

OLÁS!

**Promover a cultura de inovação nas
esferas tecnológica e social**

1.
BANCA SOCIALE





Já se foi o tempo em que a pós-graduação terminava na defesa ou na publicação do artigo científico. Agora, ela deve começar (e terminar) ouvindo a sociedade e construindo conhecimento com ela.



Ciência Decodificada: pitch científico, 2021



"O RESPEITO, ENTÃO, AO SABER POPULAR
IMPLICA NECESSARIAMENTE O RESPEITO AO
CONTEXTO CULTURAL. A LOCALIDADE DOS
EDUCANDOS É O PONTO DE PARTIDA PARA O
CONHECIMENTO QUE ELES VÃO CRIANDO
DO MUNDO"

PAULO FREIRE

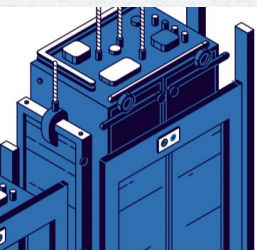
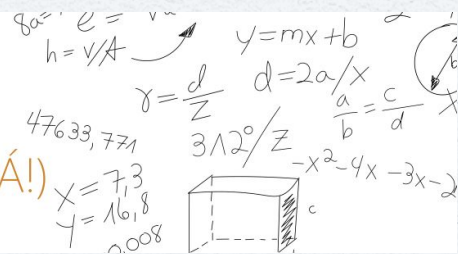


O TÍTULO É PRECIOSO

Por André Biernath

É DIFÍCIL EXPLICAR COISAS DIFÍCEIS (MAS DÁ!)

Por Beatriz Maia



DO ELEVADOR AO BUSÃO

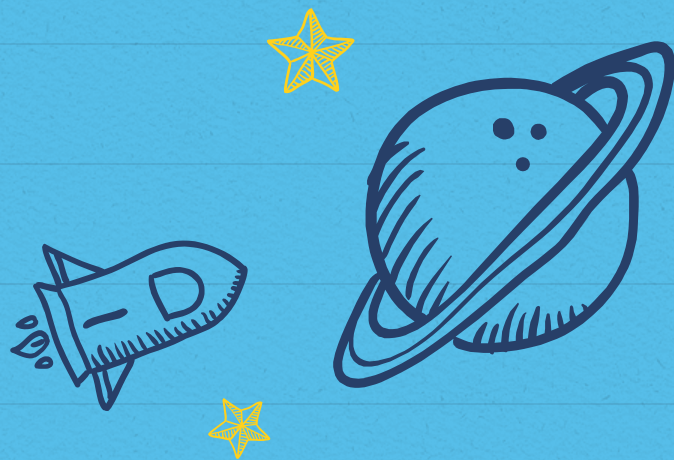
Por Bruninho Souza



PITCH BOM É PITCH PENTEADO E APARADO

Por Gabriel Alves





ENGAJAMENTO DE PÚBLICO EM CIÊNCIA

O envolvimento público com a ciência descreve interações intencionais e significativas que oferecem oportunidades de aprendizado mútuo entre cientistas e audiência

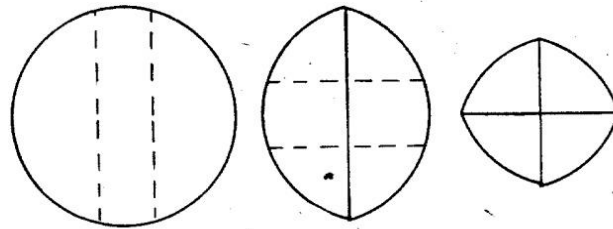
A cultura científica é
estimulada pelo
conteúdo de qualidade
das pesquisas
desenvolvidas na Unifesp
e pelo engajamento
prático de seus
resultados.

LETTERS TO THE EDITOR.

[The Editor does not hold himself responsible for opinions expressed by his correspondents. Neither can he undertake to return, or to correspond with the writers of, rejected manuscripts intended for this or any other part of NATURE. No notice is taken of anonymous communications.]

Cutting a Round Cake on Scientific Principles.

CHRISTMAS suggests cakes, and these the wish on my part to describe a method of cutting them that I have recently devised to my own amusement and satisfaction. The problem to be solved was, "given a round tea-cake of some 5 inches across, and two persons of moderate appetite to eat it, in what way should it be cut so as to leave a minimum of exposed surface to become dry?" The ordinary method of cutting out a wedge is very faulty in this respect. The results to be aimed at are so to cut the cake that the remaining portions shall fit together. Consequently the chords (or the arcs) of the circumferences



Broken straight lines show intended cuts. Ordinary straight lines show the cuts that have been made. The segments are kept in apposition by a common elastic band that encloses the whole. In the above figures about one-third of the area of the original disc is removed by each of the two successive operations.

of these portions must be equal. The direction of the first two vertical planes of section is unimportant; they may be parallel, as in the first figure, or they may enclose a wedge. The cuts shown on the figures represent those made with the intention of letting the cake last for three days, each successive operation having removed about one-third of the area of the original disc. A common india-

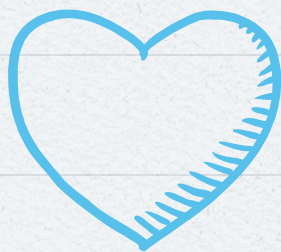
SOBRE PESSOAS



PORQUE FAZEMOS

- ✗ Inovação é uso
- ✗ Impacto real no uso
- ✗ Onde usar
- ✗ Como usar





OBRIGADA!

www.agist.unifesp.br