

Welcome to
PCST-10
25-27 June 2008
Malmö • Lund • Copenhagen



Welcome to PCST-10

– bridges to the future



Contents

Welcome to PCST-10 in Scandinavia	5
PCST-10 Partners	6
Practical Information Malmö	8
A Sustainable Conference	9
Complete Programme Overview	11
Pre-conference in Stockholm:	
Public Communication of the Nobel Prize	12
Pre-conference Programme	13
Bridges to the Future	
Main Conference Overview	14
Welcome Reception	16
Keynote Speakers	17
PCST-10 Themes	18
Parallel Sessions	20
Copenhagen Challenge	42
The Kavli Prize	45
Posters	46
Post-conference Programme	50
Tourist Information	51
This is PCST	52
PCST-10 Organisation	53
Maps	55



Welcome to PCST-10 in Scandinavia

Research communication is vital. Not least these days when the effects of the global warming might exceed the worst catastrophic movies filmmakers have ever produced. And to make things even worse, the ecosystems we have taken for granted for so long, are under extreme pressure from overexploitation.

This is not a dead end though; researchers tell us that there are solutions. But how do research results make it out to the society from labs, computers and scientific magazines? As we all know: to make research results influence our society, we need effective communication and dialogue.

Research is dependent on the society that surrounds it. Cross-fertilisation through research communication can make both research and society grow and develop. Turning trends toward a sustainable society is probably the greatest challenge humanity has ever faced. In order to meet it, we will need this cross-fertilisation more than ever.

Building bridges between researchers, research communicators and society is one of the overarching objectives of this conference. An effective dialogue between researchers and society calls for constant development and

new ways of interacting with one another. The International Network on Public Communication of Science and Technology is an exceptional example of how research communicators from all over the world can come together and learn how to make communication even more effective.

I believe that good research communication fosters democracy and welfare. These are big words and a major responsibility. Let us make these days something extra and take an active part in all activities – you won't regret it.

I would like to acknowledge the substantial work and contributions made by all the organisations and partners that have made this conference possible.

Finally, I am proud to welcome you, researchers and research communicators, to the tenth PCST-conference and a few midsummer days in Scandinavia where we will have the opportunity to learn from one another. I believe that you will leave this conference with new ideas and a greater knowledge of research communication. Welcome!

Pär Omeling
Director-General, Swedish Research Council



PCST-10 Partners



Vetenskapsrådet



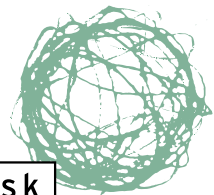
MALMÖ UNIVERSITY



KUNGL.
VETENSKAPSAKADEMIEN
THE ROYAL SWEDISH ACADEMY OF SCIENCES



LUND
UNIVERSITY



Dansk
NATURVIDENSKABS-
formidling



ØRESUND UNIVERSITY
12 collaborating universities



Copenhagen
Business School
HANDELSHØJSKOLEN



*The Swedish Research Council for Environment,
Agricultural Sciences and Spatial Planning*



SWEDISH COUNCIL FOR WORKING LIFE
AND SOCIAL RESEARCH



Danish Agency for Science
Technology and Innovation
Ministry of Science
Technology and Innovation



STIFTELSEN
Riksbankens
Jubileumsfond

MANY THANKS TO OUR PARTNERS FOR YOUR SUPPORT,
THAT MADE THIS CONFERENCE POSSIBLE

MANY THANKS TO OUR PARTNERS FOR YOUR SUPPORT,
THAT MADE THIS CONFERENCE POSSIBLE

Practical Information Malmö

MEETING LOCATION

Malmö University
Nordenskiöldsgatan 10 (Orkanen)
Tel: +46 40-665 70 00

PARTICIPANT'S REGISTRATION

On-site registration will be located in the entrance hall of Malmö University. Registration hours are as follows:

- * Tuesday, 24 June: 16.00–22.00
- * Wednesday, 25 June: 08.00–12.00

Delegates are required to wear their badges at all times. Anyone without a valid meeting badge may be denied entry to a session. All delegates have access to all conference sessions and facilities, except for the pressroom, which is reserved for journalists only.

INFORMATION

The PCST-10 reception desk is open during conference hours. The reception staff can provide you with any information concerning the conference and practical aspects. Do not hesitate to contact one of the conference hostesses and stewards should you have any queries.

MESSAGE BOARD

A bulletin board for messages is located by the reception desk.

INTERNET

All delegates will have access to Internet. You find your personal log in printed on the back of your meeting badge. Computures are available in the library on the 5th floor.

PRESS ROOM IN E121

The press room is open for registered accredited journalists only. It is located in room E 121, please see signs or ask in the reception.

THE PRESS ROOM IS OPEN:

- * Tuesday 16.00–21.00
- * Wednesday 6.00– midnight
- * Thursday 6.00– midnight
- * Friday 6.00–17.00

AVAILABLE EQUIPMENT IN THE PRESS ROOM:

- * WiFi connection (there is a wireless network throughout the conference building)
- * Ten stationary computers with connection, for those who do not have a portable computer
- * Fax, number +46 40 6657879
- * Printers connected to stationary computers can also be used through the WiFi network

The press room is always manned, and we provide technical support.

EXHIBITION AND POSTERS AREA

The exhibition area (C 525 on the map) and posters (A 521 on the map) are found in the University Library on the 5th floor, where coffee is served. Main partners' exhibitions are situated by the staircase at floors 2, 3 and 4.

CONFERENCE ROOM CAPACITIES

Please note that all rooms are non smoking!

Room D 138	400 seats	Room B 423	80 seats
Room D 131	200 seats	Room E 439	80 seats
Room D 222	80 seats	Room C 233	40 seats
Room C 231	80 seats	Room E 239	40 seats
Room D 328	80 seats	Room E 323	40 seats
Room D 337	80 seats	Room E 340	40 seats

MEALS AND RECEPTIONS

Coffee breaks, lunch and receptions are free of charge for all delegates. Coffee will be served every morning in the restaurant. Tea and coffee will be available at all times during the conference in the restaurant as well as on the 5th floor in the exhibition area. Lunches will be served in the restaurant. On Tuesday evening a welcome reception will take place in the University Library on the 5th floor at 19.00. Welcome speeches and events will be held in the entrance hall on Wednesday morning. On Wednesday evening you are invited to a dinner in the city of Lund. The Copenhagen Challenge will take place in Copenhagen on Thursday.

MEDICAL CARE

If you require medical care, please contact the registration desk or any of the organising staff or hostesses/stewards. Alternatively, dial 112.

A Sustainable Conference

ORGANICALLY GROWN COTTON AND MAIZE

This year's PCST conference has been organised to be environmentally friendly.

All the conference material, such as the programme, has been produced with minimum environmental impact. The conference bags are made from 100 per cent organically grown cotton, and the pens are made from maize and are 90 per cent degradable.

Of course, all the food we serve is organically produced and most of it carries a fair trade label.

CARBON OFFSET

Many of you will of course have to fly to the conference, which will lead to carbon dioxide emissions. We therefore recommend the carbon offset option with the organisation Climatecare (www.climatecare.org) Please also consult Climatecare for advice on other ways to "reduce your carbon footprint".

MALMÖ – A FAIR TRADE CITY

The main part of the conference is held in Malmö – appointed as the first Fair trade City of Sweden. Malmö City has taken the first steps

to increase the municipality's consumption of ethically produced goods and towards promoting the city's awareness of fair trade. According to the American environmental magazine Grist, Malmö is the fourth greenest city in the world.

On Friday afternoon, there will be a guided tour through the Western Harbour, a city front development on former brownfield land. The new city area is built with the highest ambitions for sustainability and has become an international tourist attraction. The first phase, Boor, was build as a European housing exhibition in 2001 and shows integrated solutions for sustainability. The energy concept has provoked a lot of interest: 100 percent locally produced renewable energy proves that the zero carbon dioxide vision is feasible.

Date and time: Friday June 27th at 17.00, after ordinary PCST programme. The tour will last approx. 1 h and 40 min. Maximum number of delegates is 20 people.

For more information and reservation please contact Åsa Hellström att City of Malmö, or ask in the reception. asa.hellstrom@malmo.se, www.malmo.se/sustainablecity



PHOTO: MARKUS BIEHAL

Half the world's population lives in cities

Creating ecologically sustainable cities is one of the biggest challenges we face. Scientists at Malmö University are carrying out valuable research which will help transform transport, promote eco-friendly living, improve quality air and build the vibrant cities of tomorrow. Our future starts here. www.mah.se



10 YEARS 1998-2008



MALMÖ UNIVERSITY

Complete Programme Overview

Monday 23 June

PUBLIC COMMUNICATION OF THE NOBEL PRIZES
Pre-conference in Stockholm

8.00 Registration open

Tuesday 24 June

PUBLIC COMMUNICATION OF THE NOBEL PRIZES
– The Nobel Museum Old town

14.30 End of pre-conference

16.00 Registration open in Malmö

19.00 Welcome reception at Malmö University

Wednesday 25 June

BRIDGES TO THE FUTURE –
PCST-10 conference in Malmö

8.00 Registration open

9.29 Conference starts in Entrance Hall at Malmö University

12.00 **LUNCH**

13.15 Parallel and Poster sessions

16.45 Departure for conference dinner at Lund University

Thursday 26 June

8.29 **MORNING WAKE UP CALL IN THE ENTRANCE HALL**
Presentation of “Communicating Science in Social Contexts”

9.00 Parallel sessions

11.45 **LUNCH**

12.30 Copenhagen Challenge

21.00 Departure for Malmö

Friday 27 June

8.29 **JUNGLE WAKE UP CALL IN THE ENTRANCE HALL**
What did Copenhagen Challenge tell us?

9.00 Parallel and Poster sessions

12.30 **LUNCH**

13.30 Parallel sessions

15.00 Closing session

16.30 End of conference

Saturday 28 June

SCIENCE COMMUNICATION TRAINING OF TRAINERS WORKSHOP
Post-conference 1

SCIENCE FESTIVALS ALL OVER THE WORLD
Post-conference 2



Pre-conference in Stockholm: Public Communication of the Nobel Prize

23–24 June, 2008

The Pre-conference at The Royal Swedish Academy of Sciences and the Nobel Museum is open to all participants at the PCST-10, and give a Swedish perspective to international science communication. The announcement of the Nobel Prize and the Sveriges Riksbank Prize in Memory of Alfred Nobel in October every year is, arguably, the major news event originating from Sweden. Consequently, the associated communication process provides an excellent case study and a good opportunity to discuss the “why’s and how’s” of contemporary science communication.

Stockholm 14 February, 2008

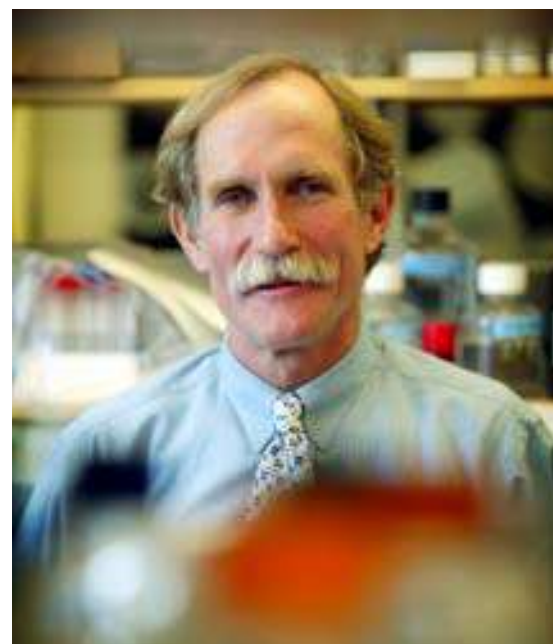
GUNNAR ÖQUIST



Gunnar Öquist, Permanent Secretary of the Royal Swedish Academy of Sciences (RSAS).



Prof. Frank Wilczek, Nobel Laureate in Physics 2004.



Prof. Peter Agre, Nobel Laureate in Chemistry 2003.

Pre-conference Programme

Monday 23 June

- VENUE: The Royal Swedish Academy of Sciences, situated 5 km north of Stockholm City
- 08.30 **Registration and coffee**
- 09.00 **Welcome!**
Lena Wollin, Director of Communications, Swedish Research Council, Chair of local PCST-10 Steering Committee and Prof. Gunnar von Heijne, Chairman of the Nobel Committee for Chemistry.
- 09.15 **Why do we have the Nobel Prize?**
Prof. Anders Barany, Deputy Head of the Nobel Museum.
- 09.45 **How to select a candidate for the Nobel Prize**
Prof. Gunnar von Heijne, Chairman of the Nobel Committee for Chemistry.
- 10.10 **COFFEE/FRUIT**
- 10.30 **Communication of the Nobel Prize**
- a) How to enforce and protect the Nobel Prize trademark. Annika Pontikis, Public Relations Manager at the Nobel Foundation.
 - b) From the perspective of the Royal Swedish Academy of Sciences. Fredrik All, Communications Officer at the RSAS.
 - c) From the perspective of a research institute. Dr. Angela Lindner, Corporate Communications, Forschungszentrum Jülich, Germany.
- 11.30–13.00 **LUNCH**
- 13.00 **Moderated discussion with the Nobel Laureates about how the Nobel Prize has changed the communication of their science**
Prof. Peter Agre (Nobel Laureate in Chemistry 2003) and Prof. Frank Wilczek (Nobel Laureate in Physics 2004).
- 14.00–15.00 **Moderated panel discussion**
With Nobel laureates, professional science communicators and representatives from the international press.

Free late afternoon/evening in Stockholm City.

Tuesday 24 June

- VENUE: The Nobel Museum, Old Town in the middle of Stockholm City
- 9.00–12.00 Guided tour at the Nobel Museum in Old Town, Stockholm City.
- 12.45–14.30 **LUNCH**
Lunch buffet and guided tour at Stockholm City Hall, where the famous Nobel Banquets are held each year.

Please see www.kva.se for updated info on the programme.



Bridges to the Future

Main Conference Overview

Tuesday 24 June

16.00 Registration open in Malmö

19.00–22.00 Welcome reception in the University Library. Hosted by the City of Malmö
Lena Wollin, Chair of local Steering Committee
Anders Rubin, Local Government Commissioner, Malmö City

Wednesday 25 June

BRIDGES TO THE FUTURE

8.00 Registration open

9.29–10.00 Opening Event in Entrance Hall at Malmö University

Welcome speeches
Pär Omling, Director-General, Swedish Research Council
Lennart Olausson, Vice-chancellor, Malmö University
Toss Gascoigne, President, PCST Network

10.15–11.00 Wizardry With Light: Freeze, Teleport and Go
Lene Vestergaard Hau, Harvard University. (D 138 and D 131)

11.00–11.45 Should Science Communication be Collaborative?
Larry Sanger, Citizendium. (D 138 and D 131)

11.45–12.00 The Kavli Prize
Fred Kavli, The Kavli Foundation

12.00 LUNCH

13.15–14.30 Parallel session 1

14.30–15.15 Poster session 1 (incl. coffee)

15.15–16.30 Parallel session 2

CONFERENCE DINNER AT LUND UNIVERSITY
16.45–17.15 Buses depart for Lund University

22.30 Departure for Malmö (approx.)

Thursday 26 June

8.29 MORNING WAKE UP CALL IN THE ENTRANCE HALL
Presentation of “Communicating Science in Social Contexts” edited by members of the PCST Scientific Committee

9.00–10.15 Parallel session 3

10.30–11.45 Parallel session 4

11.45 LUNCH

12.30 Buses depart for Copenhagen Business School

13.45–21.00 COPENHAGEN CHALLENGE with opening remarks by Danish Minister of Climate and Energy, **Connie Hedegaard**, Government of Denmark

21.00 Departure for Malmö

More information about Copenhagen Challenge at page 42.

