

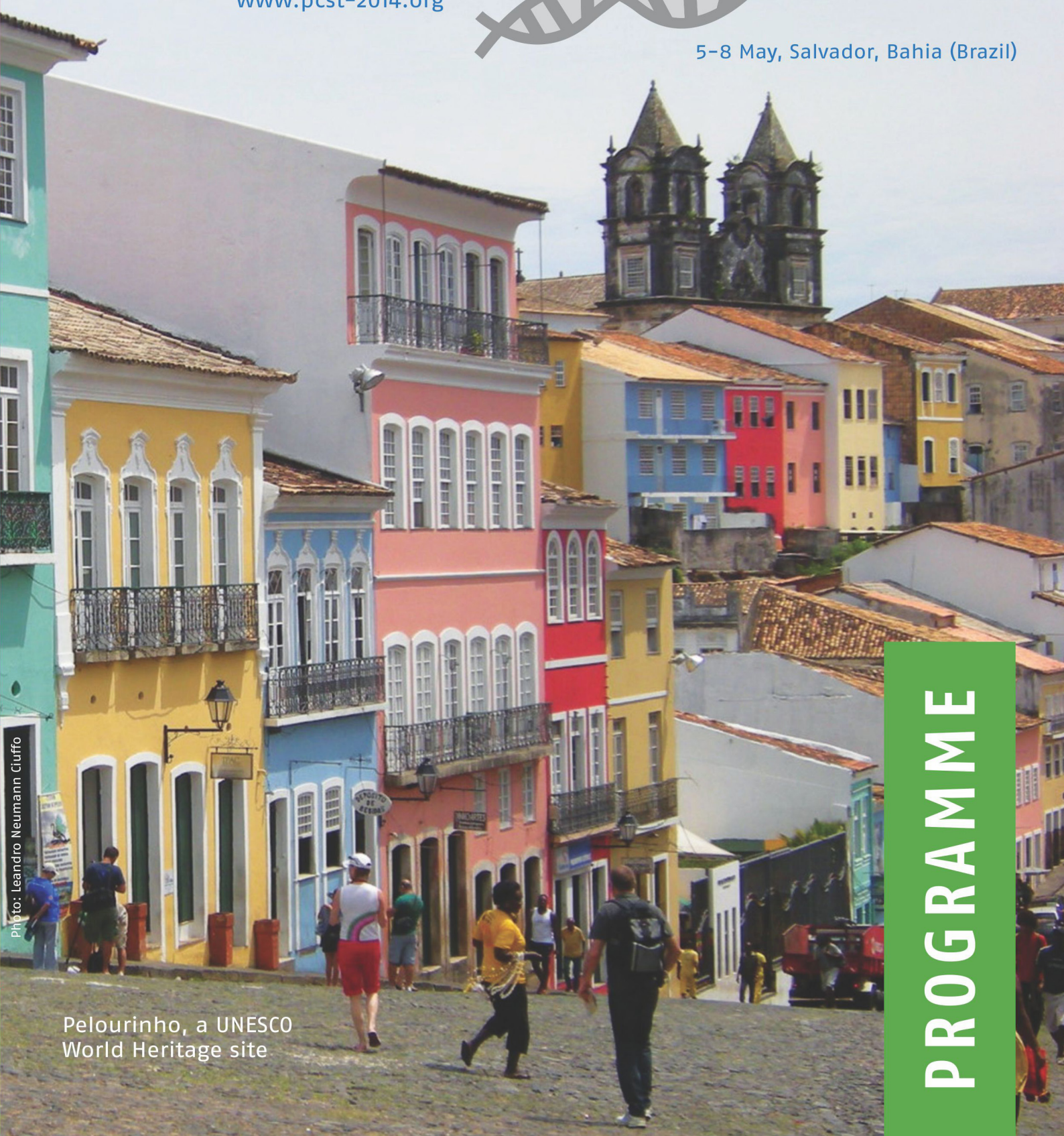
# 13th International Public Communication of Science and Technology Conference

[www.pcst-2014.org](http://www.pcst-2014.org)

# PCST 2014



5-8 May, Salvador, Bahia (Brazil)



**PROGRAMME**

Pelourinho, a UNESCO  
World Heritage site



13th International  
Public Communication of  
Science and Technology  
Conference

[www.pcst-2014.org](http://www.pcst-2014.org)

PCST  
2014



5-8 May, Salvador, Bahia (Brazil)





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## Welcome from the President of PCST Network

Welcome to Salvador and the 13<sup>th</sup> international conference of the PCST Network.

From our first conference in Poitiers, France in 1988, the PCST Network has expanded to involve countries across the world. With this event in Brazil, we have completed the circle by holding a conference in every inhabited continent in the world.

This is a great day for the PCST Network.

Running an international organisation that crosses cultural, language and religious boundaries presents challenges, but it also addresses the central theme of this meeting: science communication for social inclusion and political engagement.

'The social appropriation of science' is a term I first heard in Colombia. It captures several ideas with implications for us as science communicators, because of the increasingly important role science has in economic development, public policy and personal life.

We need to get better at discussing science across the boundaries of class, language, wealth, education, isolation and culture, because science-based issues affect all of us. It is an essential part of citizenship.

The Conference will also strengthen networks across South America. It is a great opportunity for science communicators to meet the international community. I hope it gives new impetus to your activities and a new involvement in PCST discussions.

There is a second reason Salvador will make history. This will be the first time the PCST Scientific Committee will be elected, and it is an opportunity for new people to join the task of guiding our Network.

I congratulate the organisers of this Conference, thank them for their hard work, and welcome all delegates.

*Toss Gascoigne*  
President, PCST Network

## PCST 2014: Science communication for social inclusion and political engagement

Hosting PCST 2014 in Brazil will be a great opportunity to bring to light and share the experiences, challenges, and diversity of science communication and its community of practitioners in Latin America.

It will motivate the participation of experts and students that would otherwise not have the opportunity to attend this international event.

This is an appropriate time for the PCST conference to be hosted in Latin America as Brazil plays an increasingly important role in science worldwide and our government offers more incentives to increase science and technology outreach.

Although there have been improvements in expenditures in science and technology (S&T) and on public engagement with S&T, most of the world faces social exclusion and the disparity in development is still widening the gap between rich and poor countries.

In this scenario, science communication is challenged by the need of political engagement for social inclusion.

The PCST conference in Brazil aims to address this issue, evoking debate on how to raise more inclusive strategies, both in developing and developed nations. In addition, we confront issues such as how to improve citizenship through public engagement in S&T and attempt to build novel models and practices for communication and participation.

The city of Salvador is an ideal place for raise these issues. Salvador is the center of Afro-Brazilian culture with both indigenous and Portuguese influences; it is the confluence of different cultures.

The city of Salvador is notable for its cuisine, music and architecture. It has historical monuments dating as far back as the 17<sup>th</sup> century and was declared a World Heritage Site by UNESCO. While we hope the conference is productive for you, we encourage you to take advantage of this unique region of Brazil.

**Welcome to the 13<sup>th</sup> PCST conference!**

*Luisa Massarani, Chair PCST 2014  
Germana Barata, Co-chair PCST 2014*

## Organisers

**Museu da Vida**, at House of Oswaldo Cruz, Oswaldo Cruz Foundation (Fiocruz) – [www.museudavida.fiocruz.br](http://www.museudavida.fiocruz.br)

**Laboratory of Advanced Studies in Journalism**, at State University of Campinas (LABJOR/Unicamp) – [www.labjor.unicamp.br](http://www.labjor.unicamp.br)

**Chair:** *Luisa Massarani*, Museum of Life, House of Oswaldo Cruz, Oswaldo Cruz Foundation, Brazil

**Co-chair:** *Germana Barata*, Laboratory of Advanced Studies in Journalism, at State University of Campinas (LABJOR/Unicamp), Brazil

## Programme committee

- *Luisa Massarani*, Museum of Life, House of Oswaldo Cruz, Oswaldo Cruz Foundation, Brazil (chair)
- *Brian Trench*, Universidade Dublin City, Dublin, Ireland
- *Dominique Brossard*, Department of Life Sciences Communication, University of Wisconsin-Madison, USA
- *Massimiano Bucchi*, University of Trento, Italy
- *Germana Barata*, Laboratory of Advanced Studies in Journalism, at State University of Campinas (LABJOR/Unicamp), Brazil (invited member)

## Local organizer committee

- *André Bordalo*, Museum of Life, House of Oswaldo Cruz, Oswaldo Cruz Foundation, Brazil
- *Antonio Brotas*, Research Center Gonçalo Moniz, Oswaldo Cruz Foundation, Brazil
- *Carla da Silva Almeida*, Brazil
- *Catarina Chagas*, Brazil
- *Carina Garrotti*, Laboratory of Advanced Studies in Journalism, at State University of Campinas (LABJOR/Unicamp), Brazil
- *Fabio Pimentel*, Museum of Life, House of Oswaldo Cruz, Oswaldo Cruz Foundation, Brazil
- *Fernanda Pestana*, Laboratory of Advanced Studies in Journalism, at State University of Campinas (LABJOR/Unicamp), Brazil
- *Frederico Peres*, Oswaldo Cruz Foundation, Brazil



- *Gabriela Reznik*, Museum of Life, House of Oswaldo Cruz, Oswaldo Cruz Foundation, Brazil
- *Giselle Soares*, Laboratory of Advanced Studies in Journalism, at State University of Campinas (LABJOR/Unicamp), Brazil
- *Grazielle Scalfi*, Laboratory of Advanced Studies in Journalism, at State University of Campinas (LABJOR/Unicamp), Brazil
- *Luís Amorim*, Museum of Life, House of Oswaldo Cruz, Oswaldo Cruz Foundation, Brazil
- *Marcela Salazar Granada*, student of Central University of Colombia and Labjor–Unicamp, Colômbia
- *Marina Ramalho*, Museum of Life, House of Oswaldo Cruz, Oswaldo Cruz Foundation, Brazil
- *Maisa Maryelli de Oliveira*, Laboratory of Advanced Studies in Journalism, at State University of Campinas (LABJOR/Unicamp), Brazil
- *Meghie Rodrigues*, Laboratory of Advanced Studies in Journalism, at State University of Campinas (LABJOR/Unicamp), Brazil
- *Milagros Varguez Ramírez*, PhD student of the Technological System of Monterrey, Mexico
- *Mónica Lozano*, Directora de Programas de Ciencia y Tecnología, Secretaría Ejecutiva del Convenio Andrés Bello
- *Nelson De Luca Pretto*, Faculty of Education, Federal University of Bahia, Brazil
- *Rafael Evangelista*, Laboratory of Advanced Studies in Journalism, at State University of Campinas (LABJOR/Unicamp), Brazil
- *Rosicler Neves*, Museum of Life, House of Oswaldo Cruz, Oswaldo Cruz Foundation, Brazil
- *Sarah Schimidt*, Laboratory of Advanced Studies in Journalism, at State University of Campinas (LABJOR/Unicamp), Brazil
- *Simone Terezinha Bortoliero*, Faculty of Communication, Federal University of Bahia, Brazil
- *Vanessa Brasil*, Postgraduate researcher, Federal University of Rio de Janeiro and Museu da Vida, Brazil
- *Waldir Pereira Silva*, Museum of Life, House of Oswaldo Cruz, Oswaldo Cruz Foundation, Brazil
- *Yurij Castelfranchi*, Department of Sociology and Anthropology, Federal University of Minas Gerais (UFMG), Brazil

### Regional consultant committee for PCST Brazil

- *Alejandra León-Castellá*, Cientec Foundation, Costa Rica
- *Anita Valdés*, Centro Interactivo Ciencias, Artes y Tecnologías (CICAT), University of Concepción, Chile

- *Antonio Carlos Pavão*, Espaço Ciência de Recife and Federal University of Pernambuco, Brazil
- *Bruce W. Lewenstein*, Cornell University, EUA
- *Carlos Alberto Vogt*, Coordinator of Laboratory of Advanced Studies in Journalism, at State University of Campinas (LABJOR/Unicamp), Brazil
- *Ildeu Moreira*, University of Rio de Janeiro (UFRJ), Brazil
- *Mariluce Moura*, Pesquisa Fapesp magazine and Brazilian Association of Science Journalism, Brazil
- *Norah Elizabeth Hoyos T.*, Maloka, Colombia
- *Marcelo Knobel*, Institute of Physics and Laboratory of Advanced Studies in Journalism, at State University of Campinas (LABJOR/Unicamp), Brazil
- *Marcelo Leite*, Folha de São Paulo newspaper's columnist, Brazil
- *Victoria Mendizabal*, Association for Public Communication of Science, Health and Environment (ComunicaCiencias), Argentina

#### Conference Secretariat

Método Eventos



## PCST Network

The international Network on Public Communication of Science and Technology (PCST) is an organisation that promotes discussion on the theory and practice of communicating science, and of public discourses about science & technology and their role in society.

The PCST Network has a constitution that sets out the rules of our organisation, including membership, elections and the responsibilities of the Scientific Committee and other sub-committees. The Network has a legal status as an incorporated association registered in Australia.

The Scientific Committee is responsible for managing the PCST Network. It is elected by members of the Network every two years, at the general meeting held at the conference.

### Scientific Committee 2012–2014:

*Toss Gascoigne*, Australia (President)

*Julia Tagueña*, Mexico (Vice-President)

*Marina Joubert*, South Africa (Secretary)

*Jan Risse*, Sweden (Treasurer)

*Dominique Brossard*, USA

*Massimiano Bucchi*, Italy

*Gultekin Cakmakci*, Turkey

*Donghong Cheng*, China

*Sook-Young Cho*, South Korea

*Michel Claessens*, France

*Suzanne De Cheveigne*, France

*Vladimir de Semir*, Spain

*Hak-Soo Kim*, South Korea

*Luisa Massarani*, Brazil

*Jenni Metcalfe*, Australia

*Steve Miller*, England

*Manoj Patariya*, India

*Hans Peter Peters*, Germany

*Andrew Pleasant*, USA

*Kunungnit Papatwibul*, Thailand

*Bernard Schiele*, Canada

*Brian Trench*, Ireland

*Masataka Watanabe*, Japan

## Venue – Salvador, Bahia, Brazil

Walking on the streets of the historical district of Salvador is like being taken back to the ancient times of Brazilian history. The city was founded in 1549 and until 1763, Salvador was the capital of the Portuguese Crown in the Americas . It was also the main port in the Southern Hemisphere until the eighteenth century.

The Old Town of Salvador, a UNESCO World Heritage site, brings together the largest collection of Baroque from outside Europe, with nearly 800 restored buildings from the seventeenth to the nineteenth centuries. Salvador's history, cultural diversity, and religions are evident in the architecture of the city as well as in our music, events, bars, and restaurants.

