



Communicating Your Science

BE-7031 - 2 Graduate Credit Hours

Fall 2018

Mondays, 10-11:30 AM

Kettering, Room 121

Course Professors:

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Professor

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Course Description:

Graduate students in science related fields receive training in cutting-edge research, but rarely on how to explain their research to non-specialists. Communicating Your Science will enable students in scientific disciplines to develop the skills needed to explain their research to non-specialists and public audiences.

Class sessions will address a variety of communication areas, including speaking and writing to lay audiences, reporting research results to community members, preparing briefings for policy-makers, and communicating with different media outlets. Students will be exposed to a broad array of professional academic researchers and community members relating to the various course topics and discussions.

Student Learning Outcomes:

The course objectives include the following:

- Recognize the importance of successfully translating scientific results to the community.
- Demonstrate effective public speaking skills with an emphasis on relaying scientific and science-related topics to a variety of audiences.
- Identify useful information that can be used when working with community members.
- Develop writing skills related to communicating scientific processes or findings for a general public audience.

Suggested Readings:

- Alda, Alan. If I Understood You, Would I Have This Look on My Face?: My Adventures in the Art and Science of Relating and communicating. New York: Random House 2017.
- Dean, Cornelia. Am I Making Myself Clear? A Scientists Guide to Talk to the Public. Cambridge: Harvard University Press, 2009.
- Hayes, Richard and Daniel Grossman. A Scientist's Guide to Talking with the Media: Practical Advice from the Union of Concerned Scientists. Rutgers University Press, 2006.
- Olsen, Randy. Don't Be Such a Scientist: Talking Substance in an Age of Style. Island Press 2009.

Course Requirements:

- Participation and attendance during class lectures are crucial to the learning outcomes of this class. Students are required to attend and participate actively throughout the course of the semester. Your learning will be proportional to your participation. If you are on call, please put phones/pagers on vibrate.
- Submission of homework assignments, Wikipedia weekly milestones, article, and presentation.
 - **WIKIPEDIA PAGE:** Each student will expand an existing Wikipedia article, or create a new Wikipedia page, on a current topic in their field of scientific study. Students should choose a well-established topic in their field of study; assistance from course instructor and Wikipedia contact will be provided. Training on becoming a Wikipedian will be discussed early on in the semester, and certain milestones will be established throughout the term.
 - **WIKIPEDIA PRESENTATION:** Each student will present a summary of his/her Wikipedia article via PowerPoint. Effective presentation tools taught throughout the semester should be evident while the student is communicating their science to the class. Presentation guidelines will be provided to students during the semester.

Course Grading:

Homework Submissions	30%
Wikipedia Project: Weekly Milestones, Wikipedia Page, & Presentation	70%

Course Grading Scale:

A 100-95	B 89-85	C 79-75	F 64-below
A- 94-90	B- 84-80	C- 74-70	

Blackboard:

The Communicating Your Science course uses the Blackboard (Bb) Learning Management System to provide student-centered online learning that will enhance the teaching and learning process. If you are not familiar with these tools, please visit [IT@UC's Knowledge Base for Blackboard](#).

Course Communication:

University policy requires that the email set up in Blackboard is the primary means of communication. It is advisable that you use your UC email for this purpose and that you check it often. If you choose to change your email in Blackboard to a non-UC email it is your responsibility to ensure you check it frequently.

