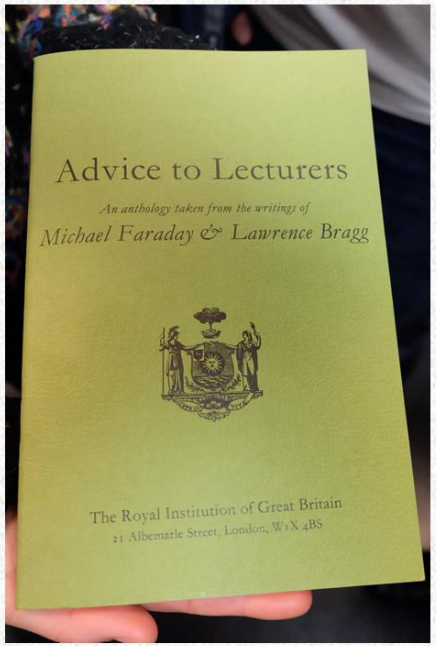
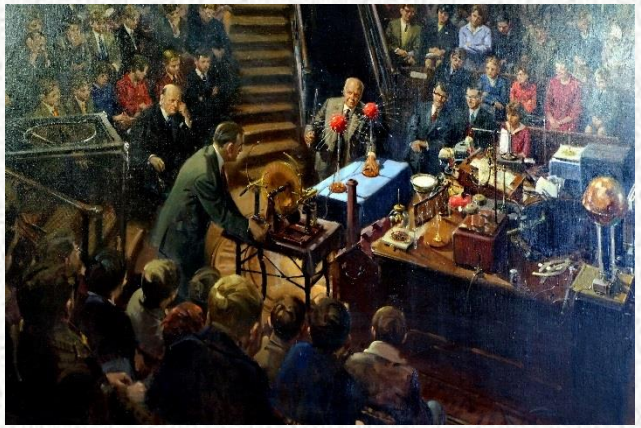
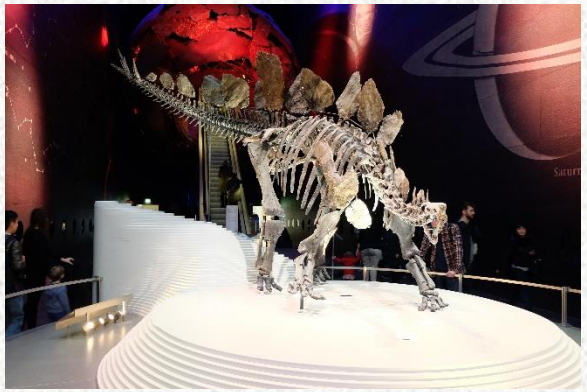
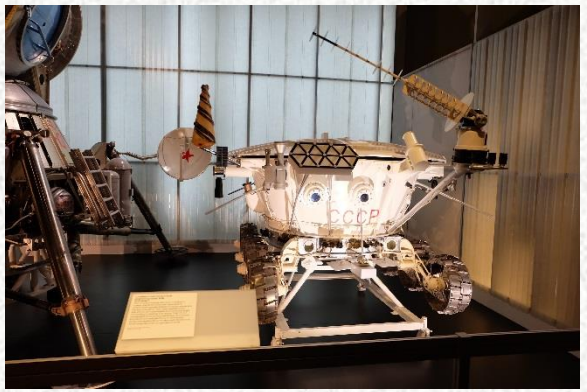
Science Lives Here









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Odborné vzdělání na Imperial College

nit
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Home / Administration and support services / Centre for Languages, Culture and Communication / Science Communication Unit / MSc Programme / MSc Science Media Production

MSc Science Media Production

This course is for those who want to train to work specifically in the broadcast media or film and who would prefer to undertake a production project rather than a research dissertation. Academic study is focused on audio-visual production and students undertake a practical television or radio production project. An internship or work placement forms part of the course.

This course can only be taken full-time over one calendar year. All formal class sessions for the first two terms (about six to eight hours per week) are organised on three days per week—currently Monday, Tuesday and Thursday. Arrangements are more fluid for the rest of the year when students are either on work placements or are engaged in practical project work. All students are expected to commit considerable time to private study during the course. In the case of full-time students this should take up at least three days a week in addition to the two days of classes.