Salvador's multicultural heritage is a rich source of original music, dance and many other artistic and cultural expressions. With an extensive shoreline and a constant year round temperature of about 25º C (77º F), Salvador is ideal for outdoor leisure activities.

The city's tropical climate is enhanced by steady gentle breeze blowing over approximately 50 km of beaches by the Atlantic Ocean and the All Saints' Bay.

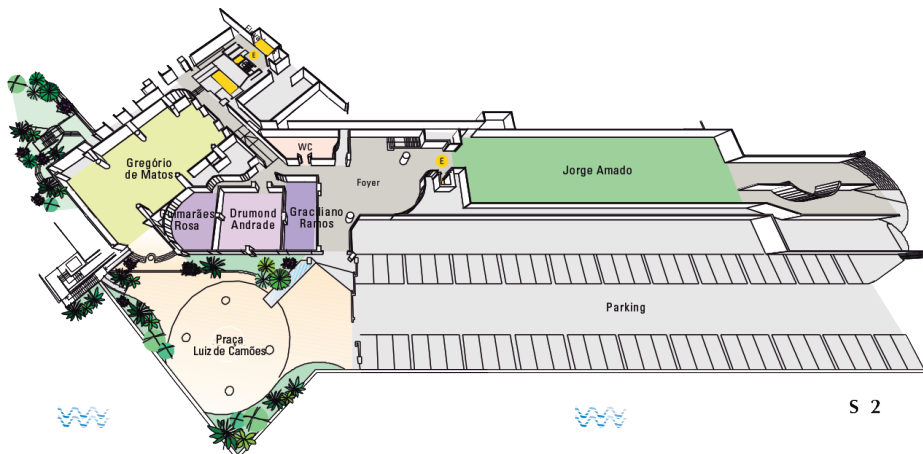
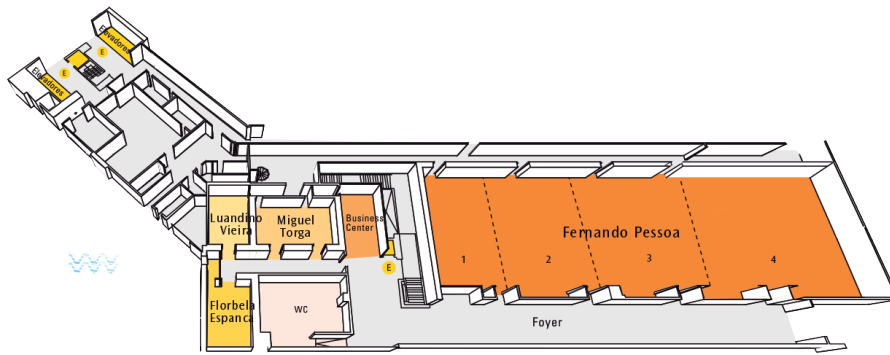
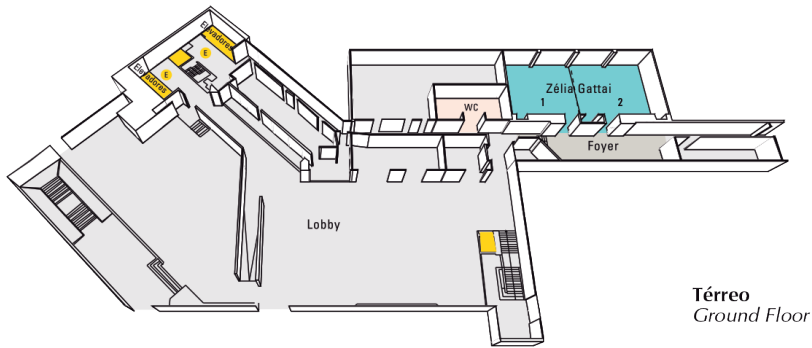
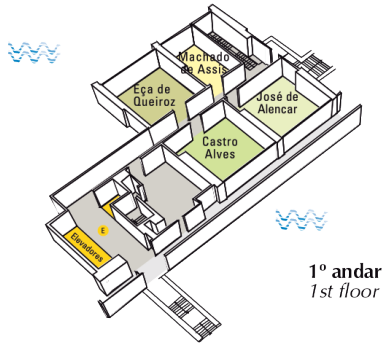


Credit: Gov/Ba - wikipedia

The 13th PCST will be hosted at **Convention Centre of Pestana Bahia Hotel** in Salvador, Bahia, Brazil.

Address: Rua da Fonte do Boi, 216 – Rio Vermelho, Salvador – BA, 41940-360

# Convention Centre of Pestana Bahia Hotel | Rooms



## Speakers

### Alfredo Wagner Berno de Almeida

Alfredo Wagner (Ph.D., Federal University of Rio de Janeiro) is currently an associate professor at the State University of Amazonas (UEA) and a researcher in the Centre of Studies in Humid Tropics (CESTU). He works primarily in the following areas: traditional villages, ethnicity, conflicts, social movements, territorialization processes, and social mapping in the Amazon.



### Alan Irwin

Alan Irwin (Ph.D., University of Manchester) has been Dean of Research at Copenhagen Business School since 2007. He was also Acting President of CBS during 2011, and has published on issues of science and technology policy, scientific governance, risk, and science-public relations. He is currently a member of the Strategy Advisory Board for the UK Global Food Security Programme and a visiting professor at the Department of Management at the University of Glasgow.

### Claudia Aguirre

Claudia Aguirre (M.S., Centre Scientifique d'Orsay at Paris XI University; École Normale Supérieure de Cachan). She currently works as Director of Education and Contents in Parque Explora, Medellín, Colombia. Claudia's research has focused on science popularization and on the history of science communication.





### **Dominique Brossard**

Dominique Brossard (Ph.D., Cornell University) is a professor and the Chair of the Department of Life Sciences Communication at the University of Wisconsin-Madison where she leads the Science, Media, and the Public (SCIMEP) research lab. A Kavli Foundation "Frontiers of Science" fellow, her research focuses on the intersection between science, media, and public policy in online environments for controversial issues, including biotechnology, stem cell research, nanotechnology, and nuclear energy. Follow her work on Twitter (@brossardd).

### **Elizabeth Rasekoala**

Elizabeth Rasekoala is the founder and executive director of the African-Caribbean Network for Science & Technology (ACNST), an NGO working to advance human capital development, race and gender equality, and social inclusion in the scientific enterprise, in the African Diaspora and on the African continent. She is also a founding member of SET4Women, the South African Government Reference Group on Gender, Science and Technology, and has worked to advance the inclusion of climate change issues in science communication discourses.



### **Ildeu de Castro Moreira**

Ildeu Moreira is a professor at the Federal University of Rio de Janeiro (Brazil). For nine years, he was the director of the Department of Popularization and Diffusion of Science and Technology at the Brazilian Ministry of Science, Technology and Innovation, and was responsible for a national program on science communication, which supports research in the field and its practice. In 2013, he was awarded the José Reis Prize, a national award for science communication.



**Michael John Gorman**

Michael Gorman is the founding Director of Science Gallery and Adjunct Professor of Creative Technologies at Trinity College Dublin. He has international experience in public engagement with science and technology, and has created and developed public exhibitions and events in the United States, Europe, and Ireland. He has published on the relationship between science and the arts in journals including *Leonardo* and *Nature* and is the author of several books, including *Buckminster fuller: Designing for mobility*.

**Mohammed Yahia**

Mohammed Yahia is the launch editor of *Nature Middle East*, an online portal of the science magazine, *Nature*, which focuses on science-related news from the Arab world. He was the Middle East and North Africa region coordinator for the online portal *SciDev.Net* and has worked on raising the profile of science and science journalism in the Middle East.

**Nana Dakin**

Nana Dakin is theatre director and performer. Prior to moving to Bangkok in 2007, she earned her Liberal Arts degree from Sarah Lawrence College (NY). Her directorial debut was performed at the *WOW Cafe Theater* in New York in 2006. Besides directing, she has performed in numerous *B-Floor* productions both in Thailand and abroad. In January 2013, she co-directed "*Survival games*" with Teerawat Mulvilai as part of the *Art in Global Health* project by the Wellcome Collection (UK).







### **Susanna Priest**

Susanna Priest (Ph.D., University of Washington) is currently a visiting scholar at the University of Washington. She has developed academic programs in science communication at Texas A&M University and George Mason University, and has taught at the University of South Carolina and the University of Nevada, Las Vegas. She is the editor of the journal *Science Communication* and compiled the *Encyclopedia of Science Communication* (Sage, 2010). She has also written books on communication issues surrounding biotechnology and nanotechnology.

### **Yurij Castelfranchi**

Yurij Castelfranchi (Ph.D., State University of Campinas) is currently a professor of Sociology at Federal University of Minas Gerais, Brazil. He was a researcher at the Laboratory of Advanced Studies in Journalism (Labjor-Unicamp) and vice-director of *Journal of Science Communication* (JCOM). He has worked as a journalist and columnist in newspapers, radio and television, and is the author of popular science books (about AI, GMOs, the Amazon and the history of Earth).



## Program at a glance

**5 May** | The **Pre-Conference** will occur at Centro de Pesquisas Gonçalo Moniz/Fiocruz

**6-8 May** | The **PCST Conference** will occur at Pestana Hotel

### Monday 5 May

Schedule	Activity	Further information
9am	Registration	The registration will be held at the Pestana Hotel
9:30am - 1pm	Workshop: Postgraduate research network in science communication	
2pm-5pm	Workshop: Social Media in the Public Communication of Science and Technology – Crash Course and Hands-On Experiments for Researchers and Practitioners	

**Venue:** Centro de Pesquisas Gonçalo Moniz/Fiocruz  
**Address:** Rua Waldemar Falcão, 121 – Candeal, Salvador – BA

## Program at a glance

Tuesday 6 May		
Schedule	Activity	Further information
8am – 5pm	Registration	
9am – 9:45am	Welcomes	
9:45am – 12pm	Plenary: Social Inclusion, Political Engagement and Science Communication	<p><b>Speakers:</b></p> <p><i>Elizabeth Rasekoala</i> – executive director of the African-Caribbean Network for Science &amp; Technology (Nigeria and South Africa)</p> <p><i>Alfredo Wagner</i> – Federal University of Amazonas (Brazil)</p> <p><i>Claudia Aguirre</i> – Parque Explora, Medellin (Colombia)</p> <p><b>Moderator:</b> <i>Marina Joubert</i> – member of the scientific committee of the PCST Network, South Africa</p>
12pm – 2pm	Lunch	
2pm – 3:15pm	Parallel sessions	Papers, Panels, Workshops, Show Tell & Talk
3:15pm – 3:45pm	Coffee Break	
3:45pm – 5pm	Parallel sessions	Papers, Panels, Workshops, Show Tell & Talk
5pm – 6:10pm	Performances & Videos	
6:15pm	Welcome reception	
Venue: Pestana Hotel		

Wednesday 7 May		
Schedule	Activity	Further information
All day	Posters	
9am – 10:30am	Plenary: Science communication and social media	<p><b>Speakers:</b></p> <p><i>Dominique Brossard</i> – University of Wisconsin (United States) and member of the scientific committee of the PCST Network</p> <p><i>Mohammed Yahia</i> – Editor of Nature Middle East (Egypt)</p> <p><b>Moderador:</b> Brian Trench – member of the scientific committee of the PCST Network (Ireland)</p>
10:30am – 10:45am	Coffee Break	
10:45am – 12pm	Parallel sessions	Papers, Panels, Workshops, Show Tell & Talk
12pm – 1:15pm	Lunch	
1:15am – 2:30pm	Parallel sessions	Papers, Panels, Workshops, Show Tell & Talk
2:45pm – 4pm	Parallel sessions	Papers, Panels, Workshops, Show Tell & Talk
4pm – 4:30pm	Coffee Break	
4:30pm – 5:45pm	Performances & Videos	
5pm – 6:30pm	PCST Annual General Meeting	
6pm – 6:45pm	Buses for Conference Dinner	
	Regional food: visit to a museum on the regional food and restaurant	Venue: Museu da Gastronomia Baiana, Pelourinho
7pm	PCST Conference Dinner	Venue: SENAC Pelourinho Restaurant Tradicional Bahia's food
Venue: Pestana Hotel		

## Thursday 8 May

Schedule	Activity	Further information
All day	Posters	
9am – 10:30am	Plenary: Science communication and the audiences	<p><b>Speakers:</b></p> <p><i>Alan Irwin</i> – Dean of Research at Copenhagen Business School (Denmark) and University of Glasgow (United Kingdom)</p> <p><i>Susanna Hornig Priest</i> – Visiting Scholar at the University of Washington and editor of the journal Science Communication (United States)</p> <p><i>Yurij Castelfranchi</i> – Federal University of Minas Gerais (Brazil)</p> <p><b>Moderator:</b> <i>Suzanne de Cheveigne</i> – Centre National de Recherche Scientifique (France) and PCST Scientific Committee member</p>
10:30am – 10:45am	Coffee break	
10:45am – 12pm	Parallel sessions	Papers, Panels, Workshops, Show Tell & Talk
12pm – 1:15pm	Lunch	
1:15pm – 2:30pm	Parallel sessions	Papers, Panels, Workshops, Show Tell & Talk
2:45pm – 4pm	Parallel sessions	Papers, Panels, Workshops, Show Tell & Talk
4pm – 4:15pm	Coffee break	

To be continued ►

4:15pm – 5:45pm

Plenary: Science in Culture

**Speakers:**

*Nana Dakin* – B-Floor Theatre Company (Thailand)

*Michael John Gorman* – Director of the Science Gallery, Dublin (Ireland)

*Ildeu Moreira* – University of Rio de Janeiro (Brazil)

**Moderator:** *Massimiano Bucchi* – University of Trento (Italy) and PCST Scientific Committee member

5:45pm – 6pm

Presentation of PCST 2016  
Closing speeches

**Venue:** Pestana Hotel

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5-8 May, Salvador, Bahia (Brazil)

**Detailed programme:**  
**Monday 5 May 2014**

## Pre-conference events

Workshop: Postgraduate research network in science communication

Time: 9:30 am – 1 pm

**M**any postgraduate researchers are working alone or in small groups in their institutions and could benefit from wider contacts. The meeting aims to support postgraduate researchers in science communication by developing contacts between them and strengthening the association with the PCST network that organises the PCST conferences. The meeting will discuss trends and issues in recent postgraduate research in science communication. Participants will be invited to speak about their current projects and the meeting will provide opportunities for networking among postgraduate researchers.