Course & Grading Policies:

- 1. Course Contract:** Upon officially registering for the course, the student assumes responsibility for understanding and complying with the entire contents of the course syllabus. It is the student's responsibility to raise questions or concerns directly with the instructor. The course instructor reserves the right to change, modify, add or delete any class assignment, reading, or activity at any time. Such changes will be made at the earliest possible time
- 2. Academic Code of Conduct:** Academic misconduct or dishonesty is defined in the University of Cincinnati Student Code of Conduct. Academic misconduct includes, but is not limited to: acts of cheating, plagiarism, falsification, and misappropriation of credit. The Student Code of Conduct defines behavior expected of all University of Cincinnati students. It is each student's responsibility to know and comply with the University's Student Code of Conduct. Disciplinary procedures are explained in a step-by-step manner, and the procedures for appeal of decisions are stated. (see: [UC's Student Code of Conduct](#))

Plagiarism is defined as:

- Submitting another's published or unpublished work in whole, in part, or in paraphrase, as one's own without fully and properly crediting the author with footnotes, quotation marks, citations, or bibliographic reference.
- Submitting as one's own original work, material obtained from an individual, agency, or the internet without reference to the person, agency or webpage as the source of the material.
- Submitting as one's own original work material that has been produced through unacknowledged collaboration with others without release in writing from collaborators.
- Submitting one's own previously written or oral work without modification and instructor permission.

Plagiarism will not be tolerated and according to the Student Code of Conduct

(https://www.uc.edu/conduct/Code_of_Conduct.html), may result in the following consequences:

- Formal report of academic misconduct.
 - Reduced or failing grade on the exercise.
 - Reduced or failing grade for the course.
 - Recommendation to the College Hearing Panel/Dean/Provost for probation, suspension, or dismissal.
- 3. Disability:** Students with disabilities who need academic accommodations or other specialized services while attending the University of Cincinnati will receive reasonable accommodations to meet their individual needs as well as advocacy assistance on disability-related issues. Students requiring special accommodation must register with the Disability Services Office. [UC's Disability Services Office](#).
 - 4. Counseling Services, Clifton Campus:** Students have access to counseling and mental health care through the University Health Services (UHS), which can provide both psychotherapy and psychiatric services. In addition, Counseling and Psychological Services (CAPS) can provide professional counseling upon request; students may receive five free counseling sessions through CAPS without insurance. Students are encouraged to seek assistance for anxiety, depression, trauma/assault, adjustment to college life, interpersonal/relational difficulty, sexuality, family conflict, grief and loss, disordered eating and body image, alcohol and substance abuse, anger management, identity development and issues related to diversity, concerns associated with sexual orientation and spirituality concerns, as well as any other issue of concerns. After hours, students may call UHS at 513-556-2564 or CAPS Cares at 513-556-0648. For urgent physician consultation after-hours students may call 513-584-7777.
 - 5. Title IX:** Title IX is a federal civil rights law that prohibits discrimination on the basis of your actual or perceived sex, gender, gender identity, gender expression, or sexual orientation. Title IX also covers sexual violence, dating or domestic violence, and stalking. If you disclose a Title IX issue to me, I am required forward that information to the



Title IX Office. They will follow up with you about how the University can take steps to address the impact on you and the community and make you aware of your rights and resources. Their priority is to make sure you are safe and successful here. You are not required to talk with the Title IX Office. If you would like to make a report of sex or gender-based discrimination, harassment or violence, or if you would like to know more about your rights and resources on campus, you can consult [UC's webpage for Title IX](#) or contact the office at 556-3349.

- 6. Weather Related Protocol:** When inclement weather threatens the safety of the University of Cincinnati community, the Senior Vice President for Administration and Finance may invoke University Rule [3361: 10-55-01](#) and declare an emergency closing. College of Medicine Students: Graduate Students – follow all University snow policies and procedures. All classes and exams are canceled when the university has closed. On days when the University delays opening, classes and exams will resume at the hour that the University reopens if this is at or before 3 pm. **IF there is a closure during our regular class meeting time, we will NOT meet for class that day**

Communicating Your Science Course Schedule

(Tentative, subject to change)

