

2023

12.13 (wed.) 12:10 ~ 12:50

12:10-12:15

◆ Introduction

12:15-12:40

◆ Seminar
(Presentation)

12:40-12:50

◆ Q&A

Online
(Zoom)Scan here for
Registration ▶▶https://temdec-med-kyushu-u-ac-jp.zoom.us/webinar/register/WN_AgpKWJb-Tkqeb_LU4DFkkg

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Science Communication: what is it and why is it important?

Chair: Assoc. Prof. Kim SCHUMACHER (Research Futures Coordinator of Q-AOS)



Key Words

science communication

education

outreach

press

public engagement

Science Communicator **Danielle Ellenby**

Public Relations Initiative



Danielle Ellenby is a science communicator in the Public Relations Division at Kyushu University. She was born in Reading, UK, and received a Bachelor's degree in Biological Sciences at the University of Oxford in 2017 and a Master's in Science Communication at Imperial College London in 2019. She then moved to Japan, initially working as a science communicator at the Okinawa Institute of Science and Technology before joining Kyushu University this summer. Danielle is also an organizer with Japan SciCom Forum (JSF), a community of science communicators that aims to build a network to share knowledge, highlight best practices and new tools, and boost English-language science communication in Japan.

When I tell people my profession, I'm usually met with puzzlement. "What is a science communicator?" they ask. Their confusion is understandable – science communication is poorly defined with incredibly wide scope, encompassing activities from science journalism and outreach, to science policy and health communications. But in its essence, the answer is simple; science communicators build bridges between science with society. In academia, this involves educating and engaging local and global audiences on important research advances. It is often carried out on an institutional level, through press comms and public relations teams, or on a personal level, by individual scientists. This talk will examine the current landscape of science communication activities in Japan's academic institutions, why its so important and how effective science communication pays off, for the scientists and the public.