Proponent: BRIAN TRENCH

Institution: PCST SCIENTIFIC COMMITTEE

Country: Ireland

Presenters: Brian Trench, PCST Scientific Committee; co-editor, Handbook of Public Communication of Science and Technology, (Routledge, 2nd edition, 2014)

Vanessa Brasil, Postgraduate researcher, Federal University of Rio de Janeiro and Museu da Vida, Brazil

Maarten van der Sanden, Assistant professor, Science Communication, Delft University of Technology, Netherlands

Workshop: Social Media in the Public Communication of Science and Technology – Crash Course and Hands-On Experiments for Researchers and Practitioners

Time: 2 pm – 5 pm

*This is a hands-on workshop for acquiring online media skills in the field of PCST via practical engagement and experimentation in an informal and hopefully fun way. During the workshop we will learn about online media for generating, distributing and curating contents online and will exchange experiences on what works and what challenges we face in various PCST contexts, e.g. museums, research labs etc.*

Participants: Social media beginners and experts alike (previous experience welcome but not required!); Researchers and practitioners of PCST; max. 30

Proponent: CLAUDIA GÖBEL

Institution: UNESCO

Country: Uruguay

Presenters: Claudia Göbel – UNESCO Regional Bureau for Sciences in Latin America and the Caribbean, Uruguay

Alejandra Leon-Castella – Fundación CIENTEC, Costa Rica

Pre-conference events will be held at:

Centro de Pesquisas Gonçalo Moniz – Fiocruz

Rua Waldemar Falcão, 121 – Candeal, Salvador – BA, 40296-710



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5-8 May, Salvador, Bahia (Brazil)

**Detailed programme:**  
**Tuesday 6 May 2014**

## Plenary: Social Inclusion, Political Engagement and Science Communication

Time: 9 am – 12 pm

Room: Fernando Pessoa 3 – S1

### Speakers:

- Elizabeth Rasekoala

Executive director of the African-Caribbean Network for Science & Technology (Nigeria and South Africa)

- Alfredo Wagner

Federal University of Amazonas (Brazil)

- Claudia Aguirre

Parque Explora, Medellin (Colombia)

### Moderator:

- Marina Joubert

Member of the scientific committee of the PCST Network, South Africa

## Parallel sessions

Time: 2 pm – 3:15 pm

### Panels

#### 20321 – ON MEDIA MONITORING FOR SCIENCE (DEVELOPING SAPO)

Room: Zelia Gattai 1 – Ground floor

Proponent of the session: CARLOS VOGT

Institution: LABJOR/ UNIVERSIDADE ESTADUAL DE CAMPINAS

Country: Brazil

Moderator: Carlos Vogt – Universidade Estadual de Campinas, Brazil

Participants: Carlos Vogt – Universidade Estadual de Campinas, Brazil

Federico Neresini – University of Padua, Italy

Andrea Lorenzet – University of Padua, Italy

Ahmet Suerdem – Istanbul Bilgi University, Italy

#### 20315 – COMMUNICATING RISKS AND UNCERTAINTIES OF GLOBAL ENVIRONMENTAL CHANGE AND EXTREME EVENTS

Room: Zelia Gattai 2 – Ground floor

Proponent of the session: GABRIELA MARQUES DI GIULIO

Institution: UNIVERSITY OF SÃO PAULO

Country: Brazil

Moderator: Gabriela Marques Di Giulio – University of São Paulo, Brazil

Participants: Gabriela Marques Di Giulio – University of São Paulo, Brazil

José Eduardo Viglio – Universidade Estadual de Campinas, Brazil

Philip Macnaghten – Durham University – Universidade Estadual de Campinas, UK and Brazil

Jens Zinn – Melbourne University, Australia

**20377- SCIENCE CENTRES IN LATIN AMERICA: FROM GLOBAL TO GLOCAL**

Room: Fernando Pessoa 1 - S1

Proponent of the session: MARTHA ELENA CAMBRE HERNÁNDEZ

Institution: ESPACIO CIENCIA LABORATORIO TECNOLÓGICO DEL URUGUAY

Country: Uruguay

Moderator: Martha Elena Cambre Hernández - Espacio Ciencia Laboratorio Tecnológico del Uruguay, Uruguay

Participants: Claudia Aguirre - Parque Explora Medellín, Colombia

Martha Elena Cambre Hernández - Espacio Ciencia Laboratorio Tecnológico del Uruguay, Uruguay

Luz Lindegaard - Museo Interactivo Mirador, Chile

Elaine Reynoso - Universidad Nacional Autónoma de México and Sociedad Mexicana para la Divulgación de la Ciencia y la Técnica, México

**20234- EMPOWERING CHILDREN: CROSSING THE SCIENCE AND SOCIETY AND THE SOCIAL INCLUSION AGENDAS**

Room: Fernando Pessoa 2 - S1

Proponent of the session: MATTEO MERZAGORA

Institution: TRACES and ESPACES DES SCIENCES PIERRE-GILLES DE GENNES (ESPGG)

Country: France

Moderator: Matteo Merzagora - TRACES, France

Participants: Matteo Merzagora - TRACES, France

Raul Araujo - Mudança de Cena, Brazil

Camille Breton - Association Paris Montagne, France

**20667- OUTREACH AND SCIENCE AWARENESS PROGRAMS IN INFORMAL SETTINGS - THE ROLE OF CHILDREN'S UNIVERSITIES AND SIMILAR INITIATIVES TO ENGAGE YOUNG AUDIENCES**

Room: Fernando Pessoa 3 -S1

Proponent of the session: MEGHIE DE SOUSA RODRIGUES

Institution: UNIVERSIDADE ESTADUAL DE CAMPINAS

Country: Brazil

Moderator: Marianne Hald - NTS-Center Nordjylland, Aalborg Universitet, Denmark

Participants: Ana Cristina Abad Restrepo - EAFIT University Medellín, Colombia

Marianne Hald - NTS-Center Nordjylland, Aalborg Universitet, Denmark

Elizabeth Moxon - Lawrence Berkeley National Laboratory, United States

**20373- HOW TO GET POLICY-MAKERS TO LISTEN TO SOCIAL SCIENTISTS**

Room: Guimarães Rosa - S2

Proponent of the session: JENNY BJÖRKMAN

Institution: RIKSBANKENS JUBILEUMSFOND

Country: Sweden

Moderator: Jenny Björkman - Riksbankens Jubileumsfond, Sweden

Participants: Robert Frodeman - University of North Texas, United States

Jenny Björkman - Riksbankens Jubileumsfond, Sweden

Melanie Smallman - University College London, United Kingdom

**20690 – INSPIRING AND CULTIVATING SCIENCE AWARENESS IN YOUNG AUDIENCES THROUGH DIALOGUE AND ASTRONOMY**

Room: Gregório de Matos – S2

Proponent of the session: GUSTAVO DE ARAUJO ROJAS

Institution: UNIVERSIDADE FEDERAL DE SÃO CARLOS

Country: Brazil

Moderator: Pedro Russo – Universe Awareness, Netherlands

Participants: Pedro Russo – Universe Awareness, Netherlands

Gustavo Rojas – Universidade Federal de São Carlos, Brazil

Anne Dijkstra – University of Twente, Netherlands

**Oral Communications****Oral Communications – Science communication empowering scientists and the public – Session 1**

Room: Machado de Assis – 1st floor

Chair: GULTEKIN CAKMAKCI – Hacettepe University, Turkey

**20601 – SCIENCE CAUGHT FLAT-FOOTED: HOW ACADEMIA MISSES OUT ON SOCIAL MEDIA**

Authors: Alexander Gerber – German Research Centre for Science &amp; Innovation Communication, Germany

Janine Neuhaus – Freie Universität Berlin, Germany

**20428 – SCIENCE CLUBS, SOCIAL INCLUSION AND POLITICAL ENGAGEMENT**

Authors: Mónica Beatriz Mendoza – Ministry of Science, Technology and Productive Innovation, Argentina

**20264 – SCIENCE COMMUNICATION IN POLICY MAKING A QUALITATIVE RESEARCH TO THE MOTIVATION OF ACADEMIC BIOTECH SCIENTISTS TO PARTICIPATE IN POLICY MAKING IN EUROPE**

Authors: Hilde Coumou – Technical University of Denmark, Denmark

Zuzana van der Werf Kulichova – Delft University of Technology, Netherlands

Caroline Wehrmann – Delft University of Technology, Netherlands

Patricia Osseweijer – Delft University of Technology, Netherlands

**20674 – SCIENCE COMMUNICATION WITH PARTICLE ACCELERATORS: SCIENCE, TECHNOLOGY AND SOCIETY**

Authors: Marcelo Gameiro Munhoz – Universidade de São Paulo, Brazil

Graciella Watanabe – Universidade de São Paulo, Brazil

Ivã Gurgel – Universidade de São Paulo, Brazil

Renan Milnitsky – Universidade de São Paulo, Brazil

**20383 – SCIENCE JOURNALISM AS A WAY TO ENGAGE CHILDREN AND TEENAGERS IN THE SCIENCE AND SOCIETY DIALOGUE**

Authors: Paola Rodari – International School for Advanced Studies, Italy

Simona Cerrato – International School for Advanced Studies, Italy

Enrico M. Balli – International School for Advanced Studies, Italy

## Oral Communications – Beliefs, values and scientific citizenship – Session 1

Room: Castro Alves – 1st floor

Chair: DOMINIQUE BROSSARD, University of Wisconsin–Madison, US

### 20244 – COMMUNICATING SCIENTIFIC UNCERTAINTY: MEDIA EFFECTS ON PUBLIC ENGAGEMENT WITH SCIENCE

Authors: Michaela Maier – Institute for Communication Psychology, University Of Koblenz–Landau, Germany

Andrea Retzbach – Institute for Communication Psychology, University Of Koblenz–Landau, Germany

Senja Post – Institute for Communication Psychology, university of Koblenz–Landau, Germany

### 20694 – DARWINISM AND RELIGION IN THE BRAZILIAN PERIODIC PRESS (1859–1950)

Authors: Brunah Schall – Universidade Federal de Minas Gerais, Brazil

### 20464 – MEASURABLE AND MEANINGFUL: A SURVEY OF THE AUSTRALIAN PUBLIC ABOUT THEIR ENGAGEMENT WITH SCIENCE

Authors: Suzette D. Searle – The Australian National University, Australia

Susan M. Stocklmayer – The Australian National University, Australia

### 20228 – PUS IN NIGERIA

Authors: Falade, Bankole Adebayo – London School of Economics and Political Science, United Kingdom

### 20620 – QUALITATIVE AND QUANTITATIVE ANALYSIS OF PUBLIC OPINIONS AND CRITERIA FOR SUSTAINABLE BIOPRODUCTS

Authors: Sebastian Olényi – Delft University Of Technology, Netherlands

Patricia Osseweijer – Delft University Of Technology, Netherlands

## Oral Communications – Beliefs, values and scientific citizenship – Session 2

Room: Eça de Queiroz – 1st floor

Chair: TOSS GASCOIGNE, PCST Network, Australia

### 20541 – SCIENCE AND SCIENTISTS IN STORIES NARRATED BY CHILDREN: AN EXPERIMENT OF ILLUSTRATED AND NARRATIVE FOCUS GROUPS

Authors: Bárbara Magalhães – Universidade Federal De Minas Gerais, Brazil

Thereza Nardelli – Universidade Federal De Minas Gerais, Brazil

Yurij Castelfranchi – Universidade Federal De Minas Gerais, Brazil

Vanessa Sander – Universidade Federal De Minas Gerais, Brazil

### 20273 – SCIENCE, NEWS, AND PUBLIC DELIBERATION: THE USE OF ANALYTIC AND SOCIAL INDICATORS IN READERS' COMMENTS TO GAIN INSIGHT INTO PUBLIC ATTITUDES AND PERCEPTIONS OF POPULARIZED SCIENCE ISSUES

Authors: Mark Bos – The Hague University/Leiden University, Netherlands

Mirande de Klerk - Leiden University, Netherlands  
 Petronella Grootens Wiegers - Leiden University, Netherlands  
 Anne Land - Leiden University, Netherlands

20736 - WHAT DOES SUSTAINABILITY MEAN TO YOU? SOCIAL CONSTRUCTIONS OF THE CONCEPT AMONG A CANADIAN PUBLIC AND ASSOCIATED COMMUNICATION CHALLENGES  
 Authors: Edna Einsiedel - University of Calgary, Canada

20357 - SCIENTIFIC LITERACY THROUGH CO-INQUIRY BASED ON NON-FORMAL AND INFORMAL LEARNING  
 Authors: Sonia Pinto - Universidade do Estado da Bahia, Brazil  
 Silvar Ribeiro - Universidade do Estado da Bahia, Brazil  
 Alexandra Okada - Open University UK, United Kingdom

### Oral Communications - Communicating science with policy-makers - Session 1

Room: José de Alencar - 1st floor

Chair: JORGE PADILLA-GONZALEZ - Sociedad Mexicana para la Divulgación de la Ciencia y la Técnica, Mexico

20519 - A PUBLIC HEARING AT THE FEDERAL SUPREME COURT: THE CONSTRUCTION OF A SCIENTIFIC FACT IN COURT  
 Authors: Daniele Martins dos Santos - Universidade Federal do Rio de Janeiro, Brazil

20675 - A SCIENCE COUNCIL ENGAGEMENT MODEL WITH THE SOUTH AFRICAN (SA) PARLIAMENT  
 Authors: Azeza Fredericks - Council For Scientific and Industrial Research, South Africa

20555 - COMMERCIALISING CONSERVATION: SELLING OUT OR INCREASING EFFICIENCY?  
 Authors: Veronica Harwood Stevenson - Otago University, New Zelandy

20277 - COVERAGE BY SPANISH MEDIA OF THE VACCINATION CAMPAIGNS AGAINST HUMAN PAPILLOMAVIRUS: BENEFITS OR RISKS?  
 Authors: Carolina Moreno Castro - University of Valencia, Spain  
 Emilia Lopera Pareja - Centro de Investigaciones Energéticas, Medioambientales y Tecnológicas, Spain

20476 - DEVELOPMENT OF PUBLIC POLICY ON SCIENCE-TECHNOLOGY POPULARIZATION: A METHOD AND ITS APPLICATION IN MEXICO  
 Authors: Jorge Padilla-Gonzalez - Sociedad Mexicana para la Divulgación de la Ciencia y la Técnica, Mexico  
 Lourdes Patiño-Barba - Sociedad Mexicana para la Divulgación de la Ciencia y la Técnica, Mexico

## Workshop

### 20650- HOW TO DELIVER SCIENTIFIC MESSAGES TO YOUNG PEOPLE

Room: Graciliano Ramos - S2

Sub-area: Emerging issues of science and society

Proponent: WOLFGANG C. GOEDE

Institution: EUROPEAN SCIENCE JOURNALISTS EUSJA /GERMAN SCIENCE WRITERS TELI

Country: Germany

Presenter: Menelaos Sotiriou - Science View, Greece

## Show, Tell & Talk – Session 1

Chair: DIEGO VAZ BEVILAQUA - Museu da Vida/Casa de Oswaldo Cruz/Fundação Oswaldo Cruz, Brazil

