

EXPLOITING VIDEOS FOR SCIENCE COMMUNICATION: THE EDULAB EXPERIENCE

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THE CHALLENGE

Nowadays, science communication and popularisation are part of a scientist's everyday life because divulgation disseminates scientific information to the general public, helping him to understand specific scientific subject and the advancements of research, as well as inspiring critical reflection, awareness and environmentally responsible behaviours.

WHO?

A team of scientists, researches and technicians of the IAS-CNR of Capo Granitola welcomed this challenge, founding the EDULab group. Its core activities are addressed in science divulgation and experimentation of innovative approaches using emerging digital technologies

HOW?

Among a variety of science communication products, videos have proved to be one of the best ways to literally «immerse» the audience in scientific research and make the experience fun, in particular for non-scientific audience and young people.



Videos as tools for presenting and sharing the results of complex scientific projects to general public:
the case of ICT-E3 PROJECT

Videos educating and raising awareness on the state of our seas, showing aquatic ecosystems, marine biota, human impact on marine biodiversity, as well as the way scientists are studying seas:
the ORBS PROJECT

Using videos as form of expression for the school students who experienced the educational modules proposed by EDULab:
the CISAS PROJECT

