

# **First Science Communication MSP workshop**

## **Report of Contributions**

Contribution ID: 1

Type: **not specified**

## Discovering the impact and role of science communication

*Monday, 11 November 2024 14:40 (45 minutes)*

As a particle physicist at the University of Amsterdam I am part of a worldwide adventure that is trying to study the elementary building block of matter and is searching for the answers to the unsolved riddles about the working of our universe. Exciting as that is, I will use this talk to explore the other part of my world: science communication. I will discuss why I think science communication is an essential part of academic life and discuss some of the things I learned along that journey. We will explore recent developments in The Netherlands related to science communication like recognition and rewards, funding opportunities, policy making, research, impact assessment, collective memory and how we are trying to give (working on) science communication a more solid role in our field. I will not be able to resist showing a few examples of one of the most interesting projects I have been involved in: the Leiden wall formulas.

**Presenter:** VULPEN, Ivo van**Session Classification:** Invited talks

Contribution ID: 2

Type: **not specified**

## **Stretched mattresses and tiny solar systems: communicating STEM without metaphors.**

*Monday, 11 November 2024 15:40 (45 minutes)*

Communication is both an art and a science, that is highly dependent the audience, message, and speaker. In case of STEM, there is also the stereotype to overcome that these are topics as super-humanly complicated as they are exciting. Often we mitigate by using metaphors: atoms are tiny solar systems, and gravity is a stretched mattress. But are there other ways?

In this talk, I will first lay out some philosophy of STEM didactics and what barriers I (anecdotally) find have to be taken down for successful narration, followed by a few examples of how colleagues and myself have been putting it into practice in a number of regional, national, and international projects, such as the Einstein Telescope Education Centre and the upcoming MaGIC programme for teacher professionalisation.

**Presenter:** KOEKOEK, Gideon (Maastricht University)

**Session Classification:** Invited talks

Contribution ID: 3

Type: **not specified**

## Q&A

*Monday, 11 November 2024 16:25 (30 minutes)*

**Session Classification:** Invited talks

Contribution ID: 4

Type: **not specified**

## Introduction

*Monday, 11 November 2024 14:30 (5 minutes)*

**Presenter:** CHRISTAKOGLOU, Panos