Room: Drummond de Andrade - S2

### 20678 - SIGMA PI: COMICS AND SCIENCE COMMUNICATION

Sub-area: New technologies and new practices in science communication

Proponent: ADRIANA YUMI IWATA

Institution: UNIVERSIDADE FEDERAL DE SÃO CARLOS

Country: Brazil

Presenter: Adriana Yumi Iwata - Universidade Federal de São Carlos, Brazil

Authors: Adriana Yumi Iwata - Universidade Federal de São Carlos, Brazil

Karina Omuro Lupetti - Universidade Federal de São Carlos, Brazil

### 20597 - SCIENCE TODAY IN SOCIAL NETWORKS: A SUCCESSFUL CASE OF INTERACTION IN SCIENCE COMMUNICATION

Sub-area: New technologies and new practices in science communication

Proponent: MARCELO PEREIRA GARCIA

Institution: INSTITUTO CIÊNCIA HOJE

Country: Brazil

Presenter: Marcelo Pereira Garcia - Science Today Institute, Brazil

Authors: Marcelo Pereira Garcia - Science Today Institute, Brazil

Thaís Fernandes Santos - Science Today Institute, Brazil

Thiago Camelo - Science Today Institute, Brazil

Sofia Luisa Moutinho de Oliveira - Science Today Institute, Brazil

Carla da Silva Almeida - Science Today Institute, Brazil

### 20579 - AN EXPERIENCE REPORT OF MUSEUM EDUCATION: THE CONTRIBUTION OF GILLES DELEUZE

Sub-area: Science communication empowering scientists and the public

Proponent: DÉBORA D'ÁVILA REIS

Institution: UNIVERSIDADE FEDERAL DE MINHAS GERAIS

Country: Brazil

Presenter: Débora d'Ávila Reis- Universidade Federal de Minas Gerais, Brazil

Authors: Débora d'Ávila Reis - Universidade Federal de Minas Gerais, Brazil  
 Juliana Prochnow - Espaço do Conhecimento, Brazil  
 Universidade Federal de Minas Gerais, Brazil  
 João Akerman - Universidade Federal de Minas Gerais, Brazil

**20113 - COMMUNICATING THE VALUE OF SCIENCE--ISSUES, IMPERATIVES AND INSIGHTS**

Sub-area: Science communication empowering scientists and the public

Proponent: DANA TOPOUSIS

Institution: US NATIONAL SCIENCE FOUNDATION

Country: United States

Presenter: Judy Gan - US National Science Foundation, United States

Author: Dana Topousis - US National Science Foundation, United States

Judy Gan - US National Science Foundation, United States

**20255 - STUDENT GENERATED CONTENT IN SCIENCE COMMUNICATION**

Sub-area: New technologies and new practices in science communication

Proponent: KLAUS RÜMMELE

Institution: KARLSRUHER INSTITUTE OF TECHNOLOGY (KIT)

Country: Germany

Presenter: Klaus Rümmele - Karlsruhe Institute of Technology (KIT), Germany

Authors: Klaus Rümmele - Karlsruhe Institute of Technology (KIT), Germany

**Parallel sessions**

Time: 3:45 pm - 5 pm

**Panels**

**20267- PUBLIC ENGAGEMENT IN SCIENCE: OPPORTUNITIES, ISSUES AND CHALLENGES IN AFRICAN PORTUGUESE SPEAKER COUNTRIES**

Room: Zelia Gattai 1 - Ground floor

Proponent of the session: ROSICLER NEVES

Institution: MUSEU DA VIDA / FUNDAÇÃO OSWALDO CRUZ

Country: Brazil

Moderators: Rosicler Neves and Luiz Eduardo Fonseca - Fundação Oswaldo Cruz, Brazil

Participants: Adalberto Furtado Mendonça Varela - Ministry of Higher Education, Science and Innovation, Cape Verde

Francisca Adelaide - National Museum of Natural History, Angola

João Emídio Jacinto Cossa - Ministry of Science and Technology, Mozambique

Maximino Costa - Foreign correspondent, São Tome and Principe

**20571 - ENGAGEMENT FROM WITHIN GLOBAL HEALTH RESEARCH PROGRAMMES (STORIES FROM AFRICA AND SOUTH EAST ASIA)**

Room: Zelia Gattai 2 - Ground floor

Proponent: HELEN LOUISE LATCHEM



Institution: THE WELLCOME TRUST  
 Country: United Kingdom  
 Moderator: Helen Latchem - The Wellcome Trust, United Kingdom  
 Participants: Helen Latchem - The Wellcome Trust, United Kingdom  
 Alun Davies - KEMRI, Kenya  
 Astrid Treffry-Goatley - Africa Centre, South Africa  
 Mary Chambers - OUCRU, Vietnam  
 Phaik Yeong Cheah - MORU, Thailand

### 20631- CULTURAL DIVERSITY AND SCIENCE COMMUNICATION: INTERCULTURAL MODELS FOR SOCIAL INCLUSION OF KNOWLEDGE

Room: Fernando Pessoa 1 - S1  
 Proponent of the session: LUZ LAZOS RAMÍREZ  
 Institution: UNIVERSIDAD NACIONAL AUTÓNOMA DE MÉXICO  
 Country: Mexico  
 Moderator: Luz Lazos Ramírez - Universidad Nacional Autónoma de México, Mexico  
 Participants: Xenia Anaid Rueda Romero - Universidad Nacional Autónoma de México, Mexico  
 Luz Lazos Ramírez - Universidad Nacional Autónoma de México, Mexico  
 Roberto Feltrero Oreja - Universidad Nacional de Educación a Distancia, España  
 Efraín Cruz Marín - Universidad Autónoma de la Ciudad de México, México  
 M. Fernando Pacheco Muñoz - Universidad Autónoma de la Ciudad de México, México  
 Juan Carlos García Cruz - Universidad Nacional Autónoma de México, Mexico

### 20328- MAPPING THE CULTURAL AUTHORITY OF SCIENCE (MACAS EU-INDIA)

Room: Fernando Pessoa 2 - S1  
 Proponent of the session: MARTIN WILLIAM BAUER  
 Institution: LONDON SCHOOL OF ECONOMICS  
 Country: United Kingdom  
 Moderator: Martin William Bauer - London School of Economics, United Kingdom  
 Participants: Petra Pansegrau - University of Bielefeld, Germany  
 Peter Weingart - University of Bielefeld, Germany  
 Carlos Vogt - LabJor / Universidade Estadual de Campinas, Brazil  
 Rajesh Shukla - Insitute of Human Development, India  
 Subhasis Sahoo - Allahabad University, India  
 Martin William Bauer - London School of Economics, United Kingdom

### 20628- SCIENCE COMMUNICATION ACTIVITIES FOR SOCIAL INCLUSION IN LATIN AMERICA

Room: Fernando Pessoa 3 - S1  
 Proponent of the session: ILDEU DE CASTRO MOREIRA  
 Institution: UNIVERSIDADE FEDERAL DO RIO DE JANEIRO  
 Country: Brazil  
 Moderator: Ildeu de Castro Moreira  
 Participants: Noboru Takeuchi - Universidad Nacional Autónoma de México, Centro de Nanociencias y Nanotecnología, Mexico  
 Ildeu de Castro Moreira - Instituto de Física, Universidade Federal do Rio de Janeiro, Brazil

Maria Helena Steffani – Planetário da Universidade Federal do Rio Grande do Sul, Brazil  
 Douglas Falcão Silva – Museu de Astronomia e Ciências Afins (MCTI), Brazil  
 Germano Bruno Afonso – Instituto Federal do Amazonas, Brazil

**20642- SCIENCE ON WHEELS: SCIENCE POPULARIZATION ON MOBILE OUTREACH PROGRAMS AROUND THE GLOBE**

Room: Gregório de Matos – S2

Proponent of the session: DIEGO VAZ BEVILAQUA

Institution: MUSEU DA VIDA/CASA DE OSWALDO CRUZ/FIOCRUZ

Country: Brazil

Moderator: Diego Vaz Bevilaqua – Museu da Vida/Casa de Oswaldo Cruz/Fiocruz, Brazil

Participants: Michael M. Gore – Centre for Public Awareness of Science / Australian National University, Australia

Antonio Carlos Pavão – Espaço Ciência e Universidade Federal de Pernambuco, Brazil

Diego Vaz Bevilaqua – Museu da Vida/Casa de Oswaldo Cruz/Fiocruz, Brazil

José Ribamar Ferreira – Museu da Vida/Casa de Oswaldo Cruz/Fiocruz, Brazil

**20609- THE EXPERIENCE OF THE “CAMINHOS GEOLÓGICOS” (GEOLOGICAL PATHS) – PROJECT FOR THE POPULARIZATION OF GEOLOGY IN THE RIO DE JANEIRO STATE, BRAZIL**

Room: Graciliano Ramos – S2

Proponent of the session: LEONARDO FREDERICO PRESSI

Institution: DEPARTAMENTO DE RECURSOS MINERAIS DO ESTADO DO RIO DE JANEIRO

Country: Brazil

Moderator: Kátia Leite Mansur – Universidade Federal do Rio de Janeiro, Brazil

Participants: Kátia Leite Mansur – Universidade Federal do Rio de Janeiro, Brazil

Leonardo Frederico Pressi – Departamento de Recursos Minerais do Estado do Rio de Janeiro, Brazil

Flávio Erthal – Departamento de Recursos Minerais do Estado do Rio de Janeiro, Brazil

**Oral Communications**

**Oral Communications – Communicating science with policy-makers – Session 2**

Room: Machado de Assis – 1st floor

Chair: MASSIMIANO BUCCI, University of Trento, Italy

**20415 – INDICATORS FOR SOCIAL APPROPRIATION OF SCIENCE AND TECHNOLOGY**

Authors: Marcela Lozano Borda – Observatorio Colombiano de Ciencia y Tecnología, Colombia

Diana Papagayo – Observatorio Colombiano de Ciencia y Tecnología, Colombia

Vladimir Ariza – Observatorio Colombiano de Ciencia y Tecnología, Colombia

**20563 – RESPONSIBLE RESEARCH AND INNOVATION TOOLS – A NEW EUROPEAN PROJECT**

Authors: Melanie Smallman – Department of Science and Technology Studies, University College, United Kingdom

20407 – THE SQUARE KILOMETRE ARRAY (SKA) TELESCOPE: BIG SCIENCE, BIG MONEY, BIG SUPPORT (HOPEFULLY)!

Authors: William Garnier – SKA Organisation, United Kingdom

### Oral Communications – Emerging issues of science and society – Session 1

Room: Eça de Queiroz – 1st floor

Chair: BRIAN TRENCH – Dublin City University, Ireland

20461 – SCIENCE AND POLITICS IN BRAZIL: GENETIC ANCESTRY RESEARCH AS AN ARGUMENT AGAINST RACIAL QUOTAS IN PUBLIC HIGHER EDUCATION

Authors: Maísa Maryelli de Oliveira – Universidade Estadual de Campinas, Brazil

20433 – WHAT ARE EUROPEAN SCIENCE COMMUNICATION COMMUNITIES TALKING ABOUT?

Authors: Brian Trench – Dublin City University, Ireland

Francesca Camilli – Science communicator, Italy

Padraig Murphy – Dublin City University, Ireland

20274 – BUSINESS AS USUAL OR NEW REASONS AND MEANS FOR COMMUNICATING SCIENCE?

Authors: Charlotte Autzen – University of Southern Denmark, Denmark

20229 – COMMUNICATING SCIENCE IN CHILE: PROBLEMS IN JOURNALISM TRAINING AND SCIENTIFIC COMMUNICATION

Authors: Lorena B. Valderrama – Institute for the History of Medicine and Science, Chile

Raimundo Roberts – Biblioteca del Congreso Nacional de Chile, Chile

Evelyn Nahuelhual – Asociación Chilena de Periodistas Científicos, Chile

20226 – COVERAGE OF SCIENCE AND FRAMING OF NANO-SCIENCE AND TECHNOLOGY IN NIGERIA'S ELITE AND POPULAR PRESS

Authors: Ashong Clifford Ashong – University of Uyo, Nigeria

Charles Dennis Obot – University of Uyo, Nigeria

Herbert Effiong Batta – University of Uyo, Nigeria

### Oral Communications – Emerging issues of science and society – Session 2

Room: Castro Alves – 1st floor

Chair: SANDRA MURRIELLO – Universidad Nacional de Río Negro, Argentina

20217 – CUTE CATS VERSUS RATIONAL ARGUMENTS: THE CHALLENGE OF COMMUNICATING ANIMAL EXPERIMENTATION

Authors: Elena Link – Hannover University of Music, Germany

Katharina Emde – Hannover University of Music, Germany

Christoph Klimmt – Hannover University of Music, Germany

**20568 - THE HYPERTEXTUAL ORGANIZATION OF SCIENCE DISSEMINATION MEDIA TEXTS AIMED AT CHILDREN**

Authors: Rui Ramos - Universidade do Minho, Portugal  
 Maria Aldina Marques - Universidade do Minho, Portugal  
 Isabel Margarida Duarte - Universidade do Porto, Portugal

**20692 - THE IMPACT OF FACEBOOK ON PUBLIC COMMUNICATION IN SCIENCE AND MEDICINE IN BRAZIL**

Authors: Maria Elizete Kunkel - Federal University of ABC, Brazil  
 Anna Maria M Cavalcanti - Federal University of ABC, Brazil  
 Maria Elizabeth de S Rodrigues - Federal University of Sao Paulo, Brazil  
 Sandra Maria S. Rodrigues - Pontifícia Universidade Católica São Paulo, Brazil

**20447 - VISUALIZING SCIENTIST ON ARGENTINIAN TV**

Authors: Sandra Murriello - Universidad Nacional de Río Negro, Argentina  
 Ailen Spera - Universidad Nacional de Río Negro, Argentina  
 Hernán Andrade - Universidad Nacional de Río Negro, Argentina

**20411 - "NÓS NO MUNDO": COMMUNICATING SUSTAINABILITY TO BRAZILIAN PUBLIC.**

Authors: Vanessa F. Guimarães - Museu da Vida, Casa de Oswaldo Cruz, Fundação Oswaldo Cruz, Brazil  
 Sonia Mano - Museu da Vida, Casa de Oswaldo Cruz, Fundação Oswaldo Cruz, Brazil  
 Fabio C. Gouveia - Museu da Vida, Casa de Oswaldo Cruz, Fundação Oswaldo Cruz, Brazil

**Oral Communications - Local community knowledge and global context - Session 1**

Room: José de Alencar - 1st floor

Chair: JENNIFER ELLEN METCALFE, Econnect Communication, Australia

**20366 - CAFES AND CULTURES**

Authors: Duncan Dallas - Cafe Scientifique, United Kingdom

**20370 - CAMEROON AND MOBILE TELEPHONY: TELLING THE STORY OF TECHNOLOGICAL CHANGE 'IN THEIR OWN WORDS' - GLOBAL KNOWLEDGE FROM A LOCAL PERSPECTIVE**

