



## Program PCST Conference 2020+1

### Parallel sessions

Monday, 24 May 2021

Session A: 13:45 - 15:00 BST

#### Session A -- Option 1: Individual paper

*Theme:* Science communication & COVID

*Chair:* Ana Claudia Nepote

1139	Public understanding of the mathematical aspects of the COVID-19 pandemic	Ayelet Baram-Tsabari	<i>Israel</i>
1147	Health authorities' health risk communication with the public during pandemics: a rapid scoping review	Siv Hilde Berg	<i>Norway</i>
1150	Rapid reaction: Science Media Center Germany and its response to the COVID-19 outbreak	Irene Broer	<i>Germany</i>
1153	How citizens make sense of Covid-19 and the practice of communicating science	Frank Kupper	<i>Netherlands</i>
1151	Narrative analysis about facemask wearing at the COVID-19 time: perceptions of a basic tool with significant socio-cultural implications	Lucia Martinelli	<i>Italy</i>

#### Session A -- Option 2: Individual paper

*Theme:* Science communication research

*Chair:* Heather Doran

1082	Quantitative approaches to complement understanding in science communication activities	Rodolfo Bezzon	<i>Brazil</i>
1034	Science communication research: Results from an empirical field analysis	Alexander Gerber	<i>Germany</i>
996	Exploring trends and themes of science communication using probabilistic topic modelling: Four decades of Science Communication	Rikki Lee Mendiola	<i>Philippines</i>
819	The cancer pill controversy on Facebook: the clash between scientific authority and patient experience	Marina Ramalho e Silva	<i>Brazil</i>
779	Science and expertise under fire: the emerging threat of censorship	Esa Välvirronen	<i>Finland</i>

## Session A -- Option 3: Insight talk

*Theme:* Visual science communication

*Chair:* Sara Yeo

993	Fun with Electromagnetism and Art: The role of a museum exhibition in the formation of educators for scientific communication	Matheus Barros	<i>Brazil</i>
689	Science Engagement Through Videos	João Cardoso	<i>Portugal</i>
681	Space researchers as comic heroes	Ulrike Kastrup	<i>Switzerland</i>
963	Cambridge Shorts: Turning excellent research into engaging films	Diogo Gomes	<i>Germany</i>
576	"Photograph 51": Science Communication in Contemporary Theater	Constantinos Morfakis	<i>Greece</i>
1050	The Story of John Edmonstone, Darwin's Teacher	Padraig Murphy	<i>Ireland</i>
813	Crossing the Boundaries and Re-Inventing Science Communication: The "Prisma Magazine" case study	Manolis Patiniotis	<i>Greece</i>
882	Becoming artists to meet science	Pierluigi Paolucci	<i>Italy</i>

## Session A -- Option 4:

## Session A -- Option 5: Roundtable discussion

959	Journeys of Engagement: When do scientists take ownership of public engagement?	<i>Chair:</i> Francesca Gale	Wellcome Genome Campus	<i>United Kingdom</i>
		Kenneth Skeldon	Wellcome Genome Campus	<i>United Kingdom</i>
		Agnes Szmolenszky	European Molecular Biology Laboratory (EMBL)	<i>Germany</i>
		Emma Clarke	ADAPT Centre	<i>Ireland</i>
		Edward Duca	University of Malta	<i>Malta</i>

Session A -- Option 6: Linked papers

568 Attitudes to Science in 144 countries - re-examining the Wellcome Global Monitor of 2018

*Chair:* Martin W Bauer London School of Economics and Political Science *United Kingdom*

Luke Yuh-Yuh Li National Sun Yat-sen University *Taiwan*

Bankole Falade Stellenbosch *South Africa*

Carmelo Polino Centro Redes (Argentina) and University of Oviedo (Spain) *Argentina*

Ahmet Suerdem Istanbul Bilgi University *Turkey*

Petra Pansegrau Bielefeld University *Germany*

Session A -- Option 7: Roundtable discussion

838 How to foster scientific culture in the public: the role of academic journals

*Chair:* Fujun Ren National Academy of Innovation Strategy, CAST *China*

*Chair:* Bernard Schiele University of Quebec in Montreal *Canada*

Emma Weitkamp University of the West of England *United Kingdom*

Hans Peter Peters Research Center Jülich, Free University Berlin *Germany*

Zhengfeng Li Tsinghua University *China*

Session A -- Option 8: Roundtable discussion

863 Communicating the dangers of pseudoscience: a global challenge

*Chair:* Natalia Pasternak University of Sao Paulo, Instituto Questão de Ciência *Brazil*

Michael Marshall Good Thinking Society *United Kingdom*

Angela Bearth ETH, Institute for Environmental Decisions, Zürich *Switzerland*

Raymond Hall California State University, Fresno *United States*

Tuesday, 25 May 2021

Session B: 08:30 – 09:45 BST

Session B -- Option 1: Individual paper

*Theme:* Science communication in developing regions

*Chair:* Jenni Metcalfe

1041	The Challenge of Science Communication in Thailand: past, present and future	Saowanee Chinnalong	<i>Thailand</i>
678	Review of 70 Years Development of Science Communication in China: From the Perspective of Policy and Governance	Guangbin Liu	<i>China</i>
1056	When Scicom meets Devcom: Communicating science using the Devcom lens and what we can learn from it	Garry Jay Montemayor	<i>Philippines</i>
946	Communicating science in developing contexts: the Philippine perspective	Kamila Navarro	<i>Philippines</i>
757	Growing science communication in developing regions	Graham Walker	<i>Australia</i>

Session B -- Option 2: Individual paper

*Theme:* Measuring, evaluating and assessing PCST

*Chair:* Alexander Gerber

554	Populism towards science: What it is and how it can be measured	Niels G. Mede	<i>Switzerland</i>
791	Developing a Methodological Tool to Analyze and Evaluate the Design of Science Festival Activities: Theoretical considerations and practical implications	Elpiniki Pappa	<i>Greece</i>
562	Beyond the deficit model: Non-paternalistic knowledge communication as responsible concept of mainstream PCST	Hans Peter Peters	<i>Germany</i>
688	CRISPRcas9: Ontology of the Gene and the Politics of Science-Society Conversations	Esha Shah	<i>Netherlands</i>
936	Knowing what you don't know: Does explaining a science article affect Individuals' assessment of their own and scientists' knowledge?	Nina Vaupotic	<i>Germany</i>

## Session B -- Option 3: Insight talk

*Theme:* Communicating about environmental issues

*Chair:* Lloyd Davis

869	YouTube influencers against climate change: How civil society and new forms of science communication are challenging the German government	Joachim Allgaier	<i>Germany</i>
657	Communicating (African) biodiversity through capulanas	Rita Campos	<i>Portugal</i>
1002	Science Communication for Just Transition - Strategies and Challenges of Petrochemical Fenceline Communities in Kaohsiung, Taiwan	Wen-Ling Hong	<i>Taiwan</i>
879	Co-creation of Stories in Sound - Aotearoa New Zealand	Nancy Longnecker	<i>New Zealand</i>
977	Integrating new technology and local practice in designing a communication tool	M.E. Rottink	<i>Netherlands</i>
699	I Am Ocean: Redefining Narrative Ownership in Science Communication	Gianna Savoie	<i>New Zealand</i>
647	Is Science "Awesome"?: Reframing the Use of Awe in Science Communication	Daniel Silva Luna	<i>New Zealand</i>
956	Sustainability as Cognitive Friction: A narrative approach to understand moral dissonance of sustainability and harmonization strategies	Franziska Weder	<i>Australia</i>

