

Podcasting as a tool for science communication

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Researchers never had more possibilities to directly communicate with a wide audience than nowadays in the era of social media. Yet, researchers are also aware that they may get more merit from publishing scientific articles than from investing in science communication. In this workshop, we showcase that there are indeed many advantages of engaging with science communication to advance a researcher's career. From a wide range of possibilities, podcasting is one feasible, but still under-used option.

In this workshop, we will explore podcasts as a valuable tool for science communication. We will share insights on the value of using and releasing podcasts in academia, how they influence our careers and what this means in terms of public outreach. Podcasts are more easy to create than for instance YouTube videos. Examples of podcast platforms (Anchor.fm, Podbean) will be showcased. Participants will get some hands-on experience on Audacity. In addition to releasing their our own ideas for podcast, participants are invited to reflect on motives for releasing podcasts and possibilities to collaboratively develop podcast series. We will actively visit other researchers' podcasts to get inspired and initiate plans for our own or co-hosted podcasts. The workshop is interactive and involves group work.

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*Own ongoing podcast (in Finnish) *Ranskaa raakana!* [Raw French!]: <https://isosavi.podbean.com/>*

*Co-hosted 12-episode podcast (in Finnish) *Väitöksen jälkeen* [After PhD]:*

<https://anchor.fm/vaitoksenjalkeen>

