PRBB Intervals Course Proposal

Course Title
Digital Storytelling: sharing your research with the world

Proposed date(s)
29th May 2024

Course Language
English

Course Leader(s) and very brief summary of relevant qualifications and experience (no more than 2 lines for each trainer)
Eric May, an Emmy Award winning media consultant and author, helps practitioners worldwide express complex ideas to their target audiences effectively and with confidence. Eric is a PRBB Intervals course leader since 2008.

Rationale for course (why is this course of interest for the PRBB staff?)
While aspiring to publication of their research in high-impact professional journals, many researchers lack the basic tools to share the process of their ongoing research and preliminary results with general audiences. Learning the principles of digital storytelling will give researchers and research support staff the confidence and skills to raise awareness of their work, cultivate their own audiences, and potentially inspire audiences worldwide to the excitement of science.

Course aim - general
Course participants will get techniques and tools to create content based on their research for different digital media – short videos, podcasts and blogging, both in video and in print.

Specific learning outcomes (what new skills, knowledge &/or attitudes will participants to take away from the course?)
This is not a course on the technical aspects of digital platforms, formatting, uploading, etc. Rather, the course will give participants methods to identify elements in their research with the potential to reach general audiences via digital media and how to express them resonantly. Participants will get techniques to recognize how video, podcasting and blogging work differently for audiences and which elements of their research are best suited for each.

Course contents (outline of topics to be covered)

- Digital storytelling: what works for general audiences
- Creating short videos based on your research
- Podcasting on scientific topics
- Blogging on video and in print on scientific research
- Using AI tools to visualize content about your work
- Practical work: creating examples of digital content

Training methods
Workshop setting: examples, principles and practical exercises. One day duration. Based on the participants' own work.

Target group in PRBB (Senior scientists, postdocs, predocs, management/admin staff, all residents)
All PRBB staff/residents

Number of participants (maximum)
Up to 12

Total course hours (Please specify: a) direct training with instructor present b) required self-study
a) 7 course hours, combined workshop and individual and team work outside the workshop room
 b) Submission of prerequisites by each participant

Distribution of course (hours/days)
7 hours / one day

Pre-course preparation and/or between sessions?
In advance, each participant prepares and submits a short summary of an aspect of their research which has (in the participant's opinion) potential to be the subject of short video, podcast, or a video or print blog aimed at general audiences. They may also submit a more "personal" idea related to their research, for example what they have experienced or learned about themselves, how they organize a task, deal with stress, approach a problem, work with teams, etc.

Material participants need to bring (laptops, etc…)
Laptops and smartphones, external microphones if available

Relevant background reading/ audiovisual/websites or other materials
The course leader will provide several suggested websites for participants to review should they wish to:

Blogging in print and on video
https://www.geekwrapped.com/the-20-best-science-blogs
https://geniuslabgear.com/blogs/for-scientists/best-biology-blogs
Podcasting
https://geniuslabgear.com/blogs/for-scientists/best-biology-podcasts
Short videos
https://interestingengineering.com/science/11-amazing-biology-youtube-channels-that-will-have-you-gripped