



## Panel discussion

### »The medium and the message: communicating science in the age of social media«

Initially, the internet allowed for breaking with long-standing and hardly questioned knowledge hierarchies, bringing formerly exclusive information to the people. This ideal is still present in the current discussion about Open Science and new, digitalized forms of science communication.

Yet, with the increasing diffusion of digital communication, the flip-side of flat information hierarchies becomes apparent: be it the circulation of fake news to selective knowledge reception (i.e. filter bubbles), the tendentious opinions disguised as facts or single studies going viral as authenticated truths. The social responsibility of academia as central agent of knowledge production and its function as legitimizing force in political and societal decision making is being challenged. This touches upon following issues:

- **Digital revolution and interpretative power:** How does knowledge construction work in and with social media? What do we derive from media transformations of the past? What differentiates the current one from those?
- **Knowledge and information:** Why, when and particularly how can research results be conveyed to a broader public?
- **Medium and message:** How can academia assert its role as objective, fact-based interpreter of the world in a cacophony of personal opinions and subjective reactions to the world? What are the useful strategies to get messages across?

Protagonists from academia and public life will debate these and other questions in an open panel discussion in which the audience can join by taking the vacant »hot« chair on the podium.

## Programme

6.00 p.m. **Welcome**

**Matthias Kleiner**, President of the Leibniz Association

6.15 p.m. **Panel discussion**  
**»The medium and the message«**

**Benedikt Fecher**, Head of Research Programme: Knowledge & Society at the Alexander von Humboldt Institute for Internet and Society

**Julia Offe**, Science communicator and owner of scienceslam.de

**Rebecca Winkels**, Project Board »Die Debatte«, Online-Portal Wissenschaftskommunikation

Moderator: **Alexander Thamm**, e.g. ARD alpha

7.30 p.m. **Reception**

# Leibniz Future Perspectives Forum

Networking event for early career researchers

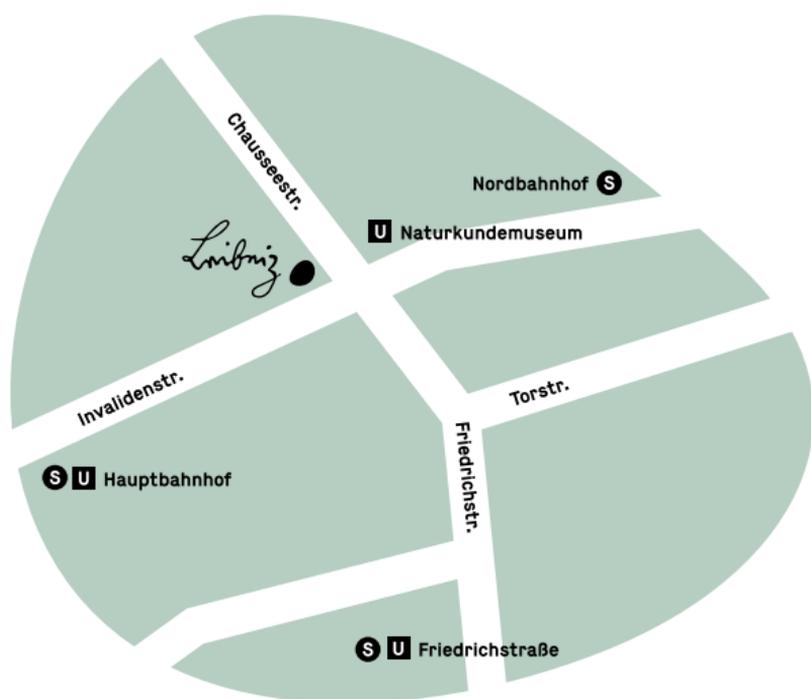
What is the role of researchers in societies in the future? Will research still follow the principle of academic freedom? Which are the most pressing questions of tomorrow? How can we get into a dialogue with non-scientific audiences and which is the proper medium to do so?

As yearly networking event for early career researchers of the Leibniz Association, the Leibniz Future Perspectives Forum addresses these and other questions with experts from academia, politics and civil society. With the panel discussion on September 26th, the Leibniz Association simultaneously celebrates the kick-off of Leibniz Mentoring 2019-20, the first year after its successful evaluation.

## Venue

Leibniz Association, Headquarters Berlin

Chausseestr. 111, 10115 Berlin



## Public Transport

Subway: U6 (Naturkundemuseum)

S-Bahn: S3, S5, S7 (Hauptbahnhof) | S1, S2, S25 (Nordbahnhof)

Tram: M5, M8, M10, 12 (Naturkundemuseum)

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