

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet:	OKOLJSKA OZAVEŠČENOST IN KOMUNIKACIJA
Course title:	ENVIRONMENTAL AWARENESS AND COMMUNICATION

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Varstvo okolja in ekotehnologije, 2. stopnja	Modul: Okolje in človek	1. in 2.	/
Environmental Protection and Eco-technologies, 2 nd level	Module: Environment and a human	1 st and 2 nd	/

Vrsta predmeta / Course type Modularni predmet / Modular course

Univerzitetna koda predmeta / University course code: OOK

Predavanja Lectures	Sem. vaje Tutorial	Lab. vaje Laboratory work	Teren. vaje Field work	Samost. delo Individ. work	ECTS
20	15	0	5	80	4

Nosilec predmeta / Lecturer: dr. Rok Novak

Jeziki /	Predavanja / Lectures:	Slovenščina / Slovenian
Languages:	Vaje / Tutorial:	Slovenščina / Slovenian

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti: Pogojev ni.

Prerequisites: No formal prerequisites.

Vsebina:

Uvod v okoljsko ozaveščanje in komuniciranje
Študentom bomo predstavili, kaj je okoljsko komuniciranje in kako se primerja z znanstvenim komuniciranjem; kakšna je zgodovina okoljskega komuniciranja in kako komuniciranje in ozaveščenost oblikuje razumevanje okoljskih problemov. Pri tem bodo študentje spoznali tudi teoretski okvir komuniciranja znanosti, ki temelji na definiciji, da gre za družbene pogovore o znanosti. Pri čemer lahko okoljsko ozaveščenost razumemo kot družbene pogovore o okolju. Študentje bodo spoznali model primanjkljaja vednosti, dialoške modele in participatorne metode komuniciranja znanosti. Med slednje sodi tudi občanska znanost, kjer občinstvo povabimo k aktivnemu sodelovanju v znanosti.

Glasovi vseh udeležnih pri okoljskem ozaveščanju
Določili bomo različna občinstva, ki jih lahko nagovarjamo in se posvetili vprašanju, kako jih opredeliti v različnih kontekstih, ko imamo različne cilje ozaveščanja. Poseben poudarek bomo

Content (Syllabus outline):

Introduction to Environmental Awareness and Communication
In this section, we will cover what environmental communication is and how it compares to science communication. What is the history of environmental communication and how communication and awareness shape the understanding of environmental problems. In doing so, students will also learn about the theoretical definition of science communication framed as social conversations about science. In this case environmental awareness can be understood as social conversations about the environment. The methods used in environmental communication focus on filling in gaps in knowledge (information deficit model). These can be done through one-way communication or with the use of dialogue or participatory methods. The latter also includes citizen science, where the audience is invited to actively participate in science.

The audiences in environmental awareness

namenili tudi oblikovalcem politik. Podrobneje spoznali teorije in načine uokvirjanja vsebin za posamezna občinstva, ki jih nagovarjamo.

Cilji okoljskega ozaveščanja in komunikacije

Del predavanj bomo posvetili vprašanju spreminjanja vedenj, predvsem v smer sprejemanja okolju prijaznih vedenj. V tem delu bodo študentje spoznali vrzel med poznavanjem in vedenjem o okoljskih spremembah in aktivaciji in podpori ukrepov prijaznih do okolja. Govorili bomo tudi o tem, kako na različne skupine družbe vpliva pozitiven in negativen način komuniciranja okoljskih problemov. Pri tem bo poseben poudarek na spreminjanju družbenih norm in družbenem učenju, saj ljudje pogosto ne spreminjajo vedenj na podlagi podatkov, ampak predvsem ker vidijo, da nekaj počnejo drugi.

Posvetili se bomo tudi izbiri primernih medijev za komunikacijo specifičnih informacij in z določenimi cilji. Pri tem bo poseben poudarek na izbiri in pripravi vizualizacij.

Zaupanje znanosti s poudarkom na okoljski znanosti

Študentje bodo spoznali trenutne podatke o odnosu različnih javnosti do okolja. Posvetili se bomo vprašanju, kako ustvariti zaupanje med raziskovalci in različnimi javnostmi.

