

2021 #HiloTesis competition

In order to promote science outreach among doctoral students, the working group on joint activities of the Scientific Outreach and Culture Network (RedDivulga) of the CRUE's R&D&I committee (CRUE-I+D+i) has launched the first edition of the competition Your Doctoral Thesis in a Twitter Thread: #HiloTesis. Participants must communicate their doctoral thesis in a thread of no more than 20 tweets considering the limitations and possibilities of Twitter.

What is #HiloTesis

It is an initiative by the Scientific Outreach and Culture Network (RedDivulga), approved by the executive committee CRUE-I+D+i, for the purpose of promoting communication and science outreach skills among doctoral students or recent doctoral graduates.

Whether they have completed their thesis in the last six months or they are still producing it, students are challenged to explain to a general audience what they do and how and why they do it. They are asked to create a thread on Twitter and to make the most of this social network to communicate the content of the thesis using simple, accessible and appealing language.

Participation requirements

Universities that wish to participate must accept the terms, draw up their own rules by adapting the general terms of this proposal and inform the group on joint activities of RedDivulga of their intention to participate by filling in the following form at least 15 calendar days prior to the beginning of the competition:

https://forms.office.com/Pages/ResponsePage.aspx?id=5rosxPRhjEmRB2qMgfAeVkzKd9L_IABMqre6caHEGuJUMoxQSEtZMzBRQVIBTVJLUktDUk9SR1A5RC4u.

The competition is open to doctoral students from CRUE-associated Spanish universities that issue a call for this competition and that have applied within the deadline using the form above. Students must have satisfactorily passed at least one assessment of the activity and research plan report (RAPI) or must have defended their thesis within six months prior to the beginning of the competition. Applicants who do not meet these conditions will be rejected.

Participating students must have the approval of their thesis supervisor and must make sure that the information provided or linked in the thread is suitable for public dissemination. If research were subject to a confidentiality agreement, students must discuss the content used in the competition with the parties involved. Neither participating universities nor the CRUE will be liable for damages arising from the breach of these terms.

Prizes

There will be three winners, each from a different university. Universities will present the prize (a tablet) only if one of their students wins. Therefore, universities must have at least one prize for the national stage, if one of their students is among the three winners. In addition, they may optionally award prizes in a selection stage held internally or with other universities.

Organisation

The competition will run **between 1 and 23 April**. Threads posted out of time will not be considered.

After posting their thread, students must register and provide the link to the thread by completing the following form:

https://forms.office.com/Pages/ResponsePage.aspx?id=5rosxPRhjEmRB2qM9fAeVkzKd9L_IABMqre6caHEGuJUNVNBTTNVNjRMVjZGMoRaMjZKTowxS1RKUy4u.

Threads that have not been submitted using the form will not be considered.

Students must tag @RedDivulga, their university and, where appropriate, their scientific culture and innovation unit in their first tweet and end it with “Abro #HiloTesis 📌”.

Calendar

- First week of March 2021: The call is sent to universities.
- **16 March 2021: Registration deadline for universities.**
- From 1 April at midnight to 23 April 2021 at 11.59 p.m.: Doctoral students must post and send their threads.
- 26 April 2021: The list of threads is sent to the contact person/coordination unit at each university.
- 7 May 2021: Universities must select three threads for the national stage and submit them to the jury. Universities failing to send the selected threads within the deadline will not be allowed to participate in the national stage.
- From 21 to 28 May 2021: Jury’s decision and communication to winning universities and participants.

Rules and instructions

Participants must observe the following rules and instructions:

1. They must have a Twitter account.
2. They are allowed only one thread with a maximum of 20 tweets. Replies from other users will not be considered.
3. They may include all kinds of elements (links, emojis, videos, images, animated gifs, etc.) to complement the presentation of their work, to illustrate it, to make it more appealing or simply to engage the audience.
4. The data and information provided must be suitable for public dissemination.
5. The jury’s decision will be final.
6. Threads must be published between 1 April at midnight and 23 April at 11.59 p.m.
7. After posting the thread, students must fill in the following form by 23 April 2021 at 11.59 p.m.:
https://forms.office.com/Pages/ResponsePage.aspx?id=5rosxPRhjEmRB2qM9fAeVkzKd9L_IABMqre6caHEGuJUNVNBTTNVNjRMVjZGMoRaMjZKTowxS1RKUy4u.

Jury and assessment criteria

After receiving participants’ threads through the form, the organisation will submit them to the contact person at each university.

Within a period of 15 days, participating universities must choose three threads (in accordance with their own internal criteria) that will be assessed by the national jury proposed by RedDivulga. The jury will be made up of at least five members and at least one of them must be a communication expert. The jury will announce the decision between 21 and 28 May 2021.

The following assessment criteria will apply to all branches of knowledge.

1. Expression and content (maximum 5 points): the language used must be simple (free of technical terms and scientific jargon) and informative so that a non-specialised audience can understand the context, the research topic and its importance. The methodology, the most relevant results and the conclusions must be described using a logical and appealing structure. Linking to specialised journals or content must be avoided. The research content must not be trivialised; it must be engaging and accessible but also accurate.
2. Creativity (maximum 5 points): elements such as emojis, images, links, videos or animated gifs must be used appropriately and engagingly to complement the content. The presentation must make the audience want to know more.

Final consideration

Participants who fail to comply with the rules of the call or who conceal, modify or manipulate data may be rejected and, where applicable, required to return the prize.

Frequently asked questions and recommendations

Can I submit more than one thread?

No. Only one thread per participant will be considered.

Are branches of knowledge distinguished?

No. The aim of the competition is to promote science outreach; therefore, the branch of knowledge, the relevance of results and potential derived publications will not be considered.

Can I participate if I am defending my thesis before the competition?

Yes, as long as the defence takes place within six months prior to the beginning of the competition.

Can I use decorative elements such as emojis and gif files in the thread?

Yes, but remember to use them to complement the communication and make it more attractive.

Can I cite or link publications stemming from the thesis or that contextualise it?

Preferably not. Keep in mind that the tweets are targeted at a non-specialised audience when you add links to specialised materials such as papers, presentations at scientific conferences, etc. Additionally, the relevance of results and potential derived publications will not be considered. You must sum up your thesis in 20 tweets so that it is understandable to anyone without a scientific background.

How can I create a thread on Twitter?

If you have never created a thread on Twitter, read our instructions below for creating a thread in the web version.

The following image shows the window that pops up when you click the Tweet button on the main Twitter page.



At the bottom right click the + button to add tweets before posting. In this way, you can edit every tweet separately (adding links, images, etc.) and then post all of them at once by clicking the Tweet all button as shown in the following image.



We recommend that you plan out in advance the structure of your thread, the content of your tweets, the resources that you want to add and the story that you will tell in no more than 240 characters per tweet. Create short, separate messages that are informative and attractive and that arouse interest and feelings to engage your audience.