## Session B -- Option 4: Roundtable discussion

618 Science communication studies: where are we now?

*Chair:* Massimiano Bucchi    Università di Trento    *Italy*

Massimiano Bucchi    Università di Trento    *Italy*

Brian Trench    DCU    *Ireland*

Maja Horst    DTU    *Denmark*

Julia Metag    University of Muenster    *Germany*

Germana Barata    State University of Campinas-  
Unicamp    *Brazil*

Session B -- Option 5: Roundtable discussion

693 Three principles from the book *Communicating Science. A Global Perspective*

*Chair:* Michelle Riedlinger Queensland University of Technology *Australia*

Toss Gascoigne Australian National University *Australia*

Bernard Schiele UQAM *Canada*

Margaret Kaseje Professor & Director of Research and Programmes, Tropical Institute of Community Health and Developm *Kenya*

Joan Leach Australian National University

Session B -- Option 6: Linked papers

662 Act Now: Is the time for science communication about climate change over, or just beginning?

*Chair:* Laura Fogg-Rogers University of the West of England, Bristol *United Kingdom*

Laura Fogg-Rogers University of the West of England *United Kingdom*

Rhian Salmon Centre for Science in Society, Victoria University of Wellington *New Zealand*

Margarida Sardo University of the West of England, Bristol *Portugal*

Session B -- Option 7: Demonstration

841 How to Deal with Growing PETs? Co-Creating Guidelines for European Public Engagement Trainings

*Chair:* Ken Skeldon Head of Public Engagement, Wellcome Genome Campus, Cambridshire *United Kingdom*

Annette Klinkert European Science Engagement Association, EUSEA *Germany*

Kenneth Skeldon Wellcome Genome Campus *United Kingdom*

Edward Duca Head of Public Engagement, Malta University *Malta*

828 Educating science communicators in / after the COVID era

*Chair:* Anusuya Chinsamy-Turan University of Cape Town *South Africa*

Frans van Dam Utrecht University *Netherlands*

Marina Joubert Stellenbosch University *South Africa*

Andy Ridgway UWE Bristol *United Kingdom*

Tuesday, 25 May 2021

Session C: 10:00 – 11:15 BST

### Session C -- Option 1: Individual paper

*Theme:* Diversity, inclusiveness and transformation

*Chair:* Toss Gascoigne

814	Science communication Herstories: diversity and inclusiveness. Some reflections on the Greek case between 1970s-1980s.	Evangelia Chordaki	<i>Greece</i>
974	Science camps overlooked: a 50-year old science communication practice	Hannah Dalgleish	<i>United Kingdom</i>
812	Between transmitting knowledge and rethinking science in society: practices and visions emerging from Research Institutes' online communication. A survey within the Italian National Research Council.	Valentina Grasso	<i>Italy</i>
816	Transforming astrobiology research and innovation: embedding an ethos of engaged research	Richard Holliman	<i>United Kingdom</i>
614	Tracing the emergence and the development of Science Communication in a small island nation	Zi Zhao Lieu	<i>Singapore</i>

### Session C -- Option 2: Individual paper

*Theme:* Science news, media and facts

*Chair:* Sarah Davies

660	Comparing Journalistic and Social Media Uptake of Articles Published by The Conversation Africa	Lars Guenther	<i>Germany</i>
809	What news from the sea? Assessing the presence of marine issues in the Portuguese quality press over time	Bruno Pinto	<i>Portugal</i>
821	What analyzing fact checks can teach us about science communication	Gudrun Reijnierse	<i>Netherlands</i>
682	Gene drive technology in the UK, US and Australian press: Exploring tensions between responsible research and responsible science communication	Aleksandra Stelmach	<i>United Kingdom</i>
563	From Food to Politics: Representations of genetically modified organisms in cartoons on the Internet in China	Lingfei Wang	<i>China</i>



### Session C -- Option 3: Insight talk

*Theme:* Science learning through courtrooms, schools, poetry, theatre and more

*Chair:* Marcel Jaspars

817	Communicating science in the courtroom	Heather Doran	United Kingdom
781	How to bring Immunology to schools - a best practice report for a school lab	Elisabeth Jurack	Germany
808	Combining poetry and science to walk through geological time	Fergus McAuliffe	Ireland
589	Integrated STEAM approaches for communicating science in informal learning environments	Joseph Roche	Ireland
834	Engagement interdisciplinary approaches in STEAM : Learning Science Through Theater	Menelaos Sotiriou	Greece
569	How to bring 60 nerds together on a stage?	Veli Vural Uslu	Germany
918	Discussable complexity in science communication through form language	Maarten van der Sanden	Netherlands
708	Second star to the right: a cultural project connecting art, tourism, history and astronomy	Alessandra Zanazzi	Italy

### Session C -- Option 4: Demonstration

1108 From the Magic of Science to the Science of Magic. Past, present and (blended) future.

*Chair:* Fernando Blasco Universidad Politécnica de Madrid Spain

Fernando Blasco Universidad Politécnica de Madrid Spain

Miquel Duran Universitat de Girona Spain

Silvia Simon Universitat de Girona Spain

### Session C -- Option 5: Demonstration

1019 Five studies, five ways: Transforming youth engagement through co-created infographics, factsheets, comics, videos and songs

*Chair:* Robert Inglis The Yazi Centre for Science and Society in Africa South Africa

Robert Inglis The Yazi Centre for Science and Society in Africa South Africa

Hannah Keal Africa Health Research Institute South Africa

Nomathamsanqa Majozi Africa Health Research Institute South Africa

## Session C -- Option 6: Linked papers

975 Public communication of research institutes compared across countries

<i>Chair:</i> Marta Entradas	LSE	<i>United Kingdom</i>
Marta Entradas	LSE	<i>United Kingdom</i>
Martin Bauer	LSE	<i>United Kingdom</i>
John Besley	Michigan State University	<i>United States</i>
Giuseppe Pellegrini	Observa Science in Society	<i>Italy</i>
Asako Okamura	Senior Research Fellow, National Institute of Science and Technology Policy (NISTEP)	<i>Japan</i>

## Session C -- Option 7: Linked papers

943 Time and transformations in practices and cultures of science communication

<i>Chair:</i> Michelle Riedlinger	Queensland University of Technology	<i>Australia</i>
Kristian H. Nielsen	Aarhus University	<i>Denmark</i>
Arko Olesk	Tallinn University	<i>Estonia</i>
Dmitry Malkov	ITMO University	<i>Russia</i>
Fred P. Balvert	Erasmus University Medical Centre	<i>Netherlands</i>

## Session C -- Option 8:

Tuesday, 25 May 2021

Session D: 14:15 – 15:30 BST

Session D -- Option 1: Individual paper

*Theme:* Science communication & COVID: celebrities and trust

*Chair:* Sarah Davies

1136	Sports fans' science knowledge is relevant to their stance on COVID-19 guidelines, but only if they don't care who wins	Ayelet Baram-Tsabari	<i>Israel</i>
1159	'Visible' but not yet 'Celebrities': The case of Indian Scientists during COVID19	Siddharth Kankaria	<i>India</i>
1134	"Trust this expert, because he is an university professor": A Content Analysis of the mediation of epistemic trustworthiness in German online reporting on Covid-19	Petra Pansegrau	<i>Germany</i>
1152	(Re)Turn to trusted experts and traditional media? Communication behaviour and science attitudes during the pandemic in Germany, Italy and Sweden	Barbara Saracino	<i>Italy</i>
1133	Trust in science and expertise during the COVID-19 crisis in Finland	Esa Väliverronen	<i>Finland</i>

