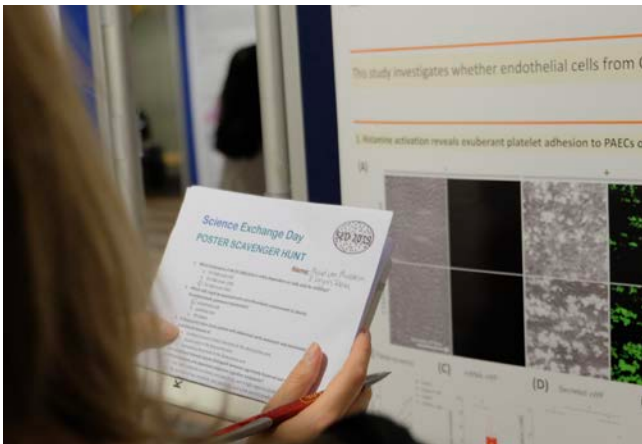


This years **Science Exchange Day (SED)** with the theme **Social media & Science** took place in the Amstel Lecture Theatre, VUmc on the 27th of September 2019. Over 200 researchers of Amsterdam UMC locations AMC and VUmc spent their Friday afternoon listening, learning, and debating with interesting speakers and researchers.



Alongside the main scientific program, there was ability to talk with people from **Amsterdam UMC Research**, **Gildeprint** and **The Next Ad** for support and advice on doing research and printing of theses. Besides, a real **poster scavenger hunt** was held!

The first keynotes was by **Liesbeth Smit**, co-founder of The Online Scientist, and was about how to **communicate research to public** in a clear, exciting and interactive way. Her keynotes was widely lauded by many SED visitors as one of the best lectures on how to **create more impact with your research online**. Many got excited by Liesbeth's personal experiences, and will take along her three key messages during their research career

1 Impact starts with your message

2. Your message needs to appeal to others

3. Your message needs to reach your audience



7 research institutes representatives explained their research in **3 minutes!**

Another keynote came from **Martijn van Oijen** on the application of social media technology in scientific research. Together with **Iris Schoenmakers** he showed that patients are present on social media and report valuable information. They outlined that social media provides easily accessible data for **cost-efficient research** studies. With only 13.8 hours of analysis time, they captured 75% of the information obtained from 7 face-to-face focus groups of 65 patients.



Anouk Wouters presented a keynote on the publicly available data to investigate the public discourses of selection of medical school admissions. She inspired the visitors with her **tips, tricks and error traps** in her own much discussed research.



Cees Weeland won the **first prize** for his abstract, poster and pitch on obsessive-compulsive symptoms and subcortical and cortical brain morphology.

We hope to see you next year!

The SED 2019 organizing committee, Lena Sialino, Shanice Beerepoot, Joyce Kors, Dorit Verhoeven, & Alan Jenks



**Organizing committee
Science Exchange Day 2019**