

University of Nebraska - Lincoln  
**DigitalCommons@University of Nebraska - Lincoln**

---

SciComm 2016 - Lincoln, Nebraska, September  
23-24, 2016

SciComm - Effective Science Communication

---


9-24-2016

# Training Undergraduates to Sell It: #SciComm in an Ecology Course

Teresa Bilinski

*St. Edward's University*, [teresamb@stedwards.edu](mailto:teresamb@stedwards.edu)

Follow this and additional works at: <http://digitalcommons.unl.edu/scicomm2016>

 Part of the [Life Sciences Commons](#), [Medicine and Health Sciences Commons](#), [Other Communication Commons](#), and the [Science and Technology Studies Commons](#)

---

Bilinski, Teresa, "Training Undergraduates to Sell It: #SciComm in an Ecology Course" (2016). *SciComm 2016 - Lincoln, Nebraska, September 23-24, 2016*. 20.

<http://digitalcommons.unl.edu/scicomm2016/20>

This Presentation is brought to you for free and open access by the SciComm - Effective Science Communication at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in SciComm 2016 - Lincoln, Nebraska, September 23-24, 2016 by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

***Training Undergraduates to***



***sell it***

***#SciComm in an Ecology course***

Image Credit: <http://www.textbookdollars.com/blog/science-students-sell-used-college-textbooks/>

**Teresa Bilinski, PhD @BilinskiTeresa**

St. Edward's University Dept. Biology

SciComm 2016



ScienceofPeople.com

Image Credits: <http://www.ranker.com/list/dull-topics-that-boring-people-talk-about-constantly-v1/>  
<http://blogs.nature.com/naturejobs/2013/01/28/getting-an-internship-in-science-journalism/>



*Soft Skill?*







**NO!**

# Essential Transferable Skill

“Students would be better served by an education that is integrated with the **job market** they will encounter post-graduation, and one that provides not only technical skills but also the soft **skills** that are most in demand by employers such as **communication...**”

# Undergraduates... #SciComm 'natives'?



SCIENTIFIC  
AMERICAN®

 *Cross-Check*

---

# What Should We Teach When We Teach Science Communication?

We just began a new undergraduate program in Science Communication at my school, Stevens Institute of Technology, and I'm agonizing over what to teach.

---

By John Horgan on February 20, 2014  10

<http://blogs.scientificamerican.com/cross-check/what-should-we-teach-when-we-teach-science-communication/>





**#SciComm**

**Videos**



**Blog Posts**

**Science  
Journalism**



# #SciComm in a senior Ecology course

Course-based undergraduate research experience (CURE)



***Ecosystem services at the  
wildland - urban interface:  
involving undergraduates in  
ecological investigations***

# #SciComm Oral Presentations

## Pre- assignment

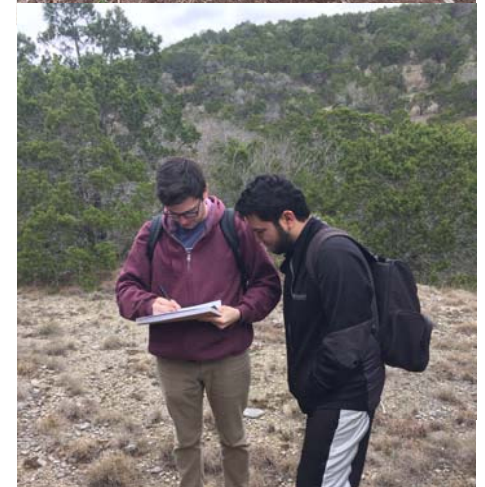
“Summarize the Results of an ecological research project related to the effects of urbanization on ecosystems. The research summaries will be presented orally to the class - 5 minutes per group.”





# #SciComm Oral Presentations

## Post- assignment



# #SciComm Blog Posts

## Pre-assignment

**“Nature, it’s all Around Me”**

**“Plants & Plots”**

**“Desperately Seeking Species:  
A Look Into the Ecological Methods  
of Determining Diversity”**

*Everyday, we think that evolution  
Is about development and urbanization  
And we forget to work on the technology  
That will help us preserve earth’s biodiversity.*

*So put away your iPhone,  
And let’s start lesson number one.*



# #SciComm Blog Posts

Post-assignment





# FUTURE #SciComm with undergraduates



# Want to collaborate?



@BilinskiTeresa

[teresamb@stedwards.edu](mailto:teresamb@stedwards.edu)

[sites.stedwards.edu/teresamb](http://sites.stedwards.edu/teresamb)



<http://news.unl.edu/newsrooms...>