

## Upcoming

## Past Events

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## Upcoming Seminars and Lectures

**Ann McPherson Memorial Lecture 2016**

Monday 10th October 2016

**Please note new venue** - Mathematical Institute, Lecture Theatre 3, Woodstock Road, OX2 6GG (adjacent to Green Templeton College) 6pm - 7.15pm.

Dr Anna Middleton, Head of Social Science and Ethics, Wellcome Genome Campus, Cambridge will speak on 'Socialising the Genome'

Drinks will be served afterwards in the Stables Bar at Green Templeton College.

The lecture is now fully booked and is no longer open for registration. If you have any queries, please contact [yoland.johnson@gtc.ox.ac.uk](mailto:yoland.johnson@gtc.ox.ac.uk).**Abstract**

The ability to study our genes, the basic units of heredity, is transforming medicine. However recent research has discovered a major stumbling block: only a minority of the British public understands and can relate to even the simplest of terms used in genetics. Because this problem could threaten to blunt the impact of genetics-based medicine – the Socialising the Genome project was designed. Anna will discuss her research and endeavors to turn genomics from (what is for many) an anti-social concept ('I won't understand it', 'I didn't do science at school') to a more social concept. She will explore her work with advertising experts, to create a series of evidence-based animations to explore different ways to help the general public start conversations about genetics (e.g. trying out socially acceptable words like 'glitch' in replacement for 'variant'). She will also discuss and share the films she has created to bring the public to her research about DNA and Big Data. Being able to contribute to current discussions about genomics requires researchers to make the dialogue accessible, even using the simplest of genomics terminology has the capacity to alienate the very people they want to engage. 'Socialising the Genome' is a frame of mind that permeates Anna's approach to research, it is grounded in her clinical experience of working directly with families in the NHS as a genetic counsellor.

**HEXI collaborates with the Green Templeton College Management in Medicine Programme to run a series of joint seminars.**

The next seminar in this series will be advertised shortly.

If you are interested in being on our mailing list for future events then please [email](#).