Friday 27 June

8.29 JUNGLE WAKE UP CALL IN THE ENTRANCE HALL
What did Copenhagen Challenge tell us?

9.00–10.15 Parallel session 5

10.15–11.15 Poster session 2 (incl. coffee)

11.15–12.30 Parallel session 6

12.30 LUNCH

13.30–14.45 Parallel session 7

15.00–16.30 Closing session

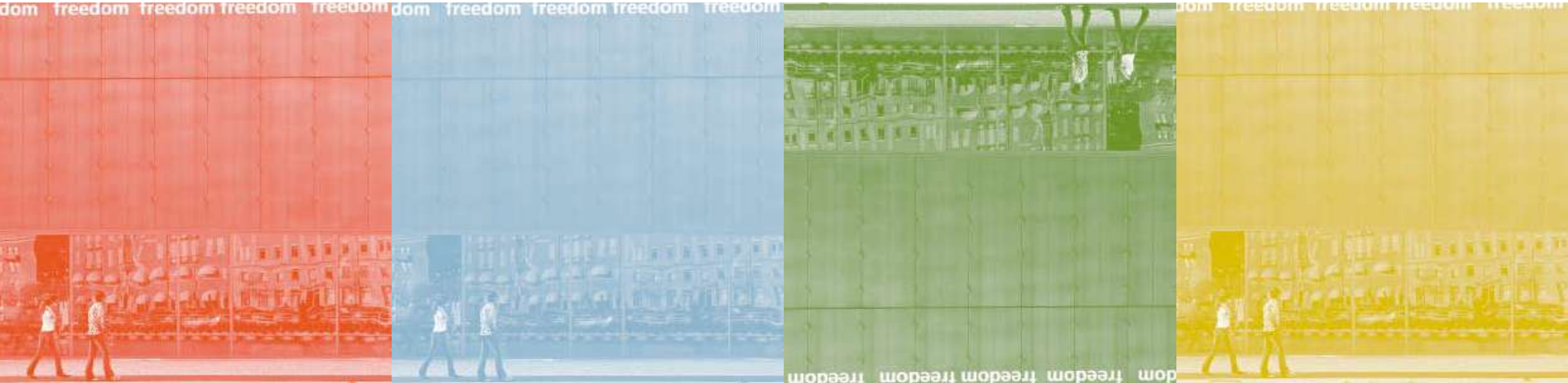
15.00–15.40 Public Communication of Everyday Science
Diego Golombek, Argentina. (D 138 and D 131)

15.40–16.00 How to make people stop what they're doing and look at the stars
Anja Andersen, Dark Cosmology Centre, Denmark. (D 138 and D 131)

16.00–16.15 Presentation of hosts for PCST 2010 and 2012

16.15–16.30 Thank you for coming to Malmö
Toss Gascoigne, President, PCST Network and **Lena Wollin**, Chair of local Steering Committee

17.00 Guided tour of the sustainable city Malmö. Reservation needed.



Welcome Reception

Welcome Reception at Malmö University, Tuesday 24 June at 19.00, hosted by the City of Malmö. Wine and dine at the University Library on the top floor of the building. An excellent opportunity to meet old and new friends to the sound of great music and a fantastic view!

Speakers:

Anders Rubin, *Local Government Commissioner, City of Malmö*

Lena Wollin, *Director of Communications, The Swedish Research Council*



Photo: Oskar Falck © Malmö Tourism

Welcome to Malmö!

MALMÖ



Keynote Speakers



Anja C Andersen,
Denmark

Anja C Andersen is active at DARK (Dark Cosmology Centre) in Copenhagen, where she is doing research on cosmic dust.

She has received several prestigious prizes for her engagement in research communication,

for example the European Commission's Descartes Prize for outstanding scientific communication.

HOW TO MAKE PEOPLE STOP WHAT THEY'RE DOING AND LOOK AT THE STARS

Friday 27 June 15.40, D 138 and D 131



Diego Golombek,
Argentina

Diego Golombek is a scientist from Argentina, who is wellknown in the Argentinean scientific community, not only for his research but also for his commitment to science communication. He has

written for newspapers, making TV-programmes and giving public lectures. Also, he is the editor of a series of books on science communication, that sell well – which is unusual in Latin America. Diego Golombek also received the IgNobel after having indicated the positive effect of Viagra on jet lag.

PUBLIC COMMUNICATION OF EVERYDAY SCIENCE

Friday 27 June 15.00, D 138 and D 131



Lene Vestergaard Hau,
USA

Lene Vestergaard Hau is a Danish physicist who won world acclaim for slowing light to the speed of a racing bicycle. Lene Vestergaard Hau is a member of the Royal Swedish Academy of Sciences and awarded with the

Richtmyer Memorial Lecture Award from the American Association of Physics Teachers, an award she won for her, according to the teachers association, "dedication to teaching and research" and her "ability to give an exciting and informative lecture". "Communicating the unbelievable" is the topic that she will be addressing in her speech at the PCST conference.

WIZARDRY WITH LIGHT: FREEZE, TELEPORT AND GO

Wednesday 25 June 10.15, D 138 and D 131



Larry Sanger,
USA

Though best known as a founder of Wikipedia, Larry Sanger is now Editor-in-Chief of the Citizendium, the Citizens' Compendium: a new wiki encyclopedia project that is expert-guided, public participatory,

and real-names-only. Larry Sanger argues that the problem of quality and relevance can't be solved by "more of the same". Instead, he believes we need to find meaningful roles for experts in open projects – without making the projects "top-down" – to improve quality of the output.

SHOULD SCIENCE COMMUNICATION BE COLLABORATIVE?

Wednesday 25 June 11.00, D 138 and D 131



PCST-10 Themes

Bridges to the Future

The PCST-10 conference will focus on how public communication of science and technology (PCST) can contribute to global society's awareness of the challenges and opportunities that science and technology present. It will consider the roles of PCST in the context of promoting **sustainable development**. It will look at how PCST can influence and encourage the adaptation of social, educational and political infrastructure to meet the challenges ahead.

To understand these issues on a global level, the contributions of science communicators from communities, countries and cultures around the world are needed. Lessons learnt from local approaches and experiences may well be of global relevance.

PCST-10 will reflect current theory and practice in these areas, and aims to act as a bridge not only towards the future, but also between different sectors, research fields, locations, and between a range of different experiences in science communication.

The PCST conference is open to people interested in all the sciences, and from many different perspectives, including those of the humanities and social sciences – in fact, the multi-disciplinary approach will characterise the whole conference.

The conference will include seminars and presentations around four sub-themes:

1. Emerging Issues in Science and Society

The scientific landscape has changed dramatically in recent years. New fields have emerged that present new, often interdisciplinary, perspectives or that have developed out of new challenges or discoveries. These include the fields of climate change, nanotechnology, environmental protection and genetically modified foods. Furthermore, there are the "converging technologies", such as nano-, cogno- and bio-

technology, and the implications these may have for society.

The uncertainties associated with research in these areas are often publicly visible. Discussions among scientists, and between scientists and others, around these frontier areas of knowledge are often difficult, and sometimes controversial. How can these research areas be identified and introduced to the public? How do we characterise their implications for society? What communication strategies will be needed as a result? How will people's ambivalence and curiosity play off against each other?

This theme includes several seminars as well as a number of presentations in parallel and poster sessions. Among the seminars, two examples are a session on "Framing climate change and other controversial science" and a session on "What science communication theory can say to practice". The 50+ abstracts organised in sessions cover a range of perspectives on climate change, food and health, nanotechnology but also on how scientists communicate and risk communication. There is also a café discussion on "Medical messages in the media – science for sale?"

2. Engaging and Empowering Scientists and the Public

Measures to engage the public in science and the scientific culture – as well as to motivate scientists to take part in public engagement activities – have received increasing attention during recent years.

It is widely accepted that citizens should be offered an opportunity for dialogue concerning the use of tax money for research but there is still little agreement on the best ways for citizens to make their opinions heard on research that may affect them personally or collectively.

In the European Union, the concept of lifelong learning as the basis of future welfare is becoming established. For this to work, an

understanding of scientific culture is essential. Politicians and industrialists have indicated a need for more people with science qualifications in order to satisfy the growing needs of industry and the economy; hence increased efforts to raise awareness of science and technology among young people – especially as surveys show that they are not always that interested.

This was the sub-theme that attracted the most abstracts and proposals for presentations; more than 120 will be scheduled during the conference. There will be presentations on astronomy, conflicts and consensus, science and the media, visualisation and publics in the making. There will be papers and poster presentations from Norway and Cameroon, Brazil and Australia, China and Romania – all parts of the world – with different views on how to engage both people and researchers.

In light of the increasing emphasis on interdisciplinary research worldwide, there are indeed lessons to be learnt about communication between scientists from different fields.

3. Assessing Impact and Outcomes

Many of the assumptions that guided science communication activities over recent decades have been thoroughly examined, since the hoped-for effects have not been strongly evident. It has proved difficult to measure such effects with any precision. Long-term effects have proved especially hard to measure. The methods for evaluating the impacts and outcomes of the public communication of science and technology are in constant state of development. Methods, best practice and lessons learnt concerning the validity and reliability of such evaluations need to be discussed in order that new initiatives can be developed.

TOPICS IN THIS AREA INCLUDE:

- * Lessons learnt – what do we know?
- * Formulating the right questions – what are the problems?
- * New methods of evaluation and outcome assessment
- * How does science communication affect behaviour? How can this be measured?

This topic is about evaluation and values. One of the interesting seminar will be a round-table discussion with participants from all continents as a start of a theoretical work on values, and how they influence science communication. "You cannot contribute to a ready-made world" is the title of a presentation about how science museums need to take visitors' needs to participate seriously. And some 40 other presentations have been organised in sessions about evaluation, the media and perceptions of science.

4. Developing Media, Methods, and Meeting places

Science communication is about more than science journalism, or training scientists to talk to lay audiences. Although these aspects are important, science communication takes place in a larger context. It also has to do, for example, with how filmmakers, radio show hosts, civil society organisations and politicians express themselves on science.

This theme is also about exploring the range of media and meeting places within which science communication can take place, both present and future – including science events, podcasting, collaborative creations and blogging.

TOPICS IN THIS AREA INCLUDE:

- * Training for communication – beyond media skills
- * Developing diverse media and meeting places
- * Reaching beyond the internet and bringing people to web sites
- * Bridges between communication and education
- * Opportunities for and obstacles to participation in communication activities

This area has encouraged a large number of participants to submit abstracts and more than 100 were finally chosen. Seminars about television, attitudes, virtual events and a workshop on communication planning will be mixed with presentations on science theatre, web sites, exhibitions, storytelling and how much science there is in The Simpsons.



Parallel Sessions

PARALLEL SESSION 1
WEDNESDAY 25 JUNE
13.15–14.30

●● Climate Change ●● Room: C233

Climate change has reached the top of governmental, corporate and organisational agendas all over the world. This session examines the public perception of these sometimes mixed messages, the role of the mass media and the use of “icons” – tangible entities affected by climate change, such as polar bear populations – in communication activities.

Himansusekhar Fatesingh, *Saraswati Vidya Mandir, India*: Public perception of climate change and role of mass media in India
Saffron O'Neill, *Tyndall Centre for Climate Change Research, United Kingdom*: An iconic approach to communicating climate change
Emma Weitkamp, *The University of the West of England, United Kingdom*: Stakeholders' mixed messages on climate change

●● European Trends and Challenges in Science Journalism ●● Room: D222

Current trends and challenges for European science journalism will be discussed, such as the visibility of European science in the media, the roles of scientists, editors, journalists and producers, and training for new competences.

Claus Madsen, *ESO, Germany*
Steve Miller, *University College London, UK*
Hans-Peter Peters, *Jülich Centre, Germany*
Tim Radford, *The Guardian, UK*
P. Bijvoet, *VRT, Belgium*
Marie-Claude Roland, *INRA, France*

Organised by **Michel Claessens**, *European Commission, Belgium* (moderator)

●● Visualization in Science and Public Communication ●● Room: E239

Outstanding results from laboratories and findings that have furthered scientific knowledge and initiated practical applications in separation technologies, computer science and medicine will be shown. The importance of visualization for public understanding of basic technologies used by an industrialised society in everyday-life will be introduced.

W. Gerhard Pohl, *Euroscience Austria*: From Colloid Science to Nano Technology. A historical introduction
Heiko Fuchs, *Institute for Applied Physics, Interdisciplinary Nanoscience Center, University of Hamburg, Germany*: Visualization and Local Probing at the Atomic Limit.
Peter Laggner, *Institut für Biophysik und Nanosystemforschung, Austria*: Visualization of the Nanoworld by X-Rays and Neutrons. From Nanopowder to Drug Carriers and Thin Films
Uwe Sleytr, *Center for NanoBiotechnology, University of Natural Resources and Applied Life Sciences, Austria*: Development of a Molecular Construction Kit for Nanobiotechnological Applications

Organised by **Gerhard W. Pohl**, *Euroscience Austria*

●● Power, Conflict and Consensus in the Dialogic Communication of Knowledge ●● Room: B423

Practice-oriented, dialogic research often emphasises the importance of cultivating difference and recognising the dynamic nature of conflict. At the same time, there is a tendency to assume mutuality with respect to knowledge interests and convergence towards shared understanding among the different participants: researchers and co-researchers/participating actors stand united in their aims to create knowledge through collaboration.

Mercy W Kamara, *Roskilde University, Denmark*: Public Engagement with Bio-fuels Research under Neo-liberal Research Conditions and Pressures: A Critical Approach to the Dialogical Model of Science Communication
Marianne Winther Jørgensen, *Linköping University, Sweden*: Conflicts between researcher and participants in interactive research
Louise Phillips, *Roskilde University, Denmark*: In the tension between conflict and consensus in dialogic communication theory and practice

Organised by **Louise Phillips**, *Roskilde University, Denmark*

●● Dialogical Science Communication and Publics in the Making ●● Room: C231

The enthusiasm for dialogical science communication today can be directly linked with the invention of new ways of appraising and assessing technology in society. 'Public reason' and 'public opinion' have gained recognition, and are being broadly promoted, as vital complements to 'sound science'. This panel wants to highlight the different styles of motivation and justification for 'mobilizing the public'. In particular, the emphasis will be on the construction and design of dialogical science communication and the creation of different patterns of public attachment.

Cissi Askwall, *Vetenskap & Allmänhet, Sweden*: Public engagement through science dialogue
Larry Reynolds and **Bron Szerszynski**, *Lancaster University, UK*: Engagement and purification: locating the public in GM nation?
Mark Elam and **Goran Sundqvist**, *Göteborg University, Sweden*: Nuclear waste dialogues in Sweden and the UK: making publics differently

Discussant: **Alan Irwin**, *Copenhagen Business School, Denmark*
Organised by **Maja Horst**, *Copenhagen Business School, Denmark*; **Mark Elam**, *University of Gothenburg, Sweden*; **Linda Soneryd**, *University of Stockholm, Sweden*

●● Between Research, Politics and Public Opinion – the Case of Gender Research Communication ●● Room: E323

As part of their political efforts to reach a gender equal society most Nordic countries have established information and documentations centres that communicate gender research to a public field of politicians, authorities, NGOs, activists, mainstream media, etc. This session will discuss the particular challenges for research communication in a contested field and will thus be of interest to those working in the intersection of research, politics and public opinion.

Inge Henningsen, **Bosse Parbrings**, *Nordic Institute for Gender Research, Norway*
Julie Breinegaard, *Danish Centre for Research on Women and Gender*

Organised by **Bosse Parbrings**, *NIKK – Nordic Institute for Gender Research, Norway*

●● Evaluation I ●● Room: D328

Methods normally used for the evaluation of scientific research cannot easily be applied to outreach activities. Knowledge transfer and entertainment may be relevant aspects to assess. This session will give examples of large scale surveys in China and activities such as the Research Ambassadors' Program in the United States.

Karen Hartshorn, *University of Otago, New Zealand*: Impacts of lifecourse research on the people, policies and press of New Zealand
Felicity Jensz, *The University of Melbourne, Australia*: Radical approach to science communication: survey results
Nalini Nadkarni, *The Evergreen State College, United States*: Prisons, pulpits, and poets: disseminating research beyond academia
Nurudean Norman Ssempe, *Agency for Science and Technology Advancement in Uganda, Uganda*: Science and Technology for improved Livelihood



20



21



22

Miriam Voss, *Deutsches Museum/TU München, Germany*: Does science communication achieve its goals?

Zhimin Zhang, *CRISP, China*: A study on the evaluation case of the results of Large-scale public science and technology popularization event

● ● Broadcasting I ● ● Room: D337

Radio and TV programmes can reach large audiences distributed over vast geographic areas. This session illustrates the importance of content – how to think about interactivity, entertainment, language and metaphors – and the need for long-term funding for the development of broadcasting for science communication.

Bernard Appiah, *National Drug Information Resource Centre, Ghana*: Bridging the gap between the pharmacist and the public via tv: my experience with "your medicines"

Judy Ford, *University of South Australia, Australia*: Educating both higher degree students and the public through 'live to air' radio interviews

Abhay Kothari, *Manthan Educational Programme Society, India*: Go to the People – An innovative approach for science communication in India

Yan Yan, *China Research Institute for Science Popularization, China*: A Brief Introduction to Scientific and Educational Channels of China

● ● Science Museums and Science Festivals I ● ● Room: E439

Science museums and science events can play important roles with regard to lifelong learning and scientific literacy. Presentations in this session will focus on the efficiency of museums and events in these respects and emphasise the importance of illustrating the relation to science history, the development of pedagogical tools and co-operation with communication professionals.

Fred Balvert, *Erasmus MC University Medical Center Rotterdam, Netherlands*: Science communication for the general public: Starting from scratch

Juan Nepote, *Trompo Mágico Museo Interactivo, Mexico*: Scientific Museology as a pedagogical tool

Yoshikazu Ogawa, *National Museum of Nature and Science, Japan*: Development of an educational program framework for science museum to nurture public science literacy

Bernardo Oliveira, *Universidade Federal de Minas Gerais, Brazil*: How does the history of Science get into the museums?