Application details.

Admissions

****Open Day****

Our next open day is scheduled for 15.00 (GMT) on Wednesday 2nd of December 2020, on Zoom. If you would like to attend, please email liam.watson@imperial.ac.uk to sign up.

Our application deadline for 2021 entry to both MSc programmes is 26th of February 2021. Please note that we consider all applications at the deadline, so you will found out if you've been shortlisted in early March 2021.

If you have any enquiries please contact liam.watson@imperial.ac.uk

Imperial College London

Coronavirus (COVID-19) updates: Safety information for academic year 2020-21
Latest information for current students and staff

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Postgraduate

Courses for 2021-22 | Why Imperial? | Accommodation | Campus life | Living in London | Applying | Fees and funding | Open days and visits | Graduate School | Coronavirus (COVID-19)

Courses for 2021-22

Visas | Graduate Worker Route

New post-study work visas

Stay for up to two years after you graduate, with no restriction on the type of work you can do. See if you're eligible.

Home / Study / Postgraduate / Courses for 2021-22 / Science Communication Unit / MSc Science Communication

MSc Science Communication

Prepare for a range of science communication careers through academic and practical experience.

Overview

This course will prepare you for a wide range of professional science communication careers, including:

- Broadcast
- Online journalism
- Science policy
- Public relations
- Engagement and outreach
- Digital campaigning
- Exhibition development

Key information

Duration: 1 year full-time, 2 years part-time
Start date: October 2021
Location: South Kensington
ECTS: 90 credits

Apply now

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British Council a FameLab

FameLab Czech Republic - Česká republika
October 21 at 12:52 PM ·

Mezinárodní finále FameLab 2020 / FameLab 2020 International Final Českou republiku bude v mezinárodním klání reprezentovat Joshua Smith (získal Cenu Britské ambasády) - zastoupí vítězku Janu Pilátovou, která ze zdravotních důvodů (operace) prezentovat nemůže.
Joshuu můžete sledovat a podpořit ve 2. semifinále.
Semi final 2: čtvrtek 12.11.2020 – přenos začíná v ČR v 18:00 hod. (UTC 17:00 + 01)

THU, NOV 12 AT 5 PM UTC+01
FameLab International 2020: Semi Final 2
Other · 112 people
☆ Interested

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The Parliamentary Office of Science and Technology

Unpacking migration: November webinars

Join us this November and hear from leading experts on migration. What are its economic and social impacts? What do the models predict?

Find out more

Interpretable machine learning

This POSTnote gives an overview of machine learning (ML) and its role in decision-making. It examines the challenges of understanding how a complex ML system has reached its output, and some of the technical approaches to making ML easier to interpret. It gives a brief overview of some of the proposed tools for making ML systems more accountable, such as algorithm audit and impact assessments.

Overview

- Machine learning (ML) is being used to support decision-making in applications such as recruitment and medical diagnoses.
- Concerns have been raised about some complex types of ML, where it is difficult to understand how a decision has been made.
- A further risk is the potential for ML systems to introduce or perpetuate biases.
- Approaches to improving the interpretability of ML include designing systems using simpler methods and using tools to gain an insight into how complex systems function.
- Interpretable ML can improve user trust and ML performance, however there are challenges such as commercial sensitivity.
- Proposed ways to improve ML accountability include auditing and impact assessments.

