# Using GenAI to Communicate Science Responsibly and Effectively

## Overview

In today's rapidly evolving world, using AI is not a question anymore. "Using GenAI to Communicate Science" workshop offers science communicators and researchers a transformative journey into the world of groundbreaking Generative Artificial Intelligence (GenAI) tools, as ChatGPT, Gemini, Co-Pilot, etc., with immense potential in the realm of science communication. We promise more than just a surface-level introduction; we delve deep into ChatGPT, ensuring you harness its capabilities both effectively and responsibly.

Through this workshop, participants will learn how to guide ChatGPT to produce the desired outputs and tailor its responses, ensuring the AI conveys scientific information in a precise, accurate, and engaging manner. Besides focusing on prompt engineering and patterns, critical discussions on the validation of information, AI-generated content biases, and ethical considerations are integrated.

Designed and curated especially for science communicators and researchers, this workshop is a perfect blend of theoretical knowledge and practical application. We don't stop at theory; participants will be immersed in hands-on exercises, honing practical skills and actionable approaches that can be implemented in their science communication endeavours immediately. By the end of the workshop, the participants will be equipped with a new set of tools and techniques to revolutionize their way communicating science through GenAI.

The Workshop will cover the following:

- Exploring GenAI in Science Communication
- Prompt Engineering
- Advanced Prompt Patterns
- Integrating ChatGPT in Science Communication
- Hands-On Activities
- Best Practices and Top Tips

By the end of the workshop, the participants will:

- Develop skills needed for responsible and effective use of GenAI to communicate science;
- Understand the fundamentals of GenAI recognizing its strengths and limitations;
- Acquire prompt engineering skills to tailor GenAI responses;
- Master advanced prompt patterns used specifically in science communication;
- Develop an approach to incorporate GenAI into science communication tasks;
- Apply these acquired skills in real-world scenarios through hands-on activities.

# Instructor


**Mohamed Elsonbaty Ramadan**
*Founder of SciComm-AI (http://scicomm-ai.com/)*
*AI Trainer and Consultant*
*Award-winning Science Communicator and Journalist*

Mohamed Elsonbaty is the founder of SciComm-AI, an initiative committed to empowering science communication and journalism to integrate AI effectively and responsibly, through training and consulting.
With 15 years of professional experience, he has delivered training sessions and workshops for hundreds of science communicators, journalists, media professionals, researchers and scientists to develop effective science communication skills.
As a Science Communicator, he has worked for many international organizations, where he developed and delivered various science communication projects and events to engage the public with science around the globe.
As a Science Journalist, he published more than 700 scientific pieces in various reputable outlets including Scientific American, SciDev.Net, Nature and Popular Science.
He holds a Master degree in Science Communication and Public Engament from the University of Edinburgh, through the prestigious Chevening scholarship, and obtained a Bachelor degree in Pharmacy from Alexandria University.
He is the former Vice-president of the Public Communication of Science and Technology (PCST) network, Co-founder of the Arab Forum of Science Media and Communication (AFSMC), and the former Interim-President of Arab Science Journalists Association (ASJA).