● ● Science Communication Programs at Universities ● ● Room: E340

There is great diversity in the structure and curricula of Science Communication programs in universities around the world. This workshop represents diversity in content, culture and geography, with all people listed below participating.

Rick Borchelt, *USA*

Marina Joubert, *South Africa*

Joan Leach, *Australia*

Lloyd Davis, *New Zealand*

Maria Emilia Beyer, *Mexico*

Jacopo Pasotti, *Switzerland*

Frank Burnet, *UK*

Kim Hak-Soo, *South Korea*

Nancy Longnecker, *Australia*

Jan Dook, *Australia*

Henk Mulder, *Netherlands*

Rod Lamberts, *Australia*

Jennifer Manyweathers, *Japan*

Vladimir de Semir, *Spain*

Javier Cruz, *Mexico*

Dominique Broussard, *USA*

Luc Desnoyers, *Canada*

Liesbeth de Bakker, *Netherlands*

Will Rifkin, *Australia*

Susanna Priest, *USA*

Judy Ford, *Australia*

Organised by **Nancy Longnecker**, *The University of Western Australia, Australia*

PARALLEL SESSION 2 WEDNESDAY 25 JUNE 15.15–16.30

● ● Framing Climate Change and Other Controversial Science Communication Topics

Room: D222

The idea of 'framing' information to communicate with diverse audiences is debated amongst scientists and some science communicators. The discussion basically break down to two contending views. One is that 'framing' is akin to spin and propaganda and that pure scientists should have nothing to do with it. The other view is that if scientists and science communicators don't frame the information, others will. The concept of 'framing' can be approached from a number of perspectives, promising a useful panel exposition and lively interactive discussion.

Joan Leach, *University of Queensland, Australia*: What is a frame around an issue, rhetorically speaking?

Matthew Nisbet, *American University, Washington D.C, United States*: "Framing to different audiences"

Hans Peter Peters, *Research Center Jülich, Germany*: "Mass media framing – the co-production of public expertise by scientists and journalists: knowledge transfer or creation?"

Maria Taylor, *Australian National University, Australia*: A historical study: how 'reality' was shifted by framing, while the underlying science stayed the same

Moderator: **Rod Lamberts**, *Australian National University, Australia*

Organised by **Maria Taylor**, *Australian National University, Australia*

● ● Dialogue I ● ● Room: C231

Creating opportunities for dialogue between citizens and scientists takes courage, skills and empathy to find common ground for discussion, and to learn from each other. One aspect

of this is attitudes towards astrology and other forms of pseudoscience that sometimes attract much public attention. Another is the fact that participatory models for communication are often not much more than new words for the traditional one-way transmission of information.

Martin Bonfil Olivera, *Universidad Nacional Autonoma de Mexico, Mexico*: Pseudoscience vs. social welfare: Public communication of science as a vaccine

Tamami Fukushima, *JST, Japan*: Public engagement in neuroscience and cohort studies for children in Japan

Roald Verhoeff, *Freudenthal Institute for Science and Mathematics Education, Netherlands*: Finding common ground for public dialogue on cancer genomics research

● ● The Participation of Scientists ● ● Room: E239

Research funding organisations and governments increasingly demand that scientists engage in various forms of outreach activities as part of their work. So far, relatively few studies have been carried out regarding how scientists themselves perceive and respond to these demands. This session will discuss some findings from Sweden, Denmark, Switzerland and the United States.

Fabienne Crettaz von Roten, *University of Lausanne, Switzerland*: Levels and patterns of engagement of scientists among different university faculties

Sebastian Linke, *Göteborg Centre for Public Learning and Understanding of Science, Sweden*: Scientists in the Public Sphere: Motivations and Barriers for Scientists to Engage in Public Outreach in Sweden

Steve Mesure, *The Creative Science Consultancy, United Kingdom*: The CreScENDO report (Networking and joining up of science and engineering engagement activities)

Kristian Hvidtfelt Nielsen, *University of Aarhus, Denmark*: Scientists' understanding of public communication of science and technology

Susi Sturzenegger-Varvayanis, *Cornell University, United States*: How university scientists view science communication to the public



23



24

●● Numbers, Pictures and Words. ●● Communication of Risk and Uncertainty

Room: E439

This session will include two speakers, a group activity, and a panel discussion about probabilities and panic, and about the use of graphics to illustrate risk and uncertainty. The participants will be asked to split up into small groups and discuss the effectiveness of some provided displays of risk and uncertainty, and finally there will be a panel discussion on the confusion arising from using common language words as technical terms.

Ann Boström, *University of Washington, United States*: Probabilities and panic

Dianne Cook, *Iowa State University, United States*: It's the brain that needs sweetness, not the eye

Organised by **Peter Guttorp**, *University of Washington, United States*

●● Investigating Gendered Media ●● RePresentations of Science, Technology, engineering & Mathematics

Room: E323

Mass media is an important site where citizens are exposed to representations of science, technology, engineering and mathematics (STEM). This session investigates the (re)construction of gendered portrayals of STEM in mass media representations, how they are produced, how receivers make sense of this imagery, and whether it influences how they perceive STEM.

E. Scanlon, *CREET, The Open University, Milton Keynes, United Kingdom*

T. Boyce, *Cardiff University, Cardiff, United Kingdom*

E. Whitelegg, *CREET, The Open University, Milton Keynes, United Kingdom*

J. Carr, *CREET, The Open University, Milton Keynes, United Kingdom*

Organised by **Richard Holliman**, *The Open University, Milton Keynes, United Kingdom*

●● Globally Comparable Subjective Indicators of Science: Guiding and Evaluation Public Engagement Activities?

Room: D328

Survey research on public understanding of science has tradition at PCST conferences. It is a part of the science communication agenda to mobilise perception data to evaluate efforts and campaigns. Nationally representative surveys across Europe and other places allow us to evaluate and otherwise to inform science communication activities. The symposium brings together presentations of mounting longitudinal evidence of change and stability in public perceptions from Europe and India. The session is directly linked to another symposium entitled Evaluating public communication of science: why, how, and for whom?, for whom this longitudinal data stream is relevant and basic input material for further discussions.

Martin Bauer, *London School of Economics, United Kingdom*: Changes in adult literacy, attitudes and interest in science: a cohort analysis across EU-12 countries from 1989 to 2005.

Niels Meijgaard, *Aalborg University, Denmark*, & **Sally Stares**, *London School of Economics, United Kingdom*: Indicators of Scientific Citizenship and Civic Participation

Valeria Arzenton, *Observe-Science in Society*, and **Massimiano Bucchi**, *University of Trento, Italy*: One or Multiple Public(s) for Science? Outline of a typology of citizen interaction with science, based on the data from Observe Science in Society Monitor

Commentators: **Martin Bauer**, *London School of Economics, United Kingdom*, and **Steve Miller**, *University College London, United Kingdom*

Organised by **Martin Bauer**, *London School of Economics, United Kingdom*

●● Science Journalism: The Impact of Local Culture and Context on Science Coverage?

Room: C233

This session aims to discuss the impact – or not – of local culture and context in science journalism. Is there such a thing as South African science journalism, North American, European or Latin American science journalism? The session will include a presentation from South Africa; a presentation on a comparative analysis of newspapers from 12 countries in Latin America; a comparative analysis between the North American and French coverage on climate change.

Marina Joubert, *Southern Science, South Africa*
Dominique Brossard, *University of Wisconsin, United States*

Luisa Massarani, *SciDev.Net/Latin America and Museum of Life, Brazil*

Respondent: **Andrew Pleasant**, *Rutgers university, United States*

Organised by **Luisa Massarani**, *SciDev.Net/Latin America and Museum of Life, Brazil*

●● Science Museums and Science Festivals II

Room: E340

Science museums and science events communicate scientific information, and it is of vital importance that this information is perceived as correct and interesting, both by the public and the scientists who have provided it in the first place. Presenters in this session will raise questions about compromising with the scientific background and the real value of interactivity – as well as arguing for social inclusion through exhibitions.

Rikke Danø, *Natural History Museum of Denmark, Denmark*: Does interactivity equal activity and good museum experiences?

SooJin Kwak, *Korea Advanced Inst. of Science and Technology, Republic of Korea*: How we can get the attraction from the visitors in

science exhibition outside the science museum – Study on characteristics of attraction of the visitors to science expo

Abraham Rubí, *Universidad Nacional Autónoma de Mexico, Mexico*: Exhibits design and production and the scientist compromise

Cristiane Speziali Menegazzi, *Fundação Zoológica Botânica de Belo Horizonte, Brazil*: Itinerant exhibition for scientific communication about animals and plants as way of social inclusion

Yuko Uchio, *National Museum of Nature and Science, Japan*: The issue on providing the scientific information to the public from the Science Museums

●● Broadcasting II

Room: D337

Radio and TV programmes can reach large audiences distributed over vast geographic areas. This session focuses on analyses of how science is received by groups of viewers in rural and urban areas, that speak different languages, and also studies of how media channels dedicate time to scientific subjects.

Partha Bandyopadhyay, *City College, affiliated to University of Calcutta, India*: Communicating science to the masses: Audiovisual medium and low-cost experiments constitute the most effective combination for India

Ling Chen, *China Research Institute of Science Popularization, China*: The comparison study of the Chinese urban and rural citizens obtaining the science and technology information through mass media

Pieter Maesele, *Ghent University, Belgium*: How? Like that! Science on television?!

Marzia Mazzonetto, *Science Communication Observatory, Universitat Pompeu Fabra, Spain*: Science on TV: environment as speculation and health as ordinary news

Gajanan Purushottam Phondke, *National Centre for Science Communicators, India*: Science Communication in Multilingual Society



THEME 1: EMERGING ISSUES IN SCIENCE AND SOCIETY



THEME 2: ENGAGING AND EMPOWERING SCIENTISTS AND THE PUBLIC



THEME 3: ASSESSING IMPACTS AND OUTCOMES



THEMES 4: DEVELOPING MEDIA, METHODS, AND MEETING POINTS



25

• University Produced TV-programs and Webcasts – a Good Way to Communicate Science?

Room: E439

The universities have a lot of content, of great interest of the public. The researchers have obligations to tell about their results. The universities have abilities to produce professional video. Still there is no obvious, general channel for university video, no highway to a successful way to communicate research and educational information. Today many institutions use YouTube or Google Video – but is that the best way to reach out? Can we find ways for University cooperation in this matter?

Tove Eriksson and Johan Nyman, *University of Gothenburg, Sweden*: Vetenskapslandet (Land of Science) – a weekly national science TV
Alain Jaillet, *Université Louis Pasteur, Strasbourg, France*: ULP Multimedia, Canal U, Canal C2 and Amphis TV
Ferdinando Cabrini, *Università di Torino, Italy*: Extracampus TV

Organised by **Cecilia Anderson Edwall**, *University of Gothenburg, Sweden*

PARALLEL SESSION 3
THURSDAY 26 JUNE
9.00–10.15

●● Framing Science and Technology I

Room: D222

Finding the appropriate social context for communication has become increasingly important, also as regards scientific issues. Trust, confidence and credibility are key factors in success. Cross-sectorial collaboration may add valuable input to the development and understanding of new methods for public deliberation.

Eva-Karin Olsson, *Département of Journalism, Media and Communication, Sweden*: Global problem – National responsibility: Framing responsibility in the Australian context of climate change
Michelle Riedlinger, *Econnect Communication, Australia*: Situating science in the social context with cross-sectorial collaboration
Linda Soneryd, *SCORE, Sweden*: The spread of ideas and the travel of public deliberation methods
Guoping ZENG, *Center of Science, Technology and Society, China*: Living science and public scientific literacy

●● Food and Health I

Room: C233

Scientists are not the only ones to communicate science. Some issues, such as genetically modified food, have also involved NGO's in science communication with the public. Related to this is the question of what sources the public finds most reliable – important especially when it comes to specific target groups such as – in this session – GPs, General Practitioners. Two studies of public perception of stem cell research will also be presented.

Americo Bonanni, *Catholic University of Campobasso, Italy*: Nutrition and health: information sources used by General Practitioners and nutrition guidance to patients: a pilot study in a small Italian region

Flavia Natércia da Silva Medeiros, *Laboratório de Estudos Avançados em Jornalismo, Brazil*: Public perceptions of cloning and stem cells: values, information and attitudes
Carmen Enrique, *Universidad de Granada, Spain*: Beliefs about transgenic foods among Austrian en Spanish students
Pieter Maesele, *Ghent University, Belgium*: NGOs and GMOs: A case study in alternative public communication of science and technology
Floriana Marin, *IASMA Research Center, Italy*: Citizens' concerns and informed choices on novel food: outcomes from a study of the willingness to buy genetically modified products

●● Policies and Politicians

Room: C231

Making one's cool voice of reason heard in a world of trained lobbyists and PR consultants is not that easy. At the same time, the public are asking for more and better opportunities to express their views on science and technology, with a demand for transparency and accountability, and funding organisations require communication plans in grant applications. This session will present demands for communication – with the public and stakeholders – from different perspectives.

Toss Gascoigne, *Council for Humanities, Arts and Social Sciences, Australia*: How scientists try to influence the decisions of Government
John Holmes, *University of Oxford, United Kingdom*: Communicating environmental science in Europe
Catherine O Mahony, *University College Cork, Ireland*: Potentials for implementing the democratic model of science communication
Angela Simone, *ISAS-International School of Advanced Studies, Italy*: Scientific communication in the Italian Parliament. The case study of the living will law proposals
Thomas Tydén, *Dalarna Research Institute, Sweden*: Research Funding Agencies as Enforcers and Facilitators for Science Communication

●● Best Practice I

Room: E239

The experiences of others may be very valuable and convey knowledge, ideas and methods across scientific fields as well as continents. In this session, presentations will discuss how to create relevant communication plans, to find the key in order to generate interest, to facilitate knowledge transfer and not least how to identify indicators that actually communicate the research results in an accessible way.

Gonzalo Argandona, *ESO, Chile*: A Global Strategy to Inspire the Public and Scientists: the ALMA case
Albert Gerdes, *MARUM Center for Marine Environmental Sciences, Bremen University, Germany*: The Significance of marine technology in science communication and education – challenges, opportunities, best practise examples
Andrzej Jasinski, *University of Warsaw, Poland*: Bridges for communication between science and industry: The case-study of Poland

●● Science and the Media: a Cross-national Analysis of Biomedical Researchers' Interactions With the Media and the role of Organizational Science PR

Room: B423

Over the past few decades, scientists worldwide have been encouraged to communicate with the public, and even to consider it their duty to do so. In particular, there has been much emphasis on developing relationships with the mass media. Anecdotes about difficulties, misunderstandings and even distortion abound. So what is the real state of science-media relations?

Sharon Dunwoody and Dominique Brossard, *United States*: Scientists experiences with the media
Suzanne de Cheveigné, *France*: Scientific norms and scientists involvement in public communication
Monica Kallfass: Scientists' media relations in the context of organizational science PR





28

Shoji Tsuchida & Hans Peter Peters: Cross-national differences in scientists' implicit models of public communication

Steve Miller, UK: Scientists' competence for public communication

Organised by **Hans Peter Peters, Research Center Jülich, Germany**

• • The Public Engagement of Science and Web 2.0

Room: E439

In parallel with calls for more public and democratic involvement with science and technology, the theoretical and in some cases empirical basis for studies of science communication has changed. A recent development has been seen on the web, where new technologies facilitating easier engagement ('web2.o', 'social media') have enjoyed a wide popularity. This session consists of a three studies that look at the intersection of science and the public on the web.

Gustav Holmberg, Research Policy Institute, University of Lund: A study of the distributed computing community Folding@home

Malin Sandström, Computational Biology and Neurocomputing, Royal Institute of Technology, Stockholm: Beyond the "cool stuff": science blogging as a democratic tool

Thomas Söderqvist, Medical Museion, University of Copenhagen: Science blogging between Empire and Multitude

Organised by **Gustav Holmberg, University of Lund, Sweden**

• • Evaluating Public Engagement in Science: Why, How, and for Whom?

Room: D328

Evaluation is often a neglected issue in the public engagement and public communication of science field. The session should ideally and profitably mix theoretical reflections and practical examples/needs, so that attendants would come out of the room with an idea of what the main problems and potential strategies are, as well as of the implications for their own work.

Meike Wentholt, University of Wageningen, The Netherlands: Assessing the impact of public engagement in science

Federico Neresini and Giuseppe Pellegrini, Università di Padova, Italy: Is there any specificity in evaluating Pcst activities?

Michel Claessens, European Commission, Belgium: The importance of evaluation for international institutions promoting public engagement in science

Discussant: **Martin Bauer, London School of Economics, UK**

Organised by **Massimiano Bucchi, Università di Trento, Italy**

(This session is linked to the session "Subjective indicators of science on a global scale", 25 June 15.15–16.30.)

