



Planning a newspaper for the information age

You are about to participate in a group activity (i.e. you are working together) where you are being asked to think about forms of communication in the information age and how they might communicate science (whether this is in the form of scientists, (inter)disciplinary knowledge, scientific method(s), governance of the sciences, and so on). There is no assessment associated with this activity. Rather, this activity has been designed to provide you with a structured opportunity to discuss ideas in small groups, and then to compare them with other groups working on different forms of digitally-mediated science communication.

You have been split into different groups. Each group has a different form of communication to examine in relation to science generally, or to an area of science of your choosing. As a group you should try to answer as many of the questions posed below and then to prepare a short (5 minute) report. You will need to nominate one or more people to present your report in a plenary session.

Imagine that you are members of a newly constituted management/editorial board that has been tasked with the planning of a 'newspaper'. You need to consider the role of your news outlet, and specifically how it might communicate aspects of scientific knowledge in the information age. You need to think through the following issues as you conduct your planning:

1. What is a newspaper in the information age? Will you produce a printed newspaper, and/or a range of digital forms: online versions of print articles, podcasts, blogs, etc. Will the same content be made available in a range of forms, e.g. versions of the same content for different devices?
2. What type of newspaper are you producing: an elite/popular, or specialist/general? Will this influence how science is reported? Why?
3. What is the business model that supports your activities? How will you fund the reporting of science? What products, if any, will you charge for? How will you market your products? Will you seek out advertising or sponsorship, or offer subscriptions? Are there products that you would not like to see advertised?
4. Who are you trying to attract and retain as readers? How will you attract readers to your products? Are there strategies that you would not be prepared to consider? Will you provide opportunities for your audience to respond to your coverage? How?
5. Who you would like to be involved in reporting scientific issues? Think about the role of specialist and general journalists, editors, sub-editors, photographers, podcast producers, website designers, moderators of forums, legal experts, scientific experts, and so on. Will you involve your readers in the collection of news items, or offer opportunities for them to shape the news agenda?
6. How will you source science stories, features, images, audio, and so on? Are there sources that you consider to be particularly credible and reliable? Are there sources that you would overlook as lacking credibility or reliability? Will you support investigative journalism?
7. What scientific issues do you want to cover? Are there scientific issues or topics that you would not want to communicate? Who makes these decisions? For each question, try to include examples to illustrate the points you are making. (With this in mind, you might find it useful to look online for pre-existing examples.)
8. Are there other questions or issues that you think it would be important for your management/editorial board to consider? Please list these.



Planning a television series for the information age

You are about to participate in a group activity (i.e. you are working together) where you are being asked to think about forms of communication in the information age and how they might communicate science (whether this is in the form of scientists, (inter)disciplinary knowledge, scientific method(s), governance of the sciences, and so on). There is no assessment associated with this activity. Rather, this activity has been designed to provide you with a structured opportunity to discuss ideas in small groups, and then to compare them with other groups working on different forms of digitally-mediated science communication.

You have been split into different groups. Each group has a different form of communication to examine in relation to science generally, or to an area of science of your choosing. As a group you should try to answer as many of the questions posed below and then to prepare a short (5 minute) report. You will need to nominate one or more people to present your report in a plenary session.

Imagine that you are a production company that has been tasked with organising and managing a commission, and then producing a television series. You need to consider the role of the television series, and specifically how it might portray scientific issues. You need to think through the following issues as you conduct your planning:

1. What is television in the information age? Are you working with a particular genre in mind and are you producing a factual series, fiction, fictionalised narrative, perhaps a mixture of several of these forms? How many programmes will make up the series, and how long will they be? Will this influence how science is portrayed? Why?
2. What scientific issues do you want your television series to cover? Are there scientific issues or topics that you would not want to communicate? For each question, try to include examples to illustrate the points you are making. (With this in mind, you might find it useful to look online for pre-existing examples.)
3. Where, when and on which devices do you want your science communication to be viewed? Think about the types of science that you would like to communicate and whether your series will involve scheduled broadcasts on mainstream and/or specialised channels, which slots (e.g. children's television, primetime, etc.), whether you will include on-demand ('press the red button') content, whether this will involve high-definition television, and/or whether this will include complementary forms to be communicated online: a series website, spin-off shows, blogs, merchandising, road shows, etc. For each decision, you should consider your reasoning.
4. What is the business model that supports your activities as a production company? Are you working for a public service or commercial broadcaster? Why? What products, if any, will you charge for? Will you seek out advertising or sponsorship, or seek to market the series to other broadcasters, perhaps outside of your home country? How might this influence the content of your television series?
5. What types of viewers would you like to attract to your television series? How will you attract viewers to your various products? Are there strategies that you would not be prepared to consider? Will you provide opportunities for your audience to respond to the series you are planning?
6. Who you would like to be involved in producing your television series? Think about the role of specialist producers, directors, editors, camera operators, sound recorders, website designers, graphic designers, experts, scriptwriters, presenters, actors, forum moderators, and so on.
7. Are there other questions or issues that you think it would be important for your production company to consider? Please list these.



Planning an academic journal for the information age

You are about to participate in a group activity (i.e. you are working together) where you are being asked to think about forms of communication in the information age and how they might communicate science (whether this is in the form of scientists, (inter)disciplinary knowledge, scientific method(s), governance of the sciences, and so on). There is no assessment associated with this activity. Rather, this activity has been designed to provide you with a structured opportunity to discuss ideas in small groups, and then to compare them with other groups working on different forms of digitally-mediated science communication.

You have been split into different groups. Each group has a different form of communication to examine in relation to science generally, or to an area of science of your choosing. As a group you should try to answer as many of the questions posed below and then to prepare a short (5 minute) report. You will need to nominate one or more people to present your report in a plenary session.

Imagine that you are members of a newly constituted editorial board that has been tasked with the planning of a new scientific journal. You need to consider the role of the journal, and specifically how it might publish science in various forms. You need to think through the following issues as you conduct your planning:

1. What is an academic journal in the information age? Are you producing a specialist journal for a particular area of science, or a multi-disciplinary equivalent? Why?
2. How will you decide which science should be published? Will you employ some form of peer review; how, and on which types of publication? Will you use open peer review? Who will have the final decision on whether a scientific report is published? Will you use the same processes to assess all forms of publication in the journal (e.g. research reports, letters, editorials, news and comment)?
3. Will you publish a printed form of the journal, and/or a range of forms that could be communicated online: online versions of print articles, podcasts, blogs, etc. (With this in mind, you might find it useful to look online for pre-existing examples.)
4. What is the business model that supports your activities as a journal? How will you fund your publishing activities? What products, if any, will your journal charge for? Will you seek out sponsorship, advertising and/or expect authors to fund the publication of their work? Will you licence any products under an open access policy?
5. How will you attract readers to your various products? Will you seek to promote the scientific work that you are publishing in other media, e.g. to newsrooms in the anticipation that they might run stories on these items? Why? Are there strategies that you would not be prepared to consider?
6. Who you would like to be involved in publishing science in your journal? Think about the role of editors, sub-editors, public relations professionals, photographers, podcast producers, website designers, forum moderators, experts, reviewers, and so on.
7. Are there other questions or issues that you think it would be important for your management/editorial board to consider? Please list these.