Lažne informacije o okolju

Posvetili se bomo zanikovalcem podnebnih sprememb in metodam komunikacije, ki so uspešne z zavlačevanjem sprejemnaja ukrepov v primeru okoljskih sprememb. Posvetili se bomo tudi problemu strategij zavlačevanja pri sprejemanju okoljskih ukrepov in dvigovanju dvoma v znanost (greenwashing itd.).

Etika okoljskega ozaveščanja in komuniciranja

Okoljsko komuniciranje je izjemno interdisciplinarna tema in se moramo pri njej posvetiti tudi etiki komuniciranja in presoji komunikacijskih orodij, odprejo se vprašanja, kakšna je razlika med lobiranjem in zagovorništvom in podobno. Predvsem bomo spodbudili razmišljanje o odgovornem komuniciranju. Govorili pa bomo tudi o kriznem komuniciranju in sporočanju negotovosti. Pri tem se bomo posvetili tudi uporabi orodij, ki temeljijo na generativni umetni inteligenci za komunikacijo in dvigovanje okoljske ozaveščenosti.

Seminar

V seminarjih se bomo posvetili kritični analizi medijskih kampanj in objav povezanih z okoljskimi

We will identify the different audiences that we can address and how to define them in different contexts, with special emphasis on policymakers. We will learn more about theories and ways of framing content for the individual audiences we address.

Goals of environmental awareness and communication

Part of the lectures will be dedicated to the issue of changing behaviours, especially towards adopting environmentally friendly behaviours. In this section, students will learn about the gap between knowledge and awareness of environmental changes and the activation and support of environmentally friendly measures. We will also talk about how different groups in society are affected by positive and negative ways of communicating environmental problems. We will also focus on choosing appropriate media for communicating specific information and with specific goals. There will be a special emphasis on the selection and preparation of visualizations.

Trust in science with a focus on climate science

Students will learn about current data on the attitude of different publics towards the environment. We will focus on the question of how to create trust between researchers and different publics.

False information about the environment

We will focus on climate change deniers and communication methods that are successful in delaying the adoption of measures in the event of environmental changes. We will also address the problem of delaying strategies in adopting environmental measures and raising doubts about science (greenwashing etc.).

Ethics of environmental awareness and communication

Environmental communication is an extremely interdisciplinary topic and we must also focus on the ethics of communication and the assessment of communication tools, opening up questions about the difference between lobbying and advocacy, and the like. Above all, we will encourage thinking about responsible communication. We will also talk about crisis communication and communicating uncertainty. We will also touch on use of tools of generative artificial intelligence in environmental communication.

Seminar

The seminars will focus on critical analysis of media campaigns and publications related to environmental change. Additionally, we will focus on preparing an awareness campaign about an environmental

spremembami. Dodatno se bomo posvetili pripravi kampanje ozaveščenosti o nekem okoljskem problemu ali določanju kampanje z nekim jasnim ciljem okoljskega ozaveščanja.

Poglavitne teme:

- temelji okoljske komunikacije
- krizno komuniciranje
- občinstva
- načrtovanje komunikacijskih kampanj
- spreminjanje vedenj
- dvig ozaveščenosti

problem or defining a campaign with a clear environmental awareness goal.

Main topics:

- foundations of environmental communication
- crisis communication
- audience
- planning communication campaigns
- changing behaviour
- raising awareness

Temeljna literatura in viri / Textbooks:

Obvezna / Required:

Corner, A. in Shaw, C. (2018) Principles for effective communication and public engagement on climate change: A Handbook for IPCC authors. Oxford: Climate Outreach.

Kearns, F. (2021) Getting to the Heart of Science Communication: A Guide to Effective Engagement. Washington, DC: Island Press.

Pezullo, P. C. in Cox, R. (2025) Environmental Communication and the Public Sphere. 7. izdaja. (ali 6. izdaja) Thousand Oaks: SAGE Publications.

Priporočena / Recommended:

Ritchie, H. (2024) Not the End of the World: How We Can Be the First Generation to Build a Sustainable Planet. London: Chatto & Windus.