• • Evaluation II

• • Room: E323

The evaluation of PCST activities is often faced with the difficult "before-and-after" question. In this session, an example from Portugal is presented together with evaluations of the influence of science popularisation in China, other projects from Mexico and Korea, and thoughts about the development of evaluation methods from Italy.

Júlio Borlido-Santos, IBMC- Instituto de Biologia Molecular e Celular, Portugal: A case-study on public health and scientific knowledge interchange

Eun Sung Kwon, Korea Science Foundation, Republic of Korea: A study of the evaluation of scientific culture activity – from the view of economic effect

Lily Li, China Science and Technology Museum, China: To be the responsible future global citizens – Communicating Climate change issues among Children

Patricia Magana, Universidad Nacional Autónoma de México, Mexico: A science communication experience in the National University of Mexico

Federico Neresini, University of Padova, Italy: Is there any specificity in evaluating PCST initiatives ?

• • The Development of Public Communication of Science and Technology, PCST I

Room: E340

The history of science communication has its national characteristics, not least with regard to the time during which such activities have developed. This session deals with the development of Public communication of science and technology in Latvia, Lesotho and Iran. The role of science in society will also be discussed – when will science be defined not as something outside society but rather as a part of the very definition of society?

Anda Adamson-Fiskovica, Latvian Academy of Sciences, Latvia: Public communication of science in Latvia: a historical review

Baudouin Jurdant, University Paris-Diderot (Paris 7), France, and Joëlle Le Marec, Ecole Normale Supérieure, Lyon, France: Should science transform itself and how? The reflexive move in science

Zahra Ojagh, national research institute for science policy, Islamic Republic of Iran: The function of Science Communication in science policy making: promoting of Public Understanding of Science

Denis Sekoja Phakisi, Appropriate Technology Services (ATS), Lesotho: Infusion of Science and Technology from Ground Up: 11 Year Empowerment Experience Accumulated in Lesotho (1996–2007)

Mansour Vesali, National research institute for science policy, Islamic Republic of Iran: Iran survey report of popularization of science Agencies and activities

• • Storytelling

Room: D337

Everyone likes a good story, and people think in terms of beginnings and ends, good and bad, heroes and villains. The use of stories for raising awareness of science and science literacy will be discussed in this session with examples from Australia, India and Mexico.

Juan Nepote, Trompo Mágico Museo Interactivo, Mexico: Science's pleasure trough narrative

John Reid, Australian National University, Australia: Fishman of SE Australia. An Oral/Visual Work

PARALLEL SESSION 4 THURSDAY 26 JUNE 10.30–11.45

• • Dialogue II

Room: D222

It takes courage, skills and empathy to find common ground for discussion and to learn from each other: this was discussed in the first Dialogue session. This session focuses more on the measures and steps that need to be taken by the scientific community. It is about the development of methods, about public distrust of quantitative data and about innovative formats for communication.

Ditte Degnbol, Aalborg University Copenhagen, Denmark: Stakeholder perceptions of the use and abuse of quantitative models in fisheries

Junping Hu, China Research Institute for Science Popularization, China: Promoting the Role of Chinese Scientific Researchers in Science Popularization Activities

Giuseppe Pellegrini, University of Padua, Italy: From listening to communicating. Introducing a technoscientific innovation for industrial waste management opening a space for dialogue

Kinya Shimizu, Japan: Some findings of the Secondary Analysis of the surveys on Japanese Public Understanding of Science and Technology

Clementina Timus, National Institute for Laser, Plasma and Radiation Physics, Romania: Science education for a safe life

• • Images of Science

Room: C233

In this session, images and metaphors as tools for science communication are examined, including the challenging thought that graphic design may contribute to a decreasing number of HIV/AIDS cases through the communication of preventive practices. The impact of heroes, the Simpsons and comic strips will also be discussed.

Bobby Cerini, Australian National University, Australia: Heroes in Science – public image, inspiration and impact.

Iina Hellsten, University of Nottingham, United Kingdom: Popular metaphors of science and technology: Building bridges over time?



29



THEME 1: EMERGING ISSUES IN SCIENCE AND SOCIETY



THEME 2: ENGAGING AND EMPOWERING SCIENTISTS AND THE PUBLIC



THEME 3: ASSESSING IMPACTS AND OUTCOMES



THEMES 4: DEVELOPING MEDIA, METHODS, AND MEETING POINTS



30

Adrienne Klein, *The Graduate Center of the City University of New York, United States*: Graphic Alert: an international overview of HIV/AIDS posters

Marco Malaspina, *INAF (Italian National Institute for Astrophysics), Italy*: There's plenty of rock at the bottom: science journalism in the Simpsons

Matteo Merzagora, *ICS-SISSA and TRACES, France*: Stereotyping stereotypes: reviewing the image of science and scientists on screen.

Aquiles Negrete, *CEIICH-UNAM, Mexico*: Popular comic strips as a tool to communicate HIV medical information

Communicating Astronomy and Planetary Sciences

Room: E439

Doing good science is nowadays considered insufficient. The communication of achieved scientific results is seen as a natural and mandatory activity to inform the public, attract funding, and attract science students. However, science communication is a field renowned for its "difficulties". This session aims at discussing techniques and presenting some efficient tools at communicating science, with emphasis on planetary sciences.

Rui Brito Fonseca, *CIES-ISCTE, Portugal*: Astronomy in popular newspapers in the end of the XXth century

Xiaohui Huang, *Graduate University of Chinese Academy of Sciences, China*: China's space science popularization in the era of space exploration fever

Alfredo Rosenberg González, *Instituto de Astrofísica de Canarias, Spain*: Scientific Outreach from the Instituto de Astrofísica de Canarias.

Megan Watzke, *Kimberly Kowal Arcand, Chandra X-ray Center, United States*: Communicating the High-Energy Universe through Chandra

Gary Evans, *Science Photo Library, United Kingdom*: From Earth to Universe: an image exhibition for the World

Kimberly Kowal Arcand, Megan Watzke, *Chandra X-ray Center, United States*: Non-traditional Presentations of Astronomical Images to the General Public

Moderators: **Steve Miller**, *University College London, United Kingdom*, and **Pedro Russo**, *ESA/Hubble, Germany*

Empowering Rural Communities I

Room: E239

New and creative models of science communication may be needed to reach communities of people not that familiar with scientific knowledge. We also need to know more about the relevance of science communication to these groups – how science is interpreted, used and becoming knowledge.

Napoleon Nkongho Enoh, *Caucus of Parliamentarians for Environmental Protection, The Caucus, Cameroon*: Rural Communicators and Information Dissemination (Over Coming Poverty through Adaptable Research)

Banamali Kar, *Ispat English Medium School, India*: Developing scientific outlook among students and rural population – a case study

Betania Maciel, *Universidade Federal Rural de Pernambuco, Brazil*: Folkcommunication: contribution of a the Latin American communication theory to the participation model of science communication

Jin Wang, *Sun Yat-Sen University, China*: Relevance of science communication to migrant workers in urban China

Policies and Politicians II

Room: C231

Communicating science to politicians in order to influence governmental or other policies is a challenge with specific conditions, and different from public communication. The organisational structure seems to be of importance, and some support can be gained by hiring professional science advisers. A Japanese study indicates that science policies and major projects are more favourably treated in the media than large-scale public works.

Albert-Jan Abma, *University of Groningen, Netherlands*: Science Advisors: On the optimal role of science communication in strategic decision making

Nikki Funke, *Council for Scientific and Industrial Research, South Africa*: Challenges of Communicating Science to Politicians: an Example from South Africa

Lawrence Kirk, *Australian National University, Australia*: Capacity building needs for Pacific non government organisations

Osamu Nakamura, *Waseda University, Japan*: The study of Japanese newspaper articles in reporting science projects

Emiko Tayanagi, *Sync Lab, Japan*: Exploring organizational science communication: A case of governmental ICT research institute

Theories of Value in Science Communication

Room: D328

The aim of this session is to begin the theoretical work of an axiology of science communication. The session will focus on a discussion of values that appear to be implicit in various approaches to the communication of science. The discussion will be fuelled by short papers. What values inform work in science communication, its theory, its practice and its evaluation?

Will Rifkin, *University of New South Wales, Australia*: Negotiations of value and identity in science communication

Joan Leach, *University of Queensland, Australia*: Values in and values of science communication

Melanie McKenzie, *University of Queensland, Australia*: Values operating in science communication evaluation

Organised by **Joan Leach**, *University of Queensland, Australia*

The New Media I

Room: E323

Podcasts and interactive websites are new tools for science communication that are being used more and more frequently. This session will present some research on these relatively new phenomena: audiences, language and the building of communities and networks. Remarkable outreach results from Australia and Italy will be presented.

Fabio Castro Gouveia, *Brazil*: Site co-citation analysis of a set of Ecsite science centres and museums websites: an example of webometrics applied to PCST institutions

Marilyn Chalkley, *CSIRO (Commonwealth Scientific and Industrial Research Organisation, Australia)*, *Australia*: CSIROpod – how science podcasts became a number 1 hit on iTunes

Elena Lazzaretto, *INAF – Italian National Institute for Astrophysics, Italy*: *Urania*: Science is on the air, on the web and on your ipod!

Marcela Lozano, *Maloka, Colombia*: Building communities through a web site

Science Theater I

Room: D337

Communicating science through stories, plays and even opera has become more and more popular, not least with the objective of reaching new target groups. This session mostly deals with the background, the context and some experiences of turning science into drama.

Dorthe Bille, *Videnskabsteatret, Denmark*: Science Theatre: experience from communication of stem cell research to the public

Sergio de Regules, *Dirección General de Divulgación de la Ciencia, UNAM, Mexico*: Science onstage: good ideas and not so good ideas

Sarah Lau, *Scitech, Australia*: Science performance and considering the context

Bent Nørgaard, *University of Southern Denmark, Denmark*: Science theatre – a way to increase public understanding and possibility for at two ways dialogue between scientists and public

Dyah Ratna Permatasari, *DoctoRabbit Science Inc., Indonesia*: Using traditional comedy theatre as a media for science communication

Development of Public Communication of Science and Technology, PCST II

Room: E340

In Europe, a new set of key words has been introduced in the development of science communication: dialogue and involvement have replaced information and awareness. However, it has yet to be proved that these are more than just new words for the same old model. In other parts of the world, different programmes and policies for the public understanding of science are being implemented; this session will supply examples from India, Iran and Colombia.

Tania Arboleda, *Pontificia Universidad Javeriana, Colombia*: Development of a public communication of science and technology training program: *The colombian case*



THEME 1: EMERGING ISSUES IN SCIENCE AND SOCIETY



THEME 2: ENGAGING AND EMPOWERING SCIENTISTS AND THE PUBLIC



THEME 3: ASSESSING IMPACTS AND OUTCOMES



THEMES 4: DEVELOPING MEDIA, METHODS, AND MEETING POINTS



31



32

Massimiano Bucchi, *Università di Trento, Italy*: From deficit to dialogue, from dialogue to participation – and beyond?

Andrea Cerroni, *Milan-Bicocca University, Italy*: Scientism and antisience: out of the shoal of modern ideologies

Zahra Ojagh, *National research institute for science policy, Islamic Republic of Iran*: Rigorous approach of mass science communication for promoting of PCST

Manoj Patariya, *National Council for Science & Technology Communication, India*: Public understanding of "Science & Technology Communication": Experiences from India's Annual National Science Communication Congresses (2001–2007)

● Science Journalism Training in Developing Countries

Room: B423

Recognising the lack of science journalism training opportunities in developing countries, two organizations are developing a science journalism curriculum. UNESCO commissioned Econnect Communication, the University of Queensland and Boston University to take the first steps in developing such a generic science journalism curriculum. Components of proposed UNESCO curriculum and a World Federation of Science Journalists' course were successfully incorporated into a pilot science journalism course for undergraduate students in South Africa. The session will present the "next generation" of this curriculum and aims to start a dialogue with the audience to get their input on best practice in science journalism training.

Jenni Metcalfe, *Econnect, Brisbane, Australia*

Luisa Massarani, *SciDevNet/Latin America and Museum of Life/Oswaldo Cruz Foundation, Brazil*

Andrew Pleasant, *Rutgers University, USA*

Marina Joubert, *Southern Science, South Africa*

Julie Clayton, *World Federation of Science Journalists*

Chair: **Toss Gascoigne**, *Council for the Humanities, Arts and Social Sciences (CHASS), Australia*

Organised by **Marina Joubert**, *Southern Science, South*



THEME 1: EMERGING ISSUES IN SCIENCE AND SOCIETY

PARALLEL SESSION 5 FRIDAY 27 JUNE 9.00–10.15

●● Food and Health II

Room: B423

Two of the most central issues in well-being – questions concerning food and health – may naturally cause worry or distrust among us all. The need to make people's voices heard, media coverage and how the attitudes and behaviour of the scientific community may foster or discourage a fruitful dialogue, are some perspectives that will be discussed in this session.

Olufunmilayo Idowu, *University of Agriculture, Nigeria*: Traditional Birth Home Attendance and Its Implication For Malaria Control during Pregnancy in Nigeria

Luisa Massarani, *Museum of Life/House of Oswaldo Cruz/Fiocruz and SciDevNet/Latin America and the Caribb, Brazil*: The GM crops: what Brazilian small farmers think about the issue?

Pascal Mwale, *University of the Witwatersrand, South Africa*: Some Dynamics of Public Debate on GM maize in southern Africa (1997–2007)

Andrew Pleasant, *Rutgers University, United States*: Scared off spinach? An analysis of selected print media coverage of the Spinach/E. coli incident in the United States, 2006

Giovanna Sonda, *Observa-Science in Society, Italy*: The impact of politics on scientific research

Lucia Martinelli, *IASMA Research Center, Italy*: Views of the researchers and claims of the society: gene transfer into plants as a paradigmatic case study of a crucial communication.

●● Framing Science and Technology II

Room: D222

Finding the appropriate social context for science communication has become increasingly important, not least from the scientific community's point of view. This session examines how certain scientific issues have been presented and put into context in the European media, using a variety of methods.



THEME 2: ENGAGING AND EMPOWERING SCIENTISTS AND THE PUBLIC

Franziska Boerner, *Research Centre Juelich, Germany*: Story framing effects on lay risk and benefit evaluations of toxicogenomics

Hanne Hestvik, *NTNU, Norway*: Miracle or hazard? A quantitative content analysis of Norwegian newspapers coverage of the biotechnological field assisted reproduction in Norway.

Malin Ideland, *Malmö University, Sweden*: Mass medial silences on biotechnologies

Felicity Mellor, *Imperial College London, United Kingdom*: Technological salvation: geo-engineering in the British media

Padraig Murphy, *Dublin City University, Ireland*: Comparative framing of reproductive / genetic technologies and nanotechnologies in the classroom

●● Medical Messages in the Media – Reliable Information or Science for Sale?

Room: C233

This session aims to shed light on the field of mass media lobbying in the landscape of medical journalism. The general public, health professionals, and even editors are often not aware of the pressures that are put on medical journalists from "big pharma", universities, authorities, patient groups, PR-companies, researchers and foundations etc. The proposed workshop is to be held in interaction with the attendees by group discussions around café tables.

Carl Johan Sundberg, *Karolinska Institute, Stockholm, Sweden*

Anna Larsson, *Swedish Radio: a journalist's personal perspective*

Marianne Hjerstrand, *Springtime, Sweden: a PR consultant's personal perspective*

Ingela Björck, *Lund University, Sweden: a university press officer's personal perspective*

Organised by **Anna Larsson**, *Swedish National Radio/Karolinska Institutet, Sweden*:

●● Risk Communication

Room: E439

A "top-down" approach when it comes to implementing decisions that include publicly perceived risks is bound to fail. Stakeholders need communication strategies that involve



THEME 3: ASSESSING IMPACTS AND OUTCOMES

and interact with the public and organisations representing various groups. Several studies in this session deal with the risks in nuclear power production, including the "not-in-my-backyard" reaction, but the generalised discussion may well be relevant to many other fields.

Giancarlo Brunelli, *University of Milan, Italy*:

Lessons learning. Drawing the stakeholders' interactions on communication of risk

Keiichi Nakane, *Waseda University, Japan*: Verification of media reports on nuclear power – a case study of reporting of earthquake damages at Japan's Kashiwazaki-Kariwa nuclear power plant

Carmelo Polino, *Centro REDES, Argentina*: How Argentine people perceive nuclear risk

Elena Rodriguez, *UC Berkeley, United States*: Nuclear terrorism risk in the media: public perception and response

Giancarlo Sturloni, *SISSA – International School for Advanced Studies, Italy*: Towards new theoretical models for risk communication

Laura Viviani, *SISSA – International School for Advanced Studies, Italy*: The role of risk communication in the Italian debate on the national deposit for radioactive waste

●● Scientists Communicating

Room: C231

Although it is widely accepted that the public – as major providers of research funds and investors through their taxes – have a right to know how the money is spent, expectations as regards the individual scientist are somewhat unclear. This session will examine contributions regarding the role of scientists, the attitudes of researchers towards public communication and how the image of the scientist can be blurred – or developed into an "icon".

