

## Discovering the Science Communication Ecosystem

1/2

### Training Resource



Tools to Introduce Themes  
Tools for Discussion, Reflection  
and Learning: Quick Tools  
Tools for Discussion, Reflection  
and Learning: Deep Dives

### Research Insights



Making Sense of Science  
Evaluating & Promoting Science  
Communication Quality Online  
Barriers to & Opportunities for  
Reaching Audiences

### Competence Framework



Picture of the World  
Professional Norms & Roles  
Working Knowledge

### Required Prior Knowledge



Not required, but basic understanding of  
science and public communication could be  
an advantage.

### Description

Working on their own or in groups, students visualise their understanding of the science communication ecosystem using clay. Every student gets a block of clay and is asked to modulate their ideas about the science–society interface. This can include communicators, issues, audiences, media or other aspects considered relevant. Participants then explain their ecosystems to another participant/group, who then presents the respective results in front of the plenary. Alternatively, participants could also be asked to draw the ecosystem; this might be more suitable for online training contexts.

### Learning Objectives

- Explicating oftentimes vague understandings and ideas of the (digital) science communication ecosystem
- Getting to know different perspectives and broaden own views
- Challenging mental models by discussing and exchanging different perceptions

### Technical Requirements and Preparation

- Modelling clay (depending on size, one block per student)
- Underlay (e.g., flip chart sheets)
- Be aware that the task may require cleaning after the course.

## Discovering the Science Communication Ecosystem

2/2

### Sample Schedule

---

10 minutes	Short introduction, incl. dispensing materials
20–30 minutes	Modelling work
20–30 minutes	Presentation and discussion
10–15 minutes	Wrap-up and conclusion