Guenther, G. (2024) The Language of Climate Politics: Fossil-Fuel Propaganda and How to Fight It. New York: Oxford University Press.

Cologna, V., Meiler, S., Kropf, C.M., Lüthi, S., Mede, N.G., Bresch, D.N., Lecuona, O., Berger, S., Besley, J., Brick, C. and Joubert, M., 2025. Extreme weather event attribution predicts climate policy support across the world. Nature Climate Change, pp.1-11.

Besley, J.C. and Dudo, A., 2022. Strategic science communication: a guide to setting the right objectives for more effective public engagement. JHU Press.

Bendixen, T., 2020. How cultural evolution can inform the science of science communication—and vice versa. Humanities and Social Sciences Communications, 7(1), pp.1-10.

Cologna, V., Kotcher, J., Mede, N.G., Besley, J., Maibach, E.W. and Oreskes, N., 2024. Trust in climate science and climate scientists: A narrative review. PLOS Climate, 3(5), p.e0000400.

Cilji in kompetence:

Predmetno specifični cilji in kompetence:

- poglobljeno razumevanje okoljskega komuniciranja in dvigovanja okoljske ozaveščenosti kot interdisciplinarnega področja
- kritična analiza diskurza o okoljskih in podnebnih spremembah
- poglobljeno razumevanje načinov okoljske komunikacije; od informiranja javnosti in dialoških metod komunikacije do metod, ki vključujejo sodelovanje javnosti (npr. občanska znanost)

Objectives and competences:

Specific competences:

- in-depth understanding of environmental communication and raising environmental awareness as an interdisciplinary field
- critical analysis of discourse on environmental and climate change
- in-depth understanding of environmental communication methods; from dissemination and dialog to methods that involve public participation (e.g. citizen science)
- understanding of psychological, sociological and anthropological factors that influence environmental awareness and behaviour change

- razumevanje psiholoških, socioloških in antropoloških dejavnikov, ki vplivajo na okoljsko ozaveščenost in spreminjanje vedenj
- kritično prepoznavanje in naslavljanje lažnih in napačnih informacij, zelenega zavajanja in strategij (podnebnega) okoljskega zavlačevanja
- usposobljenost za načrtovanje komunikacijskih kampanj povezanih z okoljem
- razviti veščine za komuniciranje z odločevalci
- razumevanje, kako komunicirati negotovost(i)
- razumevanje etičnih dilem komuniciranja okoljskih sprememb
- vpogled v vizualizacijo okoljskih sprememb; od fotografij, slik in video materiala do vizualizacije podatkov

Splošne kompetence:

- sposobnost sinteze kompleksnih informacij povezanih z okoljsko in podnebno znanostjo
- poglobljeno kritično mišljenje in etična presoja
- sposobnost merjenja učinkovitosti komunikacijskih kampanj
- delo in sodelovanje v interdisciplinarnih skupinah in vodenje projektov
- načrtovanje komunikacijskih aktivnosti, ki presegajo zgolj posredovanje informacij, kot so na primer participatorni načini komunikacije
- razumevanje pomena družbenih omrežij za ozaveščanje o okoljskih spremembah
- uporaba orodij za preprosto vizualizacijo podatkov (npr. Datawrapper) in razvoj vizualne pismenosti
- sposobnost sodelovanja z mediji: študent razume delovne procese v novinarstvu
- sposobnost preverjanja dejstev na področju okoljske ozaveščenosti

- to critically identify and address disinformation, deception and strategies of climate and environmental delay
- competence in planning communication campaigns related to the environment
- develop skills for communicating with decision-makers
- understanding how to communicate uncertainty
- understanding of ethical dilemmas of communicating environmental change
- insight into the visualization of environmental change; from photographs and video material to data visualization)

General competences:

- ability to synthesize complex information related to environmental and climate science
- in-depth critical thinking and ethical judgment
- ability to measure the effectiveness of communication campaigns
- work and collaboration in interdisciplinary teams and project management
- planning communication activities that go beyond simply conveying information, such as participatory communication methods
- understanding the importance of social networks for raising awareness about environmental change
- use of tools for simple data visualization (e.g. Datawrapper) and development of visual literacy
- ability to cooperate with the media: the student understands the working processes in journalism
- ability to check facts in the field of environmental awareness

