

Announcement Fast Forward Science 2022/23



>>Competition Announcement

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1 What's it all about? [The Competition]

A passion for research, for innovative multimedia formats, and for communication –Fast Forward Science celebrates not only people who are passionate about science, but also these who can inspire this passion in others. Whether you are a student, postdoc, vlogger, or communicator, we call on you to produce social media content on scientific topics and submit them to us.

In collaboration with the *Stifterverband für die Deutsche Wissenschaft* (the Donors' Association for the Promotion of Sciences and Humanities in Germany), *Wissenschaft im Dialog (WiD)* is launching the Fast Forward Science competition for the ninth year in a row. We call on scientists, web video makers, communicators or simply those interested in science to present their research and science in multimedia contributions.

Awards will be presented to contributions that show current research, are presented in a comprehensible and target-group-oriented way, and evoke the so-called “aha” effect. A particular challenge is that the contributions should be entertaining beyond the scientific facts and ideally manage to engage in a dialogue with the viewers. The choice of topic is up to you. The entries need to have been published online between the 9th of February 2022 and the 7th of February 2023 and must be publicly accessible via link.

Entries can be submitted in the main competition for three awards depending on the background of the entrants: The *Young Scientist Award*, the *Scientist & Research Institution Award* and the *Tandem Award*.

The *Short & Crisp Award* is a joint prize of Fast Forward Science and the SILBERSALZ Science & Media Festival. Videos of all languages with English subtitles can be submitted here.

There are also two special prizes: *Audio Spezial* and *Open Box Spezial*. There are no restrictions on the scientific or professional background of the entrants for the special prizes.

The submission deadline for the *Young Scientist Award*, the *Scientist & Research Institution Award*, the *Tandem Award* and the special prizes *Audio Spezial* and *Open Box Spezial* is the 7th of February 2023. The submission deadline for the *Short & Crisp Award* is based on the Science & Media Awards of the SILBERSALZ Festival and ends on the 20th of January 2023. The awards ceremony will take place in June 2023 at the SILBERSALZ Festival in Halle.

2 Who can take part? [Participants]

Participation in the competition depends on the award and the scientific or professional background of the participants.

The *Young Scientist Award* is aimed at students, doctoral candidates and postdocs up to 6 years after their PhD. For the *Scientist & Research Institution Award*, contributions from scientists and scientific institutions can be submitted. The *Tandem Award* is open to co-productions between media professionals and scientists. Entries of all languages with English subtitles can be submitted for the *Short & Crisp Award*.

In addition, there are two special prizes: *Audio Spezial* is open to audio productions that deal with current scientific research. For *Open Box Spezial*, innovative formats of science communication can be submitted, if they are accessible online and do not fit any of the other categories. For the special awards, there are no restrictions regarding the scientific or professional background of the entrants.

For all awards, teams of a maximum of six people can also submit entries to the competition.

3 What sorts of contribution are we looking for? [Formal participation requirements]

For Fast Forward Science 2022/23 we are looking for entertaining multimedia formats that deal with current research and science.

Entries that meet the following formal criteria can take part in the competition:

- > **Type:** An entry published on social media between the 9th of February 2022 and the 7th of February 2023 that is publicly accessible via a link.
- > **Number:** Each person or team may submit a maximum of three entries in the competition. However, only one entry per person or team can be among the finalists in each category. This means that if several entries from the same person or team are among the finalists/winners within a category, only the best entry will be judged and the others will be eliminated from the competition. The *Audio Spezial* is an exception: Only one entry per person or team may be submitted.
- > **Content:** A topic that is currently being researched. Scientific content should clearly be the focus. Image films often do not fulfil this requirement.
- > **Sources:** Fast Forward Science is about science and research. Therefore, we are pleased if sources are mentioned in the entry that support the statements made in the entry and/or lead to further information. This is possible, for example, in the article description.
- > **Mention of the competition:** Mention of the competition: In the first sentence of the entry description, reference must be made to participation in the Fast Forward Science 2022/23 competition and the link www.fastforwardscience.de must be included. In addition, there is a hashtag for each award for which entries are submitted, which should also appear in the entry: #youngscientistaward, #scientistaward, #tandemarward, #shortandcrisp, #audiospezial or #openboxspezial. If the description of the post cannot be edited afterwards, the description must either be commented and pinned below the post, or the post must be reposted or retweeted with the necessary information.
- > **Length:** There is no length limit to entries in the main competition and for the special prizes. An exception is the *Short & Crisp Award*: here there is a maximum length limit of 15 minutes.
- > **Language:** German or English with German subtitles. Subtitles can be added, for example, on YouTube via "Transcript". The only exception: For the *Short & Crisp Award*, entries can be submitted in any language with English subtitles.
- > **Advertising:** Paid or non-paid product placements by or for third parties within the submitted entries or in the entry description are not permitted in Fast Forward Science. Excluded from this rule are: your own products/inventions, advertisements automatically placed before the contributions by the platform, as well as contributions that have been created in the context of a cooperation or on behalf of a third party and have not been produced solely for the purpose of selling. In case of doubt, the jury will decide.
- > **Basic principles:** The content must be G-rated and free of third-party rights, must not violate