Authors: Deanne Naula - Science Museum, United Kingdom  
 Charlotte Connelly - Science Museum, United Kingdom

**20600 - CITIES OF SCIENTIFIC CULTURE**

Authors: Alexander Gerber - German Research Centre for Science & Innovation Communication, Germany  
 António Gomes da Costa - The European Network of Science Centres and Museums, Germany

**20613 - EARTH GIRL 2: PREPARING FOR THE TSUNAMI, A STRATEGY CASUAL GAME**

Authors: Isaac Kerlow - Earth Observatory of Singapore, Singapore

**20429 - EMPTY VESSELS OR COMMUNICATING VESSELS? SCIENCE COMMUNICATION IN INDIGENOUS PEOPLES AND IN OTHER INTERCULTURAL CONTEXTS**

Authors: César Carrillo-Trueba - Revista Ciencias, Facultad de Ciencias, Universidad Nacional Autónoma de México, Mexico

## Workshop

### 20362- PHYSICAL AND SCIENCE THEATER

Room: Graciliano Ramos - S2

Sub-area: Beliefs, values and scientific citizenship

Proponent: MARIA DE FATIMA SALGADO

Institution: UNIVERSIDADE ESTADUAL DO MARANHAO (UEMA)

Country: Brazil

Presenter: Maria de Fatima Salgado

## Show, Tell & Talk – Session 2

Room: Drummond de Andrade - S2

Chair: ALEJANDRA LEON-CASTELLA, Fundación para el Centro Nacional de la Ciencia y la Tecnología, Costa Rica

### 20233 - APP-ING' AND AUTOMATING SCIENCE COMMUNICATION EVALUATION: METHODOLOGICAL AND PRACTICAL OPPORTUNITIES AND CHALLENGES

Sub-area: New technologies and new practices in science communication

Proponent: ERIC ALLEN JENSEN

Institution: UNIVERSITY OF WARWICK

Country: United Kingdom

Presenter: Eric Allen Jensen

Authors: Eric Allen Jensen - University of Warwick, United Kingdom

### 20332 - LABI – OPEN LABORATORY OF INTERACTIVITY FOR THE DISSEMINATION OF SCIENTIFIC KNOWLEDGE AND TECHNOLOGY (LABI)

Sub-area: New technologies and new practices in science communication

Proponent: MARIANA RODRIGUES PEZZO

Institution: UNIVERSIDADE FEDERAL DE SÃO CARLOS

Country: Brazil

Presenter: Mariana Rodrigues Pezzo - Universidade Federal de São Carlos, Brazil

Authors: Mariana Rodrigues Pezzo - Universidade Federal de São Carlos, Brazil

Adilson Jesus Aparecido de Oliveira - Universidade Federal de São Carlos, Brazil

Tárcio Minto Fabrício - Universidade Federal de São Carlos, Brazil

Gustavo de Araújo Rojas - Universidade Federal de São Carlos, Brazil

### 20611 - KNOWLEDGE CAPSULES ON EARTH SCIENCE: A HIGH-QUALITY AND LOW-BUDGET APPROACH

Sub-area: New technologies and new practices in science communication

Proponent: ISAAC KERLOW

Institution: EARTH OBSERVATORY OF SINGAPORE

Country: Singapore

Presenter: Isaac Kerlow - Earth Observatory of Singapore, Singapore

Authors: Isaac Kerlow - Earth Observatory of Singapore, Singapore

**20426 - MARINE SCIENCE OUTREACH THROUGH NON-FORMAL EDUCATION**

Sub-area: New technologies and new practices in science communication

Proponent: YOLANDA SANCHEZ ALVAREZ

Institution: CENTRO DE CONSERVACIÓN MARINA, ECIM, PONTIFICIA UNIVERSIDAD CATOLICA DE CHILE

Country: Chile

Presenter: Yolanda Sánchez

Authors: Yolanda Sanchez - Centro de Conservación Marina, Ecim, Pontificia Universidad Catolica de Chile, Chile

Mayra Figueroa - Centro de Conservación Marina, Ecim, Pontificia Universidad Catolica de Chile, Chile

Miriam Fernandez - Centro de Conservación Marina, Ecim, Pontificia Universidad Catolica de Chile, Chile

**Performances & Videos**

Time: 5 pm - 6:10 pm

**Performances****20552- MAGIC X SCIENCE: OUROBOROS SCIENCE THEATER**

Room: Zelia Gattai 1 - Ground floor

Proponent of the session: KARINA OMURO LUPETTI

Institution: UNIVERSIDADE FEDERAL DE SÃO CARLOS

Country: Brazil

Presenters: Karina Omuro Lupetti - Universidade Federal de São Carlos, Brazil

Tiago Botassin - Universidade Federal de São Carlos, Brazil

Gustavo Garcia da Costa - Universidade Federal de São Carlos, Brazil

Antonio Rogerio Bernardo - Universidade Federal de São Carlos, Brazil

Leonardo C Balmat - Universidade Federal de São Carlos, Brazil

Ariel Lopes Rodrigues - Universidade Federal de São Carlos, Brazil

Rogerio Augusto Capobianco - Universidade Federal de São Carlos Brazil

Bruna Barroso - Universidade Federal de São Carlos, Brazil

Adriana Yumi Iwata - Universidade Federal de São Carlos, Brazil

**20594-THE BERIMBOT: A ROBOTIC MUSICAL INSTRUMENT AS AN OUTREACH TOOL FOR SCIENCE AND TECHNOLOGY POPULARIZATION**

Room: Fernando Pessoa 1 - S1

Proponent of the session: IVAN CARDOSO MONSÃO

Institution: UNIVERSITY OF CAMPINAS

Country: Brazil

Presenter: Ivan Cardoso Monsão

Co-authors: Ivan Cardoso Monsão - Universidade Estadual de Campinas, Brazil

José Antonio Siqueira Dias - Universidade Estadual de Campinas, Brazil

Jés De Jesus Cerqueira - Universidade Federal da Bahia, Brazil

Augusto César Pinto Loureiro da Costa - Universidade Federal da Bahia, Brazil

**20443- FROM THE KOSHER PICKLE TO ALBERT EINSTEIN**

Room: Fernando Pessoa 2 - S1

Proponent of the session: RONEN MIR

Institution: WEIZMANN INSTITUTE OF SCIENCE

Country: Israel

Presenters: Ronen Mir - Weizmann Institute of Science, Israel

Debby F. Mir - Ono Academic College, Israel

**Videos – Session 1**

Chair: MARTHA ELENA CAMBRE HERNÁNDEZ - Espacio Ciencia Laboratorio Tecnológico del Uruguay, Uruguay

Room: Guimarães Rosa - S2

**20621 - HEALTH IN THE BACKYARD: COMMUNITY VIEWS OF RISK IN FARMING PRACTICES IN THE MEKONG DELTA, VIETNAM**

Sub-area: Local community knowledge and global context

Proponent: MARY CHAMBERS

Institution: OXFORD UNIVERSITY CLINICAL RESEARCH UNIT VIETNAM

Country: Vietnam

Presenter: Mary Chambers

Authors: Mary Chambers - Oxford University Clinical Research Unit Vietnam/ Wellcome Trust Major Overseas Programme, Vietnam

Nicolas Fernandez - Fact & Fiction Films

Linh Phan - Fact & Fiction Films

**20657 - IMAGES EXPERIMENTING CLIMATE CHANGE: ART, SCIENCE AND COMMUNICATION**

Sub-area: Emerging issues of science and society

Proponent: TAINÁ MASCARENHAS DE LUCCAS

Institution: UNIVERSIDADE ESTADUAL DE CAMPINAS

Country: Brazil

Presenter: SUSANA OLIVEIRA DIAS - Universidade Estadual de Campinas , Brazil

Authors: Taina Mascarenhas de Luccas - Universidade Estadual de Campinas , Brazil

Michele Fernandes Gonçalves - Universidade Estadual de Campinas , Brazil

Fernanda Pestana - Universidade Estadual de Campinas , Brazil

Susana Oliveira Dias - Universidade Estadual de Campinas , Brazil

**20731 - AT THE SAME TIME, WE NEEDED A PATENT**

Sub-area: Emerging issues of science and society

Proponent: IVAN DA COSTA MARQUES

Institution: HCTE / UNIVERSIDADE FEDERAL DO RIO DE JANEIRO

Country: Brazil

Presenter: Ivan da Costa Marques - HCTE / Universidade Federal do Rio de Janeiro, Brazil

Authors: Ivan da Costa Marques - HCTE / Universidade Federal do Rio de Janeiro, Brazil

## Videos - Session 2

Chair: GERMANA FERNANDES BARATA – LABJOR/ Universidade Estadual de Campinas, Brazil  
Room: Drummond de Andrade - S2

### 20588 - DARWIN EXPEDITION TRAIL

Sub-area: Science communication for social inclusion and political engagement

Proponent: LUCIANE CORREIA SIMÕES

Institution: CASA DA CIÊNCIA/UNIVERSIDADE FEDERAL DO RIO DE JANEIRO

Country: Brazil

Presenter: Luciane Correia Simões , Brazil

Authors: Ildeu de Castro Moreira – Universidade Federal do Rio de Janeiro, Brazil

Kátia Mansur – Universidade Federal do Rio de Janeiro, Brazil

Fatima Brito – Universidade Federal do Rio de Janeiro, Brazil

Luciane Correia Simões – Casa da Ciência/ Universidade Federal do Rio de Janeiro, Brazil

### 20508 - ADHERENCE STORIES: PUBLIC ENGAGEMENT WITH HIV DRUG ADHERENCE THROUGH AUDIOVISUAL MEDIA

Sub-area: New technologies and new practices in science communication

Proponent: ASTRID JANE TREFFRY-GOATLEY

Institution: AFRICA CENTRE

Country: South Africa

Presenter: Astrid Treffry-Goatley – Africa Centre, University of KwaZulu Natal, South Africa

Authors: Astrid Treffry-Goatley – Africa Centre, University of KwaZulu Natal, South Africa

### 20248 - ME AND MY BODY

Sub-area: New technologies and new practices in science communication

Proponent: ANA LÚCIA MENA

Institution: INSTITUTO GULBENKIAN DE CIÊNCIA

Country: Portugal

Presenter: Ana Mena – Instituto Gulbenkian de Ciência, Portugal

Authors: Ana Mena – Instituto Gulbenkian de Ciência, Portugal

Catarina Júlio – Instituto Gulbenkian de Ciência, Portugal

Ana Godinho – Instituto Gulbenkian de Ciência, Portugal

### 20319 - VIDEO ABOUT THE IMAGES OF KNOWLEDGE

Sub-area: New technologies and new practices in science communication

Proponent: ADRIANA APARECIDA LEMOS TORRES

Institution: UNIVERSIDADE FEDERAL DE MINAS GERAIS - UFMG

Country: Brazil

Presenter: Ana Paula Domingos Vieira Pahlevan Nejad – Universidade Federal de Minas Gerais, Brazil

Authors: Adriana Aparecida Lemos Torres – Universidade Federal de Minas Gerais, Brazil



Ana Paula Domingos Vieira Pahlevan Nejad – Universidade Federal de Minas Gerais, Brazil

Leonardo Chalub – Universidade Federal de Minas Gerais, Brazil

Glaucia Faria Rodrigues da Silva – Universidade Federal de Minas Gerais, Brazil

Josué Benvindo Santana de Oliveira – Universidade Federal de Minas Gerais, Brazil

Cinthia Campos Procópio – Universidade Federal de Minas Gerais, Brazil

Ana Carolina Gomes Silva – Universidade Federal de Minas Gerais, Brazil

Mariana Muchon Schainberg – Universidade Federal de Minas Gerais, Brazil

Gabriel D'Angelo Louzada – Universidade Federal de Minas Gerais, Brazil



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5-8 May, Salvador, Bahia (Brazil)

**Detailed programme:**  
**Wednesday 7 May 2014**

## Plenary: Science communication and social media

Time: 9 am - 10:30 am

Room: Fernando Pessoa 3 - S1

### Speakers:

- Dominique Brossard  
University of Wisconsin (United States) and member of the scientific committee of the PCST Network
- Mohammed Yahia  
Editor of Nature Middle East (Egypt)

### Moderador:

- Brian Trench - member of the scientific committee of the PCST Network (Ireland)

## Parallel sessions

Time: 10:45 am - 12 pm

### Panels

#### 20452 - LONGITUDINAL MASS MEDIA INDICATORS OF SCIENCE CULTURE (MACAS II)

Room: Zelia Gattai 1 - Ground floor

Proponent of the session: MARTIN WILLIAM BAUER

Institution: LONDON SCHOOL OF ECONOMICS

Country: United Kingdom

Moderator: Martin W Bauer - London School of Economics, United Kingdom

Participants: Martin W Bauer - London School of Economics, United Kingdom

Rajesh Shukla - Human Development Institute, India

Bankole Falade - London School of Economics United Kingdom

Petra Pansegrau - University of Bielefeld, Germany

Subhasis Sahoo - University of Allahabad, India

Federico Neresini - University of Padua & Observa, Italy

Andrea Lorenzet - University of Padua and Observa, Italy

#### 20548- OUTDOOR SCIENCE PARKS

Room: Zelia Gattai 2 - Ground floor

Proponent of the session: ANTONIO CARLOS PAVÃO

Institution: ESPAÇO CIÊNCIA

Country: Brazil

Moderator: Ronen Mir - Science Learning Centers, Weizmann Institute of Science, Rehovot, Israel

Participants: Ronen Mir - Science Learning Centers, Weizmann Institute of Science, Rehovot, Israel

Erik Jacquemyn - Technopolis, Belgium

Ganga Rautela - National Council of Science Museums, India

Antonio Carlos Pavão - Espaço Ciência, Brazil

Debby Mir - Tel Aviv University, Israel

### 20231-A NEW GENERATION OF MUSEUMS: THE LIVE MUSEUMS

Room: Fernando Pessoa 1 - S1

Proponent of the session: ENNIO CANDOTTI

Institution: MUSEU DA AMAZONIA

Country: Brazil

Moderator: Ennio Candotti, Museu da Amazônia, Brazil

Participants: Ennio Candotti - Museu da Amazônia, Brazil

Shiro Koshima - Wild Life Research Center, Japan

Rute Maria Gonçalves de Andrade - Museu do Homem Americano, Brazil

Vera F. da Silva - Instituto Nacional de Pesquisas da Amazonia, Brazil

### 20291- PUBLIC POLICIES AND POLICY MECHANISMS FOR SCIENCE COMMUNICATION IN LATIN AMERICA

Room: Fernando Pessoa 2 - S1

Proponent of the session: ERNESTO FERNANDEZ POLCUCH AND LUISA MASSARANI

Institution: UNESCO MONTEVIDEO AND RedPOP, THE NETWORK FOR THE POPULARIZATION OF SCIENCE AND TECHNOLOGY FOR LATIN AMERICA AND THE CARIBBEAN