Liese Coulter, *Global Carbon Project, Australia*: Global Carbon Project communications: agents of dissemination

Andreas Gunnarsson, *Science and Technology Studies / Göteborg Center for Public Learning and Understanding of Science, Sweden*: Christer Fuglesang as the first Swede in space – the making of a public science hero

Ursula Plesner, *Roskilde University, Denmark*: The blurred position of the social scientist – how researchers, editors and journalists co-construct media texts



THEMES 4: DEVELOPING MEDIA, METHODS, AND MEETING POINTS



33



34

Yuko Shimabayashi, *Japan Science and Technology Agency(JST), Japan*: Attitudes of researchers toward explaining to the public about their research results

Hester du Plessis, *University of Johannesburg, South Africa*: Communicating technology

• • How Can Dialogue and Debate Feature in Science Communication Training?

Room: D328

This session presents the experience of the European Science Communication Network (ESConet), which has created and delivered innovative science communication training workshops to early career scientific researchers, aimed at empowering them to engage with the media, policy-makers and various publics.

Steve Miller, *director ESConet, University College London, UK*

Ana Godinho, *University of Edinburgh, UK*

Elsa Poupardin, *UFR Sciences de l'education, Strasbourg, France*

Aleksandar Visnjevack, *Brian Trench, Dublin City University, Ireland*

Declan Fahy, *Dublin City University, Ireland*

Organised by **Declan Fahy**, *Dublin City University, Ireland*

• • Empowering Rural Communities II

Room: E239

The use of information and communication technologies, ICT, for communicating science in rural areas in India, as well as the implementation of science and technology agencies in agricultural areas in China, are two models for empowering rural communities. Other examples in this session will include the use of art and museums to explain complex issues and science communication to children with poor language skills in remote parts of Korea.

Maria Emilia Beyer, *Direccion General de Divulgacion de la Ciencia, Mexico*: Museums as enhancers for local scientific knowledge

Sudha Chauhan, *Indian Council of Medical Research, India*: Science Communication through ICT with special reference to Women's Empowerment

Jie Ding, *Graduate University of Chinese Academy of Sciences, China*: Research on the construction of agricultural science and technology agency service system in china

Rod Lamberts, *Australian National University, Australia*: Engaging Visions: Art, science communication, and natural resource management in Australia's Murray-Darling River Basin

Haeng Soon Park, *GJISWIST(Gwangju-Jeonnam Institute for Supporting Women in Science & Technology), Republic of Korea*: Women and Science Together!

• • Perceptions

Room: E323

The importance of thinking about how the public or identified target groups understand and learn from a message is attracting more and more attention, not least on account of sustainability. This session includes presentations on how science, scientists and scientists' careers are perceived from different perspectives.

Maziar Attari, *Cerriculum Development Center, Islamic Republic of Iran*: Assessing the problem of rotation of earth around sun as a significant tool for measuring the public understanding of science

Karin Hermansson, *Vetenskap & Allmänhet, Sweden*: Swedes' confidence in research decreasing

Federica Manzoli, *Sissa, International School for Advanced Studies, Italy*: Gapp: Science & Technology professions and gender differences in Europe

Federico Neresini, *University of Padova, Italy*: Science: How is who does it? Social representations of scientists in Italian young students

Guylaine Proulx, *Bell Globemedia Chair in Science Journalism, Canada*: Connecting with a range of stakeholders through the study of "interpretive communities": an exploratory study

Svein Sjøberg, *University of Oslo, Norway*: Interests, attitudes and perceptions of science and technology: A possible generation shift

• • Science Theatre II

Room: D337

Mixing "the two cultures" – is this possible? This second science theatre session presents some approaches in order to foster a dialogue between science and art, such as collaboration with the Metropolitan Opera in New York. There will also be a discussion about the "interestingness" of such ventures and a presentation of an Austrian project about DNA technology by means of an exhibition and drama.

Stinne Hørup Hansen, *University of Southern Denmark, Denmark*: Science Research Narratives on Stage – why is it interesting?

Stefano Sandrelli, *INAF – Osservatorio astronomico di brera, Italy*: Science for art's sake: mixing the two cultures

Carmen Schmid, *dialog<>gentechnik, Austria*: DNA-TEST: DNA Travelling Exhibition and Science Theatre

Brian Schwartz, *The Graduate Center of City University of New York, United States*: Being opportunistic in bringing science to the general public: The medium is opera, the message is science

• • Virtual Events: Gathering People on the Web

Room: E340

This workshop will focus on use of the web to host what might be called a "virtual event." A virtual event is a gathering where people participate in cyberspace rather than in person. Like other events, a time for participating is designated. However, unlike real events, no physical travel is required, and no venue needs to be organised.

Organised and facilitated by **Will Rifkin**, *University of New South Wales, Australia*

PARALLEL SESSION 6

FRIDAY 27 JUNE

11.15–12.30

• • Public Participation

Room: B423

Public participation in scientific policy making is being discussed more and more often. This may be the result of public concern about specific issues, such as gene research or the construction of facilities – but could also be looked at in more general terms. There is also the question of policy-makers' interest in listening and participating; it could be that the process of communication must be studied and possibly re-designed.

Sara Candy, *Wellcome Trust, United Kingdom*: Focusing and targeting public engagement – building an evidence base

Sung Kyum Cho, *Chungnam National University, Republic of Korea*: An Investigation of Ambivalent Public Attitudes Toward a Major Scientific/Industrial Project in Korea

Michael Cobb, *North Carolina State University, North Carolina, USA, United States*: The first national citizens' technology forum on converging technologies and human enhancement: Adapting the Danish consensus conference in the USA

Anne Dijkstra, *University of Twente, Netherlands*: Participation of the public in gene research

Cobi Smith, *Australian National University, Australia*: Involving the public in research funding decisions

Alice Taylor-Gee, *The British Association for the Advancement of Science, United Kingdom*: The community x-change: Are policy-makers interested in public engagement?

Lorraine Whitmarsh, *Tyndall Centre for Climate Change Research, United Kingdom*: Uncertainty, scepticism and ambivalence in public understanding of climate change

• • Science in Society

Room: C231

The concept of science and society as two separate worlds is slowly being replaced by the idea



THEME 1: EMERGING ISSUES IN SCIENCE AND SOCIETY



THEME 2: ENGAGING AND EMPOWERING SCIENTISTS AND THE PUBLIC



THEME 3: ASSESSING IMPACTS AND OUTCOMES



THEMES 4: DEVELOPING MEDIA, METHODS, AND MEETING POINTS



35



36

of “science in society” where the public understanding of science has evolved into public engagement with shared responsibility between scientists and the public. Making science more available – through science shops, events and museums – may contribute to the more frequent use of scientific methods for social problems and development.

Ils de Bal, *Vrije Universiteit Brussel, Belgium*: Partnerships between the scientists and the public through science communication. Improving the interaction between the scientific world and the society through a science shop (network).

Marta Nachtmannova, *Charles University, Faculty of Social Sciences, Czech Republic*: From “Science AND Society” to “Science IN Society”: opportunities and threats in bringing social research closer to its users

Ali Paya, *National Research Institute for Science Policy, Islamic Republic of Iran*: Futures Studies and Public Communication of Science in Iran

Livio Riboli-Sasco, *Association Paris Montagne, France*: Science communication as a tool to for social cohesion and for intercultural dialogue

Alfred Wald, *NWO – Social Sciences, Netherlands*: Science for society – knowledge dissemination and utilisation

●● The Media

●● Room: D328

This session deals with quantitative, qualitative and discourse studies of science in the printed media. Differences are found regarding the space allocated to science and technology news, but also the extent to which the reports tend to be favourable or not. Studies from Austria, Belgium, Mexico and China will be presented.

Martina Erlemann, *University of Klagenfurt, Austria*: Talking about Sustainability: Food and Flood Coverage in the Austrian Media

Blanka Jergovic, *Croatian Radio Television, Croatia*: Evolution of the popularization of evolution: insight into the Croatian popular science magazine “Priroda” (Science)

Hepeng Jia, *SciDev.Net, China*: Science, publicity and mass media: From statistical to qua-

litative analysis of science communication strategies by Chinese institutes

Pieter Maesele, *Ghent University, Belgium*: Biotechnology and the popular press in Northern Belgium: a case study of hegemonic media discourses and the interpretive struggle

Carlos Teixeira, *Centro Universitário Adventista de São Paulo, Brazil*: The Jornal da Paulista, a study-case of a medicine school newspaper as a contribution to the public communication of health science and health empowerment

Qing Xu, *Graduate School of Chinese Academy of Sciences, China*: The reported situation of Science-Technical news of newspapers in China in 2006

●● The New Media II

●● Room: C233

Blogs are being used by more and more researchers for direct communication with the public. To some extent this may challenge traditional science journalism, but it seems that bloggers’ expertise is not always in the field of communication. An African example of the use of Skypecasts and a comprehensive American study on the use of new media will also be parts of this session.

Janaina Minelli de Oliveira, *Universitat Rovira i Virgili, Spain*: Science communication expertise in the knowledge society: an exploration of blog entries on Science’s special issue publication The Sea Urchin Genome

Jon Miller, *Michigan State University, United States*: Gutenberg Revisited: A comprehensive analysis of the use of traditional and new electronic media by American adults.

Christina Scott, *Science Media Stokvel, South Africa*: Skypecasting Science

Elisabetta Tola, *formicablu srl, Italy*: Social media and blogs: is there an impact on science journalism and communication?

●● New Meeting Places

●● Room: E323

Environmental challenges are one important factor that has contributed to the development of new ways of communicating science to new

groups that previously may have had little or nothing to do with it. Reading in different forms – at libraries, in pocket books and magazines – will be discussed in this session, as well as a successful Australian project to build bridges between students and scientists.

Bibiana Bonmati Recolons, *Universitat de Barcelona, Spain*: Science culture dissemination through reading clubs: the case of Barcelona libraries

Birgitta Johansson, *Swedish Research Council Formas, Sweden*: Popular science pocket books on controversial subjects

Yvonne Van Der Ploeg, *University of Western Australia, Australia*: Scientific mentoring and communication – closing the bridge between the laboratory and community interest

●● Communication in Science Education Curricula

Room: E340

Improved learning and an understanding of science require the integration of communication aspects in the education of future scientists. Different concepts, handbooks and speech training are some issues that researchers from America, Asia and Europe reflect upon.

Maziar Attari, *National research institute of science policy (NRISP), Islamic Republic of Iran*: A look on the status of HPE (history, philosophy and ethics of science) education in the graduate curriculum in Iran

Luc Desnoyers, *Université de Québec à Montréal, Canada*: Training future scientists

Markus Lehmkuhl, *Free University Berlin, Germany*: Concept for teaching science journalism in the developing world Experiences with a workshop held in Bangkok, 2007 with participants from South-East-Asia (Burma, Laos, Cambodia, Vietnam and Thailand)

Victoria Mendizabal, *Facultad Latinoamericana de Ciencias Sociales (FLACSO, Sede Argentina), Argentina*: Building bridges between science education and science communication: A new context for learning and teaching science

Arend Jan Waarlo, *Utrecht University, Netherlands*: Towards a ‘Handbook on research in science communication’

Caroline Wehrmann, *Delft University of Technology, Netherlands*: Mastering science communication

●● Best Practice II

Room: E239

Science communication at its best is an integration of theory and practice. There is much to be learned both from the academic studies of science and technology and from professional science communicators. Some projects display this dual approach, such as the Descartes Prize-winning Norwegian marine project MarEco or the Chinese space programme.

Sabbatini Marcelo, *Universidade Federal Rural de Pernambuco, Brazil*: Genetic determinism, global warming and meta-science communication: the use of science fiction to discuss the role of mass media and science journalism in scientific debates as seen in Michael Crichton’s work

Morten Steffensen, *Norwegian University of Science and Technology, Norway*: Deeper Than Light – Communicating an unknown world

Maarten Van Der Sanden, *Delft University of Technology, Netherlands*: Making science communication manageable

Jelmer Renema, *EuroPhysicsFun, the Netherlands*: A network of physics shows from all over Europe

●● What Can Science Communication Theory Say to Practice?

Room: D222

A new book, Handbook of Public Communication of Science and Technology, includes contributions from several members of the PCST scientific committee, promoting the relationship between theory and practice. It is the first such publication to present a state-of-the-art view of science communication. This panel session aims to make the relationship explicit through reflection on and responses to Handbook’s critical and theoretical perspectives on various issues in public communication of science and technology.



37



38

Massimiano Bucchi, *Trento University, Italy*
Alan Irwin, *Copenhagen Business School, Denmark*
Marina Joubert, *Southern Science, South Africa*
Brian Trench, *Dublin City University*

Organised by **Brian Trench**, *Dublin City University, Ireland*

● Young People's Attitudes ● Towards Science and Researchers

Room: E439

The session will enable international discussion and sharing of experiences and best practice between participants. Key findings of the VA youth study on young people's attitudes will be presented. Invited experts will compare the results to findings in other studies and give their perspectives and comments. Round-table discussions will form a substantial part of the session, considering questions such as attitudes and experiences.

Ilan Chabay, *University of Gothenburg, Sweden*
Svein Sjøberg, *Oslo University, Norway*
Shi Shunke, *China Research Institute for Science Popularization, China*
Annette Smith, *British Association for the Advancement of Science, UK*
Karin Hermansson, *Vetenskap & Allmänhet, Sweden*

Moderators: **Camilla Modéer** and **Cissi Billgren Askwall**, *Vetenskap & Allmänhet, Sweden*

Organised by **Vetenskap & Allmänhet, Sweden**

● Visual Science: Mediating ● Knowledge Through Images

Room: D337

The starting point of this session is the growing importance of images and imaging technologies in a variety of scientific disciplines during the last decades. A new visual culture of science emerges; a wealth of pictures simultaneously dense with information and aesthetically

enchanting. In an attempt to initiate a dialogue around scientific imagery, this session will bring together scholars from the natural sciences and from the humanities and will encourage active participation from the listeners.

Anita Gertiser, *Zürich, Switzerland*: Cinema as Didactic Media in Science Education
Olof Jarlman, *Lund University, Sweden*: Visualizing Medical Knowledge for Laymen and Professionals
Victoria Höög, *Lund University, Sweden*: Merged World Images: From Ancient Maps to Google Earth
Max Liljefors, *Lund University, Sweden*: Information and Meaningfulness in Scientific Visual Culture. Case study: 'Nature'

Organised by **Max Liljefors**, *Lund University, Dept of Art History and Musicology, Sweden*

PARALLEL SESSION 7 FRIDAY 27 JUNE 13.30–14.45

●● Nanotechnology

Room: C233

Nanotechnology is about to enter people's daily lives on a large scale, such as nano-products and medical treatments with nano components. However, voices of concern and risks are being raised, and this session will focus on some of the lessons learned so far. The possible contribution to "upstream engagement" through Web 2.0 will also be discussed.

Deborah Bassett, *University of Washington, United States*: Scientific perspectives on social and ethical issues related to nanotechnology
Luisa Filippini, *University of Aarhus, Denmark*: Communicating Nanotechnology: Opportunities and Challenges
Bettina Hoermann, *University of the West of Scotland, United Kingdom*: Upstream engagement and nanotechnology
Andy Miah, *University of the West of Scotland, United Kingdom*: Upstream Public Engagement, Ethics and Web 2.0
Kristian Hvidtfelt Nielsen, *University of Aarhus, Denmark*: Visual framing of nanotechnology in newspapers

●● From the Scientists' ●● Point of View

Room: E239

Scientists are experiencing new demands since they are being expected to participate more and more in outreach activities. Furthermore, it seems that such an involvement in the popularisation of science can in fact be beneficial for their scientific careers. There are however observations indicating that the so-called deficit model is dominant and that room for dialogue still has to be created in many cases.

Germana Barata, *State University of Campinas, Brazil*: Brazilian scientists' perceptions on publishing papers in the journals Nature and Science and their relation with the media
Richard Holliman, *The Open University, United Kingdom*: Practitioner perspectives on science outreach and public engagement: a focus group study
Caroline Wigren, *Malmö University, Sweden*: Participation in communication and cooperation by Swedish academics
Xiaomin Zhu, *Institute of Policy and Management, CAS, China*: The evaluation of scientist in popularization of science today

●● Science Communicators ●● – Who Are They?

Room: C231

So you want to be a science communicator? This is a session focusing on the practical issues of knowledge, skills and organisation in successful and professional science communication. How PowerPoint has been used for an enormous number of presentations will also be discussed.

