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UNIVERSITÄT
BERN

BEYOND RESEARCH COMMUNICATION:

TRANSFORMATIVE GEOGRAPHY FOR SUSTAINABILITY

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5 ECTS for BA & MA Students

DATES: 17 Sept- 10 Dec 2024; 2pm-5pm (CET)

Place: GIUB, UNIBERN

Description of course

In recent years, applied research has shifted its focus towards addressing socially relevant issues by collaborating with civil society, administration, and businesses to co-produce solutions. This collaborative approach is considered essential in addressing the challenges of sustainable development. The project's aim is to identify and involve various stakeholders and target groups to gain their perspectives and knowledge for transformation. This approach aligns with ongoing discussions on sustainable development, emphasizing the integration of scientific insights with societal needs in facilitating policy-making. Effective communication of research to society, through various methods and media, plays a crucial role in achieving this goal. However, researchers often struggle to apply sustainable education due to a lack of practical skills and communication training. It is essential to provide communication training for students and researchers working on applied methodologies for NGOs, international organizations, civil society, and governmental bodies. Connecting scientific research with society is crucial not only

to demonstrate its relevance but also to secure support, recognition, and funding from a diverse range of stakeholders. Thus, the seminar offers an opportunity to strengthen the education-society dialogues.

Content

Our seminar combines various topics of sustainable development, issues of sustainability in the context of social and transformative learning, multimodal media, and research communication. Students will learn and critically reflect on different approaches to research communication as scientific outreach, understand the origins and goals of such communication, and experience the implementation by using practice-based methods.

What is learned?

The seminar focuses on practical and theoretical aspects of research communication. It covers various communication outcomes such as social media campaigns, blogs, posters, short films, video essays, audio-visual installations, photo voice, and elicitation. The critical perspective of research communication and its significance in sustainable development is discussed and practical examples are shared. Emphasis is placed on the basics of research communication, including technology and necessary skills, non-fictional film language, post-production, and digital communication.

At the end of the seminar, students will collaborate to develop a research communication event, specifically a science-society cafe to showcase their work. The seminar requires a high degree of initiative and commitment from students, and a letter of application is required. Please note the obligatory seminar dates and see the preparation assignment below.

Learning outcomes

- Develop technical and methodological knowledge for working with various media such as photography and films.
- Enhance methods and representation practices for these media.
- Gain deeper understanding and critical reflection skills for communicating about sustainable development and the UN Sustainable Development Goals (SDGs). Focus

areas include Climate Adaptation, Gender Empowerment, and Work & Health Care in the Global South.

- Acquire knowledge of theoretical approaches and concepts for education through sustainability, with an emphasis on critical research communication in disciplines such as geography, social anthropology, media studies, and related fields.
- Reflect on one's scientific work and consider questions related to representation.
- Co-organize and implement the Science Society Cafe (Team presentation), which involves engaging with the public outside of academia and reflecting on processes, ethics, and power relations in co-creation.

Course Evaluation

Overview:

- a) *Admission requirement (10 %): Deadline September 9, 2024*
- b) *Individual reflection paper (40%): October 29, 2024*
- c) *Team presentation (50%): December 3, 2024*

Admission requirement (10% of the grade): *Prior to the class, students must read two publications and watch Dr. Jinat Hossain's science communication content to write a review paper. Deadline: September 9, 2024*

The review paper is suggested to be written based on the following three questions:

1. What are the most interesting aspects you found in the readings? Please argue with references and examples.
2. In what ways did you find these readings to be useful in determining how you could conduct your research communication in sustainable development?
3. Provide examples and arguments for how you anticipate engaging in research communication for transformative geography.

The material will be accessible starting August 19, 2024, and the review paper (800-1000 words) must be uploaded to ILIAS no later than September 9, 2024. The submission counts for 10% of the total grade and is a pre-condition to attend the course.

Prerequisite readings

- Meditation and Communication
https://www.researchgate.net/publication/379759638_Co-Creative_Media_Initiatives_for_Transformative_Critical_Sustainability_Studies
- Hossain, Jinat & Thieme, Susan (Pre-submission stage). Adaptation towards justice?: Neo-liberal development and gender complexities in the *Sundarbans* delta of Bangladesh. (Confidential, please don't circulate it as it is under publication process)
- Science communication outcome featuring Dr. Jinat Hossain

The course combines two further partial assessments for the final grade.

Individual reflection paper (40%): 2000-2500 Words, should be submitted on October 29, 2024

Students must submit a written reflection with specific guiding questions. This assessment aims to evaluate their understanding of different concepts and their ability to apply various theories to promote sustainable development. Students will be required to propose activities for the Science-Society Cafe and explain how these activities can help bridge the gap between science and society. They will receive feedback from instructors and peers. Furthermore, these written assignments will form the basis for future seminar sessions.

Students are expected to study core resources related to participatory methods addressing sustainability issues and reflect on a chosen communication approach such as photo voice, mapping, or co-authored films. They should also consider how research communication can contribute to creating a sustainable environment. They can utilize the mLAB Lab case studies to develop their arguments. The paper should critically answer the question: "How can research communication address the needs of sustainable development?"

TASK:

Please remember the requirements below for the research communication group project.

You are expected to address the following guiding questions when drafting the paper. These questions are meant to guide you, but we encourage you to incorporate your creative and critical thoughts as well.