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent bo ob zaključku predmeta sposoben:

- prepoznati in razložiti ključne teoretične koncepte okoljskega in znanstvenega komuniciranja
- razlikovati med modelom informacijskega primanjkljaja, dialoški modeli komunikacije in participatornimi metodami
- prepoznati različne diskurze in njihovo teoretično ozadje, ki se pojavljajo v medijih (npr. tehnioptimizen, radikalna ekologija)

Intended learning outcomes:

Knowledge and understanding:

At the end of the subject, student will be able:

- identify and explain key theoretical concepts of environmental and scientific communication
- distinguish between the information deficit model, dialogic models of communication and participatory methods
- identify different discourses and their theoretical background that appear in the media (e.g. techno-optimism, radical ecology)
- understand cultural and anthropological aspects of attitudes towards the environment that influence

<ul style="list-style-type: none"> • razumeti kulturne in antropološke vidike odnosa do okolja, ki vplivajo na sprejemanje okoljskih sporočil v različnih občinstvih • prepoznava lažnih informacij na področju okoljske komunikacije (zavajanje in zavlačevanje) <p>Prenosljive/ključne spretnosti in drugi atributi:</p> <ul style="list-style-type: none"> • prilagajanje sporočil ciljnim skupinam, vključno z odločevalci in oblikovalci politik • izbira primernih medijev • kritična analiza komunikacijskih kampanj s področja okoljskih sprememb • prevajanje kompleksnih okoljskih podatkov v razumljive in privlačne vsebine • zmožnost uporabe različnih metod pripovedovanja zgodb za namen okoljske komunikacije (storytelling) • kritična medijska pismenost 	<p>the reception of environmental messages in different audiences</p> <ul style="list-style-type: none"> • identify false information in the field of environmental communication (deception, delay and greenwashing) <p>Transferable/key skills and other attributes:</p> <ul style="list-style-type: none"> • tailoring messages to target audiences, including decision-makers and policymakers • selecting appropriate media • critical analysis of environmental change communication campaigns • translating complex environmental data into understandable and engaging content • ability to use different storytelling methods for environmental communication • critical media literacy
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Metode poučevanja in učenja:

<p>Oblike dela:</p> <ul style="list-style-type: none"> • predavanja • seminarji (študije primerov) • terensko delo (obisk medija ali nevladne organizacije na področju okolja, ki uspešno komunicira teme povezane z okoljem) <p>Metode dela:</p> <ul style="list-style-type: none"> • klasična predavanja s prostorom za diskusijo • na predavanjih bomo govorili o vnaprej pripravljenih materialih • uporaba inovativnih načinov poučevanja, ki so prilagojeni na različne načine učenja • izkustveno učenje skozi skupinsko projekto delo
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Learning and teaching methods:

<p>Forms of teaching:</p> <ul style="list-style-type: none"> • lectures • seminars (the case studies) • field work (trip to a specific media that has a history of covering environmental topics or an NGO that ran successful campaigns covering environmental topics) <p>Teaching methods:</p> <ul style="list-style-type: none"> • lectures with a space for discussion • lectures focusing on the pre-read materials • using innovative teaching methods that are adapted to different learning styles • hands-on learning through team project work

Načini ocenjevanja:

Delež (v %) /

Weight (in %)

Assessment:

