



Professor Martin W. Bauer

Born 28 February 1959, Arbon, Switzerland; married; one daughter

m.bauer@lse.ac.uk

Languages: English, German, French, Portuguese

Appointments

- 2018 - Member of acatech (German Academy of Technical Sciences)
- 2009 - Professor of Social Psychology & Research Methodology, LSE
- 2005 - Reader in Social Psychology and Research Methodology, LSE
- 1994 - Lecturer in Social Psychology and Research Methodology, LSE
- 1992 - 2000 Research Fellow; Museum of Science and Industry, London

Educated in Psychology and Economic History (Phil. Hist., Bern, 1986; PhD London, 1993), and currently Full Professor of Social Psychology at the London School of Economics and Political Science (LSE). His career at LSE is split between two units: at the Department of Methodology, which he directed 2008-2010, he was dedicated to teaching and developing qualitative research methods, and in particular text analysis and introspective methodologies. At the Department of Social Psychology (ISP), he directs the MSc Social & Public Communication and the MACAS research group (Mapping the Cultural Authority of Science) which also hosts WAPS (the World Archive of Perception of Science Data) and the Public Understanding of Science Seminars, a London discussion forum running monthly since the 1990s. A former research fellow at the Science Museum London and visitor to MSH (Paris), he regularly visits Brazil (UFRGS & Campinas) and China, where since 2017 he co-directs the joint research programme 'Cultures of Science and Innovation' at CAST-NAIS, Beijing. He serves on the board of OBSERVA, a non-profit organization that monitors the public conversation of science in Italy. He advised the WHO on media monitoring (2006), OECD (2015) on attitudes to science, and the Government of Rio Grande do Sul BR (2002) on attitudes to GM crop, and acatech (2020-present) on issues of Technology & Society. He worked with the Royal Society (1993; 2006-2007), Wellcome Trust (1993-95, 2018-present), Royal Society of Chemistry (2014-15) the UK Government BIS (2010, 2013), and the European Commission (2014, and on various Eurobarometer surveys). He was Editor of the journal *Public Understanding of Science* from 2009 to 2016.

He conducts research into 'common sense' and public debates about of science which crosses perceptions, news coverage and public engagement with a long-term comparative perspective: A) **Biotechnology and the Public** (1973-2002, with George Gaskell and John Durant) was an effort to map debates over genetics from the 1970s into the new millennium. A media database

across 18 countries allowed us to map dynamically the emerging discourse. Our Eurobarometer series on Biotechnology, between 1993 and 2005, is probably the most comprehensive database on public perceptions of an emerging technology outside the nuclear field. B) **MACAS – Mapping the Cultural Authority of Science** (with Ahmet Suerdem, on-going), makes efforts to collate a global database on public knowledge, attitudes, and engagement with science (the PREK model). This project, kick-started by a Royal Society workshop in November 2007, and work for OECD includes collaborators in Europe, Africa, India, China, Japan, South and North America. We harness existing data and develop indicators of longitudinal range. C) The **Culture of Science Post-WWII** (on-going), initially funded by the Wellcome Trust, builds a systematic corpus of science news from 1946 onwards in the UK. It allows us to characterize the changes in the intensity and framing of science in the public conversations. This database is being updated, and efforts of similar range have been undertaken in Bulgaria, Brazil, Italy, Portugal and Turkey. D) A more recent stream of research concerns the building of structures and the professionalization of science communication at universities and research institutes in a comparative perspective (projects MORE and OPEN, with Marta Entradas, ISCTE, Lisbon).

Research publications appeared in *Nature*, *Science*, *Nature-Biotechnology*, *PUS*, *Genetics & Society*, *Social Science Information*, *Social Studies of Science*, *International Journal of Public Opinion Research*, *Science Communication* and *DIOGENE (UNESCO)*.

Book Publications

- Sammut G and MW Bauer (2021) *The Psychology of Social Influence – Modes and Modalities of Shifting Common Sense*, Cambridge, CUP
- Bauer MW, P Pansegrau, and R Shukla (2019) (eds.) *The Cultural Authority of Science – Comparing across Europe, Asia, Africa and the Americas* [Routledge Studies of Science, Technology & Society, Vol 40], London, Routledge.
- MW Bauer (2015) *Atoms, Bytes and Genes - Public Resistance and Techno-scientific Responses*, New York, Routledge.
- Hilton P, S Tsirogianni & MW Bauer (2014) *Visual Rhetoric – Collaborating for Social Impact*. London, LSE & LCC, May 2014 [ISBN: 978-1-9098-9006-0]
- Bauer MW, R Harre & C Jensen (2013) (eds) *Rationality and the Practice of Resistance*, Newcastle, Cambridge Scholars Publishers [ISBN 10: 1-4438-4626-0; June 2013].
- Bauer MW and S Howard (2013) *The Culture of Science in Modern Spain: An Analysis across Time, Age Cohorts and Regions*. Bilbao: Fundación BBVA [ISBN-978-84-92937-44-8]
- Bauer, MW, R Shukla and N Allum (2012) *The culture of science – how the public relate to science across the globe*, New York, Routledge.
- Hook, DW, B Franks and MW Bauer (2010) *The Social Psychology of Communication – a Textbook*, London, Palgrave

