



MARINA JOUBERT

CAREER OVERVIEW

With 25+ years of experience in the field of science communication practice, capacity building, teaching and academic research, I have earned national and international recognition as one of the global pioneers and leaders in this field.



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South African citizen

Born in Cape Town on 21 April 1963

Staff profile

<http://www0.sun.ac.za/crest/staff/joubert>

Google Scholar

https://scholar.google.com/citations?view_op=list_works&hl=en&user=dopzyAYAAAAJ

ResearchGate

https://www.researchgate.net/profile/Marina_Joubert

SCOPUS

<https://www.scopus.com/authid/detail.uri?authorId=7102789948>

ORCID

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As a science communication strategist, I was employed at managerial level at the National Research Foundation for 15 years. Following that, I worked as a freelance communication strategist and managed strategic communication and media liaison for the South African Square Kilometre Array Project during the time that South Africa successfully competed to host this telescope. After joining Stellenbosch University in 2015, I completed my PhD within three years, while also teaching and supervising MPhil students. During this time, I (co-)authored 14 peer-reviewed research articles, seven essays and book reviews, as well as 12 popular articles. I also co-authored two book chapters and co-edited one book on science communication in South Africa. In 2015, I launched and presented Africa's first online course in science communication. To date, close to 300 students from across Africa and beyond have completed this course successfully. My research interests include the changing roles of scientists as public communicators; science communication via novel online channels; the communication of contested topics and science controversies; and building an evidence-base for effective science communication training and practice.

CORE SKILLS

Science communication research
 Curriculum development for postgraduate science communication courses
 Science communication teaching (including blended learning and online teaching)
 Linking research and practice in public science engagement
 Strategic planning of science communication and public engagement
 Evaluation of science communication/public engagement practice and training
 Reflective science communication training

EDUCATION

PhD	Stellenbosch University, March 2018; Title: Factors influencing the public communication behaviour of publicly visible scientists in South Africa
MSc	University of Pretoria, 1989, <i>cum laude</i>
B Honours	Journalism Honours: Stellenbosch University, 1987, <i>cum laude</i>
BSc Honours	Stellenbosch University, 1986, <i>cum laude</i>
BSc Agric	Stellenbosch University, 1984, <i>cum laude</i>

CAREER

2015 – present	Senior researcher, Centre for Research on Evaluation, Science and Technology (CREST), Stellenbosch University
2005 – March 2014	Owner of Southern Science, an independent science communication consultancy
2001 – 2005	Science Communication Manager, South African Agency for Science and Technology Advancement (SAASTA)
1989 – 2001	Communication Manager, National Research Foundation (NRF)

RECOGNITION & AWARDS

2021 (July)	DFG/TWAS Fellowship to spend two months at Hamburg University, Germany
2019 (February)	Honorary life member of the PCST Network, awarded to individuals who have made a distinguished contribution to the international science communication community
2018 (October)	Media Excellence Award, Stellenbosch University
2018 (June)	Invited as lead author to write the South African chapter in a book providing a global perspective on the emergence of science communication practice and research
2015 (July)	National Science and Technology Forum (NSTF) Award winner for the category: Communication for outreach and creating awareness

MPHIL SUPERVISION

- 2015** Status and strategies of public science communication by academics at the National University of Science and Technology (NUST), Zimbabwe (Student: Heather Ndlovu); completed.
- 2016** Using social media to disseminate research findings among researchers and the public: Views and practices from the University of Ghana (Student: Beatrice Biney-Nyamekye); completed.
- 2017** Benchmark Mapping of Public Science Engagement in South Africa's National System of Innovation (Student: Noxolo Moyake); completed.
- 2018** Science communication vs. public relations: The potential effect of university press releases and the changing media landscape on science journalism in South Africa (Student: Ansa Heyl); completed.
- 2019** News values and risk messages: lessons learned from news coverage during South Africa's deadly listeriosis outbreak (Student: Corné Lamprecht); completed.
- 2019** Scientists' motivation to participate in science festivals, with special reference to Scifest Africa in South Africa (Student: Rejoyce Gavhi-Molefe); completed.
- 2019** A longitudinal analysis of *Nature* for published items relating to the public communication of science (Student: Marlese Nel); completed.
- 2019** "The science is not settled": an analysis of anti-vaccine rhetoric on a South African Facebook page (Student: Hannah Keal); completed.
- 2020** Measuring the effects of a training intervention on environmental scientists' skills and perceived self-efficacy in popular science-writing (Student: Grethe Bestbier); current study.
- 2020** Exploring young South African scientists' motivations and perceptions of public science communication and engagement (Student: Joanne Riley); current study.

