

## **ELEANOR (LALI) VAN ZUYDAM**

BA, MA, PhD candidate

### **SUMMARY**

Lali is a Research and Communications Associate with the Institute for Methods Innovation where she works on large-scale European Commission research projects as well as impact evaluation and survey research training for participants all over the world.

### **EDUCATION**

#### **Qualifications**

- 2023 - **PhD Science and Technology Studies**  
*Stellenbosch University*  
**Proposed thesis title:** Lessons learnt in public science communication during the COVID-19 pandemic: Perspectives of Southern African science communicators
- 2016 – 2018 **MA Journalism**  
*Science Journalism, Stellenbosch University*
- 2012 **BA Honours Journalism**  
*University of Pretoria*
- 2008 - 2011 **B Consumer Science**  
*Hospitality Management, University of Pretoria*

#### **Certificates**

- 2021 **Plain Language Course**  
*Stellenbosch University*
- 2021 **Science communication: An introduction to theory, best practice and practical skills**  
*Stellenbosch University*
- 2020 **SEO Essentials Certificate**  
*MOZ Academy*
- 2020 **Facebook Certified Digital Marketing Associate**  
*Pearson VUE/Facebook*

## Additional

2009 – 2010      **French: Cultural Profession**  
*University of Pretoria*

## PROFESSIONAL EXPERIENCE

- 2022 - Present      **Science Communication Specialist | INSCICO gmbH**  
Involved in science communication, social media and editorial activities for the EU-funded [AURORA](#) project.
- 2021 - Present      **Research and Communications Associate | Institute for Methods Innovation**  
Involved in high-level social research (including impact evaluation projects), training on research methods (through Methods for Change initiative) and specialist science communication activities for large-scale EU funded projects (such as [Project Ô](#)). Worked on [RRING](#) project deliverables which specifically involved the Recommendation on Science and Scientific Researchers).
- 2021 - Present      **Postgraduate Research Assistant | Stellenbosch University**  
Centre for Research on Evaluation, Science and Technology (CREST)  
Current projects:
- [Meta-funded fact-checking project](#)
  - A comparative examination of the quality of online scientific content in different languages available in the top results of the Google search engine
- 2021      **Science Communication Specialist | iCoRSA**  
Freelance contract focused on RRING project deliverables.
- 2019 - 2021      **Marketing Manager | Osidon**
- 2014 – 2019      **Press Attaché | Embassy of France in South Africa and Lesotho**
- 2012 - 2014      **News Reporter | Pretoria News**

I also have experience working as a social media manager, freelance journalist, researcher, translator and copy writer for various organisations, including Momentum Corporate, Momentum Financial Planning, TV news show *Besigheid wat saak maak* (Business that matters), Eco-Vet natural pet remedies, the National Press Club and Word4Word Marketing.

## GRANT-FUNDED PROJECTS

### **AURORA: Achieving a new European Energy Awareness**

European Commission Horizon2020 Research and Innovation (2021-2025)

Budget: €4,786,456 | [www.aurora-h2020.eu](http://www.aurora-h2020.eu)

### **Project Ô: Demonstration of planning and technology tools for a circular, integrated and symbiotic use of water**

European Commission Horizon2020 Innovation (2018-2022)

Budget: €10,569,305 | [www.eu-project-o.eu](http://www.eu-project-o.eu)

### **RRING: Responsible Research and Innovation Networking Globally**

European Commission Horizon2020 Research and Innovation (2018-2021)

Budget: ~€3 million | [www.rring.eu](http://www.rring.eu)

## LANGUAGES

Native Afrikaans

Native English

Basic French (passed DELF A1 and A2)

## AWARDS

Golden Key International Honour Society for Academic Excellence

Judges Recommendation: 2014 Profile Awards

## AFFILIATIONS

National Press Club executive committee member

## CONFERENCES AND SEMINARS

*A Plain Language in Science Communication*. Pre-conference workshop at Public Communication of Science and Technology (PCST) Conference 2023.

*Graduate Seminar on Science Communication*. Venice International University, Italy (12-16 September 2022).

## PUBLICATIONS

Joubert, M., van Zuydam, L. & Franks, S. (2023). The impact of COVID-19 on science journalists in South Africa: Investigating effects, challenges, quality concerns and training needs. *Journal of African Media Studies*, 15(1). DOI: 10.1386/jams\_00095\_1

Franks, S., Joubert, M., Wells, R. & van Zuydam, L. (2022). Beyond Cheerleading: Navigating the Boundaries of Science Journalism in South Africa. *Journalism Studies*. DOI: 10.1080/1461670X.2022.2141820

Jensen, E., Lorenz, L., Geck, A., van Zuydam, L., Martin, D., Smith, B., Wagoner, B., Rademan, L., Foulds, C., Fox, E., Khalid, R., Sule, O., Cummings, J., Sahan, K., Landeweerd, L., Zwart, H. and Kingsley, U. (2021). *State of the Art of RRI in the Five UNESCO World Regions*. DOI: 10.5281/zenodo.4926175