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6th International Conference on Public Communication of Science & Technology

**Trends in Science Communication today: bridging**  
**the gap between Theory and Practice**

# ***Proceedings of the PCST2001 International Conference***

*last update: June 26th, 2001*



**Thursday, February 1 - Plenary Sessions**

**Theme 1:** The Contribution of Social Sciences, Focus on Impact

**Chair:** Suzanne de Cheveigné, CNRS Laboratoire Communication et Politique, France

<b>Opening Session</b> <b>Prof. C. Detraz, CERN and Alain Vaissade, Geneva Mayor</b> <i>Welcome to the Venue - Welcome to Geneva</i>	abstract	<a href="#">document (WORD)</a>	transparencies
<b>Opening Lecture</b> <b>Massimiano Bucchi, University of Trento, Italy</b> <i>Why should scientists turn to the public</i>	<a href="#">abstract</a>	document	transparencies

<b>Plenary Lecture I</b> <b>André Giordan, LDES Genève</b> <i>Communication and scientific communities</i>	abstract	<a href="#">document</a>	transparencies
<b>Plenary II</b> <b>David Dickson, Nature, UK</b> <i>Science, the Press and the Public: Impact on Public Opinion</i>	abstract	<a href="#">document</a> (WORD)	transparencies
<b>Plenary III</b> <b>Toss Gascoigne, Australian Fed. Scientific and Tech. Societies, AUS</b> <i>Why do governments spend money on national programs of science awareness?</i>	abstract	<a href="#">document</a> (WORD)	transparencies

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## WORKSHOPS

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### Workshop1A

**Selected papers on:** Research and Practice in Science Journalism

**Chair:** Winfried Goepfert, Berlin University, Germany

**Scientific Secretary:** Markus Lehmkuhl and Sandrine Comment

<b>Labasse</b> <i>Practical deadlocks, theoretical problems</i>	<a href="#">abstract</a>	<a href="#">document</a> (pdf) <a href="#">document</a> (html)	transparencies
<b>Lewenstein 1</b> <i>Scientific literacy: scientific and technical vocabularies in media coverage</i>	<a href="#">abstract</a>	<a href="#">document</a> (WORD)	<a href="#">transparencies</a>
<b>Lewenstein 2</b> <i>Using closed captioning to archive science and technology on TV: a case study</i>	<a href="#">abstract</a>	<a href="#">document</a> (WORD)	<a href="#">transparencies</a>

<b>de Cheveigné</b> <i>Mediation and world visions: the reporting of environmental news on TV</i>	<a href="#">abstract</a>	document	transparencies
<b>Dijkstra</b> <i>How do journalists use statistical information? An analysis of articles on scientific research in newspapers.</i>	<a href="#">abstract</a>	document	transparencies
<b>Joerg</b> <i>Science channels are a threat to science journalism!</i>	abstract	document	transparencies
<b>Goede</b> <i>Why we need a new and more democratic culture of science journalism</i>	<a href="#">abstract</a>	<a href="#">document (WORD)</a>	transparencies
<b>Eades</b> <i>Loosing the message in the medium. The point of view of a physicist</i>	<a href="#">abstract</a>	<a href="#">document</a> (TeX) <a href="#">document</a> (ps)	transparencies

## Workshop1B

**Selected papers on:** Media coverage of science, health and environmental issues

**Chair:** Susannah Elliott, International Geosphere-Biosphere Programme, Stockholm, Sweden

**Scientific Secretary:** Luisa Massarani

<b>Elliott</b> <i>Intorduction to the workshop</i>	abstract	document	<a href="#">transparencies</a>
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<b>Withnall</b> <i>Journalists reporting on the environment in Australia</i>	<a href="#">abstract</a>	document	transparencies
<b>Torok</b> <i>Communicating climate change.</i>	<a href="#">abstract</a>	document	transparencies
<b>Schweikert</b> <i>Synergy effects by cross media communication on marine science on board the marine research &amp; broadcast vessel ALDEBARAN</i>	<a href="#">abstract</a>	document	<a href="#">transparencies</a>

**Chair:** André Giordan, LDES Genève

<b>Fog</b> <i>International and national press coverage analysis of biosafety protocol meeting in Cartagena, Colombia</i>	<a href="#">abstract</a>	document	<a href="#">transparencies</a>
<b>Nisbet-Lewenstein</b> <i>A comparison of US media coverage of biotechnology with public perception of genetic engineering 95-99.</i>	<a href="#">abstract</a>	document	transparencies
<b>Potter</b> <i>Food fight - Identity and representation of the genetically modified</i>	<a href="#">abstract</a>	document	transparencies
<b>Roura-Poch</b> <i>Health news coverage in Spanish daily press. A five year perspective</i>	<a href="#">abstract</a>	<a href="#">document</a> (WORD)	transparencies
<b>Withnall</b> <i>Breast cancer media: accuracy, readability and rhetoric</i>	<a href="#">abstract</a>	document	transparencies