any personal rights and must not infringe copyright. Furthermore, it should be free of violent, sexist and discriminatory content and should not perpetuate stereotypes. Attention should be paid to gender and diversity aspects in the entries. The conditions of participation for the Fast Forward Science competition apply.

- > **Physical and mental health:** In the case of contributions on the topic of suicide, rare diseases or other topics that focus on physical and mental health, it is important that those affected receive further information and help beyond the contribution. Therefore, emergency numbers or websites to organisations that provide further information should be mentioned in the entry description. In addition, a trigger warning should be included at the beginning of the entry so that people can protect themselves and trauma is not triggered again.

Detailed descriptions of the awards and the judging process can be found in the competition announcement and at www.fastforwardscience.de.

We particularly like contributions that are well-crafted, understandable and entertaining, that tell a story, surprise us, keep us interested, move us, and are authentic. As multimedia formats, they should work well on the web, ideally finding their specific audience that watches them from start to finish, comments and shares them.

4 What awards are there? [Awards]

>> YOUNG SCIENTIST AWARD

The *Young Scientist Award* is aimed at students and doctoral candidates who submit an entry about their own research or academic work. The decisive factor for classification in this category is their status at the time of the publication of the entry. The contributions can be submitted by the students and doctoral candidates themselves. This category is also open to postdocs up to 6 years after their PhD. Again, the decisive factor is the status in the year of the competition, regardless of the date of the doctorate. Entries by an institution, such as the research institution or the university, are eligible for the *Scientist & Research Institution Award*. The most important criteria are that young scientists are at the centre of the entry, that the content was developed by them, and that science is the main focus.

The Deutscher Zukunftspreis, the German President's Prize for Technology and Innovation, is a partner of the YOUNG SCIENTIST AWARD. The winners will be integrated into the activities of the Deutscher Zukunftspreis.

>> SCIENTIST & RESEARCH INSTITUTION AWARD

The *Scientist & Research Institution Award* is aimed at scientists, i.e. postdocs and senior scientists who have already completed their PhD for more than six years. Their contributions should focus on their own research. Institutional contributions from research institutions can also be submitted in this category. The *Scientist & Research Institution Award* is intended to celebrate scientists who make their research available to a broad public in a visual form on social media.

>> TANDEM AWARD

The Tandem Award celebrates productions that are the result of collaboration between media professionals and scientists or research institutions. This considers the trend that YouTubers, influencers and other media

professionals are increasingly producing multimedia contributions together with research institutions and academics. Since this form of cooperation brings out the respective expertise, we would like to further promote these partnership-based productions. It is irrelevant to the jury whether there is a business relationship between the partners.

It is, however, important that all partners have made a contribution to the production that corresponds to their expertise. The contributions can be submitted by a research institution, a scientist or a media professional. However, all participating institutions must be named, and it must be confirmed that the partner's consent has been obtained.

>> SHORT & CRISP AWARD

With the *Short & Crisp Award*, Fast Forward Science together with the SILBERSALZ Science & Media Festival are presenting an international award for scientific web videos.

The *Short & Crisp Award* honours the best scientific visual contributions on a social media platform. Submissions of all languages with English subtitles are permitted.