Country: Uruguay and Brazil

Moderator: Ernesto Fernández Polcuch - UNESCO, Uruguay

Participants: Ernesto Fernández Polcuch - UNESCO, Uruguay

Vera Brudny - Ministry of Science, Technology and Innovation, Argentina

Douglas Falcão Silva - Ministry of Science, Technology and Innovation, Brazil

Julia Tagueña - National Council of Science and Technology, Mexico

Luisa Massarani - RedPOP, Brazil

Federico Franco - Dicyt, Uruguay

### 20392- PICK UP A PCST KEYWORD! A COINCISE PCST DICTIONARY

Room: Fernando Pessoa 3 - S1

Proponent of the session: MASSIMIANO BUCCHI

Institution: STS PROGRAMME, DEPT. OF SOCIOLOGY, UNIVERSITÀ DI TRENTO

Country: Italy

Moderator: Massimiano Bucchi - STS Programme, Università di Trento, Italy

Participants: Massimiano Bucchi - STS Programme, Università di Trento, Italy

Kristian Nielsen - University of Aarhus, Denmark

Susanna Priest - University of Washington, United States

Brian Trench - Dublin City University, Ireland

### 20448- POSTGRADUATION COURSES IN SCIENCE COMMUNICATION: INTERNATIONAL EXPERIENCES - SESSION I

Room: Gregório de Matos - S2

Proponent of the session: SANDRA MURRIELLO

Institution: UNIVERSIDAD NACIONAL DE RÍO NEGRO

Country: Argentina

Moderator: Sandra Murriello, Universidad Nacional de Río Negro, Argentina

Participants: Diego Vaz Bevilaqua - Museu da Vida/Casa de Oswaldo Cruz/

Fiocruz, Brazil

Gema Revuelta - Universitat Pompeu Fabra, Spain  
 Sue Stocklmayer - Australian National University, Australia  
 Susana Herrera Lima - Universidade Jesuita de Guadalajara, Mexico

## Oral Communications

### Oral Communications - Local community knowledge and global context - Session 2

Room: Machado de Assis - 1st floor

Chair: ANA CATARINA CHAGAS DE MELLO FREIRE - Instituto Ciência Hoje, Brazil

#### 20647 - HYDROLOGY FOR RESILIENT CITIES: AN ITINERANT LABORATORY FOR THE INHABITANTS OF PARIS SUBURBS

Authors: Rosa Vicari - LEESU & Chair 'Hydrology for Resilient Cities', Université Paris-Est, École des Ponts Paris Tech, Marne-la-Vallée, France

Jean-Roland Tartas - Les Savants Fous, France

Auguste Gires - LEESU, & Chair 'Hydrology for Resilient Cities', Université Paris-Est, Ecole des Ponts ParisTech, France

Ioulia Tchiguirinskaia - LEESU, & Chair 'Hydrology for Resilient Cities', Université Paris-Est, Ecole des Ponts ParisTech, France

Daniel Schertzer - LEESU, & Chair 'Hydrology for Resilient Cities', Université Paris-Est, Ecole des Ponts ParisTech, France

Rosa Vicari - LEESU & Chair 'Hydrology for Resilient Cities', Université Paris-Est, École des Ponts Paris Tech, Marne-la-Vallée, France

Jean-Roland Tartas - Les Savants Fous, France

Auguste Gires - LEESU, & Chair 'Hydrology for Resilient Cities', Université Paris-Est, Ecole des Ponts ParisTech

Ioulia Tchiguirinskaia - LEESU, & Chair 'Hydrology for Resilient Cities', Université Paris-Est, Ecole des Ponts ParisTech, France

Daniel Schertzer - LEESU, & Chair 'Hydrology for Resilient Cities', Université Paris-Est, Ecole des Ponts ParisTech, France

#### 20195 - PERCEPTIONS OF HEALTH ATTRIBUTIONS, BEHAVIORS, AND OUTCOMES: CULTURAL CONSIDERATIONS

Authors: Brett J. Craig - Nazarbayev University, Kazakhstan

Martha Corley Engstrom - Independent Researcher, Kazakhstan

#### 20676 - PUBLIC PARTICIPATION AND SCIENCE COMMUNICATION IN ENVIRONMENTAL POLICY: THE CASE OF FOREST POLICY IN ARGENTINA

Authors: Myriam García Rodríguez - Universidad De Oviedo/Centro Redes, Spain

#### 20649 - SCIENCE COMMUNICATION AS A CONDUCTIVE ENVIRONMENT BETWEEN GLOBAL SCIENTIFIC CHALLENGES AND LOCAL OPERATIONAL EXPERTISE TO ACHIEVE RESILIENT CITIES

Authors: Rosa Vicari - LEESU & Chair 'Hydrology for Resilient Cities', Université Paris-Est, École des Ponts Paris Tech, Marne-la-Vallée, France

Auguste Gires - LEESU & Chair 'Hydrology for Resilient Cities', Université Paris-Est, École des Ponts Paris Tech, Marne-la-Vallée, France

Ioulia Tchiguirinskaia – LEESU & Chair 'Hydrology for Resilient Cities', Université Paris-Est, École des Ponts Paris Tech, Marne-la-Vallée, France  
Daniel Schertzer – LEESU & Chair 'Hydrology for Resilient Cities', Université Paris-Est, École des Ponts Paris Tech, Marne-la-Vallée, France

#### 20198 – THE COBRA PROJECT: A COMMUNITY-BASED APPROACH TO PUBLIC ENGAGEMENT IN SCIENCE

Authors: Andrea Berardi – The Open University, United Kingdom  
Jay Mistry – Royal Holloway, University of London, United Kingdom  
Celine Tschirhart – Royal Holloway, University of London, United Kingdom  
Elisa Bignante – University of Torino, Italy  
Lakeram Haynes – North Rupununi District Development Board, Guyana  
Deirdre Jafferally – Iwokrama International Centre for Rainforest Conservation and Development

### Oral Communications – Local community knowledge and global context – Session 3

Room: Eça de Queiroz – 1st floor

Chair: LUZ MARINA LINDEGAARD VEGA – Museo Interactivo Mirador, Chile

#### 20374 – THE DEBATE ABOUT CONSUMPTION ACROSS AN INTERACTIVE EXHIBITION

Authors: Graciela Merino – Universidad Nacional de La Plata, Argentina

#### 20608 – THE ROLE OF ICT VOLUNTEERS IN PUBLIC COMMUNICATION OF SCIENCE AND TECHNOLOGY

Authors: Finarya Legoh – The Agency for Assessment & Application of Technology, Indonesia

#### 20656 – THE SOCIAL APPROPRIATION OF KNOWLEDGE IN INTERCULTURAL CONTEXTS: A ROLE FOR COMMUNICATION OF SCIENCE

Authors: Juan Carlos García Cruz – Instituto De Investigaciones Filosóficas/ Universidad Nacional Autónoma de Mexico, Mexico  
Roberto Feltrero Oreja – Universidad Nacional de Educación a Distancia, España  
Luz Lazos Ramírez – Universidad Nacional Autónoma de Mexico, Mexico  
Xenia Rueda Romero – Instituto de Investigaciones Filosóficas, Universidad Nacional Autónoma de Mexico, Mexico

#### 20397 – TO CYBER OR NOT TO CYBER: HOW THE DIGITALIZATION SHAPE THE VIRTUAL ENVIRONMENT OF COGNITION AT INSTITUTIONS OF SCIENCE, TECHNOLOGY AND INNOVATION IN BRAZILIAN AMAZON

Authors: Luiz Roberto Vieira de Jesus – Universidade Federal do Pará, Brazil

### Oral Communications – New technologies and new practices in science communication – Session 1

Room: Castro Alves – 1st floor

Chair: TOSS GASCOIGNE, PCST Network, Australia

**20326 - SCIENCE POPULARIZATION ACTIONS DEVELOPED BY SEARA DA CIÊNCIA IN CEARÁ, BRAZIL**

Authors: Giselle Soares - State University of Campinas, Brazil

**20096 - A DECALOGUE FOR SCIENCE COMMUNICATION NARRATIVES (SCICOM NARRATIVES)**

Authors: Aquiles Negrete - Universidad Nacional Autónoma de México, Mexico

**20617 - ART IN A SCIENCE INSTITUTE?**

Authors: Gabriela Frías Villegas - Nuclear Sciences Institute, National Autonomous University of Mexico, Mexico

**20542 - AUTOMATIC MEDIA MONITORING ON STEM CELL RESEARCH IN BRAZIL: WHEN THE SCIENCE SECTION IS NOT THE LIMIT**

Authors: Ana Paula Morales - State University Of Campinas, Brazil  
Carlos Vogt - State University Of Campinas, Brazil  
Maria Conceição da Costa - State University Of Campinas, Brazil

**20298 - 20298 - BUILDING AN EMPOWERED RELATIONSHIP WITH SCIENCE: THE EXEMPLE OF BJORK'S BIOPHILIA EDUCATIONAL PROGRAM**

Authors: Matteo Merzagora - Espace Pierre-Gilles de Gennes, France  
Virginie Thibaud - Espace Pierre-Gilles de Gennes, France

**Oral Communications - New technologies and new practices in science Communication - Session 2**

Room: José de Alencar - 1st floor

Chair: MARTHA ELENA CAMBRE HERNÁNDEZ - Espacio Ciencia Laboratorio Tecnológico del Uruguay, Uruguay

**20450 - CHALLENGES IN SCIENCE COMMUNICATION IN THE INTERNET: THE INCTTOX CASE**

Authors: Djana Contier Fares - Instituto Nacional de Ciência e Tecnologia em Toxinas, Brazil  
Alessandra Bizerra - Universidade de São Paulo, Brazil  
Martha Marandino - Universidade de São Paulo, Brazil

**20145 - CITIZEN SCIENCE WITH SMARTPHONES: PARTICIPANTS' MOTIVATION, EXPECTATIONS, AND LEARNING IMPACT**

Authors: Anne Land-Zandstra - Science Communication & Society, Leiden University  
Frans Snik - Leiden Observatory, Netherlands  
Jeroen Devilee - National Institute for Public Health and the Environment, Netherlands  
Franka Buurmeijer - Netherlands Research School for Astronomy, Netherlands  
Jos van den Broek - Science Communication & Society, Leiden University, Netherlands



**20553 - COMIC "DIME ABUELITA PORQUÉ" AS A TOOL FOR SCIENCE POPULARIZATION AND SCIENCE COMPETENCIES' DEVELOPEMENT**

Authors: Rafael Fernández Flores - Servicio De Consultoría de Valor Agregado, Mexico

Emilia Sánchez Morales - Servicio de Consultoria de Valor Agregado, Mexico

**20306 - ENGAGING MOBILE TECHNOLOGIES IN ADOLESCENTS SEXUAL HEALTH RISK COMMUNICATION IN NIGERIA**

Authors: Nicholas Sesugh Iwokwagh - Federal University of Technology, Nigeria

**20269 - ENHANCING SOCIALLY RESPONSIBLE INNOVATION WITH SCIENCE COMMUNICATION BASED INTERVENTIONS**

Authors: Steven Flipse - Delft University of Technology, Nethelands

Maarten van der Sanden - Delft University of Technology, Nethelands

**Workshop**

**20344- HOW SCIENCE DEBATES BUILD NEW DIALOGUES BETWEEN RESEARCH AND SOCIETY**

Room: Graciliano Ramos - S2

Sub-area: New technologies and new practices in science communication

Proponent: WOLFGANG C. GOEDE

Institution: EUROPEAN SCIENCE JOURNALISTS EUSJA /GERMAN SCIENCE WRITERS TELI

Country: Germany

Presenter: Alexander Gerber - Rhine Waal University, Germany

**Show, Tell & Talk - Session 3**

Chair: CARLA ALMEIDA - science writer, Brazil

Room: Drummond de Andrade - S2

**20539 - UNIVERSIDADE DAS CRIANÇAS: SCIENCE AS A SOCIAL INCLUSION VEHICLE**

Sub-area: Science communication for social inclusion and political engagement

Proponent: MEGHIE DE SOUSA RODRIGUES

Institution: UNIVERSIDADE ESTADUAL DE CAMPINAS

Country: Brazil

Presenter: Meghie de Sousa Rodrigues - Universidade Estadual de Campinas, Brazil

Authors: Meghie de Sousa Rodrigues - Universidade Estadual de Campinas, Brazil

Marcela Werkema de Oliveira Moraes - Universidade Federal de Minas Gerais, Brazil

Fabiano Bomfim - Universidade Federal de Minas Gerais, Brazil

Débora d'Ávila Reis - Universidade Federal de Minas Gerais, Brazil

**20658 - SCIENCE ON THE MOVE: BRINGING SCIENCE TO THE PUBLIC**

Proponent: PEDRO MIGUEL MARQUES POMBO

Institution: FABRICA SCIENCE CENTRE - UNIVERSITY OF AVEIRO

Country: Portugal

Presenter: Pedro Miguel Marques Pombo - University of Aveiro, Portugal  
 Authors: Pedro Pombo - Fabrica Science Center - University of Aveiro, Portugal  
 Ivonne Delgadillo - University of Aveiro - Fabrica Science Center, Portugal

**20109 - EXPEDITION MUNDUS - A GAME INTRODUCING THE ESSENCE OF SCIENCE TO A VERY BROAD RANGE OF SCHOOL CHILDREN**

Sub-area: Science communication for social inclusion and political engagement

Proponent: ALEX VERKADE

Institution: DE PRAKTIJK

Country: Netherlands

Presenter: Alex Verkade De Praktijk, Science Communication and Education, Amsterdam, Netherlands

Authors: Alex Verkade - De Praktijk, Science Communication and Education, Amsterdam, Netherlands

Caspar Geraedts - De Praktijk, Science Communication and Education, Amsterdam, The Netherlands / current: VU University, Faculty of Psychology and Education, Amsterdam, Netherlands

Charlotte Vlek - De Praktijk, Science Communication and Education, Amsterdam, The Netherlands / current: University of Groningen, Faculty of Mathematics and Natural Sciences, Groningen, Netherlands

Miranda Jansen - De Praktijk, Science Communication and Education, Amsterdam, Netherlands

Yuri Matteman - De Praktijk, Science Communication and Education, Amsterdam, The Netherlands

Maarten Kleinhans - Universiteit Utrecht, Faculty of Geosciences, Utrecht, Netherlands

