

STUDY GUIDE

SCIENTIFIC COMMUNICATION ON THE INTERNET 26-27 S2

Organised by
University of Cantabria (UC)

1. IDENTIFYING DATA.		
· Course Name.	Scientific Communication on the Internet 26-27 S2.	
· Coordinating University.	University of Cantabria (UC).	
· Partner Universities Involved.	-	
· Course Field(s).	Extra.	
· Related Study Programme.	Transversal Doctoral Programme.	
· ISCED Code.	0688: Information and Communication Technologies (ICTs), inter-disciplinary programmes. 1088: Services, inter-disciplinary programmes.	
· SDG.	SDG 4. Quality Education. SDG 9. Industry, Innovation and Infrastructure.	
· Study Level.	B, M, D.	
· EUNICE Key Competencies	Problem solving	NOT AT ALL
	Teamworking	NOT AT ALL
	Communication	Green - strongly
	Self-management	Orange - moderately
	Cognitive flexibility	Green - strongly
	Digital competence	Red - partially
	Technical competence	NOT AT ALL
	Global intercultural competence	NOT AT ALL

· Number of ECTS credits allocated.	3 ECTS.
· Mode of Delivery.	Online self-study.
· Language of Instruction.	English.
· Course Dates.	05.04.2027 – 23.04.2027 (April 5 th , 2027 – April 23 rd , 2027).
· Precise Schedule of the Lectures.	Asynchronous sessions.
· Key Words.	Science Outreach; Web Page, Blog, Video, Infographic, Post, Internet, Content Curation, Personal Branding.
· Catchy Phrase.	Increase your visibility in the scientific community and learn how to improve your science communication.

· Prerequisites and co-requisites.	<ul style="list-style-type: none"> - EUNICE Student. - English Level: B2.
· Number of EUNICE students that can attend the Course.	18.
· Number of EUNICE students that can attend the course per institution	2.
· Course inscription procedure(s).	Standard EUNICE process.

2. CONTACT DETAILS.

· Department.	Department of Chemistry and Process and Resource Engineering.
· Name of Lecturer.	Alberto Coz.
· E-mail.	alberto.coz@unican.es
· Other Lecturers.	-

3. COURSE CONTENT.

This course is related to the use of science outreach and how to communicate it on the Internet. We will see the creation of scientific web pages and blogs under a user-friendly tool (WordPress), how to make videos, infographics, and posts taking into account the content curation, and some key issues in personal branding and AI.

4. LEARNING OUTCOMES.

Scientific Webpages,

In this course, students will:

- be able to create a scientific web page with WordPress.
- know how to add scientific posts on a blog for science outreach.
- be able to design and edit videos, infographics, posts and other resources for science outreach on the Internet.

5. OBJECTIVES.

The main objective of the course is based on how to communicate science on the Internet with different resources: web pages and blogs, videos, infographics and social media. To fulfil this objective, the following tasks will be done:

- To study the main key aspects on Science Outreach on the Internet
- To learn the importance of the personal branding.

- To learn how to create a new web page on Internet from the beginning and using user-friendly tools.
- To learn some tools for designing and editing blogs, videos, infographics and posts in Social Media, taking into account the methodology of a content curation.

6. COURSE ORGANISATION.

UNITS

1.	Introduction: science outreach and communication on the Internet.
2.	Personal branding.
2.	Web pages: How to use WordPress.
3.	Social Media: How to use content curation.
4.	Blogs: How to make a good blog!
5.	Multimedia: How to make a good video or infographic for science outreach on the Internet.
6.	AI: Use of AI in science outreach on the Internet.

LEARNING RESOURCES AND TOOLS.

Virtual course, material provided by the professor.

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

The students will do some small tasks related to the subject.

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.

Tasks and activities on the subject web page and the learning management site of the course.
The course is graded.

OBSERVATIONS.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.

Specific lectures, videos and tools provided by the professor.