Participants can submit their contributions via the platform <https://filmfreeway.com/>, which is managed by SILBERSALZ. A registration fee of 15 to 20 € will be charged.

The terms and conditions of the Short & Crisp Awards apply and can be viewed on <https://filmfreeway.com/>.

5 What are the Special Prizes? [Special prizes]

>> AUDIO SPEZIAL

Whether it's a podcast, a radio play, a listening tour or a radio report, *Audio Spezial* accepts any audio contribution that deals with current science and research.

>> OPEN BOX SPEZIAL

With the *Open Box Spezial* we would like to award new formats that bring science closer to a broad audience and explain it in a particularly comprehensible, innovative and creative way. For the *Open Box Spezial*, all contributions that can be found online are eligible. However, video formats are not permitted as well as formats that can be submitted in one of the other categories. The restriction to social media is lifted.

6 What can be won? [Prizes]

In the main competition, prizes will be awarded to the top three contributions in each award category (for the *Young Scientist Award*, the *Scientist & Research Institution Award* and the *Tandem Award* respectively). The 1st place is given 3,000 €, the 2nd place 2,000 € and the 3rd place 1,000 €.

In the *Short & Crisp Award*, the best three submissions are distinguished, but only the first-place winner will receive the prize money of 3,000 €.

In the special *Audio Spezial* and *Open Box Spezial* prizes, the entry that comes in first place will be awarded 1,000 €.

>> The Award Ceremony at the SILBERSALZ Science & Media Festival

We will invite one member of each winning team of all awards to the SILBERSALZ Science & Media Festival in Halle. The Fast Forward Science award ceremony will take place there in June 2023. The first-place entries of the awards and special prizes will be shown in excerpts at the award ceremony. The *Short & Crisp Award* will be presented during the Science & Media Award Show, which also takes place at the Silbersalz Festival.

>> Members of the next jury

The winners of this year's awards will be invited to become part of the jury of Fast Forward Science 2023/24. After their first places, they are excluded from participation in Fast Forward Science 2023/24. The *Short & Crisp Award* is excluded from this due to its integration into the Silbersalz Science & Media Awards. The *Young Scientist Award* is excluded from this due to its integration into the Deutscher Zukunftspreis. First prize winners will be excluded from the Fast Forward Science 23/24 competition.

7 How can I take part? [Your participation]

Entries for the *Young Scientist Award*, the *Scientist & Research Institution Award*, the *Tandem Award*, and the *Audio Spezial* and *Open Box Spezial* awards can be submitted to Fast Forward Science 2022/23 at <https://fastforwardscience.de/participate/> between the 14th of November 2022 and the 7th of February 2023. Entries for the *Short & Crisp Award* can be submitted until 20th of January 2023 via the platform filmfreeway.com/SilbersalzScienceMediaAwards.

8 How do I publish my contribution? [Checklist]

In order to publish a post, one must have an account on the respective social media platform through which the post is uploaded. The general terms of use of the respective platform apply to this account and all uploaded entries. In order for all entries participating in the competition to be better connected with each other, it is requested that the following points be carried out when uploading the entry:

- > The first sentence of the entry description must refer to participation in the Fast Forward Science 2022/23 competition and link to the fastforwardscience.de homepage. If the description of the post cannot be edited afterwards, the description must either be commented and pinned below the post, or the post must be reposted or retweeted with the necessary information.
- > The following Hashtags or Keywords should be included: Fast Forward Science, Wettbewerb, Wissenschaft, Science, Wissen, Wissenschaft im Dialog.
- > Use the hashtag #FFSci and the hashtag of the award for which the entry is submitted (e.g. #YoungScientistAward or #TandemAward). If the entry appears on YouTube, Instagram or Twitter, link Fast Forward Science to it.
- > Enable the comment function of the post to enable a dialogue with the audience.
- > Recommendation: Publish the contribution under the Creative Commons licence CC-BY so that it can be freely used and redistributed.

If an entry meets the formal entry requirements and the legal requirements, it can be uploaded via a

channel suitable for the award being pursued. All entries that meet the quality criteria will be published on the competition homepage www.fastforwardscience.de, on the blog www.fastforwardscience.de/blog/ and, if applicable, on other websites.