Session D -- Option 2: Individual paper

*Theme:* Connecting history through time to the present

*Chair:* Maarten van der Sanden

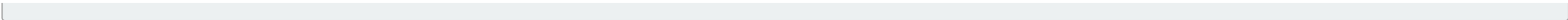
920	Time inside the Dome: How astronomical time is depicted and communicated in planetarium sessions	Joana Marques	<i>China</i>
934	Using (and abusing) historical time in science communication	Harriet Palfreyman	<i>United Kingdom</i>
941	Electric dreams: putting past science communication approaches to work in the present	James Sumner	<i>United Kingdom</i>
1096	But does it work? Evaluation, effectiveness and the history of health communication	Elizabeth Toon	<i>United Kingdom</i>
591	Personalities, publics and places in 19th century science popularisation	Brian Trench	<i>Ireland</i>

Session D -- Option 3: Individual paper

*Theme:* Scientists, discourse, controversy and trust

*Chair:* Germana Barata

1020	Landscaping Overview of North American Science Communication Fellowship Programs	Nichole Bennett	<i>United States</i>
1063	Assessing the landscape for Public Communication of Science curriculum among Canadian undergraduate programs in the natural sciences.	Adam Oliver Brown	<i>Canada</i>
1071	Thinking Long-Term About Public Controversies	Angela Cassidy	<i>United Kingdom</i>
609	Citizen Scientists in Chinese Knowledge-Sharing Networks: Reconstruction of Discourse Authority of Scientists	Zheng Yang	<i>United Kingdom</i>
947	Ensuring trust in science - Why perceived motives and the motivation of researchers are important in science communication?	Ricarda Ziegler	<i>Germany</i>



## Session D -- Option 4: Insight talk

*Theme:* More inclusive science communication

*Chair:* Ana Claudia Nepote

794	Science, theatre and diversity: the performing arts as a strategy for female empowerment	Carla Almeida	<i>Brazil</i>
822	Nothing in biology (communication) makes sense except in the light of evaluation - The evolution of the Darwin Day	Christina Claussen	<i>Germany</i>
663	Catch 22 - improving visibility of women in science and engineering for both recruitment and retention	Laura Fogg-Rogers	<i>United Kingdom</i>
692	Science for Everyone	Francesca Gale	<i>United Kingdom</i>
704	Collaboration vs competition: improving public engagement with research through the ScotPEN Wellcome Engagement Award	Becky Hothersall	<i>United Kingdom</i>
724	Preaching to the choir? Science communication and the audiences not reached	Christian Humm	<i>Germany</i>
683	Science capital and the justice system	Oceane Laisney	<i>United Kingdom</i>
579	Transforming cultures: What can science communicators take from gender equality schemes such as Athena SWAN?	Clare Wilkinson	<i>United Kingdom</i>

## Session D -- Option 5: Insight talk

*Theme:* Science communication innovations: Magic, games, escape rooms and more

*Chair:* Luz Helena Oviedo

1072	Science, Magic, and Mystery of Time	Miquel Duran	<i>Spain</i>
894	Twenty years of research in science communication: challenges and transformations	Susana Herrera	<i>Mexico</i>
1058	Applying the Structure of Magic to Science Communication	Jose Ilic	<i>Chile</i>
887	Interactive Youth Science Workshops benefit student participants and graduate student mentors	Pallavi Kompella	<i>United States</i>
584	Is it time to escape? Examining "Escape Rooms" as science communication interventions	Hannah Little	<i>United Kingdom</i>
752	Lab Enigmas: Immersive games to communicate science	María Eugenia Lopez	<i>Argentina</i>
971	Escaping the choir - STEM escape rooms as a tool for broader engagement.	Amanda Mathieson	<i>Ireland</i>

Session D -- Option 6: Roundtable discussion

853	A Foundation, not an afterthought: diversifying training models to transform science communication education worldwide		
		<i>Chair:</i> Kitty Gifford	Consultant <i>United States</i>
		<i>Chair:</i> Bruce Lewenstein	Cornell University <i>United States</i>
		Mark Sarvary	Cornell University <i>United States</i>
		Merryn McKinnon	Centre for the Public Awareness of Science, Australian National University <i>Australia</i>
		Alexander Gerber	Rhine-Waal University, Germany and Institute for Science & Innovation Communication (inscico) <i>Germany</i>
		Fabien Medvecky	University of Otago <i>New Zealand</i>

Session D -- Option 7: Roundtable discussion

722	What can science communicators learn from national public opinion surveys		
		<i>Chair:</i> Sara Yeo	University of Utah <i>United States</i>
		<i>Chair:</i> Marta Entradas	Instituto Universiario de Lisboa (ISCTE) <i>Portugal</i>
		John Besley	Michigan State University <i>United States</i>
		Julia Metag	University of Münster <i>Germany</i>
		Martin Bauer	London School of Economics <i>United Kingdom</i>
		Luisa Massarani	Fundação Oswaldo Cruz <i>Brazil</i>

788 Making PCST conferences as inclusive and diverse as possible

<i>Chair:</i> Liesbeth de Bakker	Science communication lecturer, Utrecht University	<i>Netherlands</i>
Sook-kyoung Cho	Gwangju National Science Museum, Gwangju	<i>Korea, South</i>
Esha Shah	Water Management Resources, Wageningen University	<i>Netherlands</i>
Kim Waddilove	Communications Officer SANTHE, Durban	<i>South Africa</i>
Karina Omuro Lupetti	Project Olhares, Federal University of Sao Carlos	<i>Brazil</i>
Mohamed Elsonbaty Ramadan	Freelance Science Journalist and Science Communicator	<i>Egypt</i>

Tuesday, 25 May 2021

Session E: 15:45 – 17:00 BST

Session E -- Option 1: Individual paper

*Theme:* Science communication & COVID: uncertainty, responsibility and trust

*Chair:* Ayelet Baram-Tsabari

1132	Communicating scientific uncertainty during COVID-19: Investigating the use of preprint research by digital media outlets	Alice Fleerackers	Canada
1170	Vaccine Hesitancy Communication during a Global Pandemic: A Case Study of Vaccination Hesitant Facebook Pages during the 2020 COVID-19 Pandemic	Samantha Fowler	Canada
1168	The raise and the fall of a rockstar epidemiologist in Mexico	Gabriela Frias Villegas	Mexico
690	Who are "we"? Negotiating public health authority and citizen responsibility in British Columbia's COVID-19 communication	Philippa Spoel	Canada
1154	Demand for Trustworthiness Information from Science Communicators	Leigh Anne Tiffany	United States

Session E -- Option 2: Individual paper

*Theme:* Science and pseudoscience online and in the mass media

*Chair:* Martin W Bauer

840	The Journalist as Philosopher of Technology: Nicholas Carr as Case Study	Declan Fahy	Ireland
612	Science news websites as mediators between scientists and the public	Avshalom Ginosar	Israel
854	Threat without efficacy? Transforming coverage to engage the public during vector-borne disease emergence	Linda J. Pfeiffer	United States
643	Pseudoscience communication in mass media: Science communication emulation or mass media paradigm?	Alexandre Schiele	Canada

Session E -- Option 3: Individual paper

*Theme:* Politics, public perspectives and the science brand

*Chair:* Hans Peter Peters

1165	Science Communication and Political Divides in the U.S.	Cary Funk	United States
885	Who should have a say? Public perspectives of regulation and policy development surrounding human genome editing	Claire Holesovsky	United States
1145	No trust, no interest: Mexican farmers' perceptions of Covid-19 and Scientists' role in society	Lourdes Mateos Espejel	Mexico
986	Unpacking the	Todd Newman	United States
1117	Revisiting MythBusters: Television, Time, and the Ongoing Story of Science	Ben Riggs	United States