## Workshop 2A

**Selected papers on:** Research and Practice in Science Museums

**Chair:** Paco Lanciano, Mizar, Rome, Italy and Melanie Quin, Techniquet, Cardiff, UK

**Scientific Secretary:** Emma Sanders and Marco Crespi

<b>Weitze</b> <i>Museums and public understanding of science in Germany.</i>	<a href="#">abstract</a>	document	<a href="#">transparencies</a>
<b>Neresini</b> <i>What happens "afterwards"? An experimental attempt to evaluate the effects of a scientific exhibition on its visitors.</i>	<a href="#">abstract</a>	<a href="#">document (.XLS)</a> <a href="#">document (.SAV)</a>	<a href="#">transparencies</a>
<b>Scrive</b> <i>An evolution in the methods of conception of scientific exhibitions</i>	<a href="#">abstract</a>	<a href="#">document (WORD)</a>	transparencies
<b>Kaufmann-Joseph-Panese</b> <i>How should exhibitions link science and society.</i>	<a href="#">abstract</a>	document	transparencies
<b>Vols</b> <i>The Technopolis experience - from science fairs and events to a science centre.</i>	<a href="#">abstract</a>	document	<a href="#">transparencies</a>
<b>Elam</b> <i>Can science centres become centres of assessment as well as learning? Reflections on the "future body" exhibition in Copenaghen</i>	<a href="#">abstract</a>	<a href="#">document (WORD)</a>	transparencies

## Workshop 2B - Lecture Hall: Dirac ([location](#) and [equipment](#))

**Selected papers on:** Institutional science communication

**Chair:** James Gillies, CERN

**Scientific Secretary:** Roberta Antolini and Beatrice Bressan

<b>Borchelt-Lynch + Crease</b> <i>Managing the trust portfolio: restoring public trust at the US Department of Energy's Brookhaven National Laboratory.</i>	<a href="#">abstract</a> <a href="#">Borchelt-Lynch</a> <a href="#">abstract Crease</a>	<a href="#">document</a> Lynch (WORD)	transparencies
<b>Wilhelmsen</b> <i>Licht der Zukunft - Light for the New Millenium. An exhibition project of Expo2000 at the research centre DESY</i>	<a href="#">abstract</a>	<a href="#">document</a> (WORD)	transparencies
<b>Vandersanden</b> <i>The process of science: appetizer or intrinsic value</i>	<a href="#">abstract</a>	<a href="#">document</a>	transparencies
<b>Madsen</b> <i>Public Communication of Astronomy</i>	<a href="#">abstract</a>	<a href="#">document</a> (WORD)	transparencies
<b>Junyent</b> <i>A university journal for communicating science to indoor scientific community: Noticias de Recerca</i>	<a href="#">abstract</a>	document	<a href="#">transparencies</a>

### Workshop 3

**Selected papers on:** Aims and evaluation of national and international programs of science awareness

**Chair:** Toss Gascoigne, Federation Australian Scientific and Tech. Societies, AUS

**Scientific Secretary:** Prakash Khanal and Charles Cange

<b>Michael Kahn</b> <i>Introduction to the workshop</i>	<a href="#">abstract</a>	document	<a href="#">transparencies</a>
<b>Pouris</b> <i>Interests, attitudes and sources of scientific and technological information in South Africa.</i>	<a href="#">abstract</a>	<a href="#">document</a>	transparencies
<b>Roth</b> <i>Public awareness for brain research: a world-wide endeavor</i>	<a href="#">abstract</a>	document	transparencies

<b>Tinnaluck-Fayard</b> <i>PCST as an alternative strategy to Public relation policies in science and technology in Thailand.</i>	<a href="#">abstract</a>	<a href="#">document</a>	transparencies
<b>Malaivongs-Sithatani</b> <i>Roles of research and development institution in promoting Public understanding of science and technology in Thailand.</i>	<a href="#">abstract</a>	document	transparencies
<b>Jasinsky</b> <i>Marketing communication as a tool of better communication between science and society.</i>	<a href="#">abstract</a>	document	transparencies

