“‘The medium is the message’!
Why science communication matters”
Conclusions
Spoiler alert!

Conclusions

• Context matters – think about your audience, and think hard: what do they know, what do they think you know, what can surprise them, please them, get them thinking?
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• In many cases, it is worth taking the time (and raising the funds) to hire professional creators (artists, scenographers, filmmakers, etc.), and to communication with them, and not through them.
Three media, three experiences

• Science as installation
  – the “Public International Indigenes” installation at *Making Things Public*, ZKM, Karlsruhe, Germany
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- Science as installation
  - the “Public International Indigenes” installation at *Making Things Public, ZKM, Karlsruhe, Germany*

- Science as travelogue
  - “Complex Connections: CSR in China”, a documentary film narrating ethnographic research
Three media, three experiences

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• Science as reflexive co-creation
  – “Territoire”, a participatory theater project on and with the canton of Neuchâtel
Science as installation

“Public International Indigenes” installation at Making Things Public, ZKM, Karlsruhe, Germany

(Curious Space & Geslin, Hertz, Yazgi)

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Science as travelogue

A documentary film narrating a two-year ethnographic research project financed by the Swiss Network for International Studies (Fuhrer, Hertz)
and that the Chinese workers who make them for us earn very little.
how responsibility for labor conditions gets transformed
As you can imagine, following how this project worked on the ground involved rather intensive fieldwork with a number of partners.
Science as reflexive co-creation

Territoire
a participatory theater project on and with the canton of Neuchâtel (Hertz, Jeanneret, MAPS (UniNE), Yazgi)

Mises en jeu
(aREC, Pernet, Aubert)
Trois phases

1. un travail entre chercheur*e*s pour identifier des thèmes et des partenaires
2. Entretiens, observations représentations, discussions avec un réseaux restreint d’acteurs sociaux
3. Une remise en forme complète par un dramaturge, acteur*e*s de théâtre et graphistes professionnel*le*s
Final piece of advice

Have fun!