Background

Machine learning (ML), a type of artificial intelligence (AI, Box 1), is increasingly being used for a variety of applications from verifying a person's identity based on their voice to diagnosing

accountability and recommended that government guidance on the public sector use of AI should be made easier to use.[6]

The UK Government has highlighted the importance of ethical ML,[7–9] and the risks of a lack of transparency in ML-assisted

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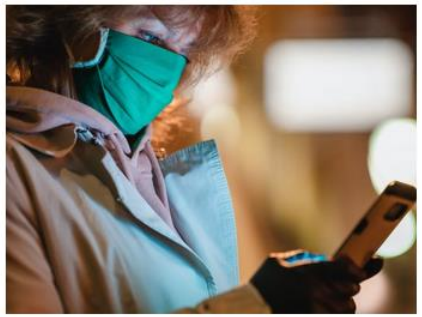
COVID-19

Get the latest COVID-19 analysis, as evidence becomes available

Test, trace and isolate programmes for COVID-19

Test, trace and isolate programmes across the UK are under pressure as COVID-19 cases rise in all age groups and demand for tests grows. Further pressure comes from people seeking tests because they have symptoms caused by other respiratory viruses but need a test in order to rule out COVID-19. The Scientific Advisory Group on Emergencies has described the impact of current test and tracing on the transmission of the virus as "marginal". How does test and trace work and what are the current challenges limiting its effectiveness in reducing COVID-19 cases?

COVID-19, Digital tech, Health and social care



Test, Trace and Isolate: Behavioural aspects

People's behaviour has a major role in the success of test, trace and isolate programmes. Uncertainty about whether to report symptoms, low perceived risk of COVID-19 disease and concerns about the consequences of self-isolation are among the barriers to adherence. Has the Scientific Advisory Group for Emergencies looked at adherence to TTI? What evidence is there on people's understanding and willingness to be tested, provide contact details and self-isolate? Is there anything that can be done to improve this?

COVID-19, Digital tech, Health and social care

Impact of COVID-19 on different ethnic minority groups

During the first 6 months of the pandemic, people from ethnic minority groups were more likely to have COVID-19 disease and also more likely to experience severe outcomes from infection, including death. Lockdown measures have also disproportionately affected some communities more than others. What is driving this increased prevalence and death rates in ethnic minority groups? To what extent is it due to biology or pre-existing health? Or does it represent a continuation and exacerbation of social inequalities?

COVID-19, Health and social care

POST has identified 20 Areas of Research Interest (ARIs) on COVID-19 for the UK Parliament.

These ARIs are based on expert opinion and have been ranked in order of relevance and urgency to the work of the UK Parliament.

The ARIs are:

1. Lessons learned from the COVID-19 outbreak
2. National and international preparedness for future pandemics
3. Economic recovery and growth
4. Social, economic and health inequalities
5. Changes to viability and functioning of businesses
6. Sustainable economic recovery and policies to address climate change
7. International economy and global trade
8. Supply chains and shortages of goods and labour
9. Resilience of the economy to future shocks
10. Communications strategy for public health messages
11. Resilience of society to future shocks
12. Changes to availability of work, working conditions and types of employment
13. Surveillance, data collection and data privacy
14. Long-term mental health effects of COVID-19
15. Changes to the role of education and the future of learning
16. Population mental health and well-being
17. Long-term physical health effects COVID-19
18. Strategy for vaccine development, production and distribution
19. Future sustainability of the NHS and social care system
20. Changes to crime, policing and the criminal justice system