## Workshop 5

**Selected papers on:** Networking for more effective public communication of science

**Chair:** Jenni Metcalfe, ECONNECT, Environmental & Science Communication, AUS

**Scientific Secretary:** Christian Egger

<b>Jenni Metcalfe</b> <i>Introduction to the workshop</i>	abstract	document	transparencies
<b>Retout</b> <i>What is the role and position for Natural History Museums in communicating science to the society?</i>	<a href="#">abstract</a>	document	<a href="#">transparencies</a>
<b>Smallman</b> <i>The Young Science Communicators Network</i>	<a href="#">abstract</a>	document	transparencies
<b>Khanal</b> <i>International networking to boost science communication in Nepal</i>	<a href="#">abstract</a>	<a href="#">document (WORD)</a>	transparencies

<b>Thomas</b> <i>The European network of science communication teachers (ENSCOT)</i>	<a href="#">abstract</a>	<a href="#">document</a> (WORD)	<a href="#">transparencies</a>
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**Friday, February 2 - Plenary Sessions**

**Theme 2:** Focus on Scientists

**Chair:** Vladimir de Semir, Pompeu Fabra University, Barcelona, Spain

**Co-Chair:** Juan-Antonio Rubio, leader of CERN Education and Technology Transfer division

<b>Plenary Lecture IV</b> <b>Hans Peter Peters, Jülich, Germany</b> <i>Scientists as Public Experts</i>	<a href="#">abstract</a>	document	transparencies
<b>Plenary Lecture V</b> <b>Bruce Lewenstein, Cornell University, USA</b> <i>Scientists and Communicators: the role of books</i>	<a href="#">abstract</a>	document	<a href="#">transparencies</a>
<b>Plenary VI</b> <b>Wendy Parsons, CSIRO National Awareness, AUS</b> <i>Scientists and Politicians</i>	<a href="#">abstract</a>	<a href="#">document</a> (WORD)	transparencies
<b>Plenary VII</b> <b>Walter Staveloz, ECSITE, Brussels, Belgium</b>	abstract	document	transparencies



<i>ECSITE: an international network of museums and science centres</i>			
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14h00 - 17h00

**WORKSHOPS**

**Workshop 4A**

**Selected papers on:** The role of scientists in the Public Communication

**Chair:** Hak-Soo Kim, Sogang University, Seoul, Korea

**Scientific Secretary:** Silvana Barbacci and Marina Gianpietro

<p><b>Hak-Soo Kim</b> <i>Introduction to the workshop and Status of Science and Technology in Korea</i></p>	abstract	<a href="#">document</a> (WORD)	transparencies
<p><b>Riedlinger</b> <i>Scientist on the Murray: the role of scientists in communicating behavior change in Australia's Murray Draling Basin.</i></p>	<a href="#">abstract</a>	document	transparencies
<p><b>Lamberts</b> <i>How many Publics? Science communication and lay impressions of mental illness expertise in Australia.</i></p>	<a href="#">abstract</a>	document	transparencies
<p><b>Selinger</b> <i>Can "values experts" bridge the gap between experts and the Public?</i></p>	<a href="#">abstract</a>	document	transparencies
<p><b>Lanza</b> <i>Communication and natural hazards: dealing with complexity in emergency. The experience of an earthquake occurency in Italy.</i></p>	<a href="#">abstract</a>	<a href="#">document</a> (html)	transparencies

<b>Christian</b> <i>The role of scientists in resource development of education</i>	<a href="#">abstract</a>	document	transparencies
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## Workshop 4B

**Selected papers on:** Scientists as communicators within society

**Chair:** M. Bucchi, University of Trento, Italy

**Scientific Secretary:** Afaf Chafik and Martina Olivet

<b>M. Bucchi</b> <i>Introduction to the workshop</i>	<a href="#">abstract</a>	document	transparencies
<b>Pearson</b> <i>The participation of scientists in public understanding of science (PUS) activity: the experiences and attitudes of scientists.</i>	<a href="#">abstract</a>	document	<a href="#">transparencies</a>
<b>Willems</b> <i>Risks of public communication of science and technology</i>	<a href="#">abstract</a>	<a href="#">document</a> (WORD)	transparencies
<b>Junker</b> <i>How scientists view the public communication</i>	<a href="#">abstract</a>	<a href="#">document</a>	transparencies
<b>Alcock</b> <i>How managers seek and use knowledge.</i>	<a href="#">abstract</a>	<a href="#">document</a> (WORD)	transparencies
<b>Barbagallo</b> <i>Fluoridation in Ireland: are policy makers ready to listen to lay experts?</i>	<a href="#">abstract</a>	<a href="#">document</a> (WORD)	transparencies

