

What Happens When Scientists Venture Outside the “Ivory Tower”?

Panel Discussion on Communicating about Science to the Public



Virtual Panel Discussion Sponsored by
the [Career Elixir](#) Women's Peer Mentoring Group

Thursday, November 26th from 5pm-7pm
[Register here by Wednesday, November 25th!](#)

In a time where science is more critical than ever to society, whether in the context of tackling the global pandemic to climate change to social justice issues, many questions remain about the pros and cons of communicating science to the general public.

How important is science communication for an academic career? Does science communication produce a new inequality in that academics who work on trendy topics benefit from science communication the most? What should the role of researchers vs. journalists vs. influencers vs. algorithms in communicating about science be? Should social media be used for science communication, and what impression does it create in the scientific community to do so? How can scientists target hard-to-reach groups such as those who are skeptical of science?

This panel will tackle these and other important questions. Drawing on insights from experts with experience bringing science and society into dialogue together, we will discuss the opportunities and challenges of science communication.

Panelists (in alphabetical order):

Prof. Dr. Adriano Aguzzi, University Hospital Zurich
Dr. Philipp Burkard, Director at Science et Cité
Prof. Dr. Reto Knutti, ETH Zurich

Prof. Dr. Mike Schäfer, University of Zurich
Katrin Schregenberger, Managing Editor at Higgs

The event will be held over Zoom (link sent via e-mail post-registration) and in English.

Register for the panel at the following link: <https://forms.gle/upw3t4SsYmwtFn8J6>

For more information, please contact Giulia Poggi (giulia.poggi@bli.uzh.ch) or Leonie Hentrup (leonie.hentrup@business.uzh.ch) of the Career Elixir Peer Mentoring Group.

Speaker Biographies and Websites

(in alphabetical order)

Prof. Dr. med. Adriano Aguzzi, Institute for Neuropathology, University Hospital Zurich
<https://www.med.uzh.ch/de/UeberdieFakultaet/fakultaetsmitglieder/aguzziadriano.html>

Prof. Dr. med. Aguzzi has been a senior physician and private lecturer at the University Hospital Zurich since 1992. Since the end of 1995 he has been director of the Swiss “National Reference Center for Prion Diseases” (NRPE), which is the focus of his research. He is currently the director of the Institute of Neuropathology at the University of Zürich.

Dr. Philipp Burkard, Director at Science et Cité
<https://www.science-et-cite.ch/de/philipp-burkard>

Dr. Burkard has been the managing director of Science et Cité since 2012. He is a member of several executive boards in science and culture, including on the board of the European Science Engagement Association EUSEA, as well as regularly lecturing in science communication.

Prof. Dr. Reto Knutti, Department of Environmental Science Systems, ETH Zurich
<https://usys.ethz.ch/en/people/profile.reto-knutti.html>

Prof. Dr. Knutti is Professor and Group Leader for Climate Physics at the ETH; he leads the climate physics group and does research and teaching on many topics related to climate change. He is also the Associate Vice President for [Sustainability at ETH](#), an active promoter of the role of science in society, and involved in many outreach activities.

Prof. Dr. Mike Schäfer, Department of Communication and Media Research, University of Zurich
<https://www.ikmz.uzh.ch/en/research/divisions/science-crisis-and-risk-communication/team/mike-s-schaefer.html>

Prof. Dr. Schäfer is Professor of Science Communication at IKMZ, University of Zurich, Co-Director of IKMZ - Dept. of Communication and Media Research, Director of Center of Higher Education and Science Studies (CHESS). He also presides the Agora Commission of the Swiss National Science Foundation.

Katrin Schregenberger, M.A., Managing Editor at Higgs
<https://www.higgs.ch/ueber-higgs/team/>

Ms. Schregenberger has a Masters in History from the University of Zurich. She joined the newsroom of the Neue Zürcher Zeitung in 2013, where she worked for over six years - most recently in a management position. In 2017 she was nominated by the “Swiss Journalist” for the “30 most talented journalists under 30”. In 2018 she wrote for three months as a reporter in Myanmar for the weekly magazine “Frontier Myanmar”. She has been the managing editor at Scitec-Media/Higgs since 2019.