<p>Pogoj za pristop k izpitu: Redna prisotnost na seminarjih in sodelovanje na predavanjih.</p> <p>Končna ocena pri predmetu je sestavljena iz ocene nabora vmesnih nalog, skupinskega projekta (komunikacijski načrt in osnutki nekaterih izdelkov, ki so del KN) in izpita.</p> <p>Ocenjevalna lestvica:</p> <ul style="list-style-type: none"> ▪ zadostno 6: 60–67 % ▪ dobro 7: 68–75 % ▪ prav dobro 8: 76–83 % ▪ prav dobro 9: 84–90 % ▪ odlično 10: 91–100 % 	<p>Vmesne naloge 10 % Skupinsko delo 30 % Izpit 60 %</p> <p>Set of intermediate assignments 10 % A group project 30 % An exam 60 %</p>	<p>A prerequisite for access to the exam: Regular attendance at seminars and participation in lectures.</p> <p>The final grade for the course consists of a grade on a set of intermediate assignments, a group project (communication plan and drafts of some products) and an exam.</p> <p>Grading scale:</p> <ul style="list-style-type: none"> ▪ Sufficient D (6): 60–67% ▪ Good C (7): 68–75% ▪ Very good B (8): 76–83% ▪ Very good B+ (9): 84–90% ▪ Excellent A (10): 91–100%
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Materialni pogoji za izvedbo predmeta :

- učilnica

Material conditions for subject realization:

- classroom

Obveznosti študentov:

Prisotnost in aktivno sodelovanje na predavanjih. Študentje morajo sodelovati v razpravah, kjer bomo bodisi pružili primere dobre prakse ali se posvetili znanstvenemu članku o okoljski komunikaciji. Sprotno oddajanje nalog, ki bodo del nabora del. Pri nalogah bo šlo za kratke naloge, na primer primer analize greenwashinga iz slovenskega medijskega prostora, priprava osnutka za okoljsko ozaveščeno kampanijo na družabnih omrežjih in podobno. Študentje bodo tudi sodelovali v majhnih skupinah za pripravo komunikacijskega načrta za poljudbo izbran cilj in občinstvo. Pripraviti bodo morali strateški komunikacijski načrt in do tri ali štiri (na vsakega člana skupine eno delo) dela, ki naj bi jih izpolnili v tem načrtu.

Student's commitments:

Attendance and active participation in lectures. Students must participate in discussions, where we will either provide examples of good practice or dedicate ourselves to a scientific article on environmental communication. On-going submission of assignments that will be part of the set of assignments. The assignments will be short tasks, for example, an example of an analysis of greenwashing from the Slovenian media space, preparation of a draft for an environmentally aware campaign on social networks, etc. Students will also work in small groups to prepare a communication plan to reach the selected target and audience. They will have to prepare a strategic communication plan including up to three or four (one assignment for each group member) communication assignments (article, citizen science activity).

Reference nosilca predmeta:**Pedagoško delo:**

- So-oblikoval predmet Občanska znanost in okoljsko zdravje na Mednarodni podiplomski šoli Jožefa Stefana
- So-mentor mladi raziskovalki

Znanstveno-raziskovalno delo:

- raziskovalno delo na presečišču okoljskih znanosti, družbenih ved in javnega razumevanja znanosti, s poudarkom na razumevanju, kako posamezniki in skupnosti zaznavajo ter interpretirajo okoljske informacije;
- vključevanje participativnih pristopov v raziskovalne procese z namenom izboljšanja komunikacije znanstvenih rezultatov, razumevanja okoljskih tveganj in aktivnega vključevanja javnosti v raziskave;
- analiza vloge podatkov, digitalnih orodij in vizualizacij pri posredovanju znanstvenih informacij ter pri oblikovanju okoljskih stališč, vedenja in odločanja.

Strokovno delo in izbrane strokovne publikacije:

- priprava strokovnih analiz, poročil in vsebin za projekte, ki vključujejo komuniciranje okoljskih podatkov, interpretacijo rezultatov in prenos znanstvenih ugotovitev različnim ciljnim skupinam;
- sodelovanje pri dejavnostih znanstvene komunikacije in javnega vključevanja, vključno z

Lecturer's references:**Pedagogic activities:**

- Co-designed the course Civic Science and Environmental Health at the Jožef Stefan International Postgraduate School
- Co-mentor to a young researcher

Scientific and research work:

- research work at the intersection of environmental sciences, social sciences, and public understanding of science, with an emphasis on understanding how individuals and communities perceive and interpret environmental information;
- incorporating participatory approaches into research processes with the aim of improving the communication of scientific results, understanding environmental risks, and actively involving the public in research;
- analysing the role of data, digital tools, and visualizations in communicating scientific information and shaping environmental attitudes, behaviours, and decision-making.