9 Who judges the entries? [The Jury]

The entries will be judged by our jury members. They are all equally entitled to vote. The Fast Forward Science project team reserves the right to make a pre-selection for the jury based on the listed quality criteria. If entries do not meet these quality criteria, they will not be forwarded to the jury. The composition of the jury is subject to change.

This jury is made up of people with different backgrounds. These include representatives of traditional and new media, science communication and film:

- > Johanna Barnbeck, artistic researcher and creative consultant for science
- > Jean-Paul Bertemes, Head of Science in Society at the Font Nationale de la Recherche (FNR) Luxemburg
- > Hans-Jürgen Bucher, Media Scientist and Distinguished Research Fellow at the Karlsruher Institut für Technologie
- > Gerrit Faust, Press spokesperson for the Deutsches Museum
- > Mathias Fejes, Deputy Press Officer of the TU Chemnitz
- > Agnes Fischer, Head of Science Participation at the SILBERSALZ Science & Media Festival
- > Andrea Frank, Deputy Secretary General & Member of the Management Board
- > Harald Frater, Publisher of scinexx.de and editor in chief of wissenschaft.de
- > Julia Gantenberg, Scientist and science communicator
- > Linus Günther, Managing Director at Klinkerfilm and Head of Podcast Portfolio Strategy at RTL
- > Nele Heise, freelance consultant for digital media and communication
- > Anett Holzheid, Science lecturer am ZMK | Centre for art and media
- > Sarah Kaehlert, Multimedia Producer at GEOMAR Helmholtz Centre for Ocean Research Kiel
- > Martin Kern, Videojournalist and consultant for video strategy
- > Christoph Krachten, Founder of the YouTube channel Clixoom
- > Lisa Leander, Officer for the Promotion of Young Scientists at the Karlsruhe House of Young Scientists, KIT
- > Robert Lepenies, President of Karlshochschule International University and founder of the channel @TheTikTokScientist
- > Maria Lorenz-Bokelberg, Founder and Co-Managing Director of Pool Artists
- > Beatrice Lugger, Director of the National Institute for Science Communication, NaWik
- > Nadine Lux, Science communicator
- > David Peter-Gumbel, Film enthusiast, Youtuber, und consultant for video strategy

- > Maximilian Peukert, Media Officer at the Wissenschaftszentrum Berlin für Sozialforschung
- > Alexander Pinker, Future strategist, start-up enabler and new media specialist
- > Christiane A. Pudenz, Office management for the Deutscher Zukunftspreis
- > Annette Schaeffgen, Head of the Berlin Office for Press and Public Relations at the Union of the German Academies of Sciences and Humanities
- > Gerhard Schröder, Founder of the Webvideo-Produktions agency Kreative Kommunikationskonzepte
- > Alisa Zaugg, Digital Interaction Project Team Member at Science et Cité

The jury is complemented by assessors Michael Sonnabend, Head of Public Relations for Publications and Internet at the Stifterverband, and Christian Kleinert, Managing Director of *WiD*.

10 How are the entries judged? [Evaluation and the Jury process]

>> Evaluation

In the run-up to the jury meeting, our jurors evaluate the entries according to the given criteria. We make sure that an entry is evaluated by at least three different jurors. This preliminary evaluation forms the basis for the jury meeting. In this session, all jurors have equal voting rights. Assessors are not entitled to vote.

>> Criteria for evaluation

Each entry will be judged by three jurors. Between 1 and 10 points can be awarded for each criterion, with 1 being the worst and 10 the highest possible score. In a jury session, the best rated entries will be discussed and the winners chosen.

Main Competition

The evaluation criteria for the main competition are the following five, the sub-items are examples for consideration:

CONTENT

- » Reference to current science and research
- » Relativisation and contextualisation of scientific findings
- » For the Young Scientist Award; additional presentation of social relevance
- » Correctness and accuracy in the presentation
- » Depth and content of the topic
- » Relevance: reference to current social issues or events
- » Identification of the author's own contribution: it is clear who the author of the findings/content being presented is

COMPREHENSIBILITY

- » Target group-appropriate language
- » Illustration of technical terms through techniques such as analogies, examples, paraphrasing, visual graphics
- » A learning effect



LEVEL OF ENTERTAINMENT

- » Arc of suspense
- » Use of entertaining elements such as storytelling, surprises, emotionality, humour, suspense, originality.

