

**ISEAS WORKSHOP**

**Communication and Dissemination in  
Tertiary Education**



## Organization

Organized under the auspices of  
International Society of Education in Animal Sciences, ISEAS

Organising Committee  
Asta Tvarijonavičiūtė  
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## Foreword

In the majority of science-based areas both research and education, students and professionals are taught to share their knowledge, findings and achievements with other specialists in the same field mainly through article publishing or presentations in scientific congresses. However, nowadays, the importance of communicating specific knowledge to a broad audience is getting importance in all fields. This is mainly because the research is mainly supported by taxpayers, thus, they have the right to be informed in an easy, clear and accessible way, about where their money goes to. In addition, adequate communication of the research or specific knowledge can reach policymakers and specialists from other fields resulting in better problem solving and greater impact. Therefore, it is essential to know-how to communicate not just to scientists, professionals, and educators from the same field, but also to communicate to a broad. This workshop is designed to deal with the importance of communication and dissemination, their ways and importance. In addition, besides the theoretical basis, practical tips will be given about social media use, presentation performance and video creation.

Welcome to the virtual Workshop “Communication and Dissemination in Tertiary Education“!

Organizers



## Workshop Agenda

*5<sup>th</sup> July 2022, Tuesday*

**Moderator:** *Silvia Martinez Subiela, University of Murcia, Spain*

14:00 – 14:55	<b>Science communication and dissemination: from trees to seeds</b> <i>Dr Beth Schmidt, São Paulo State University – UNESP, Brazil</i>
14:55 – 15:50	<b>Animal sciences communication on social media</b> <i>Dr Ana Huertas, University of Murcia, Spain</i>
15:50 – 16:45	<b>Under the spotlight</b> <i>Dr Alberto Muñoz Prieto, University of Murcia, Spain</i>
16:45 – 17:00	Coffee break
17:00 – 17:55	<b>Video easy with your smartphone</b> <i>Dr Asta Tvarijonaviciute &amp; Dr Lorena Franco-Martinez, University of Murcia, Spain</i>
17:55 – 18:50	<b>Scientific dissemination in the media</b> <i>Dr Delfina Roca Marin &amp; Veronica Pardo Quiles, University of Murcia, Spain</i>
18:50 – 19:00	Farewell words



**Abstracts of the presentations**



## Science communication and dissemination: from trees to seeds

The development of scientific communication skills is essential for the training of professionals in all areas of science and is a relevant tool for the dissemination of knowledge to society. Thus, communication is an inevitable part of the process of characterizing scientific discoveries and of sharing them with diverse audiences. The perception and debates about the spaces occupied and destined to scientific dissemination must be developed in the university as previously observed to fill the gap between how people think science works and how it works, which can lead to confusion that undermines public trust. One way to begin communicating science is through the development of collaborative research which aims to include people as part of the process either by the development of an outreach or research project. A project was developed at São Paulo State University in Botucatu, Brazil, it was based on the demand of teachers and their students from two elementary schools with the objective to develop a multidisciplinary consciousness and awareness in environmental education, regarding the Brazilian savannah biome (Cerrado) emphasizing the local fauna, aiming to communicate and disseminate the science related to it, including the students as collaborators. The starting point was sharing their knowledge and experience, and following, how their knowledge and understanding could be transformed, regarding the place where they live to value the preservation of the biome. The ultimate goal was that this knowledge could be part of their lives, shared with their families and friends, and be accessed in the future because the Brazilian savannah is the second largest biome in Brazil and with the most destroyed biodiversity.

Dr Elizabeth Schmidt  
São Paulo State University – UNESP, campus Botucatu, Brazil



## **Animal sciences communication on social media**

This course aims to provide a theoretical and practical guide to communicating science on social media. Firstly, the importance of scientific communication on social media will be remarked and some general recommendations given. The most commonly used social media for science communication will be described, such as ResearchGate, LinkedIn, Twitter, Instagram, and Facebook, comparing their different utilities and benefits they offer. However, special emphasis will be given to Twitter and Instagram, highlighting their pros and cons and providing some specific usage recommendations and tips for an effective post. To attract the attention of the social media users, the creation of scientific memes will be outlined permitting to communicate science in a funny but still rigorous way. In this regard, recommendations of some websites and edition tools to create them will be performed.

Dr Ana Huertas  
University of Murcia, Spain



## Under the spotlight

Poster and oral presentations are often a tall mountain to climb. Especially if we do not have enough experience or skills to speak in public. To carry them out, it is necessary to combine different qualities that give our presentation credibility, interest and adequate originality. In each case, we should be able to provide our presentations with a story to tell, which is well structured, interesting and clear. Likewise, various skills inherent in the speaker are essential to fit into our story. These skills vary from correct handling of the tone of voice to a correct body position that attracts the attention of the public. Moreover, an adequate presentation is balanced when the slides are, not merely a source of information, but the presenter's best support - an ornament that requires the unavoidable presence of the speaker at the conference.

All this can be worked on, practised and improved following established guidelines. So the question is: would you like to be in the spotlight?

Dr Alberto Muñoz-Prieto  
University of Murcia, Spain



## Video easy with your smartphone

Currently, one of the main priorities within and outer tertiary education is digitalization. This is because digitalization contributes to easier accessibility to the didactic material as everyone can access it from wherever they are and increased sustainability as paper use is avoided, and importantly, it is highly accepted and even preferred by young people. For this reason, in the last years, different technologies, tools and applications were developed to ease the digital transition. In this sense, a video is an imperative tool permitting the transition of both visual, oral and written content. This makes it an ideal tool for both education and dissemination. However, not so many years ago, if you wanted to make a proper video, you had to acquire specific and pretty expensive material, in addition to having access to and knowing how to handle complex editing programs. But nowadays, we have everything in one device – a smartphone.

In this presentation, a few practical tips will be presented and discussed for video shooting and editing with a smartphone in an easy, quick and stress-free way.

Dr Asta Tvarijonaviciute & Dr Lorena Franco-Martinez  
University of Murcia, Spain



## Scientific dissemination in the media

To carry out good communication, the first thing that the members of the scientific community must know is the very need to communicate their results to society. Many times they show reluctance to dedicate part of their time to this task for multiple reasons. But this situation is changing, and today they should be active in disseminating science. One of the main reasons is because it is a duty to society, which, ultimately, is the one that finances the work of researchers with its taxes. For this, and in general, we need the media to reach society and, to do that, we must know their mechanisms and techniques.

Dr Delfina Roca Marin & Veronica Pardo Quiles  
University of Murcia, Spain



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