

PRBB Intervals Course Proposal

Course Title

"Telling your science story in the digital world"

Proposed date(s)

27 May 2025

Course Language

English

Course Leader and very brief summary of relevant qualifications and experience (no more than 2 lines for each trainer)

Eric May, an author, consultant and Emmy Award winner, helps practitioners worldwide express complex ideas to their target audiences effectively and confidently. Eric is a PRBB Intervals course leader since 2008.

Rationale for course (why is this course of interest for the PRBB staff?)

While telling the story of their work can help researchers raise awareness, build their own audiences and potentially inspire audiences worldwide, how do they find that story? And once they have found it, what is the optimal way to tell it? This course will give participants the skills to identify strong story angles in their research, an overview of comparative strengths and weaknesses of digital storytelling tools and methods to choose the tool that fits their story best to interest, inspire and inform audiences about their research.

Course aim - general

Course participants will get techniques and tools to identify strong story angles in their research, understand the impact of digital media and create content based on their research for different digital media.

Specific learning outcomes (what new skills, knowledge &/or attitudes will participants take away from the course?)

Participants will get a) storytelling fundamentals: how to identify strong story angles in their research; b) techniques to differentiate between digital storytelling techniques such as blogs, podcasts, Instagram and short videos, c) methods to determine which technique is best suited to tell the story of their work and d) the creation of a digital story about their research using one of the techniques introduced in the course.

Course contents (outline of topics to be covered)

- Finding the story of your work: storytelling fundamentals
- Understanding the strengths and weaknesses of different digital media
- Choosing the optimal digital tool to tell your story
- 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. Prerequisite: review of digital storytelling techniques (provided by Course Leader in advance).

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

All PRBB staff/residents

Number of participants (maximum)

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 a strong story. 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. Also in advance, participants will do some thinking about which digital technique, a blog, a short video, Instagram or podcast they would use to tell their story.

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 examples of digital storytelling tools for participants to review in advance of the course.