## Session E -- Option 4: Insight talk

*Theme:* Science communication, COVID and genomics

*Chair:* Marcel Jaspars

551	Gene drive, public engagement and communication : Hype and lobbying	Christophe Boete	<i>France</i>
1172	Communicating Science in the Making: Science and Society in the Time of Pandemics	César Carrillo Trueba	<i>Mexico</i>
1162	Managing the first wave of Covid-19 pandemic in Greece: Communication, Epistemic Uncertainty and Expertise.	Evangelia Chordaki	<i>Greece</i>
686	Personal and social implications of genomic knowledge	Lucia Martinelli	<i>Italy</i>
1141	The humanistic story of COVID-19: Communicating the complexity and science of COVID-19 and global health surveillance through innovative digital, new media approaches	Susan Rauch	<i>United States</i>
1167	Brave Zoom World: Exploring engaged research in a strange, new, physically distanced world	Virginia Thomas	<i>United Kingdom</i>
1155	"We don't know yet, but that's quite usual!" A Qualitative Content Analysis of the Representation of Scientific Uncertainty in German Online Reporting on Covid-19	Tobias Tönsfeuerborn	<i>Germany</i>
1163	University engagement in the Covid-19 Pandemic: the experience of the Communication Office for Outreach and Culture of the University of Campinas in Brazil	Gabriela Villen	<i>Brazil</i>

## Session E -- Option 5: Insight talk

*Theme:* Participation, practices and purpose

*Chair:* Andrew Pleasant

1005	The Pleasure of Pursuit	Autumn Brown	<i>Ireland</i>
628	Cardinal virtues and capital vices in science communication	Massimiano Bucchi	<i>Italy</i>
1062	Acts of expression and Expressive Objects: Practicing Science as Experience	Megan Halpern	<i>United States</i>
1088	What about Responsible Scaling? Moving Science Communication beyond Responsible Research and Innovation	Cees Leeuwis	<i>Netherlands</i>
785	"Doing it to tick a box is an insult to everybody": Reflecting on participatory practices across Europe in Fisheries Science	Simone Rödder	<i>Germany</i>
940	Selfobservation and -reflection in Science Communication	Simone Schumann	<i>Austria</i>
1066	Experiencing Physics Demonstrations	Sydney Seese	<i>United States</i>
937	Joining forces for more impact - Bridging the gap between science communication practice and research	Ricarda Ziegler	<i>Germany</i>

Session E -- Option 6: Roundtable discussion

792 More than a play: Exploring engagements with science theatre

<i>Chair:</i> Emma Weitkamp	Science Communication Unit, University of the West of England	<i>United Kingdom</i>
Carla Almeida	Museum of Life, Oswaldo Cruz Foundation (Fiocruz)	<i>Brazil</i>
Frank Kupper	Athena Institute, Faculty of Science, Vrije Universiteit Amsterdam	<i>Netherlands</i>
Hien Tran Minh	Oxford University Clinical Research Unit	<i>Vietnam</i>
Sergio De Regules	¿Cómoves? Magazine, Dirección General de Divulgación de la Ciencia, Universidad Nacional Autónoma	<i>Mexico</i>

Session E -- Option 7: Linked papers

636 In the spirit of Mr Wizard: tracing the evolution of celebrity science through time and technology

<i>Chair:</i> Judith McIntosh White	University of New Mexico	<i>United States</i>
Judith McIntosh White	University of New Mexico	<i>United States</i>
Jeffrey White	TextPerts	<i>United States</i>
David Weiss	University of New Mexico	<i>United States</i>
Denisse Vasquez-Guevara	University of Cuenca	<i>Ecuador</i>

Session E -- Option 8: Roundtable discussion

942 Miles away and we still have a lot in common: the origins of modern science communication in Ibero-America

<i>Chair:</i> Luisa Fernanda Barbosa Gómez	Studies Center of Science, Communication and Society (Pompeu Fabra University)	<i>Spain</i>
<i>Chair:</i> Bruno Pinto	Faculty of Sciences of the University of Lisbon	<i>Portugal</i>
Gema Revuelta	Studies Center of Science, Communication and Society and Master of Science, Health and Environmental Communication (Pompeu Fabra University)	<i>Spain</i>
Luisa Massarani	National Institute of Public Communication of Science and Technology-Brazil	<i>Brazil</i>
Sandra Daza-Caicedo	Independent researcher, expert in Social Appropriation of Science, Technology and Innovation	<i>Colombia</i>
Elaine Reynoso Haynes	Dirección General de divulgación de la ciencia, Universidad Nacional Autónoma de México	<i>Mexico</i>

Wednesday, 26 May 2021

Session F: 08:30 – 09:45 BST

Session F -- Option 1: Individual paper

*Theme:* Transforming media, society and science communication

*Chair:* Maarten van der Sanden

754	Transformation of the Media Landscape: Infotainment versus Expository Narrations for Communicating Science in Online Videos	Lloyd Davis	<i>New Zealand</i>
968	Science communication policies for societal change	Danielle Martine Farrugia	<i>Malta</i>
1090	Science with symphony	Milla Karvonen	<i>Finland</i>
884	Transforming Science Communication: New models enacted by Science Ceilidh on the Isle of Lewis	Erica Mason	<i>United Kingdom</i>

Session F -- Option 2: Individual paper

*Theme:* Scientists and science communication

*Chair:* Melanie Smallman

800	"I want to, but there is no time!" - a Swedish survey on researchers' views on communication	Gustav Bohlin	<i>Sweden</i>
758	Examining Chinese scientists' media behaviours: institutional support and media experience predict involvement	Hepeng Jia	<i>China</i>
594	Idea(l)s and gaps of researchers' and in-house communication professionals' science communication collaboration	Kaisu Koivumäki	<i>Finland</i>
607	Who is inspiring me? Scientists telling science stories	Giuseppe Pellegrini	<i>Italy</i>

Session F -- Option 3: Insight talk

*Theme:* Challenges, opportunities and partnerships

*Chair:* Ayelet Baram-Tsabari

661	Science Communication in Egypt: Challenges and Opportunities	Mohamed Daoud	<i>Egypt</i>
843	Co-Design as a Paradigm Shift in Science Communication related to complex problems	Eva Kalmar	<i>Netherlands</i>
677	Inspire, Engage, Involve: Welcome to the New European Science Engagement Platform	Annette Klinkert	<i>Germany</i>
560	Public communication of science - not a priority of university PR in Taiwan	Yin-Yueh Lo	<i>Taiwan</i>
685	Professionalising Sci Comm Professionals	Laura McLister	<i>United Kingdom</i>
725	A balancing act: Transforming science communication through research-practitioner partnerships.	Jamie Menzies	<i>United Kingdom</i>
1069	The Who, What, Why of Science Communication Education in the UK and How it impacts Science Communication	Samuel Ridgeway	<i>United Kingdom</i>
687	Science-edu-communication: Trends reveal in 20 years of science communication research	Leon Yufeng Wu	<i>Taiwan</i>

Session F -- Option 4: Demonstration

740 How images can hinder or boost the dissemination of your research.

*Chair:* Elena Milani University of West England *United Kingdom*

Cristina Rigutto University of Trento *Italy*

Elena Milani University of West England *United Kingdom*

Session F -- Option 5: Roundtable discussion

598 Participatory science communication changing publics

*Chair:* Jenni Metcalfe Econnect Communication *Australia*

Heather Doran Leverhulme Research Centre for Forensic Science, University of Dundee *United Kingdom*