STRUCTURE/TRACEABILITY

- » well thought out composition
- » coherent dramaturgy
- » Arguments are comprehensible and memorable
- » Focus on one information channel (no modal overload)

ACTIVATION

- » The possibilities of the channel are exploited
- » Viewers/listeners are encouraged to enter into a discussion or dialogue
- » Direct address of the viewers
- » Authenticity and credibility of the person featured

Open Box Spezial

The evaluation criteria for *Open Box Spezial* are the following five, the sub-items are examples for consideration:

CONTENT

- » Relation to current science and research
- » Relativization and contextualization of scientific knowledge
- » Correctness of presentation
- » Depth and content of the topic
- » There is a connection to current social topics or events
- » Identification of the personal contribution: It becomes clear who the author of the findings/the presented content is.

COMPREHENSIBILITY

- » Target group-oriented language
- » Illustration of technical terms using techniques such as analogies, examples, paraphrases, visual graphics
- » Learning effect

INNOVATION

- » Originality of the format: The submitted contribution represents an innovative approach to online science communication
- » The possibilities of the selected format are used

STRUCTURE/TRACEABILITY

- » thoughtful composition
- » conclusive dramaturgy
- » Arguments are understandable and memorable
- » Focus on one information channel (no modal overload)

ACTIVATION

- » Viewers/listeners are encouraged to enter into an exchange
- » Addressing viewers/listeners directly

Audio Spezial

The evaluation criteria for *Audio Spezial* are the following five, the sub-items are examples for consideration:

CONTENT

- » Relation to current science and research
- » Relativization and contextualization of scientific knowledge
- » Correctness of presentation
- » Depth and content of the topic
- » Explosiveness: There is a connection to current social topics or events
- » Identification of the personal contribution: It becomes clear who the author of the findings/the presented content is.

COMPREHENSIBILITY

- » Target group-oriented language
- » Following a common thread
- » Learning effect

LEVEL OF ENTERTAINMENT

- » The arc of suspense is maintained
- » Use of entertaining elements such as storytelling, surprises, emotionality, humour, suspense, originality

STRUCTURE/TRACEABILITY

- » thoughtful composition
- » conclusive dramaturgy
- » Arguments are understandable and memorable

In addition to the four content-related criteria, the presentation and accessibility of the contributions for *Audio Spezial* are also included in the evaluation. This criterion is weighted by a factor of 0.5.

PRESENTATION/ACCESSIBILITY

- » The article is attractively designed (cover, website embedding, ...)
- » The post is easy to navigate (chapter, show notes, script, ...)
- » Listeners are encouraged to enter into an exchange.

11 What happens next? [The process]

Entries to the competition can be submitted from the 14th of November 2022, the closing date for applications is the 7th of February 2023.

In April 2023, our jurors will meet and decide on the finalists and winners of the respective awards. The winners will be announced in May 2023.

In June 2023, the award ceremony will take place at the SILBERSALZ Science & Media Festival in Halle.

>> An outline of the planned schedule

What?	When?
Start of the competition	14th of November 2022
Closing date	7th of February 2023
Jury meeting	April 2023
Announcement of the winners	May 2023
Award ceremony	June 2023

Contact

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Wissenschaft im Dialog (WiD) is the organisation for science communication in Germany. The non-profit GmbH supports science and research with expertise on effective communication with society, develops new communication formats and encourages scientists to communicate with the public, even on controversial research topics. WiD raises awareness among citizens of the social importance of science and promotes understanding of research processes and findings. To this end, WiD organises discussions, school projects, exhibitions and competitions throughout Germany and operates online portals on science and science communication. Science in Dialogue was founded in 2000 by the major German science organisations on the initiative of the Stifterverband. Science-related foundations were added as partners. WiD is supported by the Federal Ministry of Education and Research through project funding. www.wissenschaft-im-dialog.de