Course Title	:	Engaging Media and Public Communication
Recommended Study Year	:	2
No. of Credits/Term		3
Mode of Tuition	:	Lecture & workshops
Class Contact Hours	:	3 hours per week
Category in Major Prog.	:	Required
Discipline	:	Interdisciplinary
Prerequisite(s)	:	N/A
Co-requisite(s)	:	N/A
Exclusion(s)	:	N/A
Exemption Requirement(s)	:	N/A

Brief Course Description

The course will be based on training students to be effective medium between data scientists and data users. Students are expected to generate quantitative evidence and assemble them for media and public communications. First, students will learn how to effectively identify non-academic stakeholders that may be interested in their research. Second, students will have an opportunity to communicate with potential users and obtain their specific needs for quantitative data. Third, students will be taught how to transform quantitative evidence into products that favor the taste of non-academic users and address their needs. At the undergraduate level, this course will focus on the third step. After taking this course, student will be able to master basic tools of data presentation and data visualization, write-up and circulate research findings in different formats including a policy brief and newspaper column, and devise a successful social media strategy for research dissemination and impact.

Aims

This course aims to:

1. Deepen students' appreciation for extending the impact of a research to non-academic fields;
2. Introduce different software of presenting and visualizing data;
3. Equip students skills of writing-up their research findings in a clear and engaging manner for different purposes and audiences;
4. Effectively use social media platforms to promote research to non-academic audiences.

Learning Outcomes (LOs)

Upon successful completion of the course, students will be able to:

1. Understand the importance to establish research impact in the non-academic world;
2. Demonstrate competence in data presentations and visualization techniques;
3. Writeup research findings in a clear and engaging manner;
4. Know how to use social media to circulate their research findings.

Indicative Contents

1. Achieving impact in research: implications on industries and society
2. Who may be interested in your research: conducting a stakeholder analysis
3. Data presentation and visualization
   - Creative presentation of descriptive statistics
   - Creative presentation of inferential statistics
   - Visualizing data by building creative 2-D figures
   - Visualizing data by building creative 3-D figures
4. Towards an effective policy brief: examples, format, and skills
5. Transforming research papers into newspaper articles: examples and techniques
6. Devising a social media strategy for your research

Teaching Method

Workshops and lectures will be offered in this course. Scholars in policy research will be invited to offer lecturers covering indicative contents 1-2. Data scientists and engineers will join this course and offer workshops to cover indicative content 3. Industrial professionals (journalists, media professionals …) will be invited to offer lecturers and workshops that cover indicative contents 4-6.

Measurement of Learning Outcomes

Learning Outcome	Policy brief (50%)	Social media activity (25%)	Newspaper column (25%)
1. Understand the importance to establish research impact in the non-academic world;	✓	✓	✓
2. Demonstrate competence in data presentations and visualization techniques;	✓	✓	✓
3. Be able to write-up research findings in a clear and engaging manner;	✓		✓
4. Know how to use social media to circulate their research findings.		✓	

Assessment

Assessment weightings:

Policy brief	50%
Social media activity	25%
Newspaper column	25%

Required/Essential Readings

1. Chen, C. H., Härdle, W. K., & Unwin, A. (Eds.). (2007). Handbook of data visualization. Springer Science & Business Media.
2. Post, F. H., Nielson, G., & Bonneau, G. P. (Eds.). (2002). Data visualization: The state of the art. Kluwer Academic Publishers.
3. Bastow, S., Dunleavy, P., & Tinkler, J. (2013). The impact of the social sciences: how academics and their research make a difference. Sage.
4. Leith, P., O'Toole, K., Haward, M., & Coffey, B. (2017). Enhancing science impact: bridging research, policy and practice for sustainability. Csiro Publishing.
5. Wong, S. L., Green, L. A., Bazemore, A. W., & Miller, B. F. (2017). How to write a health policy brief. Families, Systems, & Health, 35(1), 21.
6. Ricketson, M. (2004). Writing feature stories: how to research and write newspaper and magazine articles. Allen & Unwin.

Additional readings will also be given weekly on a topic by topic basis.

Important Notes

1. Students are expected to spend a total of 9 hours (i.e. 3 hours of class contact and 6 hours of personal study) per week to achieve the course learning outcomes.
2. Students shall be aware of the University regulations about dishonest practice in coursework, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is "the presentation of another person's work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student's own work". Students are required to strictly follow university regulations governing academic integrity and honesty.
3. Students are required to submit writing assignment(s) using Turnitin.
4. To enhance students' understanding of plagiarism, a mini-course "Online Tutorial on Plagiarism Awareness" is available on https://pla.ln.edu.hk/.