

COMMUNICATING SCIENCE ON INSTAGRAM

An Assessment Bringing Social Media into the Science Classroom

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Why should you incorporate this assessment?

Disinformation is a global issue fuelled by social media platforms. We need to teach our students how to breakdown data into lay terms to contribute to the conversation in an effective & meaningful way.



Assessment Outcomes

In a 3rd or 4th year course where primary research reading is a focus, by the end of the assessment students will be able to:

- Read and interpret primary literature
- Break down complex concepts from the primary literature into lay language for an educated, adult population
- Compose an Instagram-style caption (2200 characters or less) communicating the breakdown of the complex concepts
- Create or modify a maximum of 10 images, diagrams, videos and visual aids in an Instagram-style post
- Critique Instagram-style posts by peers for accessibility and engagement

How can you implement the assessment in your course?

Lecture Session #1

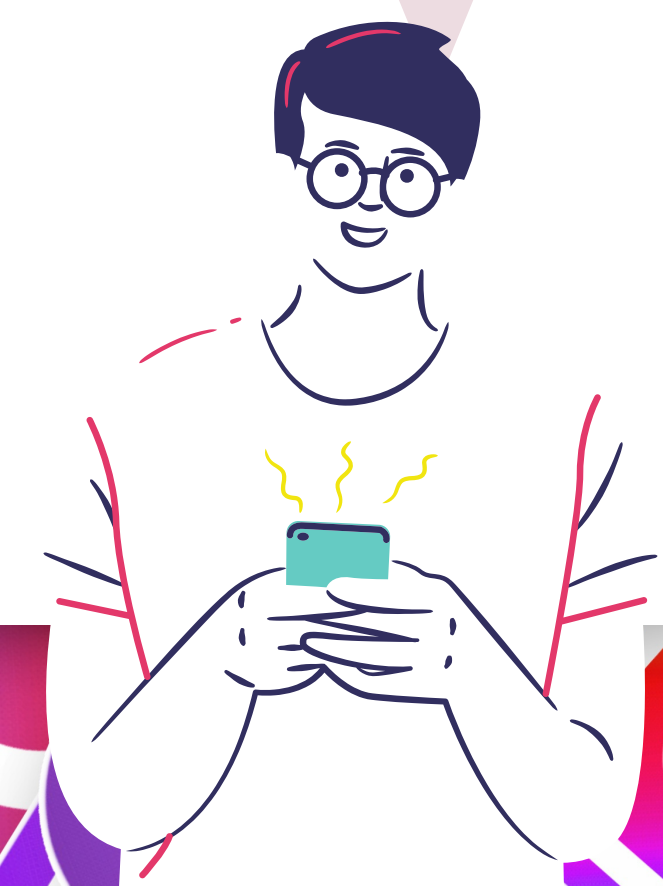
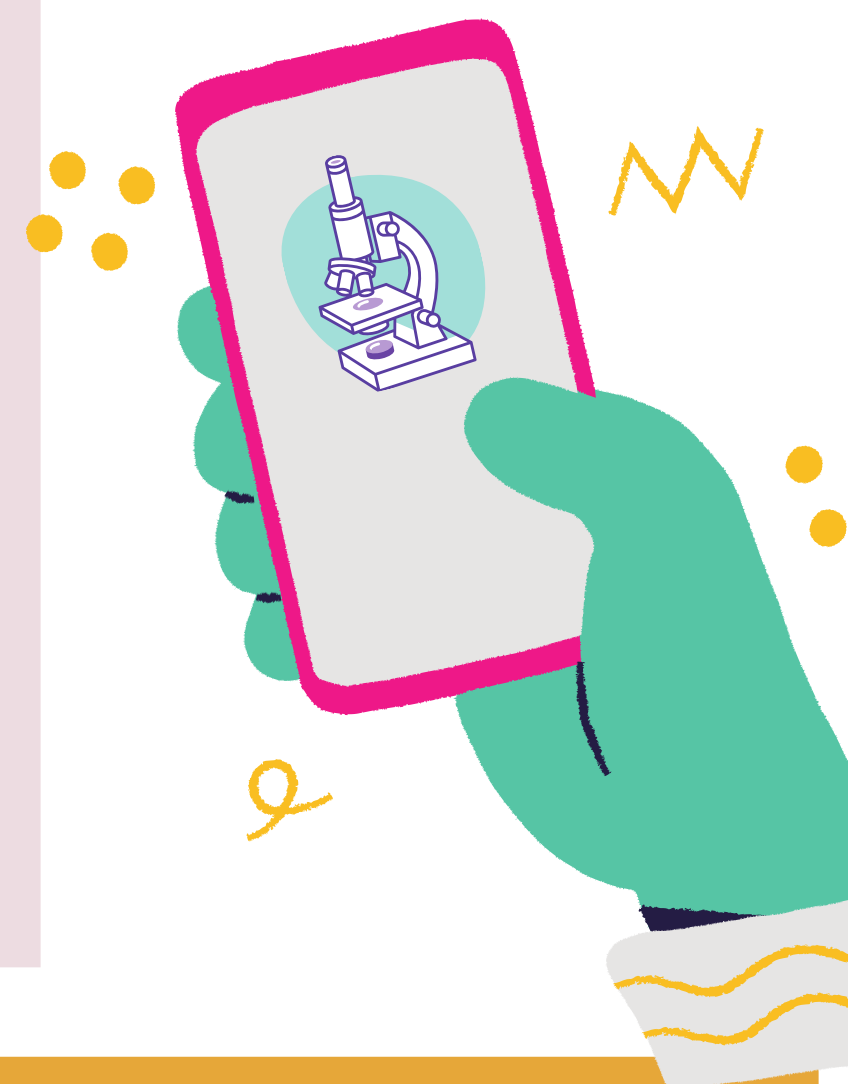
- How to break down primary research into lay terms

Lecture Session #2

- What is Science Communication? Why is it important?

Tutorial Session

- How do established & budding Science communicators use Instagram?
- Create an outline of Science Communication Instagram strategy



How can you bring this into your own discipline?

Explore communicators using Instagram from your own discipline. Your discipline doesn't have a big social media presence?

- Why not? - Use this assessment to encourage your students to occupy this space!