CURRENT RESEARCH PROJECTS

Principal investigator

- *The Conversation Africa* as an online platform for public science engagement
- Measuring the effects of a training intervention on environmental scientists' skills and perceived self-efficacy in popular science writing
- An analysis of editorial newspaper cartoons during the COVID-19 pandemic

ONGOING RESEARCH PROJECTS

Co-investigator

- Public engagement with science: A conceptual review
- A longitudinal analysis of *Nature* and *Science* for published items relating to the public communication of science
- An analysis of pro- and anti-vaccine rhetoric on two South African Facebook pages
- The COVID-19 mirror: Reflecting science-society relationships across 11 countries Science communication quality in South Africa during COVID-19

INTERNATIONAL PARTICIPATION

Recent, high-level & invited

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| 2021 (May) | Plenary, keynote speaker at the International Conference of the PCST (Public Communication of Science and Technology) Network Conference, Aberdeen, Scotland. |
| 2021 (April) | Invited as expert participant to Rockefeller Foundation Conference, April 13 – 17, Bellagio, Italy (Topic: Learning from experience: how sharing diverse national approaches to science communication can lead to better solutions in health, climate, energy, food and development; international collaborative book project). |
| 2019 (November) | Expert invitation to join a Delphi study on quality dimensions for digital science communication; EU-project RETHINK (H2020). |
| 2019 (October) | Invited participant at the International School of Mind, Brain and Education, focused on the topic of scientific culture, at the Ettore Majorana Foundation and Centre for Scientific Culture, Erice, Italy. |
| 2019 (January) | Invited keynote speaker at ‘Wellcome Trust Africa-Asia Communications Forum (AACF)’; Durban, South Africa. |
| 2018 (December) | Invited participant at Science Communication Training Summit, a joint initiative of the Alan Alda Center for Communicating Science; the Chan Zuckerberg Initiative (CZI) and The Kavli Foundation, San Francisco, USA. |
| 2017 (July) | Invited speaker at Symposium on Research in Science Communication, Oswaldo Cruz Foundation, Rio de Janeiro, Brazil. |
| 2016 (February) | Organized and presented a panel on “Building Capacity for Science Engagement in Africa” for the Annual Meeting of the American Association for the Advancement of Science, Washington DC, USA. |
| 2014 (May) | Chair at opening session of 14 th International Conference on Public Communication of Science and Technology (PCST-2014); Salvador, Brazil. |

AFFILIATIONS & MEMBERSHIPS

Member of the scientific committee of the PCST (Public Communication of Science and Technology) Network

Member of the Editorial Board of JCOM (*Journal of Science Communication*)

Member of the Advisory Board of the SAGE journal *Science Communication*

Member of the Editorial Advisory Board of the journal *Public Understanding of Science*

ARTICLES, BOOK CHAPTERS & BOOKS

Peer-reviewed

Joubert, M. 2020. From top scientist to science media star during COVID-19 – South Africa's Salim Abdool Karim. *South African Journal of Science*, 116(7/8), <https://doi.org/10.17159/sajs.2020/8450>

Heyl, A.; Joubert, M. & Guenther, L. 2020. Hype and churnalism in science communication – Comparing university press releases and journalistic articles in South Africa. *Communicatio*. [Online first, published 3 August 2020]. DOI: 10.1080/02500167.2020.1789184

Joubert, M. & Makunga, N. 2020. Science and pseudoscience: A perspective from South Africa. In A.M. Dijkstra, L. de Bakker, F. van Dam & E. Jensen (eds). *Science Communication: An Introduction*. UK: World Scientific Publishing, pp 242-247.

Joubert, M. & Mkansi, S. 2020. South Africa: Science communication throughout turbulent times. In: Gascoigne, T. (ed). *Communicating science: a global perspective*. Brisbane, Australia: Australian National University Press. [In Press].

Weingart, P., Joubert, M. & Falade, B. 2019. *Science Communication in South Africa: Reflections on Current Issues*. African Minds. Cape Town.

Guenther, L., Weingart, P. & Joubert, M. 2019. Bridging a gap? Mapping the science coverage of South African newspapers. In M.W. Bauer, P. Pansegrau & R. Shukla (eds.). *The Cultural Authority of Science: Comparing across Europe, Asia and the America*. UK: Routledge, pp 122–136.

Heyl, A., Joubert, M. & Guenther, L. 2020. Hype and churnalism in science communication – Comparing university press releases and journalistic articles in South Africa. *Communicatio*. [In Press].

Joubert, M. & Costas, R. 2019. Getting to Know Science Tweeters: A Pilot Analysis of South African Twitter Users Tweeting about Research Articles. *Journal of Altmetrics*, 2(1).

Riedlinger, M., Metcalfe, J., Baram-Tsabari, A., Entradas, M., Joubert, M. & Massarani, L. (2019). Telling stories in science communication: case studies of scholar-practitioner collaboration. *Journal of Science Communication*, 18(5), N01.

Weingart, P. & Joubert, M. 2019. The conflation of motives of science communication – causes, consequences, remedies. *Journal of Science Communication*, 18(03) Y01.

Guenther, L. & Joubert, M. 2018. Support for research in climate change and nuclear energy, but less so for fracking: Born-free South Africans' attitudes towards scientific controversies. *African Journal of Science, Technology, Innovation and Development*, 10(1), 114–124.

Joubert, M. 2018. Country-specific factors that compel South African scientists to engage with public audiences. *Journal of Science Communication*, 17(04):C04.

Joubert, M. 2018. Reflections on the first human heart transplant and its impact on medicine, media and society. *Public Understanding of Science*, 27(1), 110–114.

Meyer, M., Guenther, L. & Joubert, M. 2018. The Draw-a-Scientist Test in an African context: Comparing students' (stereotypical) images of scientists across university faculties. *Research in Science & Technological Education*, 37(1).

Guenther, L. & Joubert, M. 2017. Science communication as a field of research: identifying trends, challenges and gaps by analysing research papers. *Journal of Science Communication*, 16(02) A02.

Joubert, M. & Guenther, L. 2017. In the footsteps of Einstein, Sagan and Barnard: Identifying South Africa's most visible scientists. *South African Journal of Science*. 113(11/12).

Ndlovu, H., Joubert, M. & Boshoff, N. 2016. Public science communication in Africa: views and practices of academics at the National University of Science and Technology in Zimbabwe. *Journal of Science Communication*, 15(6) A05.

Joubert, M. 2007. South Africa: Building capacity. In M.W. Bauer & M. Bucchi (eds.). *Journalism, Science and Society. Science Communication between News and Public Relations*. London, UK: Routledge. pp 251–253.

Joubert, M. 2001. Priorities and challenges for science communication in South Africa. *Science Communication*, 22(3):316–333.

ESSAYS, BOOK REVIEWS, EDITORIALS & REPORTS

Joubert, M. 2019. Radio, like you've never read it before. *South African Journal of Science*, 115(1/2).

Joubert, M. 2019. Scaling new heights in Switzerland. *Journal of Science Communication*, 18(04) R01.

Joubert, M., Davis, L. & Metcalfe, J. 2019. Storytelling: the soul of science communication. *Journal of Science Communication*, 18(5), E1.

Joubert, M. 2019. Beyond the Sagan effect. *Nature Astronomy*, 3:131–132.

Riedlinger, M., Barata, G., Medvecky, F. & Joubert, M. 2018. PCST 2018 Roundtable: The role of professional science communication associations in supporting science communicators and legitimising communication practices. In *Proceedings of the 2018 International Conference on Public Communication of Science and Technology*, Dunedin, New Zealand.

Joubert, M. 2017. Chris Barnard: South Africa's fallible king of hearts. *South African Journal of Science*. 113(11/12).

Joubert, M. 2003. Science Communicators Experience the Beat of African Drums. *Science Communication*. 24(4):503–508.

REPORTS & GUIDES

Joubert, M. 2016. Research Communication Guide. Development Research Uptake in Sub-Saharan Africa (DRUSSA) Project.

Clayton, J. & Joubert, M. 2012. *The need for an African science news service*. Prepared on behalf of SciDev.Net for the UK National Commission of UNESCO.

Joubert, M. & Trollip, K. 2011. Streams of innovation: Improving people's lives through research on water and food. CGIAR Challenge Program on Water and Food.

POPULAR ARTICLES & BLOGS

Recent

- 2020_07_29 [Networking to grow science communication as a field of teaching](#). Public Understanding of Science Blog
- 2020_05_07 [Comics and cartoons are a powerful way to teach kids about COVID-19](#). The Conversation
- 2020_02_27 [Equipping scientists with the skills to engage public audiences](#). Public Understanding of Science Blog
- 2020_03_09 [False information fuels fear during disease outbreaks: there is an antidote](#). The Conversation
- 2019_04_07 [New policy commits South Africa's scientists to public engagement. Are they ready?](#) The Conversation
- 2019_02_13 [Why anti-vaccine beliefs and ideas spread so fast on the internet](#). The Conversation
- 2018_05_27 [White men's voices still dominate public science. Here's how to change this](#). The Conversation
- 2017_11_29 [How an historic heart transplant created a celebrity scientist 50 years ago](#). The Conversation
- 2017_11_01 [How politics influenced the first human heart transplant](#). Public Understanding of Science blog
- 2016_11_02 [Science needs to start speaking to people's everyday lives in Africa](#). The Conversation
- 2016_08_23 [Scientists have much to gain by sharing their research with the public](#). The Conversation
- 2016_08_11 [People-powered science in Africa: a boost for democracy and knowledge](#). The Conversation
- 2016_08_03 [Science communication is on the rise – and that's good for democracy](#). The Conversation
- 2015_12_11 [Recognise scientists who engage with the public](#). Mail&Guardian online