**20503 - IS IT POSSIBLE TO ENGAGE EVERY SOCIAL DEMOGRAPHIC GROUP WITH SCIENCE?**

Proponent: LEAH HOLMES

Institution: WELLCOME TRUST

Country: United Kingdom

Presenter: Leah Holmes - Wellcome Trust, United Kingdom

Authors: Leah Holmes - Wellcome Trust, United Kingdom

Amy Sanders - Wellcome Trust, United Kingdom

Stephanie Sinclair - Wellcome Trust, United Kingdom

Chloe Sheppard - Wellcome Trust, United Kingdom

Daniel Glaser - Kings College London, United Kingdom

Clare Matterson - Wellcome Trust, United Kingdom

**Parallel sessions**

Time: 1:15pm - 2:30 pm

**Panels**

**20651- NEW CONCEPTS FOR INCLUSIVE SCIENCE COMMUNICATION IN A PLURAL WORLD**

Room: Zelia Gattai 1 - Ground Floor

Proponent of the session: CESAR CARRILLO-TRUEBA

Institution: UNIVERSIDAD NACIONAL AUTÓNOMA DE MÉXICO

Country: Mexico

Moderator: César Carrillo-Trueba – Universidad Nacional Autónoma de México, Mexico

Participants: César Carrillo-Trueba – Universidad Nacional Autónoma de México, Mexico

Joëlle Le Marec – University of Paris VI, France

Bernardo Jefferson de Oliveira – Federal University of Minas Gerais, Brazil

Yurij Castelfranchi – Federal University of Minas Gerais, Brazil

Charbel N. El-Hani – Federal University of Bahia, Brazil

### 20439- ADDRESSING THE CHALLENGE OF CENSORSHIP IN SCIENCE COMMUNICATION

Room: Zelia Gattai 2 – Ground Floor

Proponent of the session: NICK PERKINS

Institution: SciDev.Net

Country: United Kingdom

Moderator: Nick Perkins

Participants: Nick Perkins – SciDev.Net

Mohammed Yahia – visit president of the directive board of the Middle East Association of Science Journalists, Egypt

Ochieng Ogodo – Sub-Saharan Africa editor for SciDev.Net, Kenya, member of the Kenya Environment and Science Journalists Association, the African Federation of Science Journalists and the East African Network of Science Journalists

Representative of Article 19 (name to be confirmed)

### 20630- IMPACT ASSESSMENT OF SCIENCE COMMUNICATION INITIATIVES AND POLICIES: WHAT DO WE KNOW ABOUT IT?

Room: Fernando Pessoa 1 – S1

Sub-area: Science communication empowering scientists and the public

Proponent of the session: GEMA REVUELTA

Institution: SCIENCE COMMUNICATION OBSERVATORY, UNIVERSITAT POMPEU FABRA

Country: Spain

Moderator: Gema Revuelta

Participants: Gema Revuelta – Science Communication Observatory, Universitat Pompeu Fabra

Brian Trench – Dublin City University, Ireland

Eric Jensen – University of Warwick, United Kingdom

Richard Holliman – The Open University, United Kingdom

Gabriela Frías – Instituto de Ciencias Nucleares, Mexico

### 20671- NATIONAL POLICIES ON PUBLIC COMMUNICATION OF SCIENCE AND TECHNOLOGY

Room: Fernando Pessoa 2 – S1

Proponent of the session: ENNIO CANDOTTI

Institution: MUSEU DA AMAZONIA AND SOCIEDADE BRASILEIRA PARA O PROGRESSO DA CIÊNCIA

Country: Brazil

Moderator: Ennio Candotti - Sociedade Brasileira para o Progresso da Ciência and Museu da Amazônia  
 Participants: Ennio Candotti - Sociedade Brasileira para o Progresso da Ciência and Museu da Amazônia  
 Masataka Watanabe - University of Tsukuba, Japan  
 Ildeu de Castro Moreira - Institute of Physics Federal University of Rio de Janeiro, Brazil  
 Yin Lin - China Research Institute for Science Popularization (CRISP), China  
 Hans Peter Peters - Forschungszentrum Jülich, Germany

**20575 - RESEARCH AND PRACTICE ON REACHING UNDERSERVED AUDIENCES**

Room: Fernando Pessoa 3 - S1  
 Proponent of the session: BRUCE LEWENSTEIN  
 Institution: CORNELL UNIVERSITY  
 Country: United States  
 Moderator: Bruce Lewenstein - Cornell University, United States  
 Participants: Stephanie Sinclair - Wellcome Trust, United Kingdom  
 Maria Emilia Beyer - Universum, Mexico  
 Azeza Fredericks - Council for Scientific & Industrial Research, South Africa  
 Susan Stocklmayer - Universidade Nacional da Austrália, Australia  
 Diego Vaz Bevilaqua - Museu da Vida/Casa de Oswaldo Cruz/Fiocruz, Brazil  
 Bruce Lewenstein - Cornell University, United States  
 Matthew Hickman - The Wellcome Trust, United Kingdom

**20567 - THE PROFESSIONALIZATION OF EXPLAINERS: PROFILE, COMPETENCES AND TRAINING SCHEMES**

Room: Guimarães Rosa - S2  
 Moderator: Marzia Mazzonetto, VU University Amsterdam, Holland  
 Participants: Anne Lise Mathieu - Universcience, France  
 Luz Marina Lindegaard V. - Museo Interactivo Mirador, Chile  
 Patricia Aguilera-Jiménez - Dirección General de Divulgación de la Ciencia/ Universidad Nacional Autónoma de México, Mexico  
 Chrystian Carlétti - Espaço Ciência InterAtiva - Instituto Federal de Educação, Ciência e Tecnologia do Rio de Janeiro, Brazil  
 Marzia Mazzonetto - VU University Amsterdam, Holland

**20449 - TITLE: POSTGRADUATION COURSES IN SCIENCE COMMUNICATION: INTERNATIONAL EXPERIENCES - SESSION II**

Room: Gregório de Matos - S2  
 Proponent of the session: SANDRA MURRIELLO  
 Institution: UNIVERSIDAD NACIONAL DE RÍO NEGRO  
 Country: Argentina  
 Moderator: Sandra Murriello - Universidad Nacional de Río Negro, Argentina  
 Participants: Elaine Reynoso Haynes - Universidad Nacional Autónoma de México, Mexico  
 Paola Rodari - International School for Advanced Studies, Italy  
 Sandra Murriello - Universidad Nacional de Río Negro, Argentina  
 Susana Dias - Advanced journalism Laboratory/ University of Campinas, Brazil

## Oral Communications

### Oral Communications – New technologies and new practices in science communication – Session 3

Room: Machado de Assis – 1st floor

Chair: MARINA JOUBERT – South Africa

#### 20584 – INDONESIAN VIRTUAL SCIENCE MUSEUM: INTEGRATED APPLICATION TO REACH REMOTE PEOPLE ALL OVER INDONESIA

Authors: Dyah Ratna Permatasari – DoctoRabbit Science Inc., Indonesia

#### 20480 – NOT JUST A LOAD OF RUBBISH: A MARINE DEBRIS CITIZEN SCIENCE PROGRAM'S IMPACT ON SCHOOL TEACHERS

Authors: Jean Fletcher – University of Western Australia, Australia

Zarin Salter – University of Western Australia, Australia

Nancy Longnecker – University of Western Australia, Australia

#### 20697 – POSSIBLE DIALOGUES BETWEEN PUBLIC UNDERSTANDING OF SCIENCE AND COMMUNITY ENGAGEMENT IN HEALTH RESEARCH: THE CASE OF DENGUE

Authors: Carla Paolucci Sales – Fundação Oswaldo Cruz, Brazil

Denise Nacif Pimenta – Fundação Oswaldo Cruz, Brazil

Maria Cristina Soares Guimarães – Fundação Oswaldo Cruz, Brazil

#### 20293 – PUBLIC COMMUNICATIONS, INTERNET AND CITIZENSHIP: THE POPULARIZATION OF SCIENCE ON E-GOVERNMENT PORTALS

Authors: Aline Cristina Camargo – Sao Paulo State University, Brazil

Danilo Rothberg – Sao Paulo State University, Brazil

#### 20559 – SAVE THE WHALES PART II: A NEW SCIENCE ADVOCACY COMMUNICATION FRAMEWORK

Authors: Wiebke Finkler – University of Otago, New Zealand

### Oral Communications – New technologies and new practices in science communication – Session 4

Room: Eça de Queiroz – 1st floor

Chair: ALEJANDRA LEON-CASTELLA – Fundación para el Centro Nacional de la Ciencia y la Tecnología, Costa Rica

#### 20230 – SCIENCE BLOGGING: SOME PARTICULARS OF THE CONTEMPORARY BRAZILIAN SCENARIO

Authors: Juliana Santos Botelho – Coordenadoria de Comunicação Científica/CEDECOM/Universidade Federal De Minas Gerais, Brazil

Luíza Nathalia de Carvalho – Coordenadoria de Comunicação Científica/CEDECOM/Universidade Federal De Minas Gerais, Brazil

Rachel Dias Gomes – Universidade Federal De Minas Gerais, Brazil

**20214 - SCIENCE BLOGS: COMMUNICATION, PARTICIPATION AND PUBLIC ENGAGEMENT**

Authors: Vanessa Oliveira Fagundes - Universidade Estadual de Campinas, Brazil

**20204 - SCIENCE COMMUNICATION IN BLOGS OF SCIENTISTS: REFLEXIVITY AND COLLABORATION**

Authors: Natalia Martins Flores - Universidade Federal de Pernambuco, Brazil  
Isaltina Maria de Azevedo Mello Gomes - Universidade Federal de Pernambuco, Brazil

**20340 - SUPPORTING SCIENCE COMMUNICATION WITH OPEN SOURCE HARDWARE (OSHW) IN ASIA: HOW CAN TRADITIONAL CRAFTS HELP OPEN SCIENCE?**

Authors: Denisa Kera - National University Of Singapore, Singapore

**20271 - THE RISE OF WEB SUPREMACY IN NEWSPAPER COVERAGE OF SCIENCE**

Authors: Gunver Lystbaek Vestergaard - Centre for Science Studies, Aarhus University, Denmark

**Oral Communications - New technologies and new practices in science communication – Session 5**

Room: Castro Alves - 1st floor

Chair: MASSIMIANO BUCCHI - Universidade de Trento, Italy

**20220 - THE SCIENCE-GATEKEEPER: A SYSTEMATIZATION OF SCIENCE JOURNALISTS' SELECTION CRITERIA**

Authors: Lars Guenther - Institute of Communication Research, Friedrich Schiller University Jena, Germany

**20513 - TITLE: JIVING WITH SCIENCE: SHARING SCIENCE THROUGH SMALL MEDIA, PUBLIC TRANSPORT AND EDUTAINMENT IN A RURAL SOUTH AFRICAN COMMUNITY OF HIGH HIV PREVALENCE**

Authors: John Imrie - Univesity College London, United Kingdom  
Astrid Jane Treffry-Goatley - University of KwaZulu-Natal  
Mduduzi Mahlinza - University of KwaZulu-Natal

**20394 - TWITTER AS THE SOCIAL MEDIA OF CHOICE FOR SHARING SCIENCE**

Authors: Sara K. Yeo - University of Wisconsin-Madison, United States  
Michael A. Cacciatore - University of Georgia, United States  
Dominique Brossard - University of Wisconsin-Madison, United States  
Dietram A. Scheufele - University of Wisconsin-Madison, United States  
Michael A. Xenos - University of Wisconsin-Madison, United States

**20246 - USING ANIMATED VIDEOS FOR SCIENCE ENGAGEMENT AND SCIENCE LEARNING**

Authors: Ana Mena - Instituto Gulbenkian de Ciência, Portugal  
Catarina Júlio - Instituto Gulbenkian de Ciência, Portugal  
Ana Godinho - Instituto Gulbenkian de Ciência, Portugal

**20670 - VIRAL SCIENCE: TOWARDS A DARWINIAN VIEW OF PUBLIC COMMUNICATION OF SCIENCE**

Authors: Martín Bonfil Olivera - Universidade Nacional Autónoma de Mexico, Mexico

## Oral Communications - Science communication empowering scientists and the public - Session 2

Room: José de Alencar - 1st floor

Chair: GULTEKIN CAKMAKCI - Hacettepe University, Turkey

### 20615 - A COMMUNICATION OF SCIENCE MODEL FOR INSTITUTES OF SCIENTIFIC RESEARCH

Authors: Gabriela Frias Villegas - Instituto de Ciencias Nucleares - National Autonomous University of Mexico, Mexico

### 20127 - A SURVEY OF VISITORS' EXPERIENCES OF HUMAN ORIGINS AT THE CRADLE OF HUMANKIND, SOUTH AFRICA

Authors: Anthony Lelliott - University of the Witwatersrand, South Africa

### 20393 - AN OVERVIEW OF CHILDREN'S BOOKS DISSEMINATION OF SCIENCE IN BRAZIL

Authors: Grazielle A. de Moraes Scalfi - Universidade Estadual de Campinas, Brazil

### 20355 - NEWSPAPER COVERAGE OF CLIMATE CHANGE IN SOUTH ASIA

Authors: Arul Aram I. - Anna University, India

### 20114 - AR | RESPIRE CONNOSCO: REACHING OUT, INSPIRING AND ENGAGING

Authors: Catarina Ramos Champalimaud Foundation, Portugal

Anna Hobbiss - CNP -- Champalimaud Foundation, Portugal

Bruno Afonso - Champalimaud Foundation, Portugal and IGC-FG

Ekaterina, Vinnik - Champalimaud Foundation, Portugal

Tiago Marques - Champalimaud Foundation, Portugal

Scott Rennie - Champalimaud Foundation, Portugal

## Workshop

### 20282- CHANGES IN THE SCIENCE MEDIA LANDSCAPE: ARE CHANGES IN THE MEDIA DRIVERS FOR CHANGES IN SCIENCE JOURNALISM?

Room: Graciliano Ramos - S2

Sub-area: New technologies and new practices in science communication

Proponent: MARK JEROEN WIM BOS

Institution: THE HAGUE UNIVERSITY/LEIDEN UNIVERSITY

Country: Netherlands

Presenter: Mark J. W. Bos - The Hague University/Leiden University

## Show, Tell & Talk - Session 4

Sub-area: Beliefs, values and scientific citizenship

Room: Drummond de Andrade - S2

Chair: Claudia Patricia Aguirre Ríos - Parque Explora, Colombia

### 20627 - FORENSIC CHEMISTRY: AN INTERACTIVE LEARNING ENVIRONMENT

Sub-area: Beliefs, values and scientific citizenship

Proponent: PATRIK DE SOUZA ROCHA

Institution: INSTITUTO FEDERAL DO RIO GRANDE DO SUL

Country: Brazil

Presenter: Patrik de Souza Rocha - Instituto Federal do Rio Grande do Sul, Brazil