Professional work and selected professional publications:

- preparing expert analyses, reports, and content for projects involving the communication of environmental data, interpretation of results, and transfer of scientific findings to various target groups;
- participating in scientific communication and public engagement activities, including

<p>delavnicami, predstavitevami, javnimi razpravami in participativnimi dogodki;</p> <ul style="list-style-type: none"> • razvoj komunikacijskih pristopov in vsebin za podporo razumevanju okoljskih problemov, okoljskega tveganja in pomena znanstvenih dokazov pri odločanju; • avtorstvo strokovnih in poljudnoznanstvenih člankov, namenjenih širši javnosti, ki obravnavajo okoljske teme, interpretacijo podatkov in razumevanje znanosti, med drugim: <ul style="list-style-type: none"> ○ Novak R., 2022. Cena klimatske krize. Alternator: misliti znanost, št. 17, 3 str. DOI: 10.3986/alternator.2022.17. ○ Novak R., 2022. Hot in the city: urbani toplotni otok. Alternator: misliti znanost, št. 27, 3 str. DOI: 10.3986/alternator.2022.27. ○ Novak R., 2024. Agent 001: licenca za modeliranje. Znanost na cesti: znanje in ideje na prepihu. Dostopno na: https://znc.si/blog/agent-001-licenca-za-modeliranje/ 	<p>workshops, presentations, public debates, and participatory events;</p> <ul style="list-style-type: none"> • developing communication approaches and content to support understanding of environmental issues, environmental risk, and the importance of scientific evidence in decision-making; • authoring professional and popular science articles aimed at the general public, addressing environmental topics, data interpretation, and understanding science, including: <ul style="list-style-type: none"> • Novak R., 2022. Cena klimatske krize. Alternator: misliti znanost, št. 17, 3 str. DOI: 10.3986/alternator.2022.17. • Novak R., 2022. Hot in the city: urbani toplotni otok. Alternator: misliti znanost, št. 27, 3 str. DOI: 10.3986/alternator.2022.27. • Novak R., 2024. Agent 001: licenca za modeliranje. Znanost na cesti: znanje in ideje na prepihu. Dostopno na: https://znc.si/blog/agent-001-licenca-za-modeliranje/
<p>Izbrani znanstveni članki / Selected scientific papers:</p> <p>Novak R., Kocman D., Kanduč T., et al., 2021. Harmonization and visualization of data from a transnational multi-sensor personal exposure campaign. <i>International journal of environmental research and public health</i>, doi: 10.3390/ijerph182111614.</p> <p>Robinson J. A., Novak R., Kanduč T., Kocman D., et al., 2021. User-centred design of a final results report for participants in multi-sensor personal air pollution exposure monitoring campaigns. <i>International journal of environmental research and public health</i>, doi: 10.3390/ijerph182312544.</p> <p>Novak R., Robinson J. A., Kanduč T., Sarigiannis D., Džeroski S., Kocman D., 2023. Empowering participatory research in urban health: wearable biometric and environmental sensors for activity recognition. <i>Sensors</i>, doi: 10.3390/s23249890.</p> <p>Zalokar Š., Karas J., Gotti A., Feleki E., Kocman D., Kontić D., Snoj Tratnik J., Novak R., Sarigiannis D., 2024. Urban living labs for socially inclusive and cohesive cities: The stakeholder engagement practices in Ljubljana and Thessaloniki. V: <i>Networks, markets & people: Communities, institutions and enterprises towards post-humanism epistemologies and AI challenges</i>, Volume 5. Cham, Springer, str. 93–104, doi: 10.1007/978-3-031-74704-5_10.</p> <p>Novak R., 2026. Citizen science v praksi: urbani kolesarski laboratorij in širši kontekst. V: Horvat N. (ed.), Hrabar M. (ed.), Petrovčič B. (ed.). <i>Znanost na razpotju – od popularizacije do manipulacije: Poletna šola BF 2025: zbornik</i>. Ljubljana, Biotehniška fakulteta; Študentski svet Biotehniške fakultete, str. 10.</p>	