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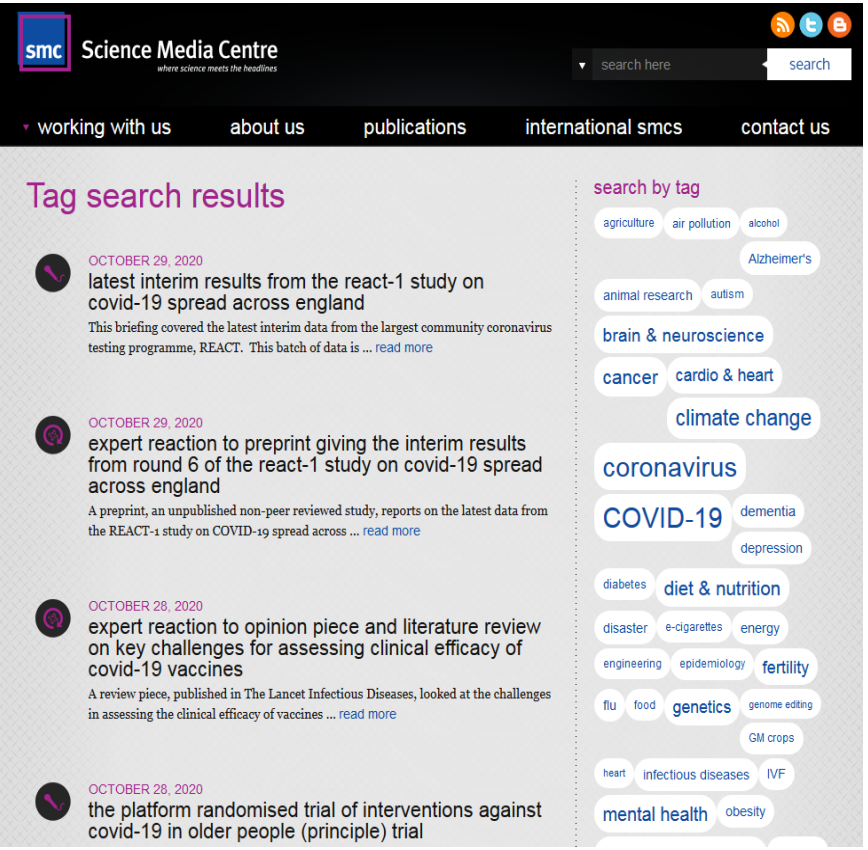