Luc Desnoyers, *Université de Québec à Montréal, Canada*: Analysing visual presentations under powerpoint
Jan Dook, *The University of Western Australia, Australia*: Becoming work-ready: practicum experiences of science communication students
Andrea Horvath, *Museum Victoria, Australia*: Young scientists (scholars) and secondary school teenagers (students) Ingredients for a successful, repeatable community engagement project
Nancy Longnecker, *The University of Western Australia, Australia*: A snapshot of science communicators in Australia
Emma Weitkamp, *The University of the West of England, United Kingdom*: Mediating consultation: private sector consultancies engagement in Local Air Quality Management (LAQM) consultation
Chen Weixiao, *Graduate University of Chinese Academy of Sciences, China*: Science Communication Education in Chinese Colleges and Universities



39



THEME 1: EMERGING ISSUES IN SCIENCE
 AND SOCIETY



THEME 2: ENGAGING AND EMPOWERING
 SCIENTISTS AND THE PUBLIC



THEME 3: ASSESSING IMPACTS AND OUTCOMES



THEMES 4: DEVELOPING MEDIA, METHODS,
 AND MEETING POINTS



40

• • Scientists Communicating II

Room: B423

The SARS outbreak in 2003 forced scientists all over the world to communicate with each other in an unprecedented way. This session will cover a wide range of rather odd examples of science communication, such as analyses of the communication of J Craig Venter, the inventor of human genome mapping, and what the Japanese emperor's well-known interest in science means.

Alessandro Delfanti, SISSA, Italy: "What Dr. Venter Did on his Holidays": The Sorcerer II and the public communication of biotechnology

Angela Simone, Circe Project, Italy: Once upon a time there was dissemination. The climate among scientists and communication experts from the CIRCE project

Laura Vargas-Parada, Universidad Nacional Autónoma de México, Mexico: Science communication between scientists: The SARS case

Daisuke Yoshinaga, Waseda University, Japan: The Emperor of Japan as science communicator

• • The Media II

Room: D328

The way the media treat science and scientific news and stories naturally influences the perception of science among their viewers, readers and listeners. This session will focus on experiences concerning media sources, such as press releases, how the media present them and how an artistic installation can contribute to public discussion about the role of the media.

Enio Rodrigo Barbosa Silva, UNICAMP, Brazil: "Love me, love me not: Biotechnology and Contemporaneity" – Thresholds in art and science communication

Kathryn O'Hara, Carleton University, Canada: Single sources: the use of the press release in medical science and health news reporting in Canadian newspapers and television newscasts.

Jing Ouyang, IPG (Beijing) Fiber Laser Technology Co., Ltd, China: Science News Reporting in Chinese Newspapers: a Case Study of Southern Weekend

Juan Antonio Taguenca, Universidad Autónoma Del Estado De Hidalgo, Mexico: The impact of the media in acceptance of new biotechnology as by young university mexican: a case study

• • Science in Society II

Room: E439

The sustainable development of society is dependent on the public's learning and understanding of science. This session presents the current situation in Iran and Russia – countries dealing with specific conditions such as religious values and the need to build everything up almost from scratch. The Russian case focuses on industrial relations, as does one of the two Swedish presentations that also are included in the session.

Sergey Komarov, InformNauka Russian science news agency, Russian Federation: The development of the communication system between science and society in Russia

Maria Lönn, Swedish National Agency for Higher Education, Sweden: Higher Education and cooperation with the surrounding society – a follow up of an evaluation

Ali Paya, national research institute for science policy, Islamic Republic of Iran: Religion Beliefs and Popularization of Science and Technology

Anna Öhrwall Rönnbäck, Linköping University, Sweden: The Result Center for Product Realisation Research: Evaluation of a five-year-initiative 2002–2007

• • Open Access

Room: D337

Making all peer-reviewed research articles and other scientific material accessible to everyone over the internet has its costs and benefits, advantages and disadvantages barriers and opportunities. However, as presenters in this session suggest, there is still some way to go.

Meanwhile, science communication is likely to change as a result of open access, and more commitment to that purpose will be needed from professional communicators.

Jørgen Burchardt, National Museum of Science and Technology, Denmark, Denmark: Barriers to Open Access – why all quality research is not available on the Internet

Jeffery Thomas, The Open University UK, United Kingdom: Using open source material for science communication

• • The Risks of Science Communication – Empirical Investigations on the 'Medialization' of Science

Room: D222

In modern societies, scientific knowledge and media communication have attained great influence. This brings about changes in their relationship that have been conceptualized as a 'medialization' of science. Key assumptions of a 'medialization' are (1) an increasing media attention for scientific issues and (2) an increasing orientation of science towards the media. This session provides results of empirical investigations on the 'medialization' of science. The issue is addressed on three different levels: the presentation of different scientific fields in the media, the implications for scientists and its consequences for science policy. Each talk is followed by a brief comment (5-10min) from an international perspective.

Simone Rödder, University of Bielefeld, Germany: "Medialization" from the point of view of scientists

Arlena Jung and Hans Peter Peters, Research Center Jülich, Germany: "Medialization" of science and its consequences for public legitimacy

Martina Franzen, University of Bielefeld, Germany: Making Science News: the "medialization" of stem cell research in Science and Nature

Organised by **Simone Rödder, University of Bielefeld, Germany**

• • Teaching Science Communication at Tertiary Level – Current Practises

Room E340

This session deals with teaching at tertiary level. After presenters give a brief overview of their teaching practise, the audience will brainstorm a list of other subjects for which they would like teaching insights. Participants will discuss those challenges.

Nancy Longnecker, University of Western Australia

Will Rifkin, University of New South Wales, Australia

Organised by **Nancy Longnecker, University of South Australia**



41

Copenhagen Challenge

Help communicate the global climate crisis!
Work with colleagues from all over the world!

You will be spending the afternoon of June 26 in the Danish capital of Copenhagen. Buses will take you across the beautiful Öresund Bridge from Swedish Malmö to the Danish capital of Copenhagen.

In Copenhagen, the Copenhagen Business School (CBS) will be hosting the program for the afternoon. Dean of Research at CBS, Alan Irwin will welcome you.

The Danish Minister of Climate and Energy, Connie Hedegaard, a former journalist and skilled communicator, will be the keynote speaker, addressing the challenges of climate



change communication. Climate change is very high on the Danish political agenda, as the United Nations Climate Change Conference (COP15) will be held in Copenhagen in November 2009.

CLIMATE CHANGE IS A COMMUNICATION CHALLENGE

Theme for the afternoon is *how to communicate climate change* – the keyword is *communicate*.

Climate change is truly a global issue. It affects the entire world population, and communication of climate issues is therefore a top priority in most countries. Therefore, your advice on communication is needed – your knowledge as a communication professional is in very high demand.

You will work with a specific communication challenge in a small group with colleagues from all over the world, and the recommendations you come up with will be PCST's contribution to the United Nations Framework Convention on Climate Change. All recommendations will also be posted at the PCST website.



The Danish Minister for Climate and Energy, Connie Hedegaard



Tivoli, Copenhagen

DRINKS, FOOD – AND GHOSTS!

In the evening, buses will take you to downtown Copenhagen to the National Museum where you may enjoy well-deserved drinks and food. You will also get acquainted with the ghosts of the great Danish physicist and Nobel Prize winner Niels Bohr (1885–1962), his wife Margrethe Bohr and German physicist Werner Heisenberg. And of course you will have the chance to study Danish history in the exhibitions of the museum.

After the program, you may choose to stroll around Copenhagen, visit the famous Tivoli

Park or return to Malmö. Buses will be returning to Malmö at 21.00, but you can easily stay longer and take a train to Malmö from Copenhagen central station.

COPENHAGEN CHALLENGE WILL GIVE YOU:

- * A chance to expand your network across cultures and professions
- * An opportunity to share your knowledge – both theoretical as well as practical
- * A chance to make a difference for the climate
- * An introduction to an untraditional conference method

Swedish Research Council

RESEARCH COMMUNICATION

FOR DEMOCRACY AND

A SUSTAINABLE SOCIETY

Research communication is, alongside research funding and research policy, one of the three major tasks of the Swedish Research Council.

To create a sustainable society – the greatest challenge humanity has ever faced – we need effective research communication more than ever.

www.vr.se



The Swedish Research Council is a government agency funding basic research of the highest scientific quality in all disciplines. The Swedish Research Council has a national responsibility to support and develop basic research and promote research innovation and research communication. The goal is for Sweden to be a leading nation in scientific research.

THE KAVLI PRIZE

– For Outstanding Scientific Research

This year three outstanding international scientific prizes in the fields of Nanoscience, Neuroscience and Astrophysics – the Kavli Prize www.kavliprize.no – will be awarded for the first time. The winners of the 2008 Kavli prizes was announced in Oslo on May 28 and the prize ceremony will take place in Oslo Concert Hall on September 9. The prizes will be presented to the winners by HRH Crown Prince Haakon. Each prize consists of a scroll, a medal and a cash award of US \$ 1 Million. The Kavli Prize will be awarded bi-annually.

The Kavli Prize is established to recognize outstanding scientific research, honour highly creative scientists, promote public understanding of scientists and their work and foster international cooperation among scientists.

The Kavli Prize is initiated by the US based Kavli Foundation – www.kavlifoundation.org – and its founder Fred Kavli. Mr. Kavli, a Norwegian born US citizen, is an entrepreneur and business leader, innovator and philanthropist dedicated to support research and education that has a long-term impact on the human condition.

Fred Kavli will make a presentation at the plenary session on Wednesday June 25 11.45–12.00

The prizes will be awarded by the Norwegian Academy of Science and Letters – www.dnva.no – in cooperation with the Foundation and the Norwegian Ministry of Research and

Higher Education. The Norwegian Academy is responsible for the entire process leading up to the awarding ceremony.

This year's winners of the Kavli prizes

ASTROPHYSICS:

Maarten Schmidt, *California Institute of Technology, US*
Donald Lynden-Bell, *University of Cambridge, UK*

NEUROSCIENCE:

Sten Grillner, *Karolinska Institutet, Sweden*
Thomas Jessell, *Columbia University, US*
Pasko Rakic, *Yale University, US*

NANOSCIENCE:

Louis E. Brus, *Columbia University, US*
Sumio Iijima, *Meijo University, Japan*

Thanks to kind support from the Kavli Prize, the PCST-10 organisation could announce a number of grants for participation in the PCST-10 conference. The local executive committee for the conference evaluated grant applications and gave priority to applicants from countries outside the OECD area, in particular science journalists and participants with a presentation, oral or poster, from these countries.



Posters

The posters are found in the University Library och the 5th floor in room A 521.

●● Emerging issues in science and society

Dolores Arenas, *Universum, Science Museum of UNAM, Mexico*: The vulnerable groups attention, a compromise of the science centers to building bridges to the future.

Jose Azevedo, *Porto University, Portugal*: Yes to the Science, no to the Scientist

Diana Cazaux, *Universidad Austral, Argentina*: Universities and the dissemination of knowledge generated by them

Craig Cormick, *Biotechnology Australia, Australia*: 2007 – the year everything changed. Public attitudes towards biotechnology

Alina Ligia Dumitrescu, *Institute of World Economy, Romania*: The European Social Model: A bridge between science and society

Helge Jonsson, *Incorema AB/Scientinfo, Sweden*: How to reach your stakeholders

Nico Pitrelli, *International School for Advanced Studies, Italy*: Discourse collision: the failure of the Superconducting Super Collider and the reconfiguration of XXI century technoscience

Andrew Pleasant, *Rutgers University, United States*: Advancing health literacy: An applied approach to making meaning

Fujun Ren, *China Research Institute for Science Popularization, China*: Problems in science popularization towards chinese rural area and the countermeasure study

Emma Weitkamp, *The University of the West of England, Bristol, United Kingdom*: Facilitating discussion about genetic testing with secondary school students

Feng Zhang, *China Association for Science and Technology, China*: The high-tech development and social fairness

●● Engaging and empowering scientists and the public

Leopoldo Benacchio, *INAF, Italy*: "Moon Eclipse 2.0": show me your eclipse!

Astrid Bengtsson, *Universidad Nacional de Cuyo, Argentina*: Conceptions held by Physicists about knowledge transmission and acquisition from science dissemination texts

César Carrillo-Trueba, *Universidad Nacional Autónoma de México, Mexico*: Asymmetries and symmetries in science communication

Anusuya CHinsamy-Turan, *University of Cape Town, South Africa*: Popular science writing: Dinosaurs of Africa

Hiroki Fujii, *Prefectural University of Hiroshima, Japan*: Teacher education program of science based on class-making: A case study of class-making that elementary school teacher cooperated with science museum staff

Karen Hartshorn, *University of Otago, New Zealand*: National Identity as a tool to facilitate engagement and empowerment of scientists, the public and policymakers

Jesper Hermann, *Inst. of Nordic Studies and Linguistics, Denmark*: Some Principles of Science Communication to be derived from William James' "Principles of Psychology"

Dohee Kim, *Ewha Womans Univ. Wise Center, Republic of Korea*: The Power of Well-Trained Intelligence

Mogens Esrom Larsen, *University of Copenhagen, Denmark*: Physical methods applied in mathematics

Jurgita Mikelenaitė, *Coastal Research and Planning Institute, Klaipeda University, Lithuania*: Evaluating an importance of science in local society: does scientific communication exist in the coastal region of Lithuania

Shiho Miyake, *Kochi University, Japan*: Sustainable community development to promote science communication for the public in a natural history museum

Suhas Naik-Satam, *National Centre For Science Communicators, India*: Public Appreciation of Science & Technology

Shoji Ohashi, *University of Tokyo, Japan*: How to design effective website for the science communication?

Tania Perez Bustos, *Universidad Pedagógica Nacional, Colombia*: Contributions to the enhancing of a non formal education proposal in science and technology museums: a view from critical pedagogies and STS studies.

Osamu Sakura, *University of Tokyo, Japan*: The outreach activities for the 10th anniversary of Brain Research Institute (BSI), RIKEN: a case report of public communication of neuroscience in Japan

Guillermo Santamaría, *Ciencia por Libre, Spain*: Science Fair "The Ilusions of the Brain", Barcelona 28th October 2007: an example of what can you do with a little bit of money and several good experiments.

Chiara Saviane, *International School for Advanced Studies, Italy*: Brains in dialogue: Brain science at the service of European citizens

Olga Stepanova, *Göteborg Center for Public Learning and Understanding of Science at Göteborg University and Chalmers University of Technology, Sweden*: Science communication among stakeholders in the Baltic Seas Fisheries Governance Process

Jongsook Won, *WISE(women into science and engineering) center, Republic of Korea*: The role of science teacher at elementary students

Hiromi Yamamoto, *National Museum of Emerging Science and Innovation, Japan*: New training program for science teachers by interactive communication

●● Assessing impacts and outcomes

Júlio Borlido-Santos, *IBMC- Instituto de Biologia Molecular e Celular, Portugal*: Beyond the "classroom pet": laboratory rats as science facilitators

Maria Joao Faceira, *Labtomedica, Portugal*: Main characteristics of documentaries for spreading scientific knowledge

Maria Cristina Junyent, *Ciència en Societat, Fundació, Spain*: Did it work? Evaluation studies in non curricular educational activities

Filippa Kull, *Stockholm Science City, Sweden*: Sweden ScienceNet (SSN)

Ju-Young Min, *National Institute for Supporting Women in S&T, Republic of Korea*: Increasing the Participation of Science Communicators through the NIS-WIST program

●● Developing media, methods, and meeting points

Libia Elena Barajas Mariscal, *Universidad Nacional Autónoma de México, Mexico*: The importance of discourse analysis in the popular science



46



47



Eun Hee Cho, *Chungnam National University, Republic of Korea*: A Community Outreach Plan for a Techno-Industrial Park

Javier Cruz, *National Autonomous University of México, Mexico*: Sucsynth: a method of successive syntheses for science journalists to approach peer reviewed papers

Kostas Dimopoulos, *University of Peloponnese, Greece*: The relationship between Universities and local communities: A study of S&T knowledge communication

Sheila Donegan and Eoin Gill, *CALMAST, Ireland*: Eureka a primary school science magazine

Ellen Geerts, *European University College Brussels, Belgium*: Participation in a government funded Science Week and Science Festival: the do's and don'ts for a university college

Hongtao Han, *Graduate University of Chinese Academy of Sciences, China*: Communication methods transition of sexual knowledge in Chinese youth

Peter Hyldgård, *Technical University of Denmark, Denmark*: Participation of young readers in on-line science journalism

Orest Jarh, *Technical Museum of Slovenia, Slovenia*: Days of science in technical museum of Slovenia

Aquiles Negrete and Tiziana Lanza, *Istituto Nazionale di Geofisica e Vulcanologia, Italy*: Tracking myths to earth education

Bienvenido León, *University of Navarra, Spain*: Telling stories about science. The case study of scientific television documentary in Europe

Hanna Sigga Madslund, *National Research Centre for the Working Environment, Denmark*: Stress: An excellent example of practical science communication

Miock Mun, *Ewha Womans University, Republic of Korea*: Collaboration of university and junior-high school for girl-friendly science education

Anders Norberg, *Skellefteå Kommun, Sweden*: Digital learning objects in biohydrometallurgy in the EC FP6 BioMinE project: Wikis, animations and second life environments.