Pri izvedbi predmeta bo kot asistentka sodelovala tudi Zarja Muršič, PhD (Združeno kraljestvo Velike Britanije in Severne Irske)

Reference:

Pedagoško delo:

- certifikat Associate Fellow pri the Higher Education Academy (2017)
- izvedba vaj Our Place in Nature in Human evolution and Diversity, Univerza v Durhamu (2014 - 2016)
- asistentka pri predmetu Uvod v kognitivno znanost 2 in Uvod v raziskovanje, Kognitivna znanost (2020 - 2022)
- podpora pri izvedbi predmeta podatkovno novinarstvo, Fakulteta za družbene vede, Univerza v Ljubljani (2025 - 2026)

Znanstveno-raziskovalno delo:

- raziskovalno delo v sklopu doktorata o socialnem učenju otrok
- vodja projekta občanske znanosti Modrosti pod lupo (financiranje IMPETUS, EU); raziskovanje, kako ljudje

References:

Pedagogic activities:

- Associate Fellow certificate at the Higher Education Academy (2017)
- implementation of exercises Our Place in Nature and Human evolution and Diversity at Durham University (2014 - 2016)
- assistant in the course Introduction to Cognitive Science 2 and Introduction to Research MSc Cognitive science, Faculty of Education, University of Ljubljana (2020 - 2022)
- support in the course Data Journalism, Faculty of Social Sciences, University of Ljubljana (2025 - 2026)

Scientific and research work:

- research work as part of a doctoral thesis on children's social learning

preverjajo informacije in komu ter kdaj zaupajo; priprava večin baz podatkov o modrsotih in sodobnih spletnih trendih o zdravju, hrani in okolju in nabor podatkov o odnosu ljudi do informacij

Strokovno delo in izbrane strokovne publikacije:

- ambasadorica občanske znanosti
- alumni članica Oxfordske mreže za podnebno novinarstvo
- soavtorica priročnika: Kunaver, U., Muršič, Z., Robinson, J.A., Romih, T. and Fašalek, P., 2025. Občanska znanost v 5 korakih: Načrtovanje in oblikovanje projektov.

Priznanja in nagrade:

- Priznanje ob 75. letnici Biotehniške fakultete
- Članica ekipe Sledilnik - Zlata plaketa UL (2021)
- sofinalistka izbora za naj komunikatorko znanosti 2020
- nagrada Čuvaj za novinarsko poročanje v času pandemije Covida (2020)

- leader of the citizen science project Wisdom Under the Spotlight (funded by IMPETUS, EU); research into how people verify information and whom and when they trust; preparation of most databases of wisdom and contemporary online trends on health, food and the environment and a dataset on people's attitudes towards information

Professional work and selected professional publications:

- ambassador of citizen science (ECS project)
- alumni member of the Oxford Climate Journalism Network
- co-author of the manual: Kunaver, U., Muršič, Z., Robinson, J.A., Romih, T. and Fašalek, P., 2025. Citizen science in 5 steps: Planning and designing projects.

Awards:

- BF award
- UL award
- Finalist of the competition for the best science communicator 2021
- Watchdog award for journalistic reporting during the Covid pandemic (2020)

Izbrani znanstveni članki / Selected scientific papers:

vsil kot soavtorica

Rudman, H., Bailey-Ross, C., Kendal, J., Mursic, Z., Lloyd, A., Ross, B. and Kendal, R.L., 2018. Multidisciplinary exhibit design in a Science Centre: a participatory action research approach. Educational action research, 26(4), pp.567-588.

Kendal, R.L., Kendal, J.R., Mursic, Z., Bailey-Ross, C., Rudman, H., Lloyd, A. and Ross, B., 2016. Designing for creativity and innovation in informal science learning. Informal Learning Review, 137(1), pp.20-24.

Bailey-Ross, C.S., Rudman, H., Kendal, R., Kendal, J., Mursic, Z., Lloyd, A. and Ross, B., 2018. Reconnecting epistemologies via co-design and participatory action research practice. In Beyond Disciplinarity in Social Research: Methodologies, Epistemologies and Philosophies. Routledge.