

2023

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## Engaging Scientists with the Public (BMB614319)

### Algemene informatie

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Cursuscode

BMB614319

Cursustype

Cursorisch onderwijs

Studiepunten

3 EC

Categorie / Niveau

M (Master)

Voertaal

Engels

Aangeboden door

Universiteit Utrecht - Faculteit Geneeskunde

Verplicht onderdeel van

- Communication Profile GSLS (PROFILE-COM)

Opmerking

Online: 13 Nov 2023 - 2 Feb 2024 (BMS\_P2\_A) Online: 22 Apr - 28 Jun 2024 (BMS\_P4\_A). Register via Osiris Student.

### Cursusinschrijving

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Na-inschrijfdagen

Als de inschrijfperiode gesloten is, kun je tijdens de na-inschrijving proberen je alsnog in te schrijven voor deze cursus als daar nog plek is. Houd er wel rekening mee dat de cursus dan al vol kan zitten.

WachtlIJst

Bij deze cursus kun je eventueel op een wachtlIJst worden gezet. Je hoort dan pas later of we je definitief kunnen inschrijven.

OSIRIS Student

Ga naar OSIRIS Student > Inschrijven / Cursus om je voor deze cursus in te schrijven.

Inschrijfperiodes

- Overig

Timeslots

Geen timeslot van toepassing

Inschrijfperiode

18 september 2023 t/m 29 september 2023 23:59

Na-inschrijfdagen

23 oktober 2023 t/m 24 oktober 2023 23:59

Uitschrijfperiode  
t/m 24 oktober 2023 23:59

Start onderwijs  
13 november 2023

- Overig  
Timeslots  
Geen timeslot van toepassing

Inschrijfperiode  
29 januari 2024 t/m 23 februari 2024 23:59

Na-inschrijfdagen  
2 april 2024 t/m 3 april 2024 23:59

Uitschrijfperiode  
t/m 2 april 2024 23:59

Start onderwijs  
22 april 2024

## Cursusbeschrijving

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### Cursusdoelen

After successful completion of this online course, the student can:

1. Explain/analyze the complex relationship between science and society;
2. Explain what science communication is, in particular in relation to public engagement;
3. Assess activities of public engagement based on design, learning, behavioral and communication models;
4. Develop a coherent and feasible plan for a public engagement activity for a complex societal problem;
5. Pre-test and improve this plan based on a small pilot;
6. Design the public engagement-plan in the form of a grant proposal;
7. Interact successfully with a scientist and with relevant stakeholders;
8. Pitch the grant proposal.

### Inhoud

**Period (from – till):** This course is taught **online**: 13 November 2023 - 2 February 2024 (BMS\_P2\_A) and 22 April 2024 - 28 June 2024 (BMS\_P4\_A).

**Course coordinator:** Drs. Frans van Dam ([f.w.vandam@uu.nl](mailto:f.w.vandam@uu.nl))

### Course description

Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit" says the Utrecht University's public engagement website. In the past five to ten years, universities have started to value public engagement. Universities feel they should be open to society. Not as mere providers of knowledge but they should also actively involve citizens, school children and stakeholders in their research and higher education. Public engagement has many forms, from science fairs, special apps to patient consultations or data gathering. Activities of public engagement are aimed at a large variety of audiences, including patient groups, homeless people, school children or wider audiences. Key is that both, the researcher and his/her audience benefit from the interaction. Examples of these activities can be found on the UU-website: <https://www.uu.nl/en/organisation/public-engagement-at-utrecht-university/what-is-public-engagement>.

In this online course, you will design a public engagement activity. For that purpose, you will select a research topic in connection with a Utrecht University research group or a particular researcher of their choice. In the first weeks, you will deepen

their understanding of the complex relationship between science and society, the roles of scientists and the audiences for public engagement activities. Starting in week 4, you start performing the analyses needed for designing and evaluating their public engagement activity with follow-up in weeks 5-7. At the end of the course, in week 8-10, each of you will finish your written plan for a public engagement activity and present it online.

All learning activities are supported through our online learning environment (ULearning). Here you have access to literature, informative videos and exercises. In week 4 and if needed later, online sessions (MS Teams) will be scheduled that you can attend voluntarily.

Teamwork, (peer) feedback, and critical (self) reflection are key elements in this course.

### **Didactic approach**

In this course, students develop a plan, based on theory, practical insights, and analyses. Peer feedback is a crucial aspect of the course, as giving and receiving feedback is a great help in improving the assignments. The weekly assignment will have to be finished on time to allow proper feedback.

This online course contains clips, reading materials, assignments, statements and reflections. In addition, students will be asked to contact a researcher and members of the audience they have selected. All of the weekly learning units can be carried out at home, using a computer and internet.

The lecturer is also moderator of the online course. He will assist the students and monitor the assignments and quality of the peer feedback.

### **Registration:**

You can register for this course via [Osiris Student](#). More information about the registration procedure can be found [here](#) on the Students' site.

### **Mandatory for students in own Master's programme:**

No

### **Optional for students in other GSLS Master's programme:**

Yes

### **Prerequisite knowledge**

None.

## Voorkennis en ingangseisen

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## Werkvormen

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Werkvormen

- Online onderwijs  
Aanwezigheidsplicht  
Ja

## Toetsen

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Toetsen

- Eindresultaat  
Weging  
100  
  
Minimum cijfer  
5,5

Beoordeling

Individual final proposal for a public engagement activity: 90% Participation and feedback quality: 10%

## Docenten

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Contactpersoon van de cursus

- drs. F.W. van Dam, MSc