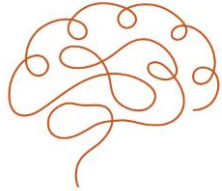


School Meetings

Psychological  
Sciences PhD



Thursdays at 1 pm  
Cesare Musatti Hall, Psico 1 building



## How to get your research on the news

Cristina Bellon,

Unione Giornalisti Italiani Scientifici

In today's world, there is a growing distrust in institutions, including science, driven by disinformation movements. Effective science communication can counteract this trend, building public trust and providing tools to help distinguish between facts and opinions. Scientific research plays a crucial role in shaping political, economic, and social decisions. In this talk, I will present strategies to communicate one's research in ways that make complex topics accessible and engaging to a broad audience. My work aims to bridge the gap between academic research and practical applications, demonstrating how appropriate storytelling can enhance the public's understanding of science. I will explore the journey of scientific information from the lab to the media, highlighting the unique characteristics and nuances of scientific news. I will also provide insights into the ethical and professional standards that guide science communication, emphasizing the importance of accuracy and responsibility in reporting scientific discoveries. Through this seminar, I would like to inspire you to harness narrative techniques to communicate more effectively in today's fast-paced, information-saturated landscape.

Cristina Bellon is a science journalist, writer, and public communicator. She collaborates with the newspaper La Repubblica and the magazine Panorama, and as a correspondent she writes for the Netherlands magazine Binnenlands Bestuur. She is a member of the Italian Foreign Press Association and of the Union of Italian Science Journalists (UGIS). Availing herself of her experience in storytelling, she applies it to science communication, delivering lectures and seminars both in academic settings and for the general public. She frequently serves as a speaker and moderator at roundtables on scientific, economic-political, and current affairs. In addition to her journalistic work, she has authored essays and novels, and has hosted television documentaries.

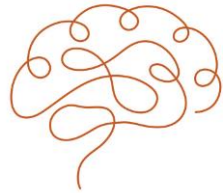


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With the contribution of

Francesca Sibilla  
University of Bologna

The dissemination of research and knowledge is now an integral part of any scientific project, both national and international, related to its social and cultural relevance. Learning to tell the challenges that research face of, the objectives, the results and perspectives of science from the point of view of those who face scientific research every day in first person, is the idea from which Phd Storytelling Lab was born. The initiative, now in its third edition, is promoted by Maria Letizia Guerra, Delegate of the University of Bologna to Public Engagement, with the contribution of Alma Mater professors and the collaboration with scientific journalists of the Union of Italian Scientific Journalists-UGIS, coordinated by Giovanni Caprara, scientific editor of Corriere della Sera and UGIS President. In a perspective of social responsibility, Phd Storytelling Lab, aims to raise awareness among young researchers about the importance of bringing the results of their research and studies towards society. Through an interdisciplinary learning classroom, PhD students challenge themselves by writing articles about their research, starting from a brief and technical abstract and using a simple and appealing language to engage a large public. Since 2023 the initiative has opened to candidates from other Italian universities. The talk focuses on the PhD Storytelling Lab initiative, its outcomes and its future developments for the 2024 edition.

Francesca Sibilla works in the Innovation Area as team coordinator in the Scientific Dissemination Unit, within the Local and Global Engagement Department of the Alma Mater Studiorum - University of Bologna. The Unit designs, develops and realizes dissemination and engaging activities to diffuse research and knowledge of Alma Mater Studiorum towards young generation, schools and society. The Unit supports also specific internal target audience to improve their communication and dissemination skills to diffuse research in an appealing and simple manner through specific workshops like PhD Storytelling Lab. She is also a journalist belonging to Order of Journalist of Emilia Romagna Region writing articles about culture, sustainability and research. She recently gained a Master Degree in Science Communication and Innovation.

