

Science communication beyond journal publications – Reaching the public with our findings

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For our scientific work to make a difference in our societies and to reach a wide audience, it is important that it is communicated in accessible ways beyond peer-reviewed scientific journals. Podcasts have become one popular platform for science communication which allows for people to get in contact with research via informal conversations while going for a walk, for example. In this ECR workshop, I will share the story of the Physical Activity Researcher Podcast and the challenges and joys along the journey. We will explore why and how early career researchers might engage with podcasting. Additionally, we will discuss using blogs and Twitter in our science communication and how these can be not only useful, but enriching activities in our working lives. However, we will also discuss the negative sides of social media and how to avoid them.