Elie Ratincx, *Flemish Science Policy Council, Belgium*: Science Communication by the Media in Flanders

Yvonne Robberstad, *Institute of Marine Research, Norway*: Look!

Alfred Rosenberg González, *Instituto de Astrofísica de Canarias, Spain*: Scientific Outreach from the Instituto de Astrofísica de Canarias.

Gabriela Frias, *Dirección General de Divulgación de la Ciencia, Mexico*: Universum Science Museum: a welcoming place for all kinds of people

Natalia Ruiz Zelmanovitch, *Instituto de Astrofísica de Canarias (IAC), Spain*: Public outreach with a telescope under construction: tools and means

Göran Schwanbom, *Journalist, self-employed, Sweden*: The Linnaeus Tower: Underwater Conference Centre for Marine Climate Issues

Olga Stepanova, *Göteborg Center for Public Learning and Understanding of Science at Göteborg University and Chalmers University of Technology, Sweden*: MoleClues: the success of involving of young people into molecular science

Lori Tamura, *Lawrence Berkeley National Laboratory, United States*: ALS science highlights: A leveraged approach

Naoko Yamashina, *National Museum of Emerging Science and Innovation, Japan*: The role and prospect of science museum as meeting place

Excellence in research and popular science communication



Formas – Swedish Research Council for Environment, Agricultural Sciences and Spatial Planning – is a government agency promoting excellence in basic and applied research related to sustainable development.

Formas provides mechanisms for the communication of research results and stimulates public debate on issues of concern, originating from or related to research for sustainable development.

Formas Fokuserar - the Formas focuses pocket book series is an element in the work of Formas to communicate research results. The series is a debate forum in which researchers clarify today's knowledge and debate situation in important social issues.



The Swedish Research Council for Environment, Agricultural Sciences and Spatial Planning

www.formas.se

Huiwon Yoon, *Ewha Womans University, Republic of Korea*: Collaboration of university and local governments to implant scientific cultures in the citizens

Yueyue Zhang, *Graduated University of Chinese Academy of Science, China*: The improvements of Chinese scientific and technological magazines in the period of transition

Hiroyuki Arita-Kikutani, *National Museum of Nature and Science, Japan*: Coloring in pictures at science museum: Facilitating sensitivity toward science in a creative way

Dorthe Margrethe Christensen, *University of Copenhagen, Denmark*: Research communication – the successful way to recruit students?

Anna Maria Fleetwood, *Swedish Research Council, Sweden*: The Planet – a successful communication campaign

Jessica Lindholm, *Malmö University, Sweden*: Open Access to Research Publications from Institutional Repositories

Zhong Qi, *China Research Institute For Science Popularization, China*: Case study on science education of Chinese natural science museums

Brinder Kumar Tyagi, *Vigyan Prasar, India*: Fun with plants in soilless condition: A hands-on experience

Gyungsoo Woo, *Changwon National University, Republic of Korea*: On the regional science and culture popularization programs of Changwon National University



THEME 1: EMERGING ISSUES IN SCIENCE AND SOCIETY



THEME 2: ENGAGING AND EMPOWERING SCIENTISTS AND THE PUBLIC



THEME 3: ASSESSING IMPACTS AND OUTCOMES



THEMES 4: DEVELOPING MEDIA, METHODS, AND MEETING POINTS

Post-conference Programme

Science Communication Training of Trainers Workshop

SATURDAY, 28 JUNE, 09.30–16.30

This workshop is aimed at PCST-10 conference participants who may currently be training scientists for public communication, or who expect to be doing so. It will provide guidance to trainers on preparing scientists for a range of possible interactions with public, policy-makers and media, and on encouraging scientists to reflect on the social, cultural and ethical dimensions of their work.

The workshop is presented by ESConet (European Science Communication Network), which has developed 12 science communication training modules as part of an EU-funded project. These modules cover a variety of issues and situations in public communication of science. They will be available for others to use from June 2008. An outline of the project will be presented in a panel session during the PCST-10 conference.

In this one-day demonstration workshop, a selection of core modules will be covered:

- * Who Are You Communicating With, and Why?
- * Media Writing
- * Talking to the Media

Participants will also be able to choose between

- * Presenting Science on the Web
- * Communicating Risk
- * Talking and Listening in Science

Those registered for the workshop are urged to attend the ESConet panel session during the conference (Friday 27 June 9.00–10.15) in order to ensure the workshop can concentrate on training methods and challenges.

The tutors for the workshop will be: *Prof Steve Miller, University College London; Declan Fahy and Brian Trench, Dublin City University; Dr Ana Coutinho, Gulbenkian Foundation, Lisbon; Dr Elsa Poupardin, Louis Pasteur University, Strasbourg; Dr Aleksandar Višnjevac, Ruđer Bošković Institute, Zagreb.*

Hosted by ESConet. Saturday 28 June 9.30–16.30. Venue to be decided.

Science Festivals all over the world

SATURDAY 28 JUNE, 10.00–14.00

EUSCEA, the European Science Events Association, with almost 70 members in more than 30 countries wants to invite colleagues from all over the world within science festivals and science days to a networking meeting in connection with PCST-10.

The meeting takes place in **Copenhagen, Saturday 28 June**, with the basic objective to get to know each other. We know that science festivals can be found in many places – and we would like to find out if there is an interest for a continuous exchange of best practice and other experiences, e.g. at conferences like PCST.

We expect the post-conference meeting in Copenhagen to be free of charge, but would include a lunch to be paid by each participant.

Organised by EUSCEA. Copenhagen, Saturday 28 June 10.00–14.00. Venue to be decided.

Tourist Information

MALMÖ TOURISM CENTER

Central station

Tel: +46 40 34 12 00 (Mon–Fri 9.00–17.00)

OPENING HOURS:

Mon–Fri 9.00–19.00

Sat–Sun 10.00–16.00

THE OFFICIAL VISITORS GUIDE TO MALMÖ

www.malmo.se/turist/inenglish

MALMÖ TOP ATTRACTIONS

- * Turning Torso
- * Öresund Bridge
- * Around Stortorget
- * The City Hall
- * Lilla Torg
- * Gamla Väster
- * Malmöhus Castle

GUIDED TOUR OF THE SUSTAINABLE CITY MALMÖ

There is a guided tour through the Western Harbour, a city front development on former brownfield land. The new city area is built with the highest ambitions for sustainability and has become an international tourist attraction. The first phase, Bo-01, was built as a European housing exhibition in 2001 and shows integrated solutions for sustainability. The energy concept has provoked a lot of interest: 100 percent locally produced renewable energy proves that the zero carbon dioxide vision is feasible.

Date and time: Friday June 27th at 17.00, after ordinary PCST programme. The tour will last approx. 1 h and 40 min.

For more information and reservation please contact Åsa Hellström, City of Malmö: asa.hellstrom@malmo.se

www.malmo.se/sustainablecity

Maximum number of delegates is 20 people.

WONDERFUL COPENHAGEN TOURIST INFORMATION

4A, Vesterbrogade Copenhagen V. – across the main entrance of Tivoli and close to the central station.

Tel: +45 70 22 24 42 – open (Mon–Fri 10.00–16.30)

OPENING HOURS:

Mon–Sat 9.00–18.00, Sun closed.

THE OFFICIAL VISITORS GUIDE TO COPENHAGEN

www.visitcopenhagen.com

COPENHAGEN TOP ATTRACTIONS

- * The Little Mermaid
- * Tivoli Gardens
- * Amalienborg Palace
- * The National Museum
- * The National Gallery
- * Strøget
- * Canal Tours
- * Round Tower
- * Kronborg
- * The Viking Ship Museum

STOCKHOLM TOURIST CENTRE

Sverigehuset (Sweden House), Hamngatan 27
Entrance Kungsträdgården

Tel: +46 8 508 28 508

OPENING HOURS:

Mon–Fri 9.00–19.00

Sat 10.00–17.00

Sun 10.00–16.00

THE OFFICIAL VISITORS GUIDE TO STOCKHOLM

www.stockholmtown.com

STOCKHOLM TOP ATTRACTIONS

- * Vasamuseet (The Vasa Museum)
- * Skansen (Open-Air Museum)
- * Gamla Stan (The Old Town)
- * Kungliga Slottet (The Royal Palace)
- * Stadshuset (The City Hall)
- * Moderna Museet (Museum of Modern Art)
- * Nationalmuseum (The National Museum of Fine Arts)
- * Millesgården (The Milles Museum)
- * Nobel Museum (The Nobel Museum)



This is PCST

Public communication of science and technology is critical in a world thoroughly interwoven with science and technology. The International Network on Public Communication of Science and Technology (PCST) is a network of individuals from around the world who are active in producing and studying PCST.

The PCST Network hosts international conferences, electronic discussions, and other activities to foster dialogue among the different groups of people interested in PCST, leading to cross-fertilization across professional, cultural, international, and disciplinary boundaries. The PCST Network seeks to promote new ideas, methods, intellectual and practical questions, and perspectives.

PCST Academy

In the closing ceremony of the 2004 PCST conference, it was announced that Barcelona would host the first headquarters of the PCST Academy. The Academy is responsible for the creation of the documentary basis of the Public Communication of Science and Technology network (PCST) and its main task is to draw up reports on particular matters in the field of communication and social understanding of science.

The Academy will additionally look for the necessary resources at an international level to guarantee entrance to the network and its activities of those countries that currently have more difficulties. The network must grow, but it must also represent all the different cultures of the world. Thus science communication must respect different cultural contexts and include the knowledge of all continents.

Scientific Committee

The PCST Scientific Committee has commissioned the Swedish Research Council with organising the conference. During the conference the Scientific Committee will hold a committee meeting.

EXECUTIVE COMMITTEE

Toss Gascoigne, Council for the Humanities, Arts, and Social Sciences, Canberra, Australia

Pierre Fayard, University of Poitiers, France

Vladimir de Semir, Pompeu Fabra University, Barcelona

Marina Joubert, Southern Science and University of Pretoria, South Africa

Hak Soo Kim, Sogang University, Seoul, South Korea

Bruce Lewenstein, Cornell University, Ithaca, New York, USA

OTHER MEMBERS

Rick Borchelt, Genetics & Public Policy Center, Johns Hopkins University, Washington DC, USA

Massimiano Bucchi, University of Trento, Italy

Donghong Cheng, Chinese Association of Science and Technology, Beijing, China

Sook-kyoung Cho, Korea National Science Foundation, Seoul, South Korea

Michel Claessens, European Commission, Brussels, Belgium

Suzanne de Cheveigne, CNRS, Marseille, France

Lisbeth Fog, Colombian Association of Science Journalism, Bogota, Colombia

Winfried Goepfert, Free University, Berlin, Germany

Vasilis Koulaidis, University of Peloponnese, Tripolis, Greece

Luisa Massarani, Fiocruz/Museum of Life, Brazil

Jenni Metcalfe, E-connect Science Communication Consultants, Brisbane, Australia

Steve Miller, University College London, United Kingdom

Manoj Patariya, National Council for Science & Technology Communication, New Delhi, India

Hans Peter Peters, Research Center Juelich, Germany

Kunungnit Pupattanavidul, Naresuan University, Phitsanulok, Thailand

Bernard Schiele, University of Quebec at Montreal, Canada

Julia Tagüeña, Universidad Nacional Autónoma de México; México

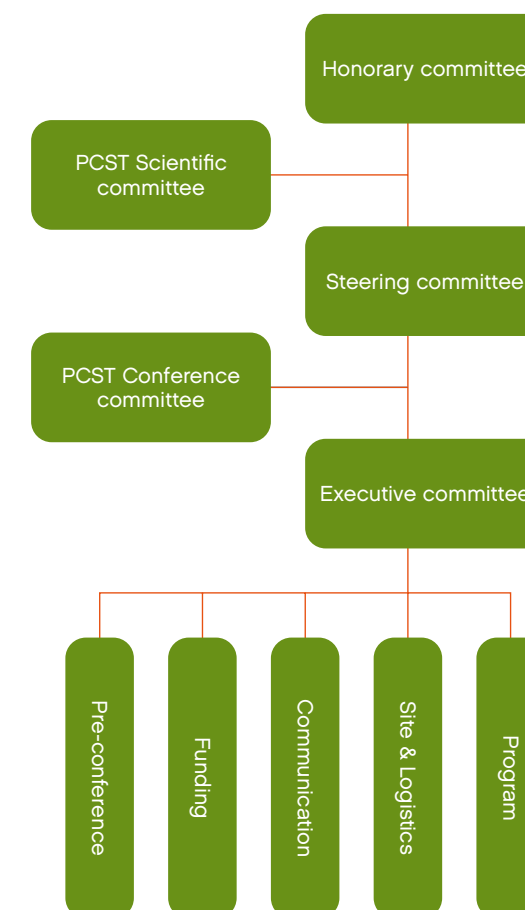
Brian Trench, Dublin City University, Ireland

Lena Wollin, Swedish Research Council, Sweden

PCST-10 Organisation

The organisation for PCST-10 is global, as well as local. The Scientific and Conference Committees of the PCST Network represent the continuity and experiences of the previous conferences, as well as the global outlook for trends, issues and other questions related to the field of "Public Communication of Science and Technology". Locally, the organisation headed by the Swedish Research Council, is responsible for the actual conference.

GLOBAL ORGANISATION LOCAL ORGANISATION



Local Organisation

THE HONORARY COMMITTEE (HC)

Pär Omling, Director-General of Swedish Research Council

Lennart Olausson, Vice-Chancellor of Malmö University

Göran Bexell, Vice-Chancellor of Lund University

Gunnar Öquist, Permanent Secretary of the Royal Swedish Academy

Per Eriksson, Director-General, VINNOVA

Erland Hjelmquist, Secretary-General, FAS

Rolf Annerberg, Director-General, Formas

Göran Blomqvist, Managing Director, The Bank of Sweden Tercentenary Foundation

THE STEERING COMMITTEE (SC)

Lena Wollin, (chair) Director of Communications, Swedish Research Council

Mikkel Bohm, Danish Science Communication

Karin Carlsson, Director of Communications, Uppsala University

Per Hedenqvist, Executive Secretary, Royal Swedish Academy of Sciences

Maud Larsen, Director of Communications, Malmö University

Britt Olofsdotter, Director of Communications, Formas Research Council

Anette Orheim, Director of Communications, Lund University

Solweig Rönström, Director of Communication, Swedish Council for Working Life and Social Research

Bengt Streijffert, Director of Communications, Öresund University

Ylva Sjönell, Director of Communication, VINNOVA

THE EXECUTIVE COMMITTEE (EC)

The executive committee is chaired by **Birgitta Myrman**, Deputy Director of communications at the Swedish Research Council. **Jan Riise**, Project Coordination, Swedish Research Council



**THE PROGRAMME COMMITTEE**

Ilan Chabay professor in Public Learning and Understanding of Science at Göteborg University and Chalmers university of Technology, is chairman of the local Programme Committee.

Jan Riise, Programme Coordinator, Swedish Research Council.

OTHER MEMBERS ARE:

Gunnar Bjursell, Göteborg University

Anna Gislén, Lund university

Maja Horst, Copenhagen Business School

Eva Krutmeijer, Swedish Research Council

Erik Huss, Royal Swedish Academy of Sciences

Camilla Modéer, Vetenskap & Allmänhet

Gabriella Norlin, Swedish Research Council

Marie Rådbo, Göteborg University

Carl J Sundberg, Karolinska Institutet

Peter Sylwan, Lund university

Thomas Tydén, Dalarna Research Council

OTHER WORKING GROUPS AND COMMITTEES

The site and logistics committee: **Ann-Sofie Olsson**, Malmö University and **Marlene Truedsson**, Swedish Research Council.

The communication committee: **Kristina Sundbaum**, **Annakarin Svenningsson**, **Karin**

Meibrink, Marlene Truedsson, Swedish Research Council, **Anna Gislén**, Lund University, **Hanna Holm**, Malmö University, **Jan Riise** and **Erik Hagbard Couchér**, Swedish Research Council, Art Director.

Global Organisation**THE PCST SCIENTIFIC COMMITTEE (EXECUTIVE)**

Toss Gascoigne, Council for the Humanities, Arts, and Social Sciences, Canberra, Australia

Pierre Fayard, Univ. of Poitiers, France

Vladimir de Semir, Pompeu Fabra University, Barcelona

Marina Joubert, Southern Science and University of Pretoria, South Africa

Hak Soo Kim, Sogang University, Seoul, South Korea

Bruce Lewenstein, Cornell University, Ithaca, New York, USA

THE PCST CONFERENCE COMMITTEE

The Conference Committee, consisting of ten persons, is chaired by **Brian Trench**, Dublin City University, Ireland.

