

**PCST** 2024  Public Communication of Science  
Suzhou and Technology Symposium

2024世界科技传播学会苏州国际论坛  
**PCST Suzhou Symposium 2024**

会议手册

**Conference Handbook**

二〇二四年十月十七日至十九日

October 17 to 19, 2024

金陵雅都大酒店 Jinling Aster Hotel

中国江苏省苏州市姑苏区三香路488号

No. 488 Sanxiang Road, Suzhou, Jiangsu Province, China

## 组织单位 ORGANIZING UNITS

指导单位 Guiding Unit	世界科技传播学会 Network for the Public Communication of Science and Technology (PCST)
主办单位 Organizers	苏州大学 Soochow University 中国科学技术大学 University of Science and Technology of China
承办单位 Hosts	苏州大学传媒学院、苏州大学科技传播中心 School of Communication and Science Communication Research Center at the Soochow University
支持单位 Supporting Units	中国科技新闻学会 Chinese Society for Science and Technology Journalism 中国新闻史学会 Chinese Association for History of Journalism and Communication 澳大利亚国立大学国家科学传播中心 The National Centre for the Public Awareness of Science at the Australian National University 中国科普研究所 China Research Institute for Science Popularization 江苏省科学传播中心 Jiangsu Science Communication Center 苏州市科学技术协会 Suzhou Association of Science and Technology 苏州大学放射医学与辐射防护国家重点实验室 The State Key Laboratory of Radiation Medicine and Protection
支持期刊与平台 Supporting Journals & Platforms	<i>Public Understanding of Science</i> <i>Science Communication</i> <i>Journal of Science Communication</i> <i>Cultures of Science</i> 《科普研究》《科学传播与科学教育》 Sage 出版集团 Sage Publications 中国知网 <i>Chinese National Knowledge Infrastructure</i>
赞助单位 Sponsor	科大讯飞（苏州）科技有限公司提供开幕式 AI 翻译 iFLYTEK (Suzhou) Technology Co., Ltd, AI translation at the opening ceremony

## 组委会 ORGANISING COMMITTEE

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联合主席 Co-President	Sook-kyoung, Cho, Korea Institute of Energy Technology, President of the PCST network
副主席 Vice President	贾鹤鹏 Hepeng Jia, 苏州大学 Soochow University
联合副主席 Co-Vice President	周荣庭 Rongting Zhou, 中国科学技术大学 University of Science and Technology of China
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## 紧急联系人 Emergency Contacts

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## 欢迎参加 2024 世界科技传播学会苏州国际论坛

WELCOME TO 2024 SUZHOU PCST SYMPOSIUM

### **About the Symposium**

The world faces increasing polarization and antagonism, posing challenges to science communication. To tackle issues like artificial intelligence, misinformation, and environmental concerns, we invite you to share ideas and practices on science communication at both global and local scales. Suzhou will host a revitalizing platform for conversations on these issues from October 17 to 19, 2024. Our goal is to explore new methods, broaden perspectives, and enhance responsibilities, so as to bridge differences and rebuild dialogue platforms.

### **About Soochow University and Science Communication Research Center**

Soochow University is situated in Suzhou, a city famous for its profound history and rich culture, often referred to as “the heaven on the earth.” Soochow University ranks among the top 20 universities in Chinese mainland, and its Science Communication Center was co-founded by Professors Guoyan Wang and Hepeng Jia in 2019. The center currently comprises 12 full-time faculty members who have published over 100 papers in leading academic journals and secured dozens of national and provincial grants in the field of science communication. With domains covering public communication of science and technology, science journalism, science policy and ethics, health and environmental communication, and science education, research fellows here have widely explored the impacts of AI, the dynamics of science controversies, the role of science literacy, and the unique patterns of Chinese public’s attitude to science, health and climate issues.



Science Communication Team at Soochow University

## 会议概览 PROGRAMME OVERVIEW

时间 Date		活动 Activity	地点 Venue
第一天 Day 1 17 October	全天 09:00 - 21:00	会议报到 Registration	金陵雅都大酒店大堂 The Lobby of Jinling Aster Hotel
	下午 Afternoon 13:30 - 16:30	会前工作坊 Pre-Conference Workshops	金陵雅都大酒店 二楼贵宾厅和四楼阳光厅 VIP Hall (2nd floor) & Sunshine Hall (4th floor), Jinling Aster Hotel
	晚上 Evening	科学夜花园 Science in Gardens	拙政园 Humble Administrator's Garden
第二天 Day 2 18 October	上午 Morning 09:00 - 12:30	全体会议 Plenary Meeting	金陵雅都大酒店 二楼世纪厅 Century Hall (2nd floor), Jinling Aster Hotel
	自助午餐 Buffet Lunch 12:30 - 13:30		金陵雅都大酒店 三楼多功能厅 Multi-Functional (Adjoining 3rd floor), Jinling Aster Hotel
	下午 Afternoon 14:00 - 18:00	论坛、海报展 Sessions & Poster Exhibition	金陵雅都大酒店 Jinling Aster Hotel (See pages 8-9 for details)
	欢迎晚宴 Welcome Dinner 18:30 - 20:30		胥城大厦城堡厅 Castle Hall, Suzhou Xu City Hotel (Directly opposite to Jinling Aster Hotel)
第三天 Day 3 19 October	上午 Morning 09:00 - 12:00	全体会议 Plenary Meeting	金陵雅都大酒店 二楼世纪厅 Century Hall (2nd floor), Jinling Aster Hotel
	自助午餐 Buffet Lunch 12:00 - 13:30		金陵雅都大酒店 三楼多功能厅 Multi-functional (Adjoining 3rd floor), Jinling Aster Hotel
	下午 Afternoon	离场、会后活动 Disperse and Free Visiting	

## 主要议程 MAIN PROGRAMME

第一天 Day 1 October 17th

<p>会议报到 Registration 09:00 - 21:00 金陵雅都大酒店大堂 The Lobby of Jinling Aster Hotel</p>	
<p>会前工作坊 Workshop 13:30 - 16:30</p>	
<p>学术发表工作坊 Academic Publishing Workshop (13:30 - 16:30) 地点: 二楼贵宾厅 Venue: VIP Hall (2nd floor)</p>	<p>Organizers: Hans Peter Peters, Professor, Freie Universität Berlin, Chief Editor of <i>Public Understanding of Science</i> Janet Z. Yang, Professor, University at Buffalo, Associate Editor of <i>Science Communication</i> Sponsored by Sage Publications</p>
<p>科学传播技能工作坊 Science Communication Skills Workshop (13:30 - 15:30) 地点: 四楼阳光厅 Venue: Sunshine Hall (4th floor)</p>	<p>通过反思型卡牌游戏应对当代跨文化科学传播中的 挑战与陷阱 <i>Tackling challenges and pitfalls in contemporary cross-cultural science communication by means of a reflective card game</i> Organizer: Priscilla Van Even, KU Leuven University</p>
<p>亮点社会活动 Highlighted Social Event 18:30 - 19:30</p>	
<p>科学夜花园 Science in Gardens 互动光影秀和朗诵表演 Interactive Light Show Science in Gardens Recitation by Massimiano Bucchi &amp; Guoyan Wang</p>	

## 主要议程 MAIN PROGRAMME

第二天 Day 2 October 18th

开幕式 Opening Session 09:00 - 12:30 金陵雅都大酒店二楼世纪厅 Century Hall (2nd floor), Jinling Aster Hotel	
主持人 Chair	王国燕 Guoyan Wang 苏州大学科技传播研究中心主任、教授 Professor, Director of the Research Center for Science Communication, Soochow University, China
主要议程 Main Agenda  详情另附 For details, see further information	1 开幕致辞 Opening Speech 2 客座教授受聘仪式 Appointment Ceremony of Guest Professors 3 科技传播国际联合实验室揭牌 Inauguration of the International Joint Laboratory for Science Communication 4 与会代表合影 Group Photo
主旨演讲 Keynote Speech 09:45 - 10:30	
主持人 Chair	任福君 Fujun Ren 中国科技新闻学会副理事长、教授 Professor, Vice Chairman of the Chinese Society for Science and Technology Journalism
主旨演讲 1 Keynote Speech 1 (20 min)	科学中的不确定性与信任：如何在教育和传播中应对？ <i>Uncertainty and Trust in Science: How can we deal with them in education and communication?</i> Jinwoong Song, Professor, Seoul National University, Academician of the Korea Academy of Science and Technology
主旨演讲 2 Keynote Speech 2 (20 min)	提升科学素养助力中国现代化 <i>Practice of Scientific Literacy Construction to Empower Chinese Modernization</i> 王挺 Ting Wang 中国科普研究所所长、教授 Professor, Director of the China Research Institute for Science Popularization
茶歇 Coffee Break 10:30 - 10:50	



## 主要议程 MAIN PROGRAMME

圆桌论坛 Roundtable Discussion 10:50 - 12:30		
焦点对话 Highlighted Dialogue  圆桌讨论 1 Roundtable 1 (45 min)	主题: PCST 文化: 促进全球科学传播的过去与未来 Topic: <i>Culture of PCST in promoting global science communication</i> Chair: Jennifer Metcalfe, Australia Panelists: Toss Gascoigne, Australia 程东红 Donghong Cheng, China Sook-kyoung Cho, Korea Bernard Schiele, Canada Heather Doran, UK	
圆桌讨论 2 Roundtable 2 (45 min)	主题: 创意科学传播与文化艺术 Topic: <i>Building science into creative cultures</i> Chair: Massimiano Bucchi, Italy Panelists: Michelle Riedlinger, Australia David Kirby, USA Martin Bauer, UK 刘莹 Xuan Liu, China Priscilla Van Even, Belgium	
自助午餐 Buffet Lunch 12:30 - 14:00 金陵雅都大酒店三楼多功能厅 Multi-functional (Adjoining 3rd floor), Jinling Aster Hotel		
平行会议和特色论坛 Parallel Sessions & Special Sessions 14:00 -17:20		
地点 Venue	上半场 First Half 14:00 -15:30	下半场 Second Half 15:50 -17:20
二楼玫瑰厅 Hall Rose (2nd floor)	Parallel Session 1 解码跨文化传播: 过程与实践 Decoding Cross-Cultural Communication: Processes and Practices	Parallel Session 2 文化的影响: 科学与社会的交汇点 Cognition Under Culture: Intersections in Science and Society
二楼 A 厅 Meeting Room A (2nd floor)	Parallel Session 3 艺术与科学传播的跨界探索 Cross-Disciplinary Exploration in Art and Science Communication	Parallel Session 4 科学传播的实践洞见 Practical Insights in Science Communication

## 主要议程 MAIN PROGRAMME

四楼 E 厅 Meeting Room E (4th floor)	<b>Parallel Session 5</b> 科学传播中的公众与科学家参与 Public and Scientist Engagement in Science Communication	<b>Parallel Session 6</b> 科学传播：从科学界到公众 Communicating Science from the Scientific Community to the Public
二楼 C 厅 Meeting Room C (2nd floor)	<b>Parallel Session 7</b> 数字时代的科学素养与科学教育 Scientific Literacy and Science Education in the Digital Era	<b>Parallel Session 8</b> 人机互动中的伦理与情感探索 Ethical and Emotional Exploration in Human-AI Interactions
二楼 D 厅 Meeting Room D (2nd floor)	<b>Parallel Session 9</b> 科学传播中框架的力量 Power of Framing in Science Communication	<b>Parallel Session 10</b> 媒体与科学：塑造公众理解 Media and Science: Shaping Public Understanding
二楼紫荆厅 Hall Redbud (2nd floor)	<b>Special Session 1</b> 系统、文化和科学传播 Systems, Cultures and Science Communication 主办单位：澳国立科技传播中心 Organizer: The National Science Communication Centre of the Australian National University	<b>Parallel Session 11</b> 人工智能在科学传播中的应用 AI Applications in Science Communication
二楼贵宾厅 VIP Hall (2nd floor)	<b>Special Session 2</b> 社交媒体时代的健康传播 Health Communication in the Age of Social Media 主办单位：苏州大学放射医学与辐射防护国家重点实验室 Organizer: The State Key Laboratory of Radiation Medicine and Protection	
四楼阳光厅 Sunshine Hall (4th floor)	<b>Special Session 3</b> 环境与气候问题的科学文化传播 Communication of Science and Culture on Environmental and Climate Issues 主办单位：中国科学学与科技政策研究会生态环境与绿色创新专业委员会 Organizer: Committee of Environment, Ecology and Green Innovation, Chinese Association of Science of Science and S&T Policy Research	
<b>海报展 Poster Exhibition</b> 17:20 - 18:00 金陵雅都大酒店二楼世纪厅外走廊 The corridor outside the Century Hall on the 2nd floor of Jinling Aster Hotel		
<b>欢迎晚宴 Welcome Dinner</b> 18:30 - 20:30 胥城大厦城堡厅 Suzhou Xu City Hotel, Castle Hall		

## 主要议程 MAIN PROGRAMME

第三天 Day 3 October 19th

全体会议 Plenary Sessions 09:00 -12:00 金陵雅都大酒店二楼世纪厅 Century Hall (2nd floor), Jinling Aster Hotel	
主持人 Chair	周荣庭 Rongting Zhou 中国科学技术大学科技传播系主任、教授 Professor, Dean of the Department of Science Communication, University of Science and Technology of China
主旨演讲 3 Keynote Speech 3 (20 min)	科学传播的价值：面向科学家、大众和少数群体 <i>The value of science communication for members, masses and minorities</i> Jennifer Metcalfe, Former president of PCST
圆桌讨论 3 Roundtable 3 (45 min)	主题：科技传播促进职业化 Topic: <i>Supporting science communicators for professional cultures</i> Chair: Marina Joubert, South Africa Panelists: Michel Claessens, France Luisa Massarani, Brazil 刘旻 Yang Liu, China Fabien Medvecky, Australia Michelle Morelos, Mexico
茶歇 Coffee Break 10:10 - 10:30	
主旨演讲 4 Keynote Speech 4 (20 min)	全球范围内的科学普及与科学传播 <i>Science popularization and science communication around the world</i> Bernard Schiele, Professor, University of Quebec at Montréal, Canada
圆桌讨论 4 Roundtable 4 (45 min)	主题：争议性科学传播与凝聚力文化 Topic: <i>Communicating science for cohesive cultures</i> Chair: 贾鹤鹏 Hepeng Jia, China Panelists: Shirley Ho, Singapore Janet Z. Yang, USA Anne M. Dijkstra, Netherlands 褚建勋 Jianxun Chu, China Herbert Batta, Nigeria

## 主要议程 MAIN PROGRAMME

最佳墙报奖 Best Poster Award	Announce the Result of the Best Poster Award
闭幕致辞 Closing Remarks	Anne M. Dijkstra, Associate Professor, University of Twente; Co-Chair of the PCST External Relations Committee
自助午餐 Buffet Lunch 12:00-13:30 金陵雅都大酒店三楼多功能厅 Multi-functional (Adjoining 3rd floor), Jinling Aster Hotel	
会后活动 Post-conference Events	
苏州丝绸博物馆参观 (外宾英文团) Visiting the Suzhou Silk Museum (English tour for foreign guests) <ul style="list-style-type: none"> <li>• 13:30 Take the arranged bus to the museum</li> <li>• 14:00 - 15:00 Visit and tour the museum</li> <li>• Return by the arranged bus to Suzhou Railway Station or hotel</li> </ul> 国内参会者可随时自行免费参观 Domestic participants can visit for free at any time	

## 会议详情 DETAILED PROGRAMME

### 亮点社交活动：科学夜花园 Highlighted Social Event: Science in Gardens

- **主办单位 Organizers:** 苏州市科学技术协会、苏州大学
- **支持单位 Supports:** 苏州市园林局、景天成(苏州)文化旅游发展有限公司
- **主要内容 Main Activities:**

#### **科学夜花园朗诵 Science in Gardens Recitation**

由世界著名科学文化专家、意大利特伦托大学教授 Massimiano Bucchi 为苏州园林量身策划，通过科学、音乐与艺术的融合，促进中外文化交流。由 Massimiano Bucchi 教授与王国燕教授联袂呈现的朗诵表演。

This special event is curated by renowned science culture expert, Professor Massimiano Bucchi from the University of Trento, Italy, specifically for the Suzhou gardens. The event aims to promote cultural exchange between China and the rest of the world through the fusion of science, music, and art. A joint performance by Professor Massimiano Bucchi and Professor Wang Guoyan, featuring poetry recitals and artistic explanations related to science.

#### **互动声光秀 Interactive Light Show**

基于拙政园的声、光、电组合，展示园林中的建筑、生态、设计以及相关中国古代自然哲学等科学原理与成就。

A sound, light, and electricity combination show based in the Humble Administrator's Garden, showcasing the architectural, ecological, and design achievements of the garden, as well as related ancient Chinese natural philosophies.

- **活动时间与地点 Event Time & Venue**

10月17日, 18:30-19:30, 苏州市拙政园

October 17th, 18:30-19:30, Humble Administrator's Garden, Suzhou

- **交通安排 Transportation Arrangement**

17:50 在金陵雅都大酒店门口发车, 统一前往拙政园

20:00 在拙政园门口发车, 统一返回酒店

17:50 Departure at the entrance of Jinling Aster Hotel, then travel together by bus to the Humble Administrator's Garden

20:00 Departure at the entrance of the Humble Administrator's Garden, then return to the hotel together by bus

## 会议详情 DETAILED PROGRAMME

### 会前工作坊 Pre-Conference Workshops

<p>Workshop 1</p> <p>学术发表工作坊</p> <p>Academic Publishing Workshop, organized by PUS and SC</p> <p>10月17日 13:30 - 16:30 金陵雅都大酒店二楼贵宾1号厅</p> <p>17 October 13:30 - 16:30, VIP Hall (2nd floor), Jinling Aster Hotel</p>	
<p>Part A: 13:30 -13:50</p> <p>Hans Peter Peters</p> <p>柏林自由大学教授, 《公众理解科学》主编</p> <p>Professor, Freie Universität Berlin</p> <p>Editor of the journal <i>Public Understanding of Science</i></p> <p>在《公众理解科学》上发表: 什么标志着一篇好论文?</p> <p>Publishing in <i>Public Understanding of Science</i>: What marks a good manuscript?</p>	
<p>Part B: 13:50 -14:10</p> <p>Janet Z. Yang</p> <p>纽约州立大学布法罗分校传播系教授, 《科学传播》副主编</p> <p>Professor, University at Buffalo,</p> <p>Associate Editor of the journal <i>Science Communication</i></p> <p>《科学传播》: 以成为顶级传播期刊为目标</p> <p><i>Science Communication</i>: Aiming to be a top communication journal</p>	
<p>Part C: 14:10 - 15:40</p> <p>论文报告和点评 Presentations &amp; Comments</p>	
PCSTW001	<p>The framework strategy of government rainstorm disaster emergency popularization from the perspective of “risk-normal”: Based on the analysis of 82 official Weibo accounts</p> <p>谢起慧 Qihui Xie, 中国矿业大学(北京)教授 Associate Professor, China University of Mining and Technology (Beijing)</p> <p>Co-author: Binjie He</p>
PCSTW004	<p>Doom of humanity or gild the lily: The online public’s understanding and moral reasoning for gratitude to AI assistants</p> <p>朱雨琪 Yuqi Zhu, 中国科学技术大学博士研究生 Doctoral Student, University of Science and Technology of China</p> <p>Co-author: Jianxun Chu</p>
PCSTW011	<p>The implicit of the explicit: Multimodal translation in science communication</p> <p>张艺琼 Yiqiong Zhang, 广东外语外贸大学教授 Professor, Guangdong University of Foreign Studies</p>

## 会议详情 DETAILED PROGRAMME

PCSTW0013	<p>Threatened or activated to be green? Exploring the dual mechanisms underlying the longitudinal pro-environmental effect of science fiction engagement among young adult students</p> <p>吴福仲 Wu Fuzhong, 苏州大学讲师 Lecturer, Soochow University</p>
PCSTW014	<p>Are religious belief and scientific attitude conflict over cancer prevention? An empirical study of Chinese young adults</p> <p>刘芹良 Qinliang Liu, 苏州大学讲师 Lecturer, Soochow University</p>
<p>Part D: 15:40 - 16:10</p> <p>问答环节 General Q&amp;A</p>	
<p>Part E: 16:10 - 16:30</p> <p>郝楠, Sage 出版社学院渠道经理</p> <p>Rosamond Hao, Assistant Library Faculty Liason Manager, Sage Publications</p> <p>在学术工作中脱颖而出: 充分利用 SAGE 研究方法和 SAGE 期刊的创新工具</p> <p>Standing out in academic work: Fully utilizing innovative tools of SAGE research methods &amp; SAGE journals.</p>	
<p>Workshop 2</p> <p>科学传播技能工作坊</p> <p>Science Communication Skills Workshop</p> <p>10月17日 13:30 - 15:30 金陵雅都大酒店四楼阳光厅</p> <p>17 October 13:30 - 15:30, Sunshine Hall (4th Floor), Jinling Aster Hotel</p>	
<p>Priscilla Van Even</p> <p>鲁汶大学助理研究员</p> <p>Research Assistant, KU Leuven</p> <p>通过反思型卡牌游戏应对当代跨文化科学传播中的挑战与陷阱</p> <p>Tackling challenges and pitfalls in contemporary cross-cultural science communication by means of a reflective card game</p>	

## 会议详情 DETAILED PROGRAMME

### 平行论坛与特色论坛 Parallel Sessions & Special Sessions

<p>Parallel Session 1</p> <p>解码跨文化传播：过程与实践</p> <p>Decoding Cross-Cultural Communication: Processes and Practices</p> <p>10月18日 14:00 -15:30 金陵雅都大酒店二楼玫瑰厅</p> <p>18 October 14:00 -15:30, Hall Rose (2nd floor), Jinling Aster Hotel</p>	
<p>主持人 Chair</p> <p>Martin Bauer</p> <p>伦敦经济学院教授, 《公众理解科学》前主编 (2009-2016)</p> <p>Professor, London School of Economics and Political Science, Former Editor-in-Chief of <i>Public Understanding of Science</i> (2009-2016)</p>	
PCSTA026	<p>“The camera speaks our language”: Communicating community-based ecological knowledge through participatory video narrative on the Tibetan Plateau</p> <p>康东晶 Dongjing Kang, 上海交通大学副教授 Associate Professor, Shanghai Jiao Tong University</p>
PCSTA043	<p>Cross-cultural immersion for enhanced dialogue: Uniting the realms of science and journalism</p> <p>Michelle Morelos, Deputy Chief Communications Officer for the Water for the Environment Initiative, Mexican Network of Science Journalists</p>
PCSTA044	<p>The promise and peril of communicating science across cultures in a globally connected world</p> <p>Salman Hameed, Professor/CEO, Hampshire College/Kainaat Studios</p>
PCSTC045	<p>Translation, interaction and transformation becoming-other in science communication of science exhibitions</p> <p>张娜 Na Zhang, 广东科学中心研究员 Research Fellow, Guangdong Science Center Co-author: Yaping Huang</p>
PCSTC075	<p>Unveiling the transformation and integration of scientific information in Chinese mental health science communication: A serial reproduction method investigation utilizing the social representational approach</p> <p>朱励瑶 Liyao Zhu, 清华大学博士研究生 Doctoral Student, Tsinghua University Co-author: Jianbin Jin</p>
PCSTC077	<p>Local practices of science communication in visual context - A cultural inquiry into contrasting perspectives of scientists and non-scientists</p> <p>张玮锋 Weifeng Zhang, 重庆师范大学硕士研究生 Master Student, Chongqing Normal University Co-author: Yi He</p>
<p>茶歇 Coffee Break</p> <p>15:30 - 15:50</p>	



## 会议详情 DETAILED PROGRAMME

<p>Parallel Session 2</p> <p>文化的影响：科学与社会的交汇点</p> <p>Cognition Under Culture: Intersections in Science and Society</p> <p>10月18日 15:50 -17:20 金陵雅都大酒店二楼玫瑰厅</p> <p>18 October 15:50 -17:20, Hall Rose (2nd floor), Jinling Aster Hotel</p>	
<p>主持人 Chair</p> <p>康东晶 Dongjing Kang</p> <p>上海交通大学媒体与传播学院副教授</p> <p>Associate Professor, School of Media and Communication, Shanghai Jiao Tong University</p>	
PCSTC009	<p>Beliefs or opinion: A comparative analysis of characteristics and interaction behaviors in scientific conspiracy theory and scientific viewpoint communities</p> <p>李乐辰 Lechen Li, 中国传媒大学硕士研究生 Master Student, Communication University of China</p> <p>Co-author: Fangzhou Zhou</p>
PCSTA011	<p>The myth of science communication - and beyond</p> <p>Michel Claessens, Professor (retired), Free University of Brussels</p>
PCSTC011	<p>Changes in the public attitudes towards Covid-19 vaccines in China: A study based on the health belief model integrating with scientific epistemological beliefs</p> <p>董海微 Haiwei Dong, 中国科学技术大学硕士研究生 Master Student, University of Science and Technology of China</p> <p>Co-author: Zhiqi Xu</p>
PCSTC022	<p>Examining the public's attitudes and perceptions toward digital immortality: A cross-cultural comparison based on the comments on Sci-Fi TV drama</p> <p>蓝剑锋 Jianfeng Lan, 上海交通大学博士研究生 Doctoral Student, Shanghai Jiao Tong University</p> <p>Co-authors: Yi Mou</p>
PCSTA045	<p>Misinformation about vaccines in Brazil: Who shares it and why?</p> <p>Wladimir Gramacho, Professor, University of Brasilia</p>
PCSTC088	<p>The impacts of online cultural participation on acculturation among international students: The mediating role of cultural self-awareness and cultural identity clarity</p> <p>张廷宛 Tingwan Zhang, 上海交通大学博士研究生 Doctoral Student, Shanghai Jiao Tong University</p>

## 会议详情 DETAILED PROGRAMME

<p>Parallel Session 3</p> <p>艺术与科学传播的跨界探索</p> <p>Cross-Disciplinary Exploration in Art and Science Communication</p> <p>10月18日 14:00 -15:30 金陵雅都大酒店二楼 A 厅</p> <p>18 October 14:00 -15:30, Meeting Room A (2nd floor), Jinling Aster Hotel</p>	
<p>主持人 Chair</p> <p>David Kirby</p> <p>加州理工大学波莫纳分校跨学科研究系主任, 科学技术与社会项目主任</p> <p>Chair of Interdisciplinary Studies Department, California Polytechnic State University,</p> <p>Director, Science Technology and Society Program</p>	
PCSTA004	<p>Watering the lava flow: The use of comics in communicating scientific information about water conservation</p> <p>Cecilia Lartigue, Postdoctoral Research Fellow, Universidad Nacional Autónoma de México</p> <p>Co-authors: Aquiles Negrete, Ana Leonor River</p>
PCSTC004	<p>20th century communication of mathematics and physics: Art exhibition and visual culture</p> <p>周融荣 Rongrong Zhou, 中国外文局国际传播发展中心助理研究员</p> <p>Assistant Research Fellow, China Center for International Communication Development</p>
PCSTC024	<p>Exploration of the “Plant+” science communication model in national botanical gardens</p> <p>王瑛 Ying Wang, 中国科学院华南植物园教授 Professor, South China Botanical Garden</p> <p>Co-author: Rubin Tan</p>
PCSTA027	<p>Supporting children’s relationship with forests through the creative arts</p> <p>Marie McEntee, Senior Lecturer, University of Auckland</p>
PCSTC058	<p>Social norms on AR creative products action intentions: A case of Guangdong Folk Art Museum</p> <p>刘倩 Qian Liu, 暨南大学教授 Professor, Jinan University</p> <p>Co-author: Renkang Xiao</p>
PCSTC081	<p>Worldwide local collaboration: Multidisciplinary research tour as new mode of science communication through arts and different cultures</p> <p>谢雯 Wen Xie, 复杂问题研究所发起人, Founder of Comple-X.NET</p>
<p>茶歇 Coffee Break</p> <p>15:20 - 15:50</p>	

## 会议详情 DETAILED PROGRAMME

<p>Parallel Session 4</p> <p>科学传播的实践洞见</p> <p>Practical Insights in Science Communication</p> <p>10月18日 15:50 -17:20 金陵雅都大酒店二楼 A 厅</p> <p>18 October 15:50 -17:20, Meeting Room A (2nd floor), Jinling Aster Hotel</p>	
<p>主持人 Chair</p> <p>Luisa Massarani</p> <p>巴西里约科技馆馆长</p> <p>Director of the Museum of Science and Technology, Rio de Janeiro, Brazil</p>	
PCSTA016	<p>E-training course in science journalism: Challenges and future</p> <p>Vishnu Pratap Singh, Academic Coordinator, Indian science communication society</p> <p>Co-author: Ajai Pratap Singh</p>
PCSTC017	<p>Discussion on SDGs-Led communication and application of mathematics</p> <p>李政 Zheng Li, 中国科协创新战略研究院副研究员 Associate Research Fellow, Nation Academy of Innovation Strategy</p>
PCSTA034	<p>The roles and practices of independent fact checkers as online science communicators in the Global South</p> <p>Michelle Riedlinger, Associate Professor, Queensland University of Technology</p> <p>Co-authors: Marina Joubert, Silvia Montaña-Niño, Víctor García-Perdomo, Ned Watt and Lali van Zuydam</p>
PCSTC047	<p>Research on science communication of maternity centers and transformation of cognition under the background of low fertility rate</p> <p>赵莉 Li Zhao, 深圳科学医学院副研究员 Associate Research Fellow, Shenzhen Medical Academy of Research and Translation</p>
PCSTC091	<p>On the Chinese translation of popular science books from their characteristics</p> <p>赵宇菲 Yufei Zhao, 中国科普研究所助理研究员 Associate Research Fellow, China Research Institute for Science Popularization</p> <p>Co-author: Zhimin Zhang</p>
PCSTC095	<p>Guokr's practice in cultivating popular science talents</p> <p>刘旸 Yang Liu, 博士, 果壳网联合创始人 PhD, Co-founder of Guokr</p> <p>Co-author: Ou Wu</p>

## 会议详情 DETAILED PROGRAMME

<p>Parallel Session 5</p> <p>科学传播中的公众与科学家参与</p> <p>Public and Scientist Engagement in Science Communication</p> <p>10月18日 14:00 -15:30 金陵雅都大酒店四楼E厅</p> <p>18 October 14:00 -15:30, Meeting Room E (4th floor), Jinling Aster Hotel</p>	
<p>主持人 Chair</p> <p>Toss Gascoigne</p> <p>澳大利亚国立大学公众科学意识中心访问学者, 首任选举产生的PCST主席</p> <p>Visiting Fellow at the Centre for Public Awareness of Science, Australian National University; the First Elected President of the PCST</p>	
PCSTA015	<p>Listening science in music: Public engagement with science on online music platform in China</p> <p>Anfan Chen, Research Assistant Professor, Hong Kong Baptist University</p> <p>Co-author: Xing Zhang</p>
PCSTA017	<p>Integrating Science Communication into the ESG framework: Converging Responsible Innovation with Public Engagement.</p> <p>Hon-Ngen Fung, Senior Lecturer, Universiti Malaya</p>
PCSTC033	<p>How public engage in the review process of scientific paper on social media?</p> <p>王聪 Cong Wang, 中国科学院大学副教授 Associate Professor, University of Chinese Academy of Sciences</p> <p>Co-author: Chen Jiang</p>
PCSTA042	<p>Understanding motivations for engagement: Analysis of reasons to not-participate</p> <p>Anne M. Dijkstra, Associate Professor, University of Twente</p>
PCSTC054	<p>Role model and interaction mechanism of scientists' participation in public decision-making</p> <p>杨玉琴 Yuqin Yang, 苏州大学博士研究生 Doctoral Student, Soochow University</p>
PCSTC067	<p>The practice of Chinese scientists' engaging in science communication: a survey of scientists and the public</p> <p>胡卉 Hui Hu, 中国科学院文献情报中心馆员 Librarian, National Science Library, Chinese Academy of Sciences</p>
<p>茶歇 Coffee Break</p> <p>15:30 - 15:50</p>	

## 会议详情 DETAILED PROGRAMME

<p>Parallel Session 6</p> <p>科学传播：从科学界到公众</p> <p>Communicating Science from the Scientific Community to the Public</p> <p>10月18日 15:50 -17:20 金陵雅都大酒店四楼E厅</p> <p>18 October 15:50 -17:20, Meeting Room E (4th floor), Jinling Aster Hotel</p>	
<p>主持人 Chair</p> <p>Dominique Brossard</p> <p>威斯康星大学麦迪逊分校生命科学传播系教授兼系主任</p> <p>Professor and Chair in the Department of Life Sciences Communication, University of Wisconsin-Madison</p>	
PCSTC002	<p>How do different science communicators use identity strategies to gain public trust? - A study on astronomy and climate change issues in Chinese knowledge sharing platform</p> <p>杨正 Zheng Yang, 苏州大学副教授 Associate Professor, Soochow University</p>
PCSTA005	<p>Patient diseases' new model of communication</p> <p>Giuseppe Pellegrini, Doctor, Observa Science in Society, Italy</p> <p>Co-author: Chiara Lovati</p>
PCSTC019	<p>Effectiveness of moral rhetoric: "Expert" engagement strategies in vaccine communication on Facebook public pages in Chinese</p> <p>郝艺鹏 Yipeng Xi, 上海交通大学助理教授 Assistant Professor, Shanghai Jiao Tong University</p>
PCSTC062	<p>Telling the story of Chinese science and technology innovation: Values, issues and strategies -- Take China-Africa science and technology cooperation as an example</p> <p>刘欣 Xin Liu, 山西大学讲师 Lecturer, Shanxi University</p> <p>Co-author: Jingran Sun</p>
PCSTC089	<p>Certainty of communicating scientific discoveries on social media: Why scientists' voices matter</p> <p>纪娇娇 Jiaojiao Ji, 中国科学技术大学副教授 Associate Professor, University of Science and Technology of China</p> <p>Co-authors: Zuzheng Wang, Christopher (CJ) Calabrese</p>

## 会议详情 DETAILED PROGRAMME

<p>Parallel Session 7</p> <p>数字时代的科学素养与科学教育 Scientific Literacy and Science Education in the Digital Era</p> <p>10月18日 14:00-15:30 金陵雅都大酒店二楼C厅 18 October 14:00-15:30, Meeting Room C (2nd floor), Jinling Aster Hotel</p>	
<p>主持人 Chair</p> <p>Michelle Riedlinger</p> <p>昆士兰科技大学传播学院副教授, 《科学传播杂志》主编 Associate Professor of the School of Communication, Queensland University of Technology, Editor of <i>Journal of Science Communication</i></p>	
PCSTA008	<p>Practice on ELSI/RRI of educational technology using student educational data</p> <p>Kei Kano, Professor, Shiga University Co-authors: Nobutsugu Kanzaki, Atsuo Kishimoto, Takayuki Goto, etc.</p>
PCSTC008	<p>Audience or Pusher? The role positioning of college students in science popularization education in universities</p> <p>郭凯 Kai Guo, 西南医科大学讲师 Lecturer, Southwest Medical University</p>
PCSTA023	<p>Assessing science literacy across digital societies: A new survey measure for civic, media, and cognitive science literacy</p> <p>Dominique Brossard, Professor, University of Wisconsin-Madison Co-authors: Niels G. Mede, Mike S. Schäfer, Julia Metag, etc.</p>
PCSTA031	<p>Mapping cross-national patterns: The use of generative AI in science-related information retrieval across seven countries</p> <p>Dominique Brossard, Professor, University of Wisconsin-Madison Co-authors: Esther Greussing, Lars Guenther, Ayelet Baram-Tsabari, etc.</p>
PCSTC072	<p>Understanding migrant workers' scam-related information seeking: Risk communication, victimization, and the challenge of victim-blaming</p> <p>郭一锦 Yijin Guo, 浙江大学硕士研究生 Master Student, Zhejiang University Co-author: Hongliang Chen</p>
PCSTC093	<p>How to measure civic scientific literacy in the new era</p> <p>任磊 Lei Ren, 中国科普研究所副研究员 Associate Research Fellow, China Research Institute for Science Popularization</p>
<p>茶歇 Coffee Break</p> <p>15:30 - 15:50</p>	

## 会议详情 DETAILED PROGRAMME

<p>Parallel Session 8</p> <p>人机互动中的伦理与情感探索</p> <p>Ethical and Emotional Exploration in Human-AI Interactions</p> <p>10月18日 15:50 -17:20 金陵雅都大酒店二楼 C 厅</p> <p>18 October 15:50 -17:20, Meeting Room C (2nd floor), Jinling Aster Hotel</p>	
<p>主持人 Chair</p> <p>Hiromi M. Yokoyama</p> <p>东京大学教授, Kavli 宇宙物理与数学研究所副所长</p> <p>Professor, Deputy Director, Kavli Institute for the Physics and Mathematics of the Universe (Kavli IPMU), The University of Tokyo</p>	
PCSTA009	<p>Explainable AI and trust: How news media shapes public support for AI-powered autonomous passenger drones</p> <p>Justin Cheung, Doctoral Student, Nanyang Technological University</p> <p>Co-author: Shirley Ho</p>
PCSTC012	<p>Communicating AI's social impacts across stakeholders and cultures: A comparison of segmentation analyses among lay publics and scientists</p> <p>包路治 Luye Bao, 北京大学助理教授 Assistant Professor, Peking University</p> <p>Co-authors: Mikhaila Calice, Dominique Brossard</p>
PCSTA014	<p>Trustworthiness of policymakers, technology developers, and media organizations involved in introducing AI for autonomous vehicles: A public perspective</p> <p>Shirley Ho, Professor, Vice President of Nanyang Technological University</p> <p>Co-author: Tong Jee Goh</p>
PCSTC036	<p>Insider, Not Outsider: Bridging the ethical responsibility gap in fully automated AI-driven media</p> <p>王娟 Juan Wang, 巢湖学院讲师 Lecturer, Chaohu University</p>
PCSTC073	<p>Beyond the chat: Examining the roles of ChatGPT affordances in fostering user trust</p> <p>Pamika Disneevej, 上海交通大学硕士研究生 Master Student, Shanghai Jiao Tong University</p> <p>Co-author: Lianshan Zhang</p>
PCSTC087	<p>Veiled fear or naked affection? Exploring the emotional dynamics in daily Human-AI social interactions</p> <p>倪盈盈 Yingying Ni, 上海交通大学博士研究生 Doctoral Student, Shanghai Jiao Tong University</p>

## 会议详情 DETAILED PROGRAMME

<p>Parallel Session 9</p> <p>科学传播中框架的力量</p> <p>Power of Framing in Science Communication</p> <p>10月18日 14:00 -15:30 金陵雅都大酒店二楼 D 厅</p> <p>18 October 14:00 -15:30, Meeting Room D (2nd floor), Jinling Aster Hotel</p>	
<p>主持人 Chair</p> <p>唐莉 Li Tang</p> <p>复旦大学国际关系与公共事务学院公共行政系教授</p> <p>Professor, The School of International Relations and Public Affairs, Fudan University</p>	
PCSTA033	<p>Bias or science: Does culture plays a role in African, Caucasian, and Chinese American college students' resilience development?</p> <p>Xiaowei Shi, Professor, Middle TN State University</p> <p>Co-author: Saman Kittani</p>
PCSTA038	<p>Cultured Meat: Media representation in a multicultural nation</p> <p>Nurulaini Abu Shamsi, Senior lecturer, Universiti Malaya</p>
PCSTC052	<p>Rhetorical strategies of scientific uncertainty in reporting controversial scientific achievements: Taken room temperature superconductor as an example</p> <p>刘明娟 Mingjuan Liu, 中国科学技术大学硕士研究生 Master Student, University of Science and Technology of China</p> <p>Co-author: Qizhi Xu</p>
PCSTC074	<p>Assessing Academic Discourse Power: Insights from Chinese Public Administration Research</p> <p>柳美君 Meijun Liu, 复旦大学副研究员 Associate Research Fellow, Fudan University</p> <p>Co-authors: Sijie Yang, Liyun Hu, Alex Jie Yang, Li Tang</p>
PCSTC096	<p>“Quit Smoking or Be Less of a Man”: Can masculinity-gain-loss framing increase the willingness to quit smoking?</p> <p>罗茜 Xi Luo, 苏州大学副教授 Associate Professor, Soochow University</p> <p>Co-author: Yujin Wang</p>
<p>茶歇 Coffee Break</p> <p>15:30 - 15:50</p>	



## 会议详情 DETAILED PROGRAMME

<p>Parallel Session 10</p> <p>媒体与科学：塑造公众理解</p> <p>Media and Science: Shaping Public Understanding</p> <p>10月18日 15:50 -17:20 金陵雅都大酒店二楼D厅</p> <p>18 October 15:50 -17:20, Meeting Room D (2nd floor), Jinling Aster Hotel</p>	
<p>主持人 Chair</p> <p>Sujatha Raman</p> <p>澳大利亚国立大学公众科学意识研究中心教授</p> <p>Professor, the Centre for the Public Awareness of Science (CPAS),</p> <p>Australian National University</p>	
PCSTA032	<p>Disinformation and science communication: Understanding the role of the audience and its credibility measurement tools</p> <p>Luís Amorim, Research Fellow, Oswaldo Cruz Foundation</p> <p>Co-authors: Luisa Massarani</p>
PCSTA046	<p>Science, entertainment media, and modern storytelling</p> <p>David Kirby, Professor, California Polytechnic State University</p>
PCSTC061	<p>Study on the media image of Chinese scientists in science documentaries</p> <p>王鑫 Xin Wang, 中国传媒大学博士研究生 Doctoral Student, Communication University of China</p>
PCSTC083	<p>The ancient capital of thirteen dynasties: A mixed method analysis of destination image of Xi'an</p> <p>方菁 Jing Fang, 西安交通大学副教授 Associate Professor, Xi'an Jiaotong University</p>
PCSTC094	<p>Comparative study on the construction of frontier science uncertainty news based on critical discourse analysis: A case study of Chinese and American media coverage of "Nature Science Events"</p> <p>何越 Yue He, 苏州大学硕士研究生 Master Student, Soochow University</p> <p>Co-authors: Chuanyan Gao, Hairu Yang, Xi Cheng</p>

## 会议详情 DETAILED PROGRAMME

<p>Parallel Session 11</p> <p>人工智能在科学传播中的应用</p> <p>AI Applications in Science Communication</p> <p>10月18日 15:50-17:20 金陵雅都大酒店二楼紫荆厅</p> <p>18 October 15:50 -17:20, Hall Redbud (2nd floor), Jinling Aster Hotel</p>	
<p>主持人 Chair</p> <p>牟怡 Yi Mou</p> <p>上海交通大学媒体与传播学院教授</p> <p>Professor, School of Media and Communication, Shanghai Jiao Tong</p>	
PCSTC025	<p>Exploration of the Transformation of Grassroots Science Communication Model Based on Generative Artificial Intelligence Technology</p> <p>王子超 Zichao Wang, 应急管理部天津消防研究所助理研究员 Assistant Research Fellow, Tianjin Fire Research Institute, Ministry of Emergency Management</p> <p>Co-authors: Jiyun Wang, Xuanya Liu</p>
PCSTC038	<p>Is AI better than humans? Exploring consumer willingness to pay for pro-agricultural products</p> <p>黄文森 Wensen Huang, 深圳大学助理教授 Assistant Professor, Shenzhen University</p> <p>Co-author: Jialing Lin, Yi Wu</p>
PCSTC039	<p>Machine and Literati: A comparative analysis of generative artificial Intelligence and People's Daily News reports -- A case study of ChatGPT</p> <p>刘雨婷 Yuting Liu, 电子科技大学硕士研究生 Master Student, Electronic Science and Technology Museum, University of Electronic Science and Technology of China</p> <p>Co-author: Ke Zhao</p>
PCSTC046	<p>Research on public attitude and cognition of artificial intelligence voice cloning technology: Based on Weibo data qualitative analysis</p> <p>李珮 Pei Li, 中国科学技术大学博士研究生 Doctoral Student, the University of Science and Technology of China</p> <p>Co-author: Rongting Zhou</p>
PCSTC051	<p>Review of the application of artificial intelligence on medical advertising: Opportunity and challenge</p> <p>杨竣贻 Junyi Yang, 澳门大学本科生 Undergraduate Student, the University of Macau</p> <p>Co-author: Xinyue Cao, Angela Chang</p>

## 会议详情 DETAILED PROGRAMME

<p><b>Special Session 1</b></p> <p>系统、文化和科学传播 Systems, Cultures and Science communication</p> <p>10月18日 14:00 -15:30 金陵雅都大酒店二楼紫荆厅 18 October 14:00 -15:30, Hall Redbud (2nd floor), Jinling Aster Hotel</p>	
<p><b>主办单位 Organizer</b></p> <p>澳大利亚国立大学国家科技传播中心 The National Science Communication Centre at Australian National University</p> <p><b>主持人 Chair</b></p> <p><b>Fabien Medvecky</b> 澳大利亚国立大学副教授 Associate Professor, Australian National University</p>	
PCSTS001	<p>Communicating system change: Challenges and opportunities for science communication Sujatha Raman, Professor, ANU Co-authors: Ehsan Nabavi, Will Grant, Indigo Strudwicke</p>
PCSTS002	<p>Ivory towers and participatory systems: What AI communication can and should be learning from the struggles of climate change Hannah Feldman, Research Fellow, ANU</p>
PCSTS003	<p>Normative twists and turns in social knowledge-making: Insights from social epistemology Fabien Medvecky, Associate Professor, Secretary General of PCST Co-authors: Joan Leach, Faranak Hardcastle</p>
PCSTS004	<p>Scientific fields as cultural systems: Exploring inter-generational attitudes to openness Dan Santos, Post-Doctoral Researcher, ANU Co-author: Joan Leach</p>
PCSTA030	<p>How experts perceive the public communication of forever chemicals in a cross-cultural context Bangle Wu, Doctoral Student, ANU</p>
<p><b>茶歇 Coffee Break</b> 15:30 - 15:50</p>	

## 会议详情 DETAILED PROGRAMME

<p><b>Special Session 2</b></p> <p>社交媒体时代的健康传播</p> <p>Health Communication in the Age of Social Media</p> <p>10月18日 14:00 -17:20 金陵雅都大酒店二楼贵宾1号厅</p> <p>18 October 14:00 -17:20, VIP Hall (2nd floor), Jinling Aster Hotel</p>	
<p><b>主办单位 Organizer</b></p> <p>苏州大学放射医学与辐射防护国家重点实验室</p> <p>The State Key Laboratory of Radiation Medicine and Protection</p> <p><b>第一部分 Part A (14:00 - 15:30)</b></p> <p><b>主持人 Chair</b></p> <p>张文瑜 Angela Chang</p> <p>澳门大学传播学系副教授</p> <p>Associate Professor of the Department of Communication, University of Macau</p>	
<p>特邀报告 Invited Speech</p>	<p>Promotion of nuclear radiation and public health popularization</p> <p>赵琳 Lin Zhao, 苏州大学副教授 Associate Professor, Soochow University</p>
<p>PCSTA018</p>	<p>The cognitive miser model: Understanding public support towards project Wolbachia Singapore</p> <p>Agnes Chuah, Senior Research Fellow, Nanyang Technological University</p> <p>Co-author: Shirley Ho, Fiona Goh, Nova Huang, etc.</p>
<p>PCSTA028</p>	<p>Trust as an intercultural lens for addressing challenges in science communication: Insights from climate science and vaccine expertise</p> <p>Kristian Nielsen, Associate Professor, Aarhus University</p> <p>Co-authors: Antoinette Fage-Butler, Loni Ledderer</p>
<p>PCSTC063</p>	<p>The elderly with invisible pain: A content analysis of social media's representation of HZV</p> <p>杨一然 Yiran Yang, 广西大学硕士研究生 Master Student, Guangxi University</p> <p>Co-authors: Mingyi Yang, Shuyue Li</p>
<p>PCSTC079</p>	<p>What we talk about when we talk about public health crisis: A case study of global media coverage of Covid-19 using big data approach</p> <p>刘可 Ke Liu, 上海交通大学硕士研究生 Master Student, Shanghai Jiao Tong University</p> <p>Co-author: Meng Chen</p>
<p><b>茶歇 Coffee Break</b></p> <p>15:30 - 15:50</p>	

## 会议详情 DETAILED PROGRAMME

<p>第二部分 Part B (15:50 -17:20)</p> <p>主持人 Chair</p> <p>焦文 Wen Jiao</p> <p>苏州大学传媒学院讲师</p> <p>Lecturer of the School of Communication, Soochow University</p>	
PCSTC042	<p>Navigating Health: Emotional framing and illustrations in enhancing online health information for the elderly</p> <p>周芷薇 Zhiwei Zhou, 上海交通大学博士研究生 Doctoral Student, Shanghai Jiao Tong University</p> <p>Co-author: Tao Xi</p>
PCSTA047	<p>A turning point of Chinese public attitude to science - A science communication case study of the CRISPR Baby Controversy in China in the era of social media</p> <p>Yuting Wang, MA, Radboud University</p>
PCSTA049	<p>Are media channel selections and message reception made with their health in minds for children and adolescents? Implications for digital communication strategy</p> <p>Mary Ho, Master Student, University of Lugano</p> <p>Co-author: Angela Chang</p>
PCSTC059	<p>Societal emotional response mechanisms under monkeypox spread risk: A big data analysis based on social media platforms Weibo and Twitter</p> <p>王星宇 Xingyu Wang, 苏州大学硕士研究生 Master Student, Soochow University</p> <p>Co-author: Guoyan Wang</p>
PCSTC090	<p>Agenda setting of the HPV vaccine discussions on Weibo</p> <p>李凯丽 Kaili Li, 中国科学技术大学硕士研究生 Master Student, the University of Science and Technology of China</p> <p>Co-author: Mengxiao Zhu</p>

## 会议详情 DETAILED PROGRAMME

<p><b>Special Session 3</b></p> <p>环境与气候问题的科学文化传播</p> <p>Communication of Science and Culture on Environmental and Climate Issues</p> <p>10月18日 14:00 -17:20 金陵雅都大酒店四楼阳光厅</p> <p>18 October 14:00 -17:20, Sunshine Hall (4th floor), Jinling Aster Hotel</p>	
<p><b>主办单位 Organizer</b></p> <p>中国科学学与科技政策研究会生态环境与绿色创新专业委员会</p> <p>Committee of Environment, Ecology and Green Innovation, Chinese Association of Science of Science and S&amp;T Policy Research</p> <p><b>第一部分 Part A (14:00 - 15:30)</b></p> <p><b>主持人 Chair</b></p> <p>张懿璇 Connie Zhang</p> <p>中国科学学与科技政策研究会生态环境与绿色创新专业委员会秘书长</p> <p>Secretary-General of the Committee of Environment, Ecology and Green Innovation, Chinese Association of Science of Science and S&amp;T Policy Research</p>	
<p>特邀报告 Invited Speech</p>	<p>传播助推气候应对 Promoting climate action through communication</p> <p>贾峰 Jia Feng, 生态环境部宣传教育中心创始主任、研究员 Founding Director and Research Fellow of the Publicity and Education Center of the Ministry of Ecology and Environment</p>
<p>PCSTC013</p>	<p>Conflicts and reconciliation in climate discourse on Chinese social media: an evolutionary study of Weibo-based media memory</p> <p>邵鹏 Shao Peng, 浙江工业大学教授 Professor of Zhejiang University of Technology</p> <p>Co-authors: Songhao Wei, Jiale Yang, Qin Guo</p>
<p>PCSTA019</p>	<p>Communicating sustainability science in a Nigerian university campus within a country with fragile environmental culture</p> <p>Herbert Batta, Associate Professor, University of Uyo</p> <p>Co-author: Aniebo Samson</p>
<p>PCSTC030</p>	<p>Framework and direction: Research on Chinese and Western climate reports from a cross-cultural perspective -- Based on the content analysis of Xinhua News Agency, Associated Press and Reuters</p> <p>聂佳 Jia Nie, 电子科技大学硕士研究生 Master Student, University of Electronic Science and Technology of China</p> <p>Co-author: Ke Zhao</p>
<p>PCSTC097</p>	<p>Energy transition in the Chinese minds: Insights from a survey about the public of Shanxi Province</p> <p>潘野蘅, 苏州大学传媒学院副教授</p> <p>Yeheng Pan, Associate Professor, Soochow University</p> <p>Co-author: Hepeng Jia</p>

## 会议详情 DETAILED PROGRAMME

茶歇 Coffee Break 15:30 - 15:50	
第二部分 Part B (15:50 -17:20) 主持人 Chair 潘野蘅 Yeheng Pan 苏州大学传媒学院副教授 Associate Professor of the School of Communication, Soochow University	
PCSTA013	Can training improve environmental scientists' popular writing skills? A study on the efficacy of science writing workshops Marina Joubert, Associate Professor, Stellenbosch University, Executive Editor of <i>Journal of Science Communication</i> Co-author: Lili Rademan
PCSTA025	Climate change communication for rural South African communities Corlia Meyer, Postdoctoral Research Fellow, Stellenbosch University
PCSTA035	The role of humor in environmental science communication on social media: An experimental comparison of serious and humorous posts Muhammad Inam ul Haq, Doctoral Student, Soochow University
PCSTC070	Transparency and reverence: Research on relation between polytype scientific knowledge (Greenhouse Effect, Nuclear Fusion, Climate Model, Carbon Capture and Storage(CCS).etc) and public perception of climate change risk 朱晨琪 Chenqi Zhu, 上海外国语大学本科生 Undergraduate Student, Shanghai International Studies University
PCSTC080	Why “Climate Change” hashtag is a killer of traffic in Chinese social media? 田华 Hua Tian, 北京航空航天大学副教授 Associate Professor, Beihang University

## 会议详情 DETAILED PROGRAMME

### 海报展 Poster Exhibition

<p>10月18日 17:20 -18:00 金陵雅都大酒店二楼世纪厅外走廊 The corridor outside the Century Hall on the 2nd floor of Jinling Aster Hotel</p>	
PCSTC006	<p>A study on online users' verification behavior under the perspective of enhancing digital literacy 陈欣然 Xinran Chen 湖南大学硕士研究生 Master Student, Hunan University Co-author: Yanqing Sun</p>
PCSTC010	<p>Can message framing in Chinese “Double Carbon” reports encourage public participation in low-carbon action? 胡兵 Bing Hu, 华南理工大学教授 Professor, South China University of Technology Co-author: Yiting Peng</p>
PCSTC015	<p>Controversy, interaction and reconfiguration: On the pluralistic isomorphism of science communication 郑巍 Wei Zheng, 上海科技馆副研究员 Associate Research Fellow, Shanghai Science and Technology Museum</p>
PCSTC018	<p>Dissemination of scientific culture and scientific spirit: The value guidance and practical exploration of the dissemination and construction of Chinese scientific culture by the “Spring of Science” 王文静 Wenjing Wang, 苏州大学硕士研究生 Master Student, Soochow University</p>
PCSTC021	<p>Evaluating advertising compliance and online representation of herbal patch on e-commerce platforms: implications for traditional Chinese medicine public health messaging 吴鸿媚 Hongmei Wu, 澳门大学硕士研究生 Master Student, University of Macau Co-author: Angela Chang</p>
PCSTC028	<p>Acceptance and hesitancy toward generative artificial intelligence technologies: A moderated chain mediation model 尹羽昆 Yukun Yin, 澳门科技大学硕士研究生 Master Student, Macau University of Science and Technology Co-author: Kun Peng</p>
PCSTC031	<p>From “Product Going Overseas” to “Brand Going Overseas” - A study on ESG application strategies of Suzhou local enterprises 胡明宇 Mingyu Hu, 苏州大学教授 Professor, Soochow University Co-author: Lichen Tang</p>
PCSTC037	<p>A new paradigm for intelligent science popularization under generative artificial intelligence - A paradigmatic framework based on the 7W theory 苏妮 Ni Su, 中国科学技术大学硕士研究生 Master Student, University of Science and Technology of China Co-author: Shen Zhou, Shang Gao</p>



## 会议详情 DETAILED PROGRAMME

PCSTC044	<p>“Loved One Becomes Digital Life”: Effects of public willingness to accept digital immortality of relatives 陈彦杉 Yanshan Chen, 苏州大学本科生 Undergraduate Student, Soochow University</p>
PCSTC048	<p>Social media presentation’s effect on the impact of research articles: A case study of wechat official, accounts of s&amp;t journal 谭一泓 Yihong Tan, 中国科学院文献情报中心副研究员 Associate Research Fellow, National Science Library, Chinese Academy of Sciences Co-author: Hepeng Jia</p>
PCSTC050	<p>Research on the ethical issues of aesthetic alienation of virtual human products under the AIGC mode - Taking identity-type virtual humans as an example 白莉莎 Lisha Bai, 广西艺术学院硕士研究生 Master Student, Guangxi Arts University</p>
PCSTC055	<p>Plant creativity and scientific communication 徐春凝 Chunning Xu, 盐城市科技馆研究员 Research Fellow, Yancheng Science and Technology Museum</p>
PCSTC060	<p>Study on the influence mechanism of knowledge level on Chinese public attitude towards Traditional Chinese Medicine (TCM) 赵华健 Huajian Zhao, 长沙理工大学文学与新闻传播学院讲师 Lecturer, Changsha University of Science &amp; Technology Co-author: Ruifen Zhang, Wenhao Lu, Hepeng Jia</p>
PCSTC069	<p>Art in science communication: A constructive role 张周项 Zhouxiang Zhang, 中国日报高级记者 Senior Reporter, China Daily</p>
PCSTC082	<p>Yuan: research on the concept of digital world analogue scientific infrastructure and science popularization communication based on Suzhou gardens pattern 张旅阳 Lvyang Zhang, 中国科学院信息工程研究所讲师 Lecturer, University of Chinese Academy of Sciences</p>
PCSTC086	<p>Innovation process and outcome evaluation of multimodal large model technology applications 赵楠 Nan Zhao, 清华大学硕士研究生 Master Student, Tsinghua University Co-author: Baoguo Cui</p>
PCSTW002	<p>Analysis and optimization strategies of science museum public account popularization effects: An empirical study of 38 science museums 高尚 Shang Gao, 中国科学技术大学硕士研究生 Master Student, University of Science and Technology of China Co-author: Aiwu Huang</p>



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