- Bauer MW & M Bucchi (eds) (2007) *Journalism, Science and Society - Science Communication between New Making and Public Relations*, London, Routledge (translation to Chinese in preparation)
- Gaskell G & MW Bauer (eds) (2006) *Genomic & Society: legal, ethics and social dimension*, London, Earthscan [ISBN-10 1-84407-113-8]
- Bauer MW & G Gaskell (eds) (2002) *Biotechnology – the making of a global controversy*, Cambridge, CUP. [ISBN – 0-521-77317-2]
- Gaskell G & MW Bauer (eds) (2001) *Biotechnology 1996-2000 – the years of controversy*, London, Science Museum. [ISBN 1 900747 43 X]
- Bauer MW & G Gaskell (eds) (2000) *Qualitative researching with text, image and sound: a practical handbook*, London, Sage [Translated into Chinese, Brazilian Portuguese in 8th edition, and Hebrew]
- Durant, J, MW Bauer & G Gaskell (eds) (1998) *Biotechnology in the public sphere: a European source book*, Science Museum Publications. [ISBN 1 900747 09 X]
- Bauer, M. (1995) (ed) *Resistance to new technology - nuclear power, information technology, biotechnology*, Cambridge, Cambridge University Press [ISBN – 0 521 45518 9]

Selected research papers in peer-review journals and scholarly book editions

- Entradas M, MW Bauer, C O’Muirchearteigh et al. (2020) Public communication by research institutes compared across countries and sciences: building capacity for engagement of competing for visibility, *PlosONE*, 15(7). <https://doi.org/10.1371/journal.pone.0235191>
- Entradas M and MW Bauer (2018) Bustling public communication by astronomers around the world driven by personal and contextual factors, *NATURE Astronomy*, 3, 183-87
- Bauer MW, S Gylstorff, EB Madsen, and N Mejlgaard (2019) The Fukushima Accident and Public Perceptions about Nuclear Power around the Globe – A Challenge & Response Model, *Environmental Communication*, 14, 4, 505-526.
- Bauer MW and B Falade (2014) Public understanding of science: survey research around the world, in: M Bucchi and B Trench (eds) *Routledge Handbook of Public Communication of Science and Technology*, 2nd edition, NY, Routledge, pp140-159
- Franks B, Bangerter A and Bauer MW (2013) Conspiracy theories as quasi-religious mentality: an integrated account from cognitive science, social representations theory, and frame theory. *Frontiers of Psychology*, 4:424; doi: 10.3389/fpsyg.2013.00424
- Bauer MW (2012) Public attention to science 1820-2010 – a ‘longue duree’ picture, in: Rödder, S., Franzen, M. and P. Weingart (eds) *The Sciences' Media Connection - Communication to the Public and its Repercussions*. *Sociology of the Sciences Yearbook*, Dordrecht: Springer.

- Bauer MW and G Gaskell (2008) Social representations theory: a progressive research programme for Social Psychology, *Journal for the Theory of Social Behaviour*, 38, 4, 335-354.
- Bauer MW (2008) Paradigm chance for Science Communication: Commercial Science needs a Critical Public, in: D Cheng, M Claessens, T Gascoigne, J Metcalfe, B Schiele, S Shi (eds) *Science Communication in Social Context*, New York, PCST/Springer, chapter 1, p7-25.
- Bauer MW, N Allum, and S Miller (2007) What have we learnt from 25 years of PUS research – liberating and widening the agenda, *Public Understanding of Science*, 15,1, 79-96.
- Bauer MW, Petkova K, P Boyadjieva, G Gornev (2006) Long-term trends in the representations of science across the iron curtain: Britain and Bulgaria, 1946-95, *Social Studies of Science*, 36, 1, 97-129 [ISSN 0306-3127]
- Bauer MW (2005) Distinguishing GREEN from RED biotechnology – cultivation effects of the elite press, *International Journal of Public Opinion Research*, 17 (1), 63-89 [special issue] [ISSN – 0954-2892]
- Bauer MW (2002) Arenas, platforms and the biotechnology movement, *Science Communication*, 24, 144-161. [ISSN 1075 –5470]
- Howard S and M W Bauer (2001) Psychology in the UK Press, 1988 to 1999, *The Psychologist*, 14 (12), 632-636 [BPS centenary 1901-2001] [ISSN 0952-8229].
- Gaskell G, N Allum, MW Bauer, J Durant et al (2000) Biotechnology and the European Public, *Nature Biotechnology*, Sept, Vol 18, 935-38. [ISSN 1078-0156/04]
- Bauer MW, Petkova K, P Boyadjewa (2000) Public knowledge of and attitudes to science - alternative measures, *Science, Technology and Human Values*, 25, 1, 30-51.
- Bauer M W and G Gaskell (1999) Towards a paradigm for research on social representations, *Journal for the Theory of Social Behaviour*, 29 (2), 163-186. [ISSN – 0021-8308]
- G Gaskell, Bauer MW, J Durant, NC Allum (1999) Worlds apart? The reception of genetically modified food in Europe and the United States, *Science*, 285, July 16, 384-87.
- Bauer M (1998) The medicalisation of science news: from the ‘rocket-scalpel’ to the ‘gene-meteorite’ complex, *Social Science Information*, 37, 731-751. [ISSN 0539-0184]
- Bauer M. with G Gaskell & J Durant et al. (1997) Europe ambivalent on biotechnology, *Nature*, 387, 345-347 (June)
- Bauer M, J Durant and G Evans (1994) European public perceptions of science, *International Journal of Public Opinion Research*, 6, 2, 163-186 [ISSN – 0954-2892]
- Bauer, M and I Schoon (1993a) Mapping variety in Public Understanding of Science, *Public Understanding of Science*, 2, 2, 141-155. [ISSN 0963-6625]