Maja Horst University of Copenhagen *Denmark*

Jennifer Manyweathers Charles Sturt University *Australia*

Michiel van Oudheusden University of Cambridge *Belgium*

Session F -- Option 6: Linked papers

769 The landscape of European science communication: A field in transformation?

*Chair:* Sarah Davies Norwegian University of Science and Technology *Norway*

Sarah Davies Norwegian University of Science and Technology *Norway*

Rebecca Wells City University of London *United Kingdom*

Fabiana Zollo Università Ca *Italy*

Joseph Roche Trinity College Dublin *Ireland*

Session F -- Option 7: Linked papers

847	Science never speaks for itself: Transforming perspectives on the communication of science, belief and society	<i>Chair:</i> Fern Elsdon-Baker	University of Birmingham	<i>United Kingdom</i>
		Carissa Sharp	University of Birmingham	<i>United Kingdom</i>
		Alexander Hall	University of Birmingham	<i>United Kingdom</i>
		Stephen Jones	University of Birmingham	<i>United Kingdom</i>

Session F -- Option 8: Roundtable discussion

921	The role of online video-sharing and online video-sharing platforms for science and technology communication	<i>Chair:</i> Joachim Allgaier	Fulda University of Applied Sciences	<i>Germany</i>
		<i>Chair:</i> Asheley R. Landrum	Texas Tech University	<i>United States</i>
		Craig Rosa	KQED	<i>United States</i>
		Lê Nguyễn Hoang	École Polytechnique Fédérale de Lausanne	<i>Switzerland</i>
		Andrea Geipel	Technical University of Munich and Deutsches Museum Munich	<i>Germany</i>
		Gianna Savoie	University of Otago	<i>New Zealand</i>

Wednesday, 26 May 2021

Session G: 10:00 – 11:15 BST

### Session G -- Option 1: Individual paper

*Theme:* Engaging publics in controversial science

*Chair:* Guoyan Wang

1023	"The science is not settled": an analysis of pro- and anti-vaccine rhetoric on two South African Facebook pages	Karien Connaway	<i>South Africa</i>
680	Co-creation with stakeholders in the development of nanotechnologies	Sikke Jansma	<i>Netherlands</i>
782	Why as nuclear power experienced lower public resistance in China? - Examining anti-nuclear activism and knowledge-control regime	Hepeng Jia	<i>China</i>
593	Mauna Kea, Imiloa and a place for safe disagreement	Ka'iu Kimura	<i>United Kingdom</i>
1028	Communicating vaccinations, cancer screening and reproductive rights: a snapshot in time during rapid political change in Ireland	Padraig Murphy	<i>Ireland</i>

### Session G -- Option 2: Individual paper

*Theme:* Environmental engagement and activism

*Chair:* Birte Fährnich

768	Traditional communities' knowledge and formal scientific knowledge: how activists use modern science to empower environmental speech	Diogo de Oliveira	<i>Brazil</i>
761	#ClimateStrike: motivations, behaviours and media habits of environmental activist youth	Hannah Feldman	<i>Australia</i>
624	Characterizing engagement in an environmental citizen science project	Yaela Golumbic	<i>Australia</i>
957	The role of Greta Thunberg's discourse in the global conversation about climate change on Twitter	Bienvenido Leon	<i>Spain</i>
967	Public perception of climate risks: following Web communication trails during urban floods	Rosa Vicari	<i>France</i>

## Session G -- Option 3: Insight talk

*Theme:* Science communication innovations: engagement, perspectives and opportunities

*Chair:* Melanie Smallman

1080	How does communication drive innovation?	Daniela Antonio	<i>France</i>
778	A Question of the Future	Anita Beck	<i>Australia</i>
981	Why don't you (g)doodle it? Making health services research more accessible and engaging.	Stefanie Doebl	<i>United Kingdom</i>
666	Exploring the intersections: Researchers and communication professionals' perspectives on the organizational role of science communication	Kaisu Koivumäki	<i>Finland</i>
1030	Speaking science in 90 seconds	Joana Lobo Antunes	<i>Portugal</i>
836	Between science engagement and co-construction : the pros and cons of a natural marriage.	Matteo Merzagora	<i>France</i>
652	Science in silence: breaking language and cultural barriers using science theatre	Shanii Phillips	<i>Australia</i>
615	It's about "making" - Civic hackathons as technoscientific public communication/engagement mode	Carolin Thiem	<i>Germany</i>

## Session G -- Option 4: Demonstration

676 Co-Creating a New European Science Engagement Platform

*Chair:* Cissi Askwall EUSEA President, CEO Vetenskap & Allmänhet *Sweden*

Rebecca Winkels Project Manager Wissenschaft im Dialog, Berlin *Germany*

Cissi Askwall EUSEA President, CEO Vetenskap & Allmänhet *Sweden*

Anna Maria Fleetwood Senior Advisor External Relations Swedish Research Council *Sweden*

## Session G -- Option 5: Roundtable discussion

749 Can Novelty be Responsible? A Conversation on Science Communication and RRI

*Chair:* Tara Roberson EQUUS / University of Queensland *Australia*

Maja Horst Technical University of Denmark *Denmark*

Fabien Medvecky University of Otago *New Zealand*

Sujatha Raman Australian National University *Australia*

Alan Irwin Copenhagen Business School *Denmark*

## Session G -- Option 6: Roundtable discussion

1003 Art, humanities and science: lessons in transformation

<i>Chair:</i> Edward Duca	University of Malta	<i>Malta</i>
Simone Cutajar		<i>Malta</i>
Helen Towrie	Central Laser Facility, Science and Technology Facilities Council	<i>United Kingdom</i>
Francesca Scianitti	INFN, Istituto Nazionale Di Fisica Nucleare (Italian National Institute for Nuclear Physics)	<i>Italy</i>
Aaron Jensen	Trinity College Dublin	<i>Ireland</i>

## Session G -- Option 7: Linked papers

599 Participatory science communication's power to create societal change

<i>Chair:</i> Toss Gascoigne	Australian National University	<i>Australia</i>
Jennifer Metcalfe	Econnect Communication	<i>Australia</i>
Anne Leitch	Adjunct researcher, Griffith University; casual senior editor, NatureResearch	<i>Australia</i>
Tali Tal	Technion	<i>Israel</i>
Christy Standerfer	U of Arkansas Clinton School of Public Service	<i>United States</i>
Tibisay Sankatsing Nava	Royal Netherlands Institute: SE Asian & Caribbean	<i>Netherlands</i>

## Session G -- Option 8: Demonstration

730 Diagnosis: kidnapped! Escape game

<i>Chair:</i> Ali Floyd	University of Dundee	<i>United Kingdom</i>
Ali Floyd	University of Dundee	<i>United Kingdom</i>
Erin Hardee	University of Dundee	<i>United Kingdom</i>
Nathan Glover	Agent November	<i>United Kingdom</i>
Irene Hallyburton	Drug Discovery Unit	<i>United Kingdom</i>



Wednesday, 26 May 2021

Session H: 15:15 – 16:30 BST

### Session H -- Option 1: Individual paper

*Theme:* Science communication, COVID and controversies

*Chair:* Jan Riise

1137	Public Perception, Myths, and Communication in Turkey During COVID-19 Pandemic	Zeynep Aydogan	<i>Turkey</i>
860	Enabling decision-relevant debates about human genome editing	Nicole Krause	<i>United States</i>
1160	Shortcomings in public health authorities' videos on COVID-19: When lack of creativity kills the message	Marie Therese Shortt	<i>Norway</i>
1140	Public engagement with Science among Religious Minorities: Lessons from COVID-19	Lea Taragin-Zeller	<i>Israel</i>

### Session H -- Option 2: Individual paper

*Theme:* Time, art and criminal justice

*Chair:* Heather Doran

1035	Art as Science Communication	Megan Halpern	<i>United States</i>
983	Science Communication and Criminal Justice	Niamh Nic Daeid	<i>United Kingdom</i>
567	From communication of historical knowledge to time travels	Manolis Patiniotis	<i>Greece</i>
639	Time Travel - between Scientific Fact and Science Fiction. Accounts from a Popular Science Perspective	Mircea Sava	<i>Romania</i>
856	Moving through time	Jörgen Stenlund	<i>Sweden</i>

### Session H -- Option 3: Individual paper

*Theme:* Science communication at places of informal learning

*Chair:* Sara Yeo

867	Multiplicity, visibility and readability: the communication of art, science and technology confluence	Laercio Ferracioli	<i>Brazil</i>
811	When exhibits come back to life - How to implement Virtual and Augmented Reality in Museums	Andrea Geipel	<i>Germany</i>
1016	Youth in museum-led Citizen Science - participation in scientific research, science education or public engagement?	Julia Lorke	<i>United Kingdom</i>
893	Sustainability on Display: the opportunity to transform our visions about nature through science exhibitions	Ana Nepote	<i>Mexico</i>
846	Transforming science communication at Informal Learning Institutions: Using collections and evaluation to tell the story of science and expertise	Sarah Sargent	<i>United States</i>

## Session H -- Option 4: Individual paper

*Theme:* Engaging ordinary citizens

*Chair:* Marina Joubert

855	How to move masses? Engaging 15% of a population in a biobank with limited time and resources	Annely Allik	<i>Estonia</i>
1029	Actions and associations: understanding scientists' perceptions of public engagement through analyses of open-ended survey responses	Mikhaila Calice	<i>United States</i>
748	Experts and citizens answer: What science does the ordinary citizen need?	Susana Herrera-Lima	<i>Mexico</i>
738	Structures of engagement: How institutional structures at U.S. land-grant universities impact science faculty public engagement	Luye Bao	<i>United States</i>
570	Experts' bounded engagement with publics: An Interview-Based Study of Online Nutrition and Vaccination Outreach	Aviv Sharon	<i>Israel</i>

## Session H -- Option 5: Insight talk

*Theme:* Festivals, journalism and more in citizen engagement

*Chair:* Hans Peter Peters

745	Reflections on 20 years of training in Science Journalism in Brazil	Germana Barata	<i>Brazil</i>
932	Citizens on the driving seat of solar energy research	Luisa Fernanda Barbosa Gomez	<i>Spain</i>
1087	Science institutions' distribution and their role in science communication access	Rodolfo Bezzon	<i>Brazil</i>
1048	Matemorfosis: Communicating Mathematics in Guanajuato, Mexico	Paulina de Graaf Núñez	<i>Mexico</i>
742	A Model to Communicate Science from Institutes of Scientific Research	Gabriela Frias Villegas	<i>Mexico</i>
728	Public communication and social appropriation of science in Mexico	Patricia Magana	<i>Mexico</i>
637	Enhancing public understanding of paleontology	Luz Helena Oviedo	<i>Colombia</i>
874	10 years of math hands-on activities in Mexico	Paloma Zubieta	<i>Mexico</i>

## Session H -- Option 6: Demonstration

656 Training Future Scientists: The Role of Analogies in Science Communication

*Chair:* Marlit Hayslett University of Virginia *United States*

Marlit Hayslett University of Virginia *United States*

Session H -- Option 7: Roundtable discussion

544 Science Communication and Socio-Environmental Conflicts

<i>Chair:</i> Bruce Lewenstein	Cornell University	<i>United States</i>
Diogo de Oliveira	Universidade Federal de Campina Grande	<i>Brazil</i>
Jean Ann Bellini	Comissão Pastoral da Terra (Pastoral Land Commission)	<i>Brazil</i>
Anaid Olivares	National Observatory of Environmental Conflicts	<i>Mexico</i>
Bruce Lewenstein	Cornell University	<i>United States</i>

Session H -- Option 8: Roundtable discussion

592 "The Public Understanding of Science" - a generation on

<i>Chair:</i> Simon Lock	UCL	<i>United Kingdom</i>
<i>Chair:</i> Steve Miller	UCL	<i>United Kingdom</i>
Martin Bauer	LSE	<i>United Kingdom</i>
Melanie Smallman	UCL	<i>United Kingdom</i>
Bernard Schiele	UQAM	<i>Canada</i>
Luisa Massarani	House of Oswaldo Cruz	<i>Brazil</i>

Thursday, 27 May 2021

Session I: 08:30 – 09:45 BST

Session I -- Option 1: Individual paper

*Theme:* Engaging stakeholders and publics

*Chair:* Toss Gascoigne

1065	Understanding willingness to engage in "democratic outreach" among science faculty at U.S. land-grant universities	Mikhaila N. Calice	<i>China</i>
982	A global perspective on the role of funding agencies in public engagement with science	Michael Ellis	<i>South Africa</i>
702	Foot and mouth disease ready? How relationships between Australian livestock producers and other animal health stakeholders are being transformed to improve disease preparedness	Jennifer Manyweathers	<i>Australia</i>
649	Evidence for gendered engagement with posts authored by women scientists in social media	Yael Rozenblum	<i>Israel</i>
763	Make it relevant? Engage emotionally? Motivating publics in a science communication experience	Graham Walker	<i>Australia</i>

Session I -- Option 2: Insight talk

*Theme:* Interaction of scientists and publics

*Chair:* Bernard Schiele

621	Know Your Audience? A Look into What Romanian Researchers Think About the Public with Which They (Don't) Engage	Alexandra Anghelescu Tiganas	<i>Romania</i>
801	Open Sesame! What do researchers think of Open Science?	Gustav Bohlin	<i>Sweden</i>
844	Scientist-public interaction: who's transforming whom? How many researchers are aware of the transformation process they go through when interacting with the students?	Valentina Grasso	<i>Italy</i>
583	Empirical Analysis of the Leading Scientists in China Conducting Science Communication	Yang Liu	<i>China</i>
743	Visible or vulnerable? An exploration of the impacts of - and on - role models	Merryn McKinnon	<i>Australia</i>
848	Grab a drink and talk science: How scientists adapt their talks for an informal science communication event	Nina Vaupotic	<i>Germany</i>
762	The effect of gender equality on the masculine image of physics and math in Japan and in the UK	Hiroimi Yokoyama	<i>Japan</i>

Session I -- Option 3: Roundtable discussion

605 Public Communication of Science: trust and credibility in the eyes of the public

<i>Chair:</i> Jennifer Metcalfe	Econnect Communication Pty Ltd	<i>Australia</i>
<i>Chair:</i> Giuseppe Pellegrini	Observe Science in Society	<i>Italy</i>
Carolina Moreno Castro	University of Valencia	<i>Spain</i>
Ana Delicado	ICS University of Lisbon	<i>Portugal</i>
Andrea Rubin	Università di Bergamo	<i>Italy</i>

Session I -- Option 4: Demonstration

732 Science Communication & Television: Emerging opportunities for widening participation in research to realise research for all

<i>Chair:</i> Darren Griffin	University of Kent	<i>United Kingdom</i>
Jill Hurst	University of Kent	<i>United Kingdom</i>
Betty Woessner	University of Kent	<i>United Kingdom</i>
Andy Richards	KMTV	<i>United Kingdom</i>
Darren Griffin	University of Kent	<i>United Kingdom</i>

Session I -- Option 5: Demonstration

820 Cell Block Science

<i>Chair:</i> Mhairi Stewart	University of St Andrews	<i>United Kingdom</i>
Mhairi Stewart	University of St Andrews	<i>United Kingdom</i>
Francesca Fotheringham	University of St Andrews	<i>United Kingdom</i>
Barbara Gorgoni	University of Aberdeen	<i>United Kingdom</i>

Session I -- Option 6: Roundtable discussion

829 Re-envisaging the visual communication of science

<i>Chair:</i> Massimiano Bucchi	Università di Trento	<i>Italy</i>
<i>Chair:</i> Riina Linna	Museum of Technology, Helsinki	<i>Finland</i>
Matthew Wood	University of Tsukuba	<i>Japan</i>
Yin Chung Au	National Cheng Kung University	<i>Taiwan</i>
Wiebke Finkler	University of Otago	<i>New Zealand</i>
Bruno Pinto	University of Lisbon	<i>Portugal</i>

Session I -- Option 7: Linked papers

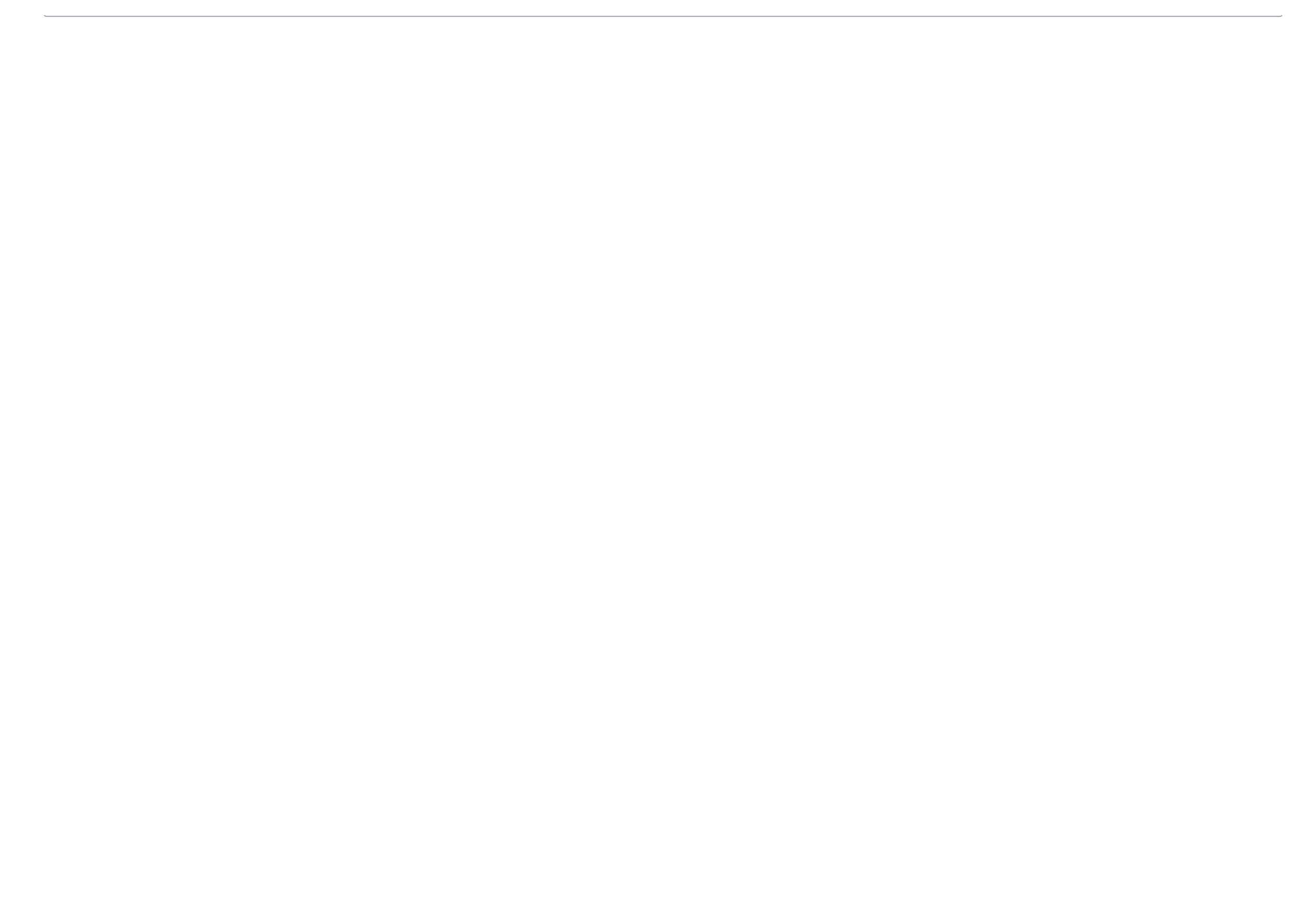
865 What Makes People Attend to and Trust Science and Scientific Experts in Online Contexts?

<i>Chair:</i> Friederike Hendriks	University of Münster	<i>Germany</i>
Asheley R. Landrum	Texas Tech University	<i>United States</i>
Aviv J. Sharon	Technion - Israel Institute of Technology	<i>Israel</i>
Sara K. Yeo	University of Utah	<i>United States</i>
Danny Flemming	Leibniz-Institut für Wissensmedien	<i>Germany</i>
Anne Reif	TU Braunschweig	<i>Germany</i>

Session I -- Option 8: Roundtable discussion

714 Current transformations in the science-society relationship: learnings from practices

<i>Chair:</i> Anne Dijkstra	Assistant professor University of Twente	<i>Netherlands</i>
<i>Chair:</i> Pdraig Murphy	Assistant professor Dublin City University	<i>Ireland</i>
Anne Dijkstra	University of Twente, Netherlands	<i>Netherlands</i>
Penny Haworth	Manager Communications, NRF, South African Institute for Aquatic Biodiversity	<i>South Africa</i>
Lenka Hebakova	Manager research projects, Technology Centre CAS	<i>Czech Republic</i>
Sikke Jansma	PhD student University of Twente	<i>Netherlands</i>



Thursday, 27 May 2021

Session J: 10:00 - 11:15 BST

Session J -- Option 1: Individual paper

*Theme:* Images of science, scientists and science communicators

*Chair:* Martin W Bauer

777	Terra incognita - shedding light on the public's views of humanities research	Martin Bergman	<i>Sweden</i>
712	Masculine public image of science in Japan: what keywords do public associate?	Yuko Ikkatai	<i>Japan</i>
709	Marketing as a useful tool in public communication of science and technology	Andrzej Jasinski	<i>Poland</i>
780	Exploring reflexivity: building bridges between theory and practice in science communication	Jo Bailey	<i>New Zealand</i>

Session J -- Option 2: Insight talk

*Theme:* Monitoring, evaluation and impacts

*Chair:* Lloyd Davis

1097	Engaging deaf and hearing people to design docu-drama on genetics research: preliminary perspectives	Elvis Twumasi Aboagye	<i>Ghana</i>
716	Science stars on Twitter: impact of the public discourse	Elena Denia	<i>Spain</i>
744	CERN Open Days: going beyond head-counting	Daria Dvorzhitskaia	<i>Russia</i>
802	Audiovisual tools in science communication: mapping video abstracts published in scientific Journals of Ecology	Miguel Ferreira	<i>Portugal</i>
620	RAS200 - astronomy and geophysics reach out to new communities	Steve Miller	<i>United Kingdom</i>
659	The Impact of Science Communication Competitions on the Capacities of the Next Generation of Science Communicators	Mohamed Elsonbaty Ramadan	<i>Egypt</i>
622	Transforming tradition: evaluating the iconic Christmas Lectures series	Margarida Sardo	<i>United Kingdom</i>
595	Let's rethink the tools for Scicomm evaluation	Empar Vengut Climent	<i>Spain</i>



Session J -- Option 3: Demonstration

807 Empowering local communities through "Talking Science"

*Chair:* Barbara Gorgoni University of Aberdeen *United Kingdom*

Barbara Gorgoni University of Aberdeen *United Kingdom*

Beatriz Goulao University of Aberdeen *United Kingdom*

Andrea Spence-Jones Station House Media Unit (shmu) *United Kingdom*

Helen Heaney University of Aberdeen *United Kingdom*

Session J -- Option 4: Roundtable discussion

815 Communicating their own research: What do we need to know about the role of scientists and researchers in science communication?

*Chair:* Dorothe Kienhues University of Münster *Germany*

Friederike Hendriks University of Münster *Germany*

Yael Barel-Ben David Technion - Israel Institute of Technology *Israel*

Hans Peter Peters FZ Jülich & Free University Berlin *Germany*

Carolin Enzigmüller IPN Kiel *Germany*

Session J -- Option 5: Roundtable discussion

786 Engaging the Public through Open Science - Putting theory into practice

*Chair:* Helen Garrison Vetenskap & Allmänhet, VA (Public & Science) *Sweden*

Maria Hagardt Vetenskap & Allmänhet, VA (Public & Science) *Sweden*

Emma Martinez Babraham Institute *United Kingdom*

Pedro Russo Leiden University *Netherlands*

Session J -- Option 6: Linked papers

972 Overcoming misinformation about science in the media

<i>Chair:</i> Ionica Smeets	Leiden University	<i>Netherlands</i>
Ionica Smeets	Leiden University	<i>Netherlands</i>
Petroc Sumner	Cardiff University	<i>United Kingdom</i>
Roy Meijer	Delft University of Technology	<i>Netherlands</i>
Aimee Challenger	Cardiff University	<i>United Kingdom</i>

Session J -- Option 7: Roundtable discussion

667 Social labs as transformative approach to implement Responsible Research and Innovation

<i>Chair:</i> Ilse Marschalek	Centre for Social Innovation	<i>Austria</i>
Ilse Marschalek	Centre for Social Innovation, Germany	<i>Austria</i>
Joshua Cohen	University of Amsterdam	<i>Netherlands</i>
Elisabeth Unterfrauner	Centre for Social Innovation	<i>Austria</i>
Eileen Focke-Bakker	Delft University of Technology	<i>Netherlands</i>

Session J -- Option 8: Roundtable discussion

1010 Mentors, Mentees, and Public Engagement

<i>Chair:</i> Edward Duca	University of Malta	<i>Malta</i>
<i>Chair:</i> Annette Klinkert	Executive Director EUSEA, European Science Engagement Association	<i>Germany</i>
Susan Wallace	Wellcome Genome Campus	<i>United Kingdom</i>
Heather Rea	The University of Edinburgh	<i>United Kingdom</i>
Siddharth Kankaria	National Centre for Biological Sciences, Bangalore	<i>India</i>
Clayton Cutajar	Esplora Interactive Science Centre	<i>Malta</i>

Thursday, 27 May 2021

Session K: 14:15 – 15:30 BST

### Session K -- Option 1: Individual paper

*Theme:* Inclusion, participation and transformation

*Chair:* Massimiano Bucchi

899	Science Profile: a refined tool to identify and include science content in journalism	Javier Crúz-Mena	<i>Mexico</i>
1052	Transforming the Way We Talk about (and Do!) Mathematical Science Communication	Anna Maria Hartkopf	<i>Germany</i>
1024	Science, YES we can!	Marima Hvass-Faivre d'Arcier	<i>France</i>
839	Engagement with science and art as a means of social inclusion	Ana Matias	<i>Portugal</i>
559	Participatory Co-Design of Science Communication Strategies for Public Engagement in the US and Ecuador around Health Behavior Change	Denisse Vasquez-Guevara	<i>Ecuador</i>

### Session K -- Option 2: Individual paper

*Theme:* Success, impacts and evaluation

*Chair:* Brian Trench

970	Success criteria of networks in science communication	Danielle Martine Farrugia	<i>Malta</i>
880	How do the EU and US communicate about policy issues that rely on science?	Marlit Hayslett	<i>United States</i>
736	U.S. scientists views of gene editing: Measuring short-term impact of the documentary film, Human Nature	Claire Holesovsky	<i>United States</i>
655	What do evaluation practices reveal about the evolving career and working life of the public engagement professional? An exploration of government-funded research centres in Ireland.	Sylvia Leatham	<i>Ireland</i>
896	The intrinsic polysemy of the field of PCST	Bernard Schiele	<i>Canada</i>

### Session K -- Option 3: Insight talk

*Theme:* Information, media and pseudoscience

*Chair:* Luisa Massarani

961	Science news: using an eye-tracker to assess the relevance of information sources	Luís Amorim	<i>Brazil</i>
954	Media Representations towards Nanotechnology in Taiwan-Agenda setting and framing	Pei-Ling Lin	<i>Taiwan</i>
555	South African factors that shape transformation of science-society relations: A case study on how to democratise and transform science communication through the use of diverse indigenous languages in the media.	Zamuxolo Matiwana	<i>South Africa</i>
881	How an Online Parenting Website Will Help Us Fix the Fake News Crisis	Andy Ridgway	<i>United Kingdom</i>
644	Extra! Extra! UFOs Are Real! From Sensationalist Reporting to Pseudoscience Communication	Alexandre Schiele	<i>Canada</i>
774	How Negative Emissions is Framed on Twitter: A Novel Application of Structural Topic Modelling	Yuanyuan Shang	<i>Australia</i>
842	Video-News and climate change communication: new formats, frames and images in a changing social media platform landscape	Leonor Solis	<i>Mexico</i>
596	Branching out: reaching younger audiences and telling the story of plant STEM Careers through technology	Jessica B. Turner-Skoff	<i>United States</i>

### Session K -- Option 4: Demonstration

908 Active learning in the science communication classroom

*Chair:* Merryn McKinnon Centre for the Public Awareness of Science, Australian National University *Australia*

Mark Sarvary Cornell University *United States*

Kitty Gifford Science Communication consultant *United States*

### Session K -- Option 5: Roundtable discussion

771 Science communication for social change: What does STS have to offer?

*Chair:* Sarah Davies Norwegian University of Science and Technology *Norway*

Melanie Smallman University College London *United Kingdom*

Ulrike Felt University of Vienna *Austria*

Rhian Salmon Victoria University Wellington *New Zealand*

## Session K -- Option 6: Roundtable discussion

578 Activists as "alternative" science communicators

<i>Chair:</i> Michelle Riedlinger	Queensland University of Technology	<i>Australia</i>
<i>Chair:</i> Emma Weitkamp	University of the West of England	<i>United Kingdom</i>
<i>Chair:</i> Birte Fähnrich	Berlin-Brandenburg Academy of Sciences and Humanities	<i>Germany</i>
Jane Gregory	University of Cambridge	<i>United Kingdom</i>
Simone Roedder	University of Hamburg	<i>Germany</i>
Susana Herrera Lima	Universidad Jesuita de Guadalajara	<i>Mexico</i>
Ivan Lukanda	Makere University	<i>Uganda</i>
Louise Windfeldt	University of Copenhagen	
Hannah Feldman	The Australian National University	<i>Australia</i>

## Session K -- Option 7: Roundtable discussion

641 Science recreation workshops: establishing communities and developing networks

<i>Chair:</i> Bruce Lewenstein	Cornell University	<i>United States</i>
Miguel Garcia-Guerrero	Autonomous University of Zacatecas	<i>Mexico</i>
Luz Helena Oviedo	Parque Explora	<i>Colombia</i>
Jordi Diaz	University of Barcelona	<i>Spain</i>
Curt Gabrielson	Community Science Workshops	<i>United States</i>

## Session K -- Option 8: Roundtable discussion

915 Training for the future: Teaching science communication and new media

<i>Chair:</i> Samantha Vilkins	Australian National University	<i>Australia</i>
Dominique Brossard	University of Wisconsin-Madison	<i>United States</i>
Erinma Ochu	The University of Reading	<i>United Kingdom</i>
Sarah Mojarad	University of Southern California	<i>United States</i>
Kim Trollip	Human Sciences Research Council of South Africa	<i>South Africa</i>

