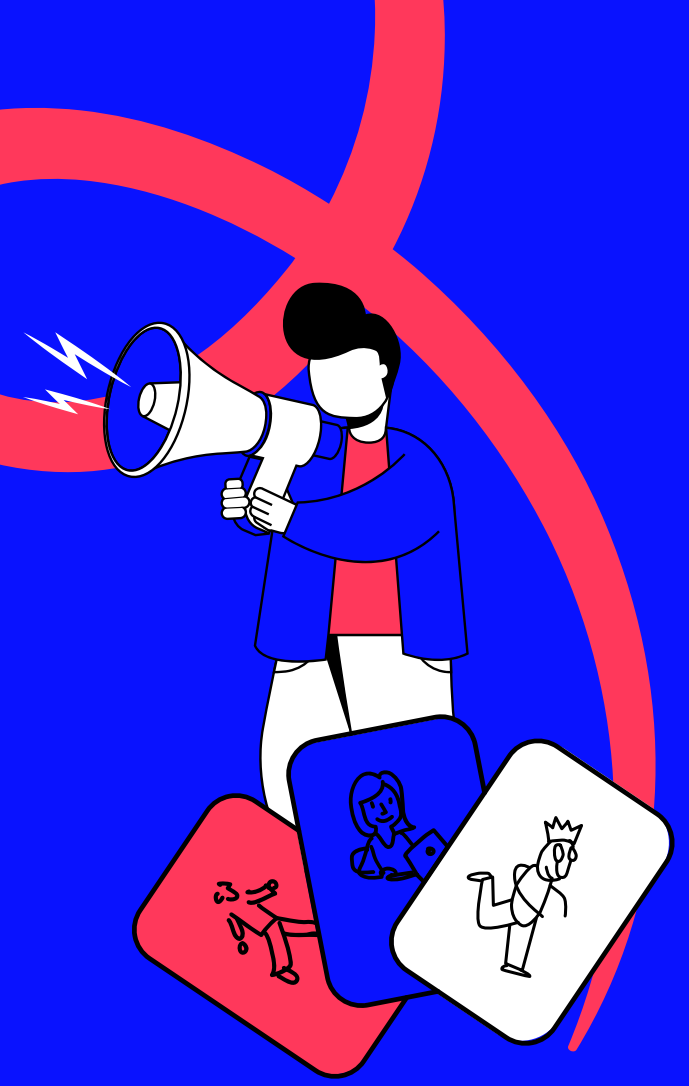
Trainer Cards

How to become better at telling scientific stories to the general public?



This method has been developed within ParCos. This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No. 872500.

PARCOS
Participatory Communication of Science

Index

About the Trainer Cards

What?

This card deck is a reflection tool that contains guidelines for the design, iteration, and evaluation of science stories. The guidelines on the cards are posed in the form of questions to stimulate thinking and spark discussion. The questions on these cards are based upon quality criteria for science dissemination that are distinguished through a systematic review.

For whom?

The Trainer Cards are designed for science storytellers, which can be researchers, students and intermediaries such as media professionals, museum and cultural heritage professionals, or mental, social welfare and community-based practitioners who want to translate their science story to the public.

Why?

The motivation behind this self-reflective card approach is to give science storytellers more agency in the development and evaluation of their science stories. In doing so, the card approach can support people to look at (the creation of) their science stories from different perspectives.

When?

The cards can be used to develop and design a science story (beginning), to iterate a science story (during the process), or to evaluate a science story (final phase).

BACK TO INDEX

How to use the cards?

How to...

The cards can either be used individually or in groups.

Since there are **various specializations** within the field of science storytelling, collective use is recommended when users do not have expertise in all of the four dimensions of science stories; for instance, when a background in science or curation is lacking.

By joining forces and using the card deck collectively, people can **exchange experiences and reflections**, and possibly also engage in **dialogues and discussions** at an advanced multidimensional level.

BACK TO INDEX

Overview of the cards

Overview 1

The cards are characterized by **3 properties: dimensions layers and themes**

There are **4 science story dimensions** in the card deck. The dimensions correspond with four different facets of science storytelling:

- **Science**
- **Communication**
- **Technology**
- **Impact**

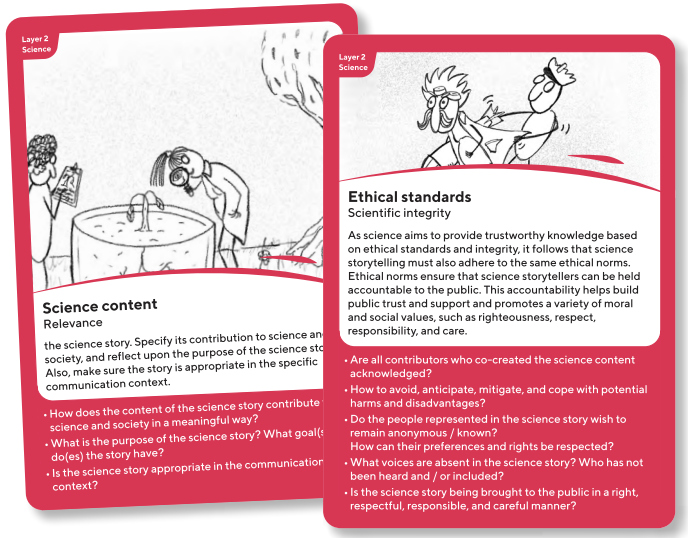
BACK TO INDEX

Overview 2

Within each dimension, we distinguish **3 layers** that are ordered according to their complexity. These range from:

- **The basic layer** (layer 1)
- **The intermediate layer** (layer 2)
- **The most advanced layer** (layer 3)

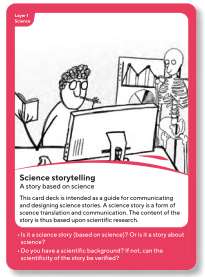
There are one or more **theme-specific content cards** within each dimension and at each layer.



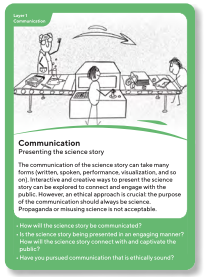
BACK TO INDEX

LAYER #1

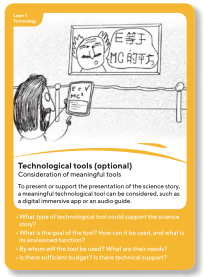
Different basic components of the science story curation: **ground layer**



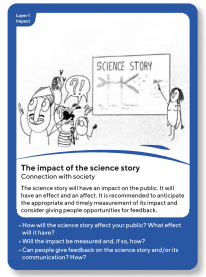
THE SCIENCE BEHIND THE STORY



COMMUNICATION OF THE SCIENCE STORY



TECHNOLOGICAL TOOLS (OPTIONAL)



IMPACT OF THE SCIENCE STORY

LAYER #2

Digging deeper: **pillars**

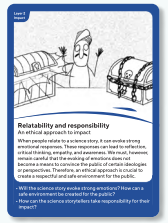
The scienctific story content

Ethical standards

Translation of the narrative

Curation

Tools to support the science story

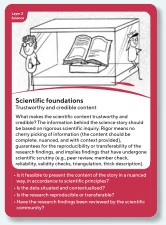


Relatability and responsibility

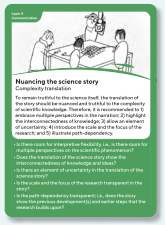
Process and follow-up

LAYER #3

Specialization: **expansion deck**

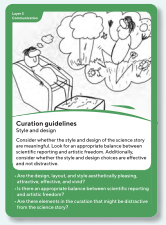


What makes it scientific?

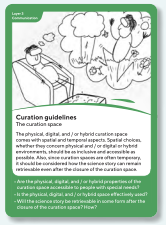


Complexity translation

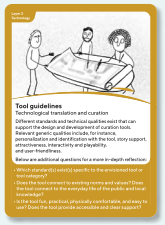
Modes of meaning



Curation guidelines

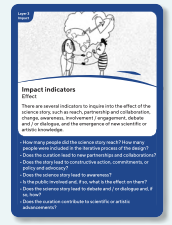


Space and curation



Technological translation

Affect guidelines



Effect guidelines

BACK TO INDEX

LAYER #1

Different basic components of the science story curation: **ground layer**

- 1 — THE SCIENCE BEHIND THE STORY
- 6 — COMMUNICATION OF THE SCIENCE STORY
- 13 — TECHNOLOGICAL TOOLS (OPTIONAL)
- 16 — IMPACT OF THE SCIENCE STORY

LAYER #2

Digging deeper: **pillars**

- 2 — The scienctific story content
- 3 — Ethical standards
- 7 — Translation of the narrative
- 8 — Curation
- 14 — Tools to support the science story
- 17 — Relatability and responsibility
- 18 — Process and follow-up

LAYER #3

Specialization: **expansion deck**

- 4 — What makes it scientific?
- 5 — What makes it scientific?
- 9 — Complexity translation
- 10 — Modes of meaning
- 11 — Curation guidelines
- 12 — Space and curation
- 15 — Technological translation
- 19 — Affect guidelines
- 20 — Effect guidelines

BACK TO INDEX

Find out more

Contact

ParCos website

Website

Trainer Cards website

Priscilla Van Even

Website Email

General contact

Email

Other ParCos tools

Discover the other tools for participatory science communication developed within the ParCos project **here**.