



Interdisciplinary Science Forum

# FUTURE LAB

12 – 13 October 2023

Where  
Science  
meets  
Communication

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Erwin Schrödinger-Zentrum  
Humboldt-Universität zu Berlin  
12489 Berlin-Adlershof

**Berlin University Alliance**



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# FUTURE LAB

## Where Science meets communication

12 – 13 October 2023

### WELCOME

Science communication is essential in making scientific knowledge accessible, understandable, and applicable to both experts and the general public. In an era of rapid scientific advancements, such as artificial intelligence and biotechnology, and amidst complex and controversial issues like climate change and public health emergencies, effective science communication becomes even more crucial. It plays a pivotal role in countering misinformation and fake news, building trust in scientific findings, inspiring curiosity, and fostering collaboration to tackle societal challenges.

**The Future Lab: Where Science meets Communications** aims to provide a collaborative platform to showcase innovative science communication formats, foster new partnerships and spark excitement among scientists and communicators. The Future Lab also serves as a platform for exploring and discovering news perspectives on career paths and skill sets within science communication.

### REGISTRATION

Click here to register for the Future Lab 2023: <https://hu.berlin/future-lab>

### CONTACT

**Center for Career Development Adlershof**  
Humboldt-Universität zu Berlin  
Faculty of Mathematics and Natural Sciences  
Kathrin Trommler ([kathrin.trommler@hu-berlin.de](mailto:kathrin.trommler@hu-berlin.de))  
Rudower Chaussee 25, D-12489 Berlin

### FOR YOUR ORIENTATION

#### CONFERENCE VENUE

**Erwin-Schrödinger Zentrum**  
Humboldt-Universität zu Berlin  
Rudower Chaussee 26  
12489 Berlin-Adlershof

**Geographisches Institut**  
Rudower Chaussee 16  
12489 Berlin-Adlershof

#### PARTY VENUE

**Die Röhre (MoPs)**  
(SBZ Motorenprüfstand)  
Humboldt-Universität zu Berlin  
Newtonstr. 16  
12489 Berlin-Adlershof

#### PUBLIC TRANSPORT

**S Adlershof**  
10-min walk (800m) or  
2 stops by bus/tram to  
Magnusstr. followed  
by 1-min walk (100 m)

## PROGRAM OVERVIEW

# THURSDAY | OCTOBER 12, 2023

12.30  
ESZ Foyer

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REGISTRATION & Coffee

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### WHY SCIENCE COMMUNICATION

13.00 – 13.10  
ESZ 0'101

#### Welcome

**Introducing the Future Lab and the Center for Career Development Adlershof**  
Petra Metz (HU Berlin)

13.10 – 13.45  
ESZ 0'101

#### Opening Lecture I

**From peer review to TikTok: Old and new ways of talking science**  
Sofia Pazzagli (HU Berlin)

13.45 – 14.30  
ESZ 0'101

#### Opening Lecture II

**Why? Make your science communication matter**  
Kristin Werner (CollActive Materials, HU Berlin)

14.30 – 14.45  
ESZ Foyer

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Coffee Break

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### PARALLEL WORKSHOPS

SPARK EXCITEMENT – EXPLORING INNOVATIVE APPROACHES AND TOPICS IN SCIENCE COMMUNICATION

14.45 – 16.15

ESZ 0'311

**Science storytelling on social media: Insights from Non-Standard Models**  
Giulia Peveri & Allison Pinto (HU Berlin)

ESZ 0'101

**Experimental Labs: Decision Theatre**  
Joshua Wiebe, Sinah Gürtler & Christoph Lieben (Berlin University Alliance, FU Berlin, HU Berlin)

ESZ 0'313

**Exploring OpinionGPT and the world of language models**  
Ansar Aynetdinov & Patrick Haller (HU Berlin)

16.15 – 16.45  
ESZ Foyer

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Coffee Break

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16.45 – 18.15  
ESZ Foyer

HOW TO DO IT YOURSELF – OPEN SPACE FOR BUILDING SKILLS FOR GOOD SCIENCE COMMUNICATION (TIPS AND INPUT FROM EXPERTS)

**Experimental Labs Decision Theatre** Joshua Wiebe, Sinah Gürtler & Christoph Lieben (Berlin University Alliance, FU Berlin, HU Berlin) & **CollActive Materials** Kristin Werner (CollActive Materials, HU Berlin) & **Anthroposcenes** Pauline Münch (HU Berlin, IRI THESys)

**Science storytelling on social media: Insights from Non-Standard Models**  
Giulia Peveri & Allison Pinto (HU Berlin)

**Science café and science slams**  
Adelina-Elisa Olbrich (te.ma gGmbH, HU Berlin)

**Exploring OpinionGPT and the world of language models**  
Ansar Aynetdinov & Patrick Haller (HU Berlin)

18.15  
ESZ Foyer

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FOOD FOR THOUGHT (dinner to go and transfer to party location)

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19.00  
Die Röhre

### EVENING STAGE

**Knowledge Exchange with added value for everyone**  
Thomas Lilge (Berlin University Alliance)

19.30  
Die Röhre

### CLUBHOUSE PARTY

## PROGRAM OVERVIEW

# FRIDAY | OCTOBER 13, 2023

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### PARALLEL WORKSHOPS

**SPARK EXCITEMENT** – EXPLORING INNOVATIVE APPROACHES AND TOPICS IN SCIENCE COMMUNICATION

09.00 – 10.30

ESZ 0'311

**Science storytelling on social media: Insights from Non-Standard Models**  
Giulia Peveri & Allison Pinto (HU Berlin)

ESZ 0'313

**Kaffeeklatsch: Storytelling in practice**  
Anne Dombrowski & Pauline Münch (HU Berlin, IRI THESys)

ESZ 0'101

**Experimental Labs: Decision Theatre**  
Joshua Wiebe, Sinah Gürtler & Christoph Lieben (Berlin University Alliance, FU Berlin, HU Berlin)

ESZ GEO 0'223

**The Picky Scientist – how to source science for the public**  
Adelina-Elisa Olbrich & Julian Koller (te.ma gGmbH, HU Berlin)

10.30 – 11.00  
ESZ Foyer

*Coffee Break*

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11.00 – 12.15  
ESZ Foyer

**CAMPFIRE** – OPEN SPACE FOR DISCUSSIONS WITH EXPERTS AND MAKERS

**Science communication in proposal writing**

Maria Abad Andrade & Katrin Schaar (HU Berlin, Research Service Centre)

**Fostering knowledge exchange: Funding and innovative formats in Science Communication**

Gerrit Rößler & Thomas Lilge (Berlin University Alliance)

**Communication in Research**

Jenni Haberland (Bundesanstalt für Materialforschung und -prüfung – BAM), Anja Sommerfeld (BR50), Kristin Küter (Wissenschaft im Dialog), Silvia Zerbe & Antonia Rötger (HZB)

**Services for Scientific Communication provided by HU Berlin's Computer and Media Service – CMS**

Gianpiero Tari & Georg Wedel (HU Berlin, Computer and Media Service – CMS)

**te.ma – Open Science Channel for Civil Discourse**

Adelina-Elisa Olbrich & Julian Koller (te.ma gGmbH)

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### OUTLOOK

12.15 – 12.45  
ESZ 0'101

**Keynote lecture on the future of science communication**

**Embracing diversity in science communication**

María Piquer-Rodríguez (FU Berlin)

12.45 – 13.00  
ESZ 0'101

**Closing remarks**

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