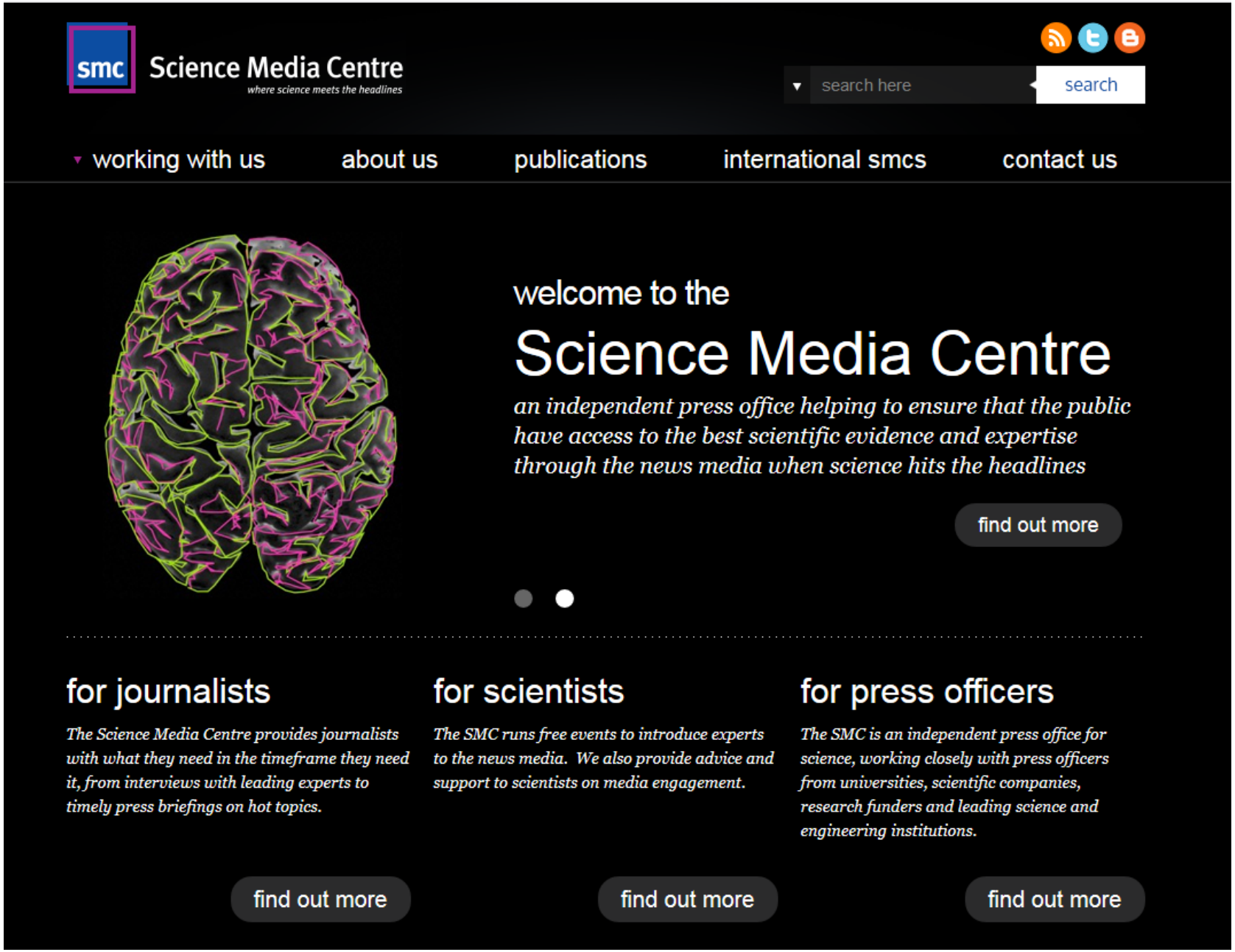

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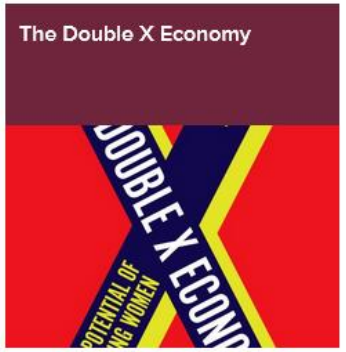
Young People's Book Prize

Royal Society Science Book Prize

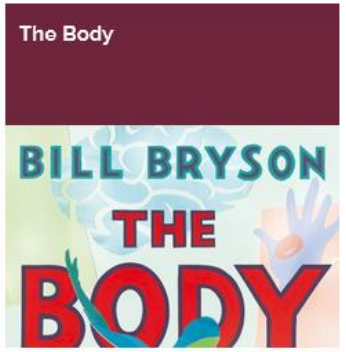
Shortlist 2020



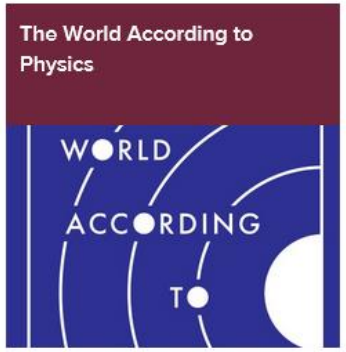
Linda Scott

Susannah Cahalan

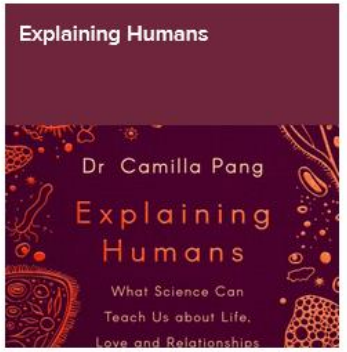
Gaia Vince



Bill Bryson



Jim Al-Khalili



Camilla Pang

British Embassy Prague

Česko izraelská Sci Comm delegace v Británii

2016

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Devět otevřených otázek do diskuze

- **Jak vyhledávat rychle a efektivně relevantní informace** a neplýtvat časem na nepodstatném?
- **A jak zjistit, co je podstatné a co ne, když nejsem odborník v oboru?**
- **Kdy komunikovat a kdy ne?** A jak vybrat nejvhodnější způsob komunikace?
- **Jak pracovat se složitostí a nejistotou vědeckých výsledků v komunikaci?**
- **A jak vysvětlovat nejen zajímavé vědecké výsledky, ale i vědecký způsob uvažování?**
- **Jak v záplavě faktů a publikací zaujmout a vyniknout?**
- **Jak se bránit dezinformacím a falešným zprávám?**
- **Proč by vědecké publikace nemohly obsahovat i laický souhrn pro neodborníky?**
- **Je potřeba ještě víc komunikace, když už teď je svět zaplavený tolika informacemi?**