Authors: Lediane Marques - Instituto Federal do Rio Grande do Sul, Brazil

Michelle Camara Pizzato - Instituto Federal do Rio Grande do Sul, Brazil

Patrik de Souza Rocha - Instituto Federal do Rio Grande do Sul, Brazil

Rudá de Souza Roveda - Instituto Federal do Rio Grande do Sul, Brazil

Carolina Borba da Silva - Instituto Federal do Rio Grande do Sul, Brazil

### 20400 - RESPONSIBLE MARINE FOOD: YOUR FOOD, YOUR SEA, YOUR RESPONSIBILITY!

Sub-area: Beliefs, values and scientific citizenship

Proponent: YOLANDA SANCHEZ ALVAREZ

Institution: CENTRO DE CONSERVACIÓN MARINA, ECIM, PONTIFICIA UNIVERSIDAD CATOLICA DE CHILE

Country: Chile

Presenter: Mayra Figueroa - Centro de Conservación Marina, Ecim, Pontificia Universidad Catolica de Chile, Chile

Authors: Yolanda Sanchez - Centro de Conservación Marina, Ecim, Pontificia Universidad Catolica de Chile, Chile

Miriam Fernandez - Centro de Conservación Marina, Ecim, Pontificia Universidad Catolica de Chile, Chile

Mayra Figueroa - Centro de Conservación Marina, Ecim, Pontificia Universidad Catolica de Chile, Chile

### 20718 - USING DELIBERATIVE DIALOGUE TO TRANSLATE SCIENTIFIC EVIDENCE: THE EVIDENCE-INFORMED POLICY NETWORK BRAZIL'S CASE

Sub-area: Communicating science with policy-makers

Proponent: NATHAN MENDES SOUZA

Institution: DEPARTMENT OF SCIENCE AND TECHNOLOGY, MINISTRY OF HEALTH

Country: Brazil

Presenter: Nathan Mendes Souza - Department of Science and Technology, Ministry of Health, Brazil

Authors: Nathan Mendes Souza - Department of Science and Technology, Ministry of Health, Brazil

Jorge Otávio Maia Barreto - Department of Science and Technology, Ministry of Health, Brazil

### 20693 - MATHEMATICS THROUGH RADIO, PODCASTS AND A BLOG

Sub-area: Beliefs, values and scientific citizenship

Proponent: ALEJANDRA LEON-CASTELLA

Institution: FUNDACIÓN PARA EL CENTRO NACIONAL DE LA CIENCIA Y LA TECNOLOGÍA

Country: Costa Rica

Presenter: Alejandra León-Castellá- Fundación para el Centro Nacional de la Ciencia y la Tecnología, Costa Rica

Authors: Alejandra León-Castellá - Fundación para el Centro Nacional de la Ciencia y la Tecnología, Costa Rica

Margot Martínez Rodríguez - Universidad Nacional de Costa Rica, Costa Rica

Manuel Murillo Tsijli - Instituto Tecnológico de Costa Rica y Universidad Estatal a



Distancia, Costa Rica

Alberto Soto Aguilar – Universidad Estatal a Distancia, Costa Rica

Anabelle Castro Castro – Instituto Tecnológico de Costa Rica, Costa Rica

## Parallel sessions

Time: 2:45 pm – 4pm

### Panels

#### 20092- RESEARCH IN SCIENCE COMMUNICATION: HOW TO PUBLISH?

Room: Zelia Gattai 1 – Ground floor

Proponent of the session: LUISA MASSARANI

Institution: MUSEUM OF LIFE/HOUSE OF OSWALDO CRUZ/FIOCRUZ

Country: Brazil

Moderator: Luisa Massarani – Museum of Life/House of Oswaldo Cruz/Fiocruz, Brazil

Participants: Enrico Balli, SISSA, Journal of Science Communication, Italy

Kate Steiner, London Science Museum, editor of the Science Museum Group

Martin Bauer – London School of Economics and editor of Public Understanding of Science, United Kingdom

Susanna Priest – University of Washington and editor of Science Communication: Linking Theory and Practice, United States

Susan M. Stocklmayer – Australian National Centre for the Public Awareness of Science and editor of The International Journal of Science Education Part B: Communication and Public Engagement, Australia

#### 20684 – INTEGRATING MATH TO EVERY DAY LIFE: DIFFERENT COMMUNICATION STRATEGIES FOR A CONTINUOUS CHALLENGE

Room: Zelia Gattai 2 – Ground floor

Proponent of the session: ALEJANDRA LEON-CASTELLA

Institution: CENTRO NACIONAL DE LA CIENCIA Y LA TECNOLOGÍA

Country: Costa Rica

Moderator: Alejandra León-Castellá – Fundación para el Centro Nacional de la Ciencia y la Tecnología, Costa Rica

Participants: Alejandra León-Castellá – Fundación para el Centro Nacional de la Ciencia y la Tecnología, Costa Rica

Anabelle Castro Castro – Instituto Tecnológico de Costa Rica, Costa Rica

Lourdes Guevara Saldaña – Universidad Nacional Autónoma de México, Mexico

Isabel Cafezeiro – Universidade Federal Fluminense, Brazil

#### 20125 – SCIENTISTS IN SCIENCE CENTERS: NECESSARY, OBSTACLES OR DECORATIVE OBJECTS?

Room: Fernando Pessoa 1 – S1

Moderator: Diego Golombek – Ministerio de Ciencia y Tecnología, Argentina

Participants: Claudia Aguirre – Parque Explora, Medellín, Colombia

Diego Golombek – Ministerio de Ciencia y Tecnología, Argentina

Stephen Roberts – London Natural History Museum, United Kingdom

Rosalía Vargas – Ciência Viva – Pavilion of Knowledge, Portugal, and European Network Of Science Centres And Museums

#### 20484 - ENGAGING SCIENTISTS IN SCIENCE COMMUNICATION: POLICIES AND PRACTICES

Room: Fernando Pessoa 3 - S1

Proponent of the session: DONGHONG CHENG

Institution: CHINA ASSOCIATION FOR SCIENCE AND TECHNOLOGY

Country: China

Moderator: Cheng Donghong - China Association for Science and Technology, China

Participants: Cheng Donghong - China Association for Science and Technology, China

Steve Miller - University College London, United Kingdom

Julia Tagueña - Consejo Nacional de Ciencia y Tecnología, Mexico

Wang Dapeng - China Research Institute for Science Popularization, China

#### 20543 - SCIENCE JOURNALISM RESEARCH

Room: Guimarães Rosa - S2

Proponent of the session: LUÍS AMORIM

Institution: MUSEUM OF LIFE/HOUSE OF OSWALDO CRUZ/FIOCRUZ

Country: Brazil

Moderator: Carla Almeida - science writer, Brazil

Participants: Carolina Moreno Castro - València University, Spain

Dominique Brossard - Department of Life Sciences Communication, University of Wisconsin-Madison, United States

Gema Revuelta - Universitat Pompeu Fabra, Spain

Vanessa Brasil - Universidade Federal do Rio de Janeiro - Museu da Vida/Fundação Oswaldo Cruz, Brazil

#### 20353 - CAN OPEN ACCESS FREE ACADEMICS FROM THE IVORY TOWER?

Room: Gregório de Matos - S2

Proponent of the session: FRED BALVERT

Institution: ERASMUS UNIVERSITY MEDICAL CENTER ROTTERDAM

Country: Netherlands

Moderator: Fred Balvert - Erasmus University Medical Center Rotterdam, Netherlands

Participants: Fred Balvert - Erasmus University Medical Center Rotterdam, Netherlands

Bruce V. Lewenstein - Cornell University, United States

Jacque Sarphatie Trama - Sarphatie Education Inc., United States

Peter van der Spek - Erasmus University Medical Center Rotterdam, Netherlands

Will Rifkin - University of Queensland, Australia

### Oral Communications

#### Oral Communications - Science communication empowering scientists and the public - Session 3

Room: Machado de Assis - 1st floor

Chair: Suzanne de Cheveigne, Centre National de Recherche Scientifique (France) and PCST Scientific Committee member

**20424 - ASSESSMENT OF PHYSICISTS AND JOURNALISTS TOWARD MEDIA COVERAGE OF PHYSICS NEWS IN MEXICO**

Authors: Aleida Rueda - Universidad Nacional Autónoma de México, Mexico

**20619 - BBC SCIENCE JOURNALISM; WATCHDOG OR LAPDOG?**

Authors: Connie St Louis - City University London, United Kingdom

**20494 - BETTER WAYS TO DETERMINE IMPACT OF SCIENCE OUTREACH TO HELP DEFINE AND GUIDE BEST PRACTICE**

Authors: Nancy Longnecker - University of Western Australia, Australia  
 Jo Elliott - University of Western Australia, Australia  
 Mzamose Gondwe - University of Western Australia, Australia

**20345 - BETWEEN CAUTION AND HOPE: THE ROLE OF ARGENTINE SCIENTISTS AND EXPERTS IN COMMUNICATING THE RISKS ASSOCIATED WITH STEM CELL TOURISM**

Authors: Victoria Mendizabal - Universitat Pompeu Fabra, Argentina  
 Fabiana Arzuaga - Comisión Asesora en Terapias Celulares y Medicina Regenerativa, Argentina

**20573 - BETWEEN GENIUS AND DUMMY, GOOD AND EVIL, ROTWANG, FRANKENSTEIN AND WERNHER VON BRAUN: THE PORTRAYAL OF SCIENTISTS IN THE TV-CARTOON KIM POSSIBLE**

Authors: Luz María Hernández Nieto - University of Bielefeld, Germany

**Oral Communications - Science communication empowering scientists and the public - Session 4**

Room: Eça de Queiroz - 1st floor

Chair: MICHEL CLAESSENS - ITER Organization, France

**20281 - BRAZILIAN COMPUTERS? DEFINITELY, A STRANGE IDEA!**

Authors: Isabel Cafezeiro - Universidade Federal Fluminense, Brazil  
 Regina Dantas - Universidade Federal do Rio de Janeiro, Brazil  
 Benedito Oliveira - Universidade Federal do Rio de Janeiro, Brazil  
 Eduardo Nazareth Paiva - Universidade Federal do Rio de Janeiro, Brazil  
 José Carlos Oliveira - Universidade Federal do Rio de Janeiro, Brazil  
 Miguel Jonathan - Universidade Federal do Rio de Janeiro, Brazil

**20243 - COMMUNICATING SCIENTIFIC UNCERTAINTY IN NANOTECHNOLOGIES: EXPLORING COMMUNICATION STRATEGIES OF ECONOMIC AND PUBLIC INTEREST GROUPS USING THE THEORY OF PLANNED BEHAVIOR**

Authors: Michaela Maier - Institute for Communication Psychology, University of Koblenz-Landau, Germany  
 Andrea Retzbach - Institute for Communication Psychology, University of Koblenz-Landau, Germany  
 Berend Barkela - Institute for Communication Psychology, University of Koblenz-Landau, Germany

Senja Post - Institute for Communication Psychology, University of Koblenz-Landau, Germany

**20134 - DEVELOPMENT OF NEW PEDIATRIC CONSENT MATERIAL WITH CHILDREN IN A PARTICIPATORY PROCESS**

Authors: Ronella Grootens-Wiegers - Leiden University - Science Communication & Society, Netherlands

Jos van den Broek - Leiden University - Science Communication & Society, Netherlands

Martine C. De Vries - Leidsch Universitair Medisch Centrum, Netherlands

**20116 - DO ASIAN BIOTECH EXPERTS COMMUNICATE WITH THE PUBLIC?**

Authors: Mariechel J. Navarro - International Service for the Acquisition of Agri-Biotech Applications, Philippines

Kristine N. Tome - International Service for the Acquisition of Agri-Biotech Applications, Philippines

Rhodora R. Aldemita - International Service for the Acquisition of Agri-Biotech Applications, Philippines

**20733 - THE FREE-CHOICE LEARNING AND CYBERLABORATORY: USING CUTTING EDGE TECHNOLOGY TO BUILD CAPACITY AT THE EDGE OF SCIENCE AND SCIENCE COMMUNICATION**

Authors: Susan O'Brien - Oregon State University, Oregon Sea Grant, United States

Shawn Rowe - Oregon State University, Oregon Sea Grant, United States

Mark Farley - Oregon State University, Oregon Sea Grant, United States

**Oral Communications - Science communication empowering scientists and the public - Session 5**

Room: Castro Alves - 1st floor

Chair: HANS PETER PETERS - Research Center Jülich and PCST Network, Germany

**20652 - DON'T SHUN SCIENCE-GO FOR IT. A SCIENCE JOURNALISM MODEL FOR NON-SCIENTIST REPORTERS**

Authors: Javier Cruz-Mena - Mexico'S National University, Mexico

Cecilia Rosen Ferlini - Consejo Nacional de Investigaciones Científicas y Técnicas, Mexico

Aleida Rueda - Mexico'S National University, Mexico

**20442 - EDUCATION AND SCIENTIFIC CULTURE: THE CONTRIBUTION OF WEEKS OF NATIONAL SCIENCE, TECHNOLOGY AND INNOVATION**

Authors: Carina Pascotto Garroti - Universidade Estadual de Campinas, Brazil

Maria das Graças Conde Caldas - Universidade Estadual de Campinas, Brazil

**20386 - ENGAGING OPPORTUNITIES: DEVELOPING A SCHOOLUNIVERSITY PARTNERSHIP TO CONNECT YOUNG PEOPLE AND TEACHERS WITH RESEARCHERS**

Authors: Richard Holliman - The Open University, United Kingdom

Gareth Davies - The Open University, United Kingdom

Janet Sumner – The Open University, United Kingdom  
 Andrew Squires – Denbigh Teaching School Alliance, United Kingdom  
 Helen Brown – Denbigh Teaching School Alliance, United Kingdom  
 Eileen Scanlon – The Open University, United Kingdom

**20403 – EVENTS AS SCIENCE COMMUNICATION TOOL: THE IMPORTANCE OF EXHILARATION, INVOLVEMENT, AND INTERACTION**

Authors: Julian van der Kleijn – The Hague University, ESCM, Communication, Netherlands  
 Mark Bos – The Hague University, ESCM, Communication, Netherlands  
 Alex Verkade – De Praktijk, Netherlands

**Oral Communications – Science communication empowering scientists and the public – Session 6**

Room: José de Alencar – 1st floor

Chair: JENNIFER ELLEN METCALFE – Econnect Communication, Australia

**20495 – MARANHENSE MAGAZINE: FIRST VEHICLE THE COMMUNICATION IN SCIENCE OF MARANHÃO STATE**

Authors: Antonio José Silva Oliveira – Universidade Federal do Maranhão, Brazil

**20287 – PARTICIPATIVE SCIENCE AND ITS EPISTEMOLOGICAL IMPLICATIONS: A CONTