



Science communication in society

Why do we communicate science?

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Lidt om Sarah

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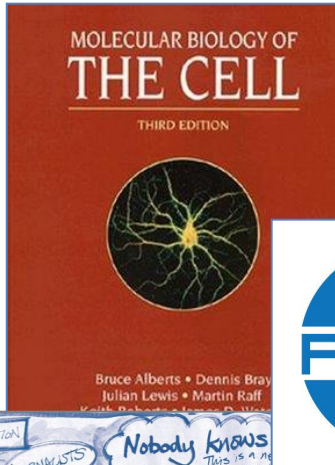

A team of practitioners and researchers delivering internationally-renowned masters courses which combine media training with an academic perspective

“Having the chance to develop camera and editing skills helped me to stand out from what is a very



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SARAH R. DAVIES

PCST The Global Network for Science Communication


Nobody knows this is a nanotechnology

We need to open up the politics of responsible development

Nanotechnology is currently a focus for much excitement and anxiety, and the notion of ‘responsible development’, with its emphasis on safe and beneficial innovation, lies at the heart of current thinking on its governance. But what does responsible development mean in practice? And how can the development of new technologies be infused with the values of democracy and public participation? This report argues that, if responsible development is to succeed in opening up public debate on nanotechnology, it needs to be substantially rethought.

COMMUNICATIVE DIALOGUE
INVISIBLE INTELLIGENCE
IT BEGINS HERE
SCIENTISTS ALSO FEEL POWERLESS
WE NEED TO WORK OUT HOW TO DO COLLECTIVE RESPONSIBILITY
APPLICATION
USER
DELIVERY?

Reconfiguring Responsibility
Deepening Debate on Nanotechnology



Hackerspaces
Making the Maker Movement



Science Communication

Culture, Identity and Citizenship

Sarah R. Davies and Maja Horst



A photograph of a museum gallery with a light-colored wooden floor. Several typewriters are displayed on long, low, grey tables. Red, rectangular, stepped display stands are placed around the tables. In the background, there are glass display cases, a computer workstation, and large windows looking out onto a building. The text "Science communication is about more than communication of science." is overlaid in white on the lower half of the image.

Science communication is about more than communication of science.

1. Democracy



- There are a number of arguments as to why science communication is important to society. One 1989 summary comes from Durant et al :
 - Science is a **cultural achievement that laypeople deserve to know about**;
 - Science (and technology) **affect many aspects of our lives**, and laypeople need to know about it;
 - It is important for democracy: policy decisions often involve scientific knowledge, and we need an **informed public** to foster democratic debate;
 - Much science is **funded by the taxpayer**, and this presupposes public knowledge and support.



See Durant J, Evans G and Thomas GP (1989) The public understanding of science. *Nature* 340: 11–14.

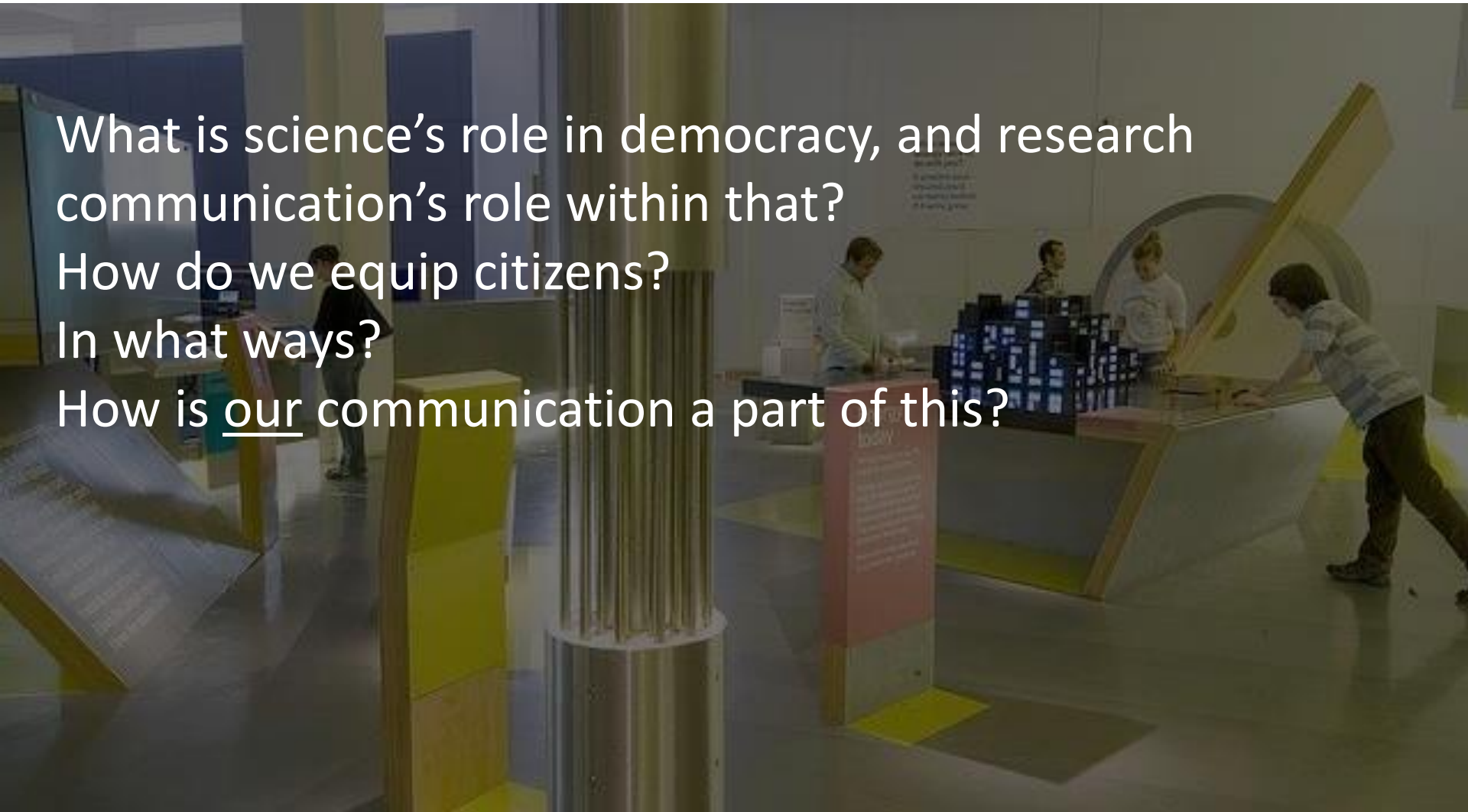
Many of these arguments relate to the promotion of Enlightenment values in (some) societies.

Debate within the public sphere relies on robust knowledge, which science can provide, and the use of reasoned argument.

Science communication builds capacity for democratic governance of science and other public policy issues: science communication helps make us better citizens.

...as well ensuring science's continuity through recruitment.

What is science's role in democracy, and research communication's role within that?
How do we equip citizens?
In what ways?
How is our communication a part of this?



1. Democracy
2. Audiences



- Why do people (say they) consume science communication?
 - Accessing knowledge
 - Creating interest / being inspired
 - Experiencing science in progress
 - Entertaining / educating children
 - Having a cultural experience

Jensen E and Buckley N (2014) Why people attend science festivals: Interests, motivations and self-reported benefits of public engagement with research. *Public Understanding of Science* 23(5): 557–573.

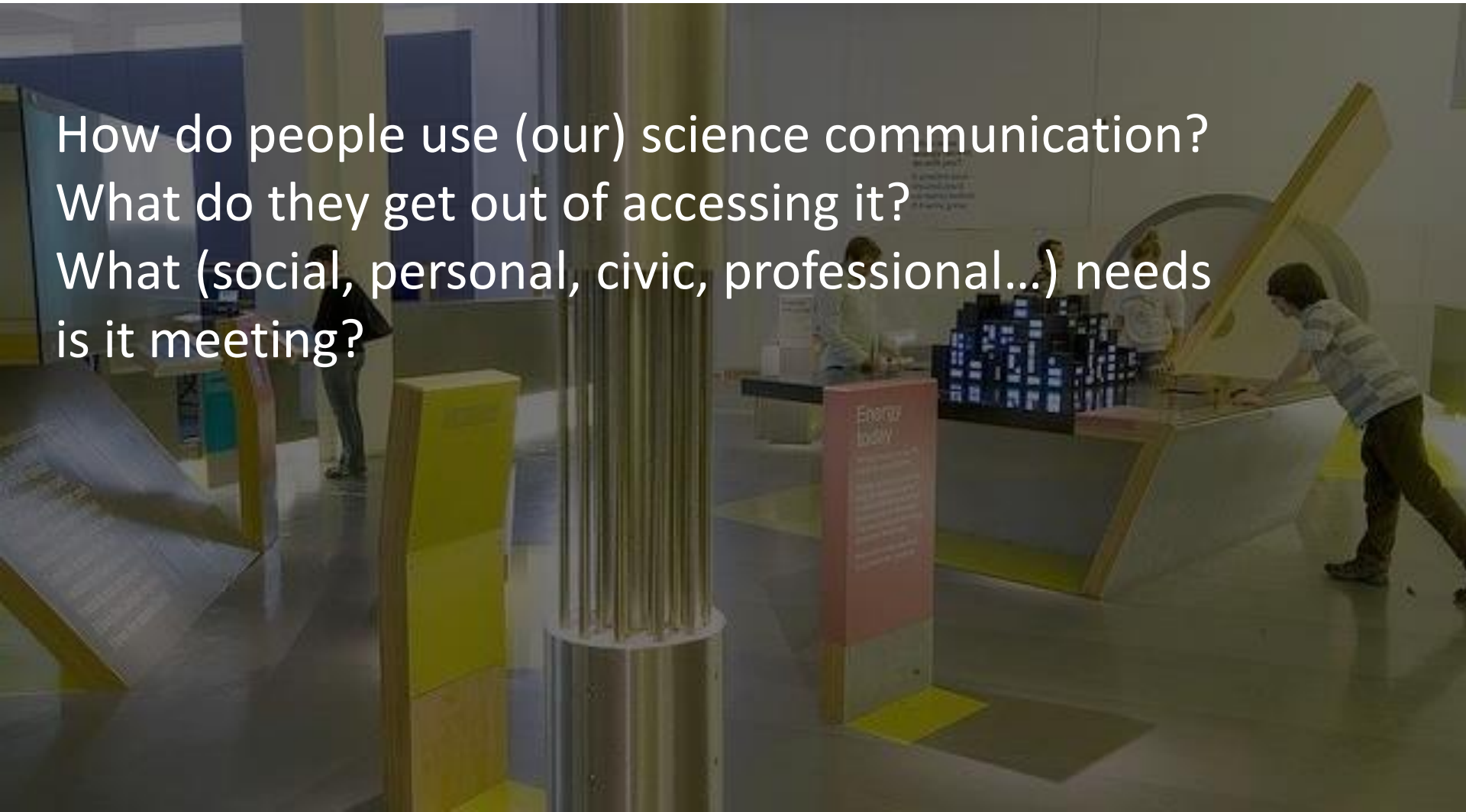


- But also: science can be an incidental in how people use science communication:
 - “...this science exhibition at any rate is not being visited primarily for the fact that it is ‘science’. Indeed, ‘science’ as a specific motivation for visiting did not arise in this particular sample at all.”
 - “...visitors bring much ‘outside’ information to bear in [their] accounts ... In some cases exhibits become props for personalised, often nostalgic, accounts”

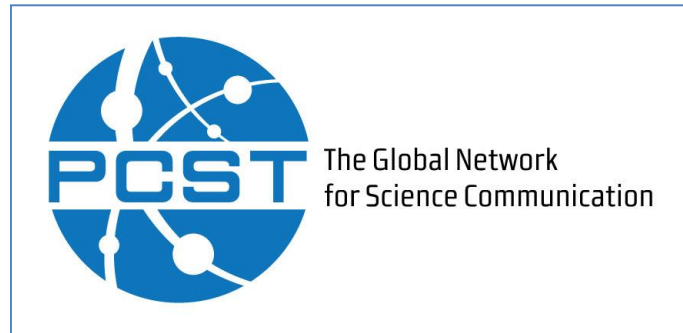
Macdonald S (1995) Consuming science: public knowledge and the dispersed politics of reception among museum visitors. *Media, Culture and Society* 17(1): 13–29.



How do people use (our) science communication?
What do they get out of accessing it?
What (social, personal, civic, professional...) needs
is it meeting?

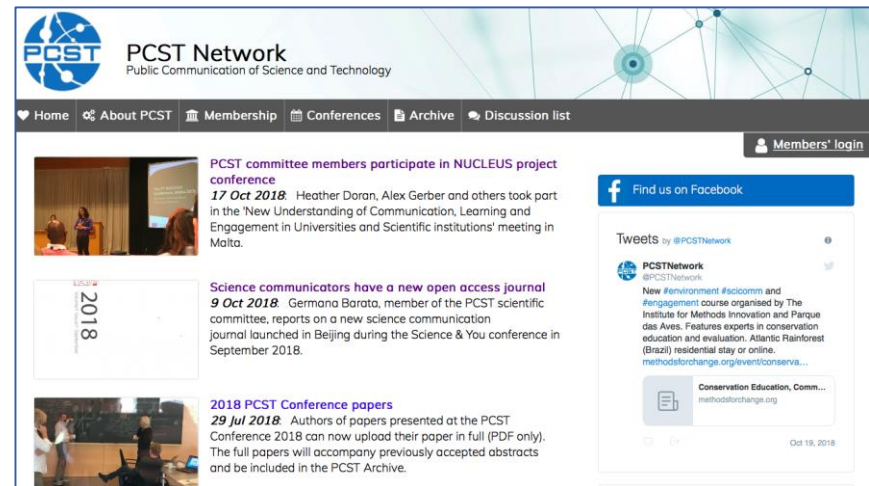


How can networks support science communication?



- PCST is...

- Haphazard
- Coalesces around biannual meetings
- Experienced differently by different members
- A space where people can find answers to questions or useful contacts
- A space where researchers and practitioners meet
- A space for discussing both the specifics and the wider purposes of communication.





Thank you!

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