



SCIENCE COMMUNICATION IN THE DIGITAL AGE



Programme

On 24-26 June 2025, the European Science-Media Hub (ESMH) of the European Parliament is organising a Summer School in Brussels on 'Science Communication in the Digital Age'. Young journalists between 18 and 39 years old have been invited following a call for application published earlier this year.

The three-day event will include workshops, panels and training sessions with experienced journalists, communication specialists, researchers and policymakers. Experts will share hands-on tips and tricks to leverage digital tools to tell science stories and engage audiences. Participants will address the opportunities and challenges of online science communication, discuss trends and best practices in journalism, and learn how to navigate the complexities of science communication in the digital age.

Day 1: Tuesday, 24 June 2025 – SPAAK 7C50

15:15 - 15:30 **Welcome**

Welcome and opening by the STOA Chair
Introduction to the ESMH and its Summer school

Speakers

- **Christian Ehler** – MEP, STOA Chair
- **Svetla Tanova-Encke** – ESMH Coordinator

15:30 - 17:00 **Opening session : 'Science journalism in the digital age: Challenges and opportunities'**

Also live webstreamed

Discussion on the current state of science journalism, the polarisation of discourse and decreasing trust in science, and the role of young journalists in shaping the future of science communication.

Speakers

- **Christian Ehler** – MEP, STOA Chair
- **Alok Jha** – Science and Technology Editor at The Economist
- **Pavla Hubalkova** – Science Writer at Wired Czech
- **Dr. Ike Picone** – Professor of Media and Journalism Studies, VUB
- **Agnès Vernet** – President of the European Federation for Science Journalism (EFSJ)

17:30 - 18:30 **NETWORKING COCKTAIL**

Day 2: Wednesday, 25 June 2025 – InfoHub

9:30 – 11:00 Seminar : 'Fostering Trust in the Digital Age'

How do we combat disinformation and strengthen trust in science and digital ecosystems?

Disinformation undermines public trust and democratic processes. This seminar will address the accountability of online platforms and big tech in ensuring transparent digital services, unbiased algorithms and protect users' data privacy. It will explore the role of regulation and the impact of the European Digital Services Act (DSA) in mitigating the spread of disinformation and promoting a safer, more trustworthy online environment. Experts will also share strategies to effectively share knowledge online and foster trust in digital environments. The objective is to equip participants with the knowledge and skills to counter disinformation when reporting on science and technology issues, and so help promote public trust in science and digital media.

Speakers

- **Dr. Trisha Meyer** – Professor in Digital Governance and Participation, VUB
- **Dr. Sara Degli-Esposti** – Research Scientist in Ethics of Artificial Intelligence, IFS-CSIC
- **Doichin Cholakov**, Member of the Secretariat of the Special Committee on the European Democracy Shield (EUDS) in the European Parliament
- **Christopher Coakley** – Press officer at the European Parliament, Disinformation Team
- **Gaël Van Weyenbergh** – Digital Innovation Strategist, MEOH

11:00 – 11:30 COFFEE BREAK

11:30 – 12:45 Workshop : 'How to fact-check for trustworthy reporting'

Learn how to identify and debunk false information!

Participants will discover how to effectively verify sources, identify biases, and debunk false claims using a range of online tools and resources.

Through practical exercises and real-world examples, participants will gain practical experience in fact-checking and learn how to integrate these skills in their daily work to combat disinformation.

Speakers

- **Rocío Benavente** – Editorial Project Coordinator at Maldita Ciencia (Spain)
- **Patryk Grażewicz** – Fact-checker at Pravda (Poland)

12:45 – 14:00 LUNCH

14:00 – 16:00 Masterclass : 'Telling science stories in a crowded digital space'

How do you reach and engage diverse audiences with science information in a media-saturated and rapidly evolving digital landscape?

Discover why storytelling in science communication is important and how to use it in online science journalism.

Learn how to create engaging, interactive and shareable science content for online platforms, and how to leverage social media to reach wider audiences.

Takeaways:

- Principles of compelling science storytelling
- Skills for creating engaging and interactive science and technology content
- Strategies for leveraging social media to reach wider audiences
- A list of recommended tools and resources for creating multimedia content

Speakers

- **Pierre Girard** – Science journalist and videographer at ARTE & YouTuber
- **Dr. Stina Borchers** – Neuroscientist & science communicator

16:00 – 16:30 COFFEE BREAK

16:30 – 17:30 Workshop : 'Data for science stories: Tips, tricks and tools'

Learn how to work with data to create compelling science stories.

Participants will discover where to find trustworthy data and how to analyse it, and learn how to effectively communicate complex data insights and research findings to their audiences. They will also explore data visualization tools to bring data to life and create interactive content.

Speakers

- **Giulio Sabbati** - EPRS - Strategy, Coordination & Outreach unit
- **Charlie Giattino** - Our World in Data, Communications & Outreach Manager

Day 3: Thursday, 26 June 2025 – InfoHub + SPAAK 7C50

9:30 – 11:30 **Masterclass : ‘Communicating complexity: leveraging artificial intelligence’**
Artificial Intelligence (AI) continues to transform the media landscape and to reshape the future of communication and journalism.

This masterclass will help participants to understand the implications of AI for science communication and to harness its potential. Through practical tips and hands-on exercises, participants will learn how to use AI-powered tools to report on complex scientific and technological issues in a clear and accessible way. Experts will also address the limits of these tools and how to use them ethically.

Takeaways:

- Insights into the impact of AI on journalism and science communication
- Practical tips on using AI to communicate complex scientific topics
- Hands-on experience with AI-powered tools for content creation
- Ethics guidelines for trustworthy AI practices

Speakers

- **Mirko Bischofberger** – Science Communicator & Founder of Science Studios

11:30 – 12:00 **COFFEE BREAK**

12:00 – 13:00 **Seminar : ‘Building Science Communication Networks and Collaborations’**
The importance of building networks and collaborations in science communication.

Participants will learn about existing collaborative projects and networks in science communication, and the importance of building a community of practice. They will discuss how to establish and maintain effective relationships with scientists, policymakers and other stakeholders to improve their science reporting and communication efforts.

Speakers

- **Dr. Jason Pridmore** – Professor of Human Centric AI and Society & COALESCE project lead
- **Alessandra Fornetti** – Coordinator of the Science Communication unit at the Venice International University
- **Fabio Turone** – Director of the Center for Ethics in Science and Journalism
- **Anthony Lockett** – Head of Unit for Communication at the European Commission’s DG for Research and Innovation

13:00 – 14:15 **LUNCH**

14:15 – 15:30 **Closing session: ‘The role of science communication in a healthy democracy’**
SPAAK 7C50 – also live webstreamed

Discussion and wrap-up on the importance of science communication to fight disinformation, to reinforce public trust in science and institutions, and to support evidence-informed policymaking for a healthy democracy.

Speakers

- **Lina Galvez** – MEP, STOA Vice-Chair
- **Elisabetta Tola** – Science and data journalist, President of Facta.eu and CEO of formicablu
- **Mario Scharbillig** – Science for Policy Analyst, European Commission’s Joint Research Centre
- **Dr. Cameron Brick** – Assistant Professor of Social Psychology, University of Amsterdam
- **Morien Raeymakers** – Journalist at De Morgen

15:45 – 16:30 **VISIT OF THE EUROPEAN PARLIAMENT HEMICYCLE**