

TITLE: CurtaMicro - Unveiling the Fabulous World of Microbiology

AUTHORS: Rodrigo M Reis¹; Eduardo S. Fonseca¹, Thais S. Barbosa¹; Caio TCC Rachid¹

INSTITUTION: 1 - Universidade Federal do Rio de Janeiro - RJ - Brasil

ABSTRACT: Brazil face a chronic problem in science education. Only 10.8% of population has college degree according to last census, and the country occupies the 63th position in a total of 70 countries in science study, according to the Programme for International Student Assessment. In order to fill this gap, the use of ICT (Information and Communication Technologies), associated with social media has a great potential to reach people from outside university boundaries. In this scenario, the project CurtaMicro was created and launched in 2016. It's an interdisciplinary project focused on the dissemination of microbiology science to general society. Using different multimedia platforms (Facebook, Twitter and Youtube) the project promotes virtual dissemination of texts and short films, in a simple but precise language. The project is anchored in the website www.curtamicro.com.br. It features a modern, simple and intuitive interface with web and smartphone version. The texts are part of the "Articulando" section and are developed by undergrad and grad students, based on scientific articles of relevance to society. The texts are always short and have language accessible to population as a whole being produced and published periodically. Some examples include texts about the interaction of the maternal microbiota and baby health, giant virus and the use of antibiotics and the rise of super bacteria. These texts reached respectively 5,800, 2,500 and 2,700 people on Facebook. The small videos, produced entirely by the CurtaMicro team, present in an attractive way some concepts of microbiology using real footages with animated sequences. Examples include short films about microorganisms' cultivation, good food handling practices and holobiont theory which reached an audience of 7,000, 33,000 and 9,400 views respectively. These productions have audio in Portuguese and subtitles in Portuguese and English to improve accessibility. The Facebook page, the main social network of the project, currently has about 1800 followers, with 50% of growth in the last 6 months. Most of the followers are between 25 to 34 years of age (33%), are mostly from Brazil, but there are people from 31 different nations. Since it's launch, one and half year ago, the CurtaMicro project showed great results in terms of science popularization. The project continues to seek ways to innovate its content and presentation, facing the challenge of spreading science, joining art, technology and academic knowledge to improve science democratization and social welfare.

Keywords: ICT, Microbiology, Dissemination, Teaching

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