

## **Parallel Session: 15. Science on TV and radio: quality, quantity and new trends**

### **VIDEO SERIE, "LES CARES DE LA NOSTRA CIENCIA"**

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#### **Abstract**

Scientists are unknown by the general public, who usually see the figure of a scientist as "a middle-aged man, with white coat, etc.". The scientific activity seems to be distant, boring and even a little bit "dark".

The main objective is to show to the general public the most human and personal face of people who "make science" in their city (in this case, Barcelona), and to demystify the figure of the scientist giving a more realistic vision of the work he/she makes. Our methodology is the production and broadcasting of the series "Les Cares de la Nostra Ciència" ("Our science's faces"). This series presents 25 people who work in different scientific areas in Barcelona and who represent different ages, knowledge areas, sex, etc.

The videos, that last approximately 5 minutes each one, are structured in four parts; professional trajectory, science, free time and future. The videos are being broadcasted by Barcelona's local municipal television channel (BTV), within the program focusing on the current topic of interest in science "Einstein a platja" ("Einstein on the beach").

**Key Words:** Television, Scientific community, scientific vocations.

#### **Context**

Scientists are unknown by the general public, who usually see the figure of a scientist as "a middle-aged man, with white coat, etc.". The scientific activity seems to be distant, boring and even a little bit "dark". The scientific knowledge seems to be separated from the people who do research everyday, and is hardly imagine the process of the research and the activities that have been made in the laboratories. Also, other fields, like the science history, philosophy or education, are rarely related with this job.

Science popularisation most of the time focus on the description of the research and the results of the studies, but is less common that we can have access to know the persons who make science.

#### **Objectives**

1) To show to the general public the most human and personal face of some people who "make science" in their city (in this case, Barcelona) with a relevant trajectory in their field, 2) to demystify the figure of the scientist and give a more realistic vision of the work he/she makes, showing a diverse group

of them and different atmospheres of work, ages, sex, expectations, motivations, etc 3) to promote less slanted vision of the role of women in science by showing that is a real option of life and is also compatible with other responsibilities, like family and 4) to boost the scientific vocations between young people, showing them like close persons and with different interests and ways of life, with different hobbies and interests, also different motivations to study science, ranging from family tradition until “causality of life”.

## **Methods**

The production and broadcasting of the series "Les Cares de la Nostra Ciència" ("Our science's faces"). This series presents 25 people who work in different scientific areas in Barcelona and who represent different ages, knowledge areas, sex, etc.

The production of the series was during 2003, and it was presented and included in the Science Week activities in presence of the protagonists of the series, finishing with a session of questions and answers.

The production of the series was made in three stages. First of all, the writer of the script –a student of the Scientific Communication Master, of de Universitat Pompeu Fabra-- interviewed the protagonist in order to get the information and select the story line, and then write the script.

The second stage was the shooting. Each chapter of the series was filmed in one day. The script contains the topics in which the scientist will focus on. During the filming, the protagonist speaks about the subject in the specified time, but he/she is free to explain it in the way he/she wants, in order to give naturalism and show him/her in his/her own words and expressions.

The videos, that last approximately 5 minutes each one, are structured in four parts; professional trajectory, science, free time and future. The first one allows to know the main character and explains the reasons that led him/her to their current situation in the professional field.

The second part shows briefly his/her current work. It's a simple description of the job environment, including his/her working team and the place in where he/she is each day working.

The third part is more free, because the protagonist speaks about the activities that he/she makes during free time, weekends or holidays. Including the hobbies, sports, family and also telling some of their preferences like books, music or writing.

The last part let the scientific speak about the future in his/her knowledge area, but also in his/her personal life, so this part allows to know some deep aspects of the protagonist and to know something about his/her ideology.

We use different locations for every part of the video. In the part of the trajectory, most of the times was his/her office, to show the space where he/she works everyday. Science part was in the laboratory or work centre and the two last parts in places that protagonist likes. We had personal scenarios like their home, or another like the beach, gardens, parks or the street. We let scientist participate in the decision of the locations, and also express their

preferences in more technical aspects like framing, camera movements and effects, to give more personal design in each one.

The third part was the postproduction. We inserted personal pictures, videos or graphics of the family, hobbies, sports or holydays of the scientist. The sound was also election of the protagonist and we can find from classical music to rock, pop or instrumental songs.

### **Results**

A series of 25 videos with scientist of different knowledge areas, 5 of them from Biology field, 4 from physics, 1 from psychology, 5 from medical area, 2 from pharmaceuticals, 3 from engineering, 1 from history, 1 from philosophy, 1 from pedagogy, all of them are working in science topics.

The series is being broadcasted by Barcelona's local municipal television channel (BTV), within the program focusing on the current topic of interest in science "Einstein a platja" ("Einstein on the beach").

Furthermore, a summarizing video of 23 minutes has been elaborated and it will be used as a didactic material in secondary education.