ENTRANCE LEVEL: 1st FLOOR

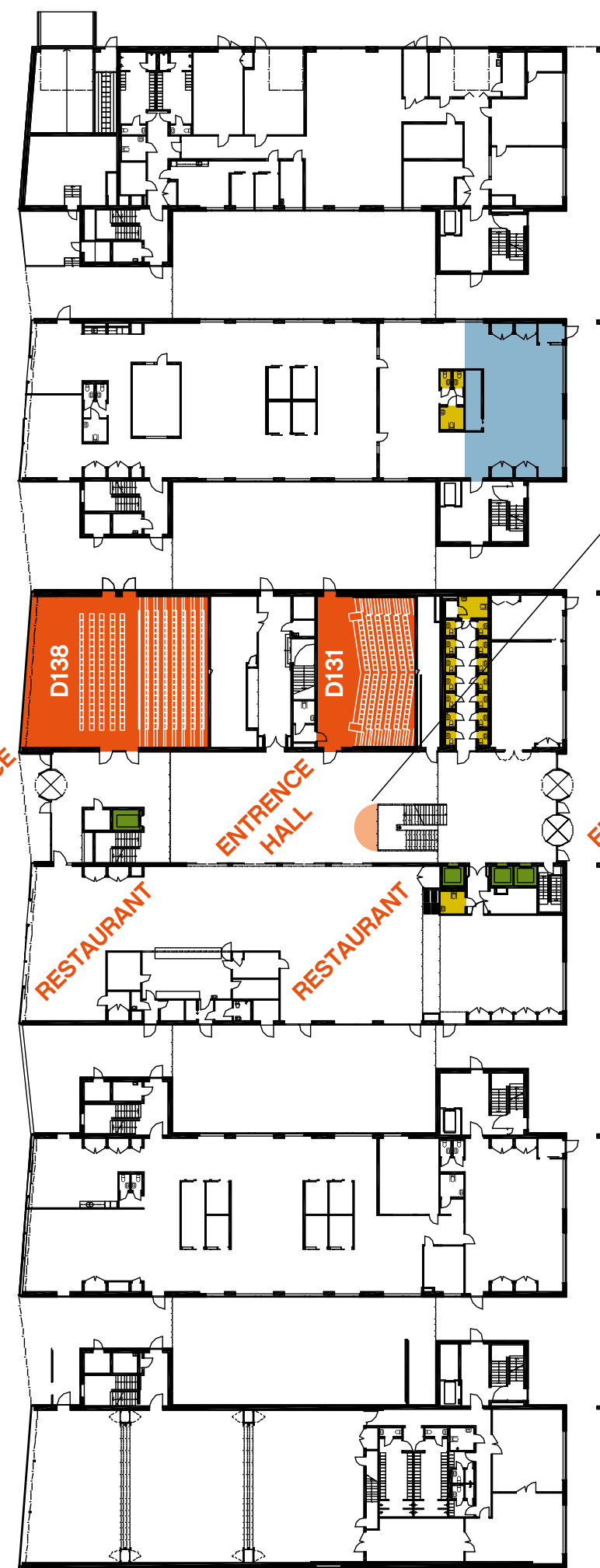
Dock

Dock

ENTRANCE

ENTRANCE HALL

ENTRANCE



Nordenskiöldsgatan

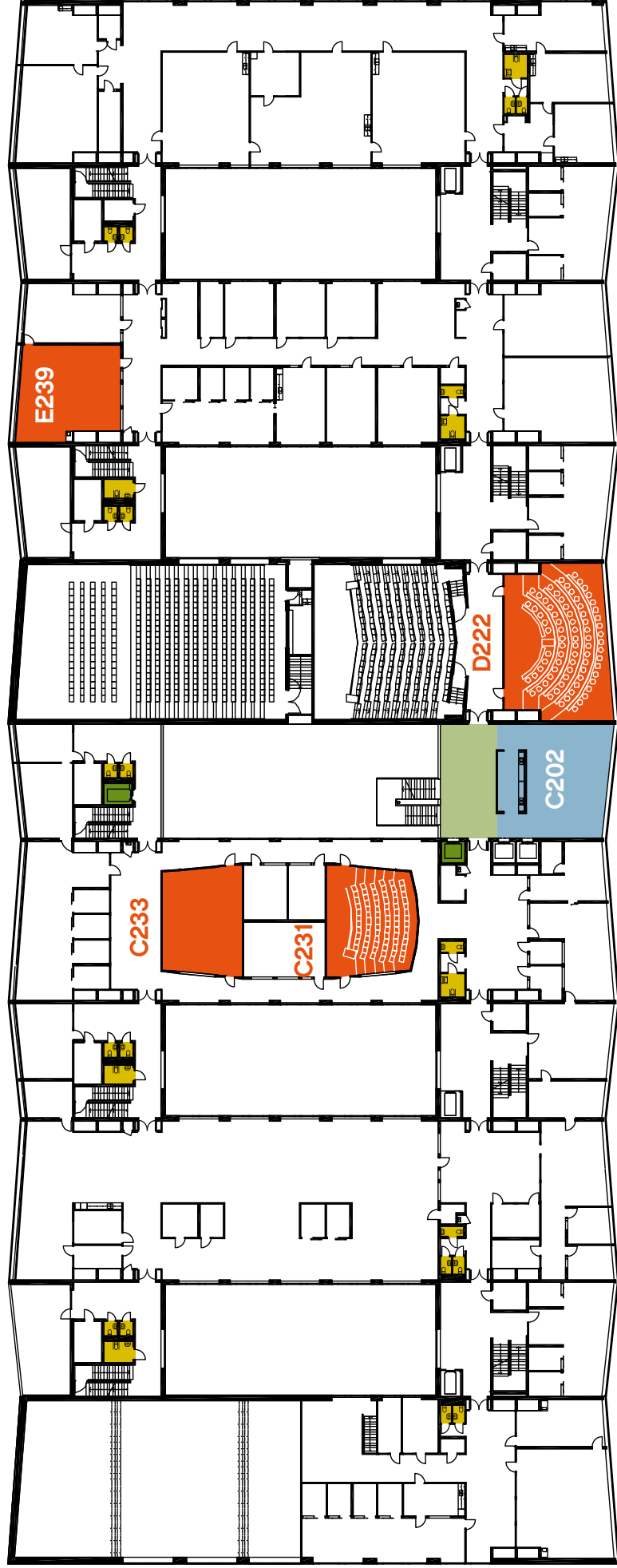




2nd FLOOR

Dock

Dock



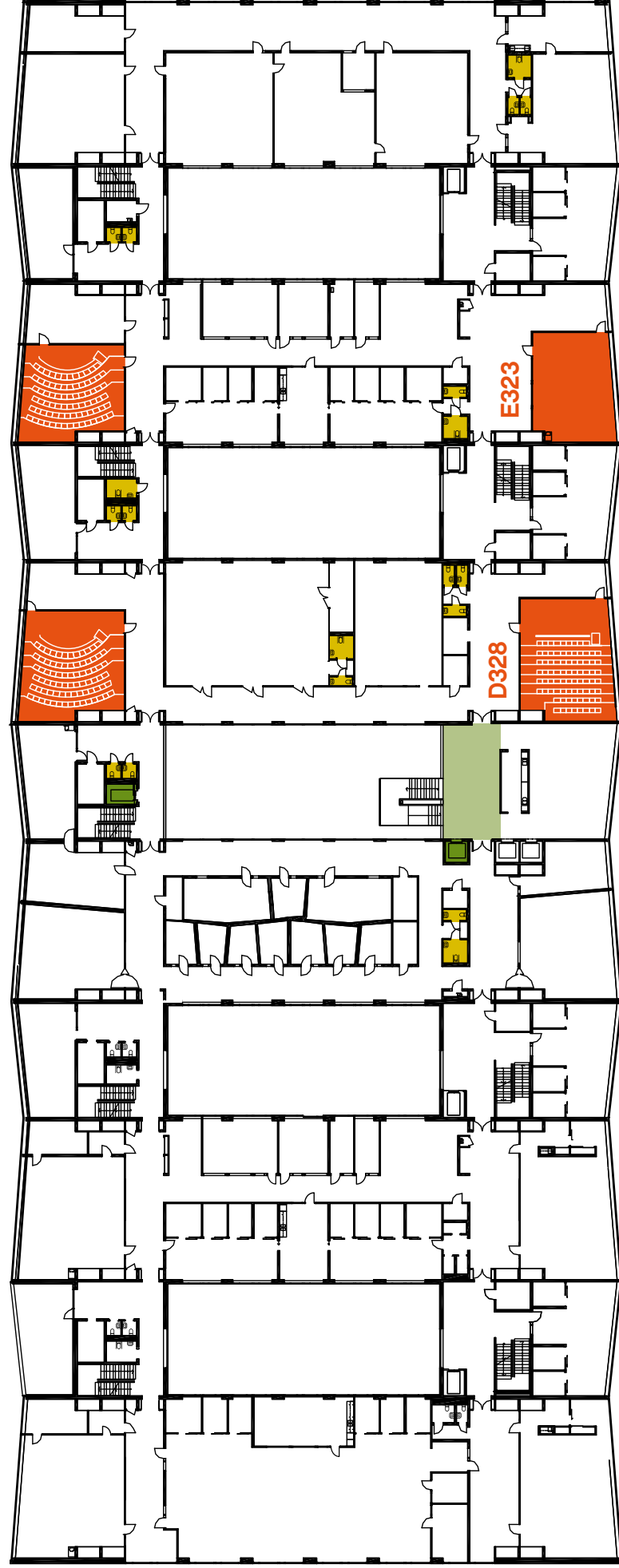
- PCST MAIN PARTNERS EXHIBITION AREA
- SESSIONS
- COAT CHECK
- LIFT
- W.C.

Nordenskiöldsgatan

3rd FLOOR

Dock

Dock



- SESSIONS
- PCST MAIN PARTNERS EXHIBITION AREA
- LIFT
- W.C.

Nordenskiöldsgatan



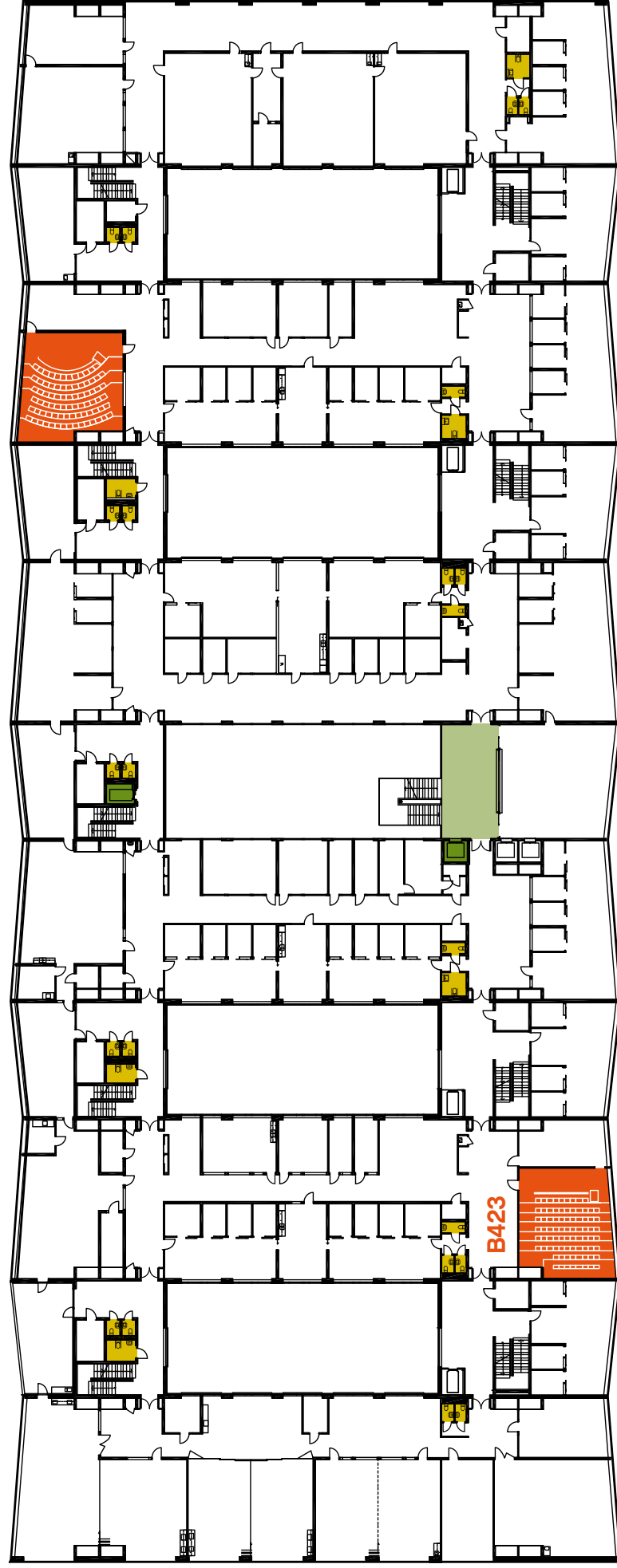


4th FLOOR

Dock

Dock

E439



B423

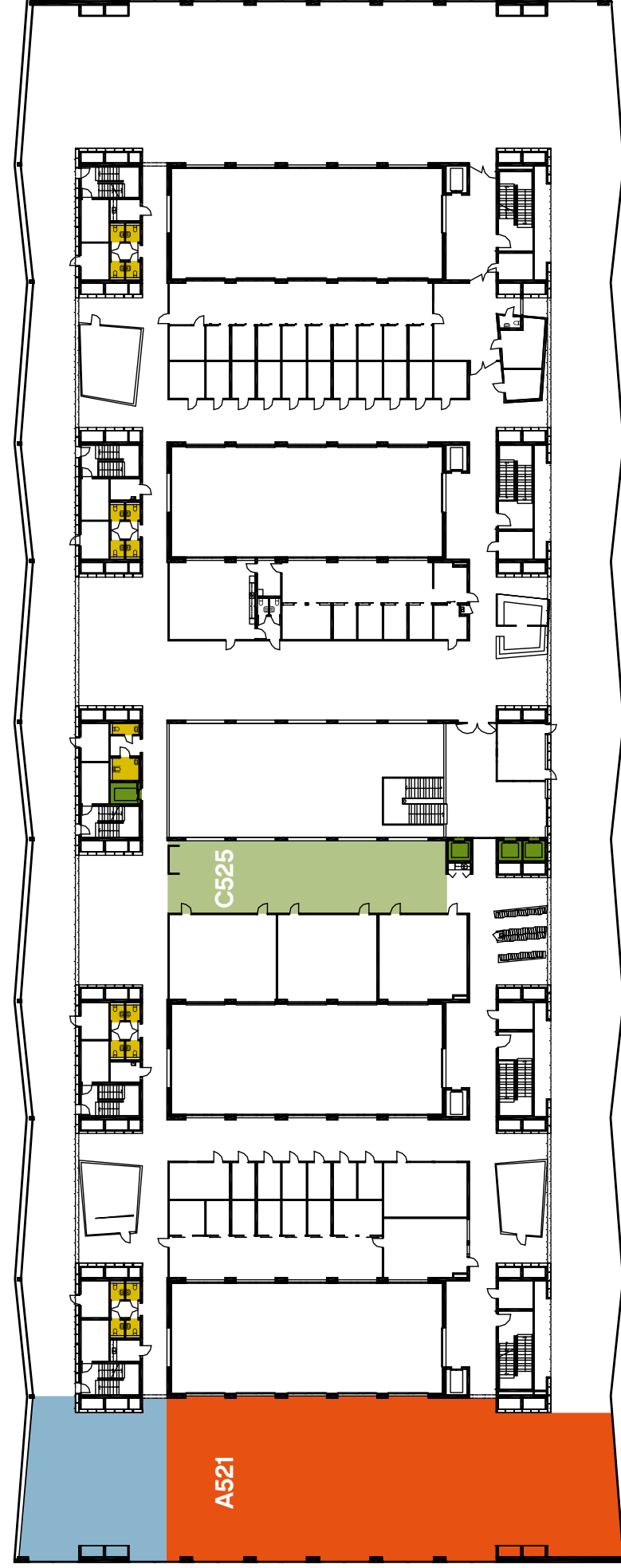
- SESSIONS
- PCST MAIN PARTNERS EXHIBITION AREA
- LIFT
- W.C.

Nordenskiöldsgatan

5th FLOOR

Dock

Dock



A521

C525

- POSTERS
- WELCOME RECEPTION
- EXHIBITION AREA
- LIFT
- W.C.

Nordenskiöldsgatan



[illegible]



PCST-10
25-27 June 2008
Malmö • Lund • Copenhagen