- a) What are your key arguments and how do they relate to research communication and sustainability debates?
- b) Present the case study or project, ethical aspects, and methods to be followed.
- c) How does the project address current debates in sustainability research communication and contribute to transformative geography?

The reflection paper will be evaluated based on the following criteria:

- a) Critical understanding of the ongoing debates
- b) Clear presentation of the case or project
- c) Articulation of methodology and ethical aspects of the collaboration
- d) Presentation of key arguments with clear narratives

Furthermore, the team presentation will constitute 50% of the assessment. The research communication group project must be submitted by December 3, 2024, and presented by December 10, 2024 at a Science-Society Café. You are required to work as a team to organize and present your final products. The core ideas of the Science-Society Café will be developed during the course. The final product should be produced in consultation with the course instructors, mentors, and relevant research teams, including local partners in the Global South (e.g. Centre for Men and Masculinities Studies, Bangladesh, Alliance for Mediterranean Nature and Culture, and research collaborators in Nepal).

The evaluation will be initially conducted by the course instructors and then by the extended mLAB team, with constructive feedback from local collaborators and peers.

Please ensure the following criteria are met for the evaluation of team presentations at the Science-Society Café:

- 1) Does the presentation clearly communicate a message or discourse?
- 2) Has the team utilized a constructive and authentic form of storytelling?
- 3) Does the presentation align with universal human values and ethical conduct?

4) Does the presentation benefit all stakeholders involved (beneficiaries, researchers, research partners)?

5) Does the final presentation incorporate feedback received during the interim evaluation?

Timetable: Project Planning

Project phases / Activities / Evaluation	Dates in Fall, 2024
<p>Introduction to Conceptual Debates on</p> <p>Beyond Research Communication: Transformative Geography for Sustainability</p> <p>With Dr. Jinat Hossain & Dr. Eda Elif Tibet</p> <ul style="list-style-type: none"> ● Transdisciplinarity and Citizen Science ● Postcolonial Debates: Decolonizing Knowledge Production ● Ethical Debates: Global North & South Collaboration 	<p>1st week</p> <p>September 17</p>
<p>Introduction to Research Communication</p> <p><i>Transformative Geography,</i></p> <p><i>Sustainability Education and Research Communication</i></p> <p>with Dr. Jinat Hossain, Dr. Eda Elif Tibet and Prof. Dr. Susan Thieme</p> <ul style="list-style-type: none"> ● A DIGITAL SPACE: WHAT IS SOCIAL MEDIA? ● DIGITAL SOCIALITES & DIGITAL ENGAGEMENTS <ul style="list-style-type: none"> ● TRANSMEDIA STORYTELLING ● MULTIMODALITY <p>(Social Learning, Participatory Mapping, Photovoice, Posters, Co-Authored Films)</p> <ul style="list-style-type: none"> ● HOW TO BUILD AN AUDIENCE? 	<p>2nd week</p> <p>September 24</p>

<p>Exploring the mLAB researchers media material (India-gender, Nepal-healthcare & Bangladesh-climate adaptation in relation to SDG Goals, Alliance for Mediterranean Nature and Culture) supported by principal investigators and mLAB researchers:</p> <p>Dr. Jinat Hossain, Dr. Eda Elif Tibet, Dr. Susan Thieme, and Mirko Winkel</p> <p>Students exercise with existing research material, open to add own created film footage or/and secondary sources</p>	<p>3rd week October 1</p>
<p>Preparation time</p>	<p>4th Week October 8</p>
<p>Presentations of ideas / feedback sessions (Out of the choice of media formats) presented in week 3, students present their choice and which communication format they are going to focus on for the course).</p> <p>Mirko: Critical research communication aspects. Reading: Mirko Winkel's Paper.</p>	<p>5th week October 15</p>
<p>Assignment Time / Mentoring</p>	<p>6th week October 22</p>
<p>Linking Innovation, Theory and Practice: Using Design Thinking Approach in Research Communication Together with Guest lecturer; Dr. Sayed Shaikh Imtiaz Professor, University of Dhaka /Founder, Centre for Men and Masculinities Studies, Bangladesh (online, confirmed). Led by Jinat Submission of Individual Reflection Paper (29 October)</p>	<p>7th week October 29</p>

Assignment Time / Mentoring	8th week November 5
6th GLOBAL SCIENCE FILM FESTIVAL https://www.sciencefilm.ch/ Highly recommended for the students to join and experience some of the sessions of 'Global Science Film Festival': a good example of science communication event.	7-10 November 2024 (Basel, Bern, Lugano & Zurich), Friday 8th November opening night in Bern.
Assignment time/ Mentoring	9th week November 12
Critical Sustainability and Commoning Media Initiatives Elif and Thieme. Reading: Unorthodox Coalitions Paper Animating the Commons Applied Research Initiative	10th week November 19
Submitting first draft	November 19
Preparation of Science-Society cafe: Exhibition & Presentations; and Feedback with course instructors, peers and local partners	11th week November 26
Guest Lecture, Sandra Jasper Animal voices on file (to be confirmed) Submitting final project	12th week December 3
Science-Society Cafe: Team presentation (90 mins and reflection) (Evaluations with extended mLAB team)	13th week December 10