DATE	TOPIC	SPEAKER	HOMEWORK <i>(due for next class)</i>
8/27	Message Mapping	Florence Fulk, PhD	Create Wiki account and add yourself to the Communicating Your Science course: <ol style="list-style-type: none"> 1. Visit Wikipedia 2. Create a username & password 3. Once an account is created, visit. 4. Password to enroll in course: ComScience18 Week 1 Wikipedia HW: Intro to Wiki Assignment, Get Started on Wiki Create a message map. Post to Discussion Board in Blackboard by 9/17 at 11:59 PM
9/3	Labor Day – No Class		
9/10	Class Overview & Expectations Wikipedia Project Overview Why Communicate Your Science from a Media Perspective	Erin Haynes, DrPH Thais Morata, PhD <i>NIOSH</i> Richard Puff <i>UC Public Relations Office</i>	Week 3 Wikipedia HW: Evaluate Wiki
9/17	Introduction to Improvisation	Dylan Shelton, MFA <i>Madcap Puppets</i>	Week 4 Wikipedia HW: Review the Rules for Health Topics, Choose Possible Topics
9/24	From Award to Publication: When, Where & with Whom to Communicate Patient Privacy Information, Compliance & Communication Challenges in a Clinical Setting	Mike Linke, PhD <i>UC Infectious Disease</i> Amanda Nageleisen <i>UC Health Marketing</i>	Week 5 Wikipedia HW: Add to an Article
10/1	Talking with Policy Makers, Lab Tours	Mike Carroll <i>UC Governmental Relations</i> Kim Seroogey, PhD <i>Neuroscience</i>	Week 6 Wikipedia HW: Start Drafting your Contributions, Guides for Writing Articles in your Topic Area
10/8	Wikipedia Check-in Data Visualization Tableau	Thais Morata, PhD Blake Lane <i>Livewell</i> Richard Johansen <i>Geo-Math-Physics Library</i>	Week 7 Wikipedia HW: Peer Review 2 Articles Create Infographic. Post to Discussion Board in Blackboard by 10/22 at 11:59 PM

10/15	Preparing a Poster Presentation Branding & In-house Capabilities	Suki Jeffery <i>UC Public Relations Office</i> Bill Nienaber <i>UC Communication Services</i>	Week 8 Wikipedia HW: Respond to your Peer Review
10/22	Authorship Communication Standards for PowerPoint	Melanie Cushion, PhD <i>Office of Research</i> Richard Puff <i>UC Public Relations Office</i>	Week 9 Wikipedia HW: Begin Moving your Work to Wiki
10/29	Social Media Presence: Twitter, Facebook, Blogging Giving a Scientific Presentation Infographic Review Session	Alison Sampson <i>UC Public Relations Office</i> Erin Haynes, DrPH	Week 10 Wikipedia HW: Continue Improving your Article Review The Up-Goer Five Challenge . Please write 1-2 paragraphs describing your research, using only the 1,000 most commonly used English words. For help, view the text editor tool . Please bring a hard copy of your paragraph(s) to class. We will also be using this for the mock interview session, (it will give UC PR an idea of what kinds of interview questions to ask 😊)
11/5	Honing Your Message The Up-Goer Challenge Activity	Maggie Powers, PhD <i>Pathology & Lab Medicine</i>	Week 11 Wikipedia HW: Polish your Work
11/12	Veteran's Day – No Class		
11/19	Wikipedia Update Preparing for Media Interviews	Thais Morata, PhD Katie Pence Cedric Ricks Bill Bangert <i>UC Public Relations Office</i>	Week 13 Wikipedia HW: Work on Final Article
11/26	Preparing for and Giving a Trial & Deposition Testimony	Brandon Woodard, Esq. Gregory Kendall, Esq. Drew Lehmkuhl, M.A. <i>Montgomery, Rennie & Johnson</i> Brian Spiess, Esq. <i>UC's Office of General Counsel</i>	Week 14 Wikipedia HW: Continue Working on Final Article Prepare for your interview
12/3	Live Mock Interview Session	<i>UC Public Relations Office</i>	Post Wikipedia PowerPoint presentation to Discussion Board in Blackboard by 12/9 at 11:59 PM
12/10	Wiki Student Presentations		Have a great winter break!