## Workshop 7

Selected papers on: Science in the street

Chair: Neil Calder, CERN

Scientific Secretary: Noemi Audria

<b>Dahinden</b> <i>Public understanding of science and public participation in science: competing or complementary paradigms?</i>	<a href="#">abstract</a>	<a href="#">document</a> (rtf)	<a href="#">transparencies</a>
<b>Revuelta</b> <i>Barcelona, city of knowledge</i>	<a href="#">abstract</a>	document	transparencies
<b>Hughes</b> <i>Who are we reaching via science fairs in South-Africa? Examining the people impact.</i>	<a href="#">abstract</a>	document	transparencies
<b>Murphy</b> <i>The Pfizer science bus: a science outreach programme for Ireland.</i>	<a href="#">abstract</a>	document	transparencies
<b>Nelson</b> <i>Creating Sparks in central London.</i>	<a href="#">abstract</a>	<a href="#">document</a> (WORD)	transparencies
<b>Richter</b> <i>Germans physicists venture into the department store - the year of Physics 2000 in Germany offered plenty of unusual experiments.</i>	<a href="#">abstract</a>	document	transparencies
<b>N. Hubert</b> <i>Communicating Science: when metaphors distort the message</i>	<a href="#">abstract</a>	document	transparencies
<b>D. Raichwarg</b> <i>Short presentation on Cabaret Pasteur</i> <b>R. Stutchbury</b> <i>Short presentation on Science in the Pub</i>	abstract	document	transparencies

[Webcast: the television of the future by Rob Semper](#)

**(Exploratorium) and Paolo Palazzi (CERN)**

**Workshop 8**

**Selected papers on:** Internet as science communication tool

**Chair:** Robert Caillau, CERN

**Scientific Secretary:** Tania Arboleda

<b>Cerrato</b> <i>ULISSE: In the net of science</i>	<a href="#">abstract</a>	<a href="#">document</a> (directory)	transparencies
<b>Lederbogen</b> <i>Promoting science on the web . Public relations for scientific organizations - Results of a content analysis.</i>	<a href="#">abstract</a>	document	transparencies
<b>Junyent</b> <i>Biomedica, a Spanish Internet biomedical news server.</i>	<a href="#">abstract</a>	document	<a href="#">transparencies</a>
<b>Gottfried</b> <i>A Web based learning system for schools.</i>	<a href="#">abstract</a>	document	<a href="#">transparencies</a>
<b>Enea</b> <i>Multilevel cyber-writing for the dissemination of scientific and technical information on the web</i>	<a href="#">abstract</a>	<a href="#">document</a> (WORD)	transparencies

**Workshop 9**

**Selected papers on:** Teaching and learning science communication

**Chair:** Brian Trench, Dublin City University, Ireland

**Scientific Secretary:** Monica Macedo

<b>B. Trench</b> <i>Introduction to the Workshop</i>	abstract	<a href="#">document</a> (WORD)	transparencies
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<p><b>Errington</b>  <i>The evolution of science communication courses: training scientists to communicate.</i></p>	<a href="#">abstract</a>	<a href="#">document</a> (WORD)	transparencies
<p><b>Rifkin</b>  <i>Explaining, Persuading, Mediating or All Three? How Stakeholders Design a Science Communication Degree</i></p>	<a href="#">abstract</a>	document	transparencies
<p><b>Fantoni</b>  <i>The SISSA School in Science Communication facing novel challenges</i></p>	<a href="#">abstract</a>	document	transparencies
<p><b>Macedo</b>  <i>A Science Communication Programme for Researchers and Journalists: the experience of Labjor/Unicamp (Brazil)</i></p>	<a href="#">abstract</a>	<a href="#">document</a> (RTF)	transparencies
<p><b>Sabbatini-Quintanilla</b>  <i>Science, technology and society: training the scientific communication professional in Spain and Latin America from an integral perspective.</i></p>	<a href="#">abstract</a>	<a href="#">document</a> (WORD) <a href="#">document</a> (html)	<a href="#">transparencies</a>



**Saturday, February 3 - Plenary Sessions**

**Theme 3:** Novel Ways of Communicating Science

**Chair:** Pierre Fayard, ICOMTEC Futuroscope, Université de Poitiers, France

<p><b>Plenary Lecture VII</b>  <b>Bernard Schiele, University of Quebec, Montreal, CAN</b>  <i>From Science Centres to Virtual Schools</i></p>	<p>abstract</p>	<p>document</p>	<p>transparencies</p>
<p><b>Plenary Lecture VIII</b>  <b>Siân Ede, Calouste Gulbenkian Foundation UK Branch, London, UK</b>  <i>Communicating Science through Art-or not?</i></p>	<p><a href="#">abstract</a></p>	<p><a href="#">document</a> (WORD)</p>	<p>transparencies</p>
<p><b>Plenary IX</b>  <b>Pierre Fayard, University of Poitiers, France</b>  <i>Science on line, the new frontier</i></p>	<p>abstract</p>	<p>document</p>	<p>transparencies</p>