

Title	Communicating research in the era of social media
Teacher	Giuseppe Vizzari – Dipartimento di Informatica, Sistemistica e Comunicazione, Università degli Studi di Milano-Bicocca
Language	English
Short description	<p>The course is aimed at providing a brief introduction of the topics related to research dissemination, starting from a short historical perspective on the communication of research, briefly discussing relationship with mechanisms of funding researches, and quickly reaching the current context, the associated requirements on research dissemination and exploitation (from the funding agencies and political stakeholders), describing current best practices, issues and opportunities. Some relevant social media channels, both generalists and specifically aimed at the research community, will be introduced, also with reference to their business model and controversies related to copyright infringement of shared papers.</p> <p>The course will be structured into two frontal lessons (4h), a practical exercise (potentially carried out in small groups of students) in the definition of a dissemination campaign (estimated effort: 2 hours), and a public discussion of the proposals (2h).</p>
Target audience	PhD students, best if in their first or second year.
CFU	1 CFU
Hours	6 frontal lessons 2 (estimated) dissemination project proposal definition
Participants (min/max):	Min 6, max 16
Calendar:	February / March 2021
Notes:	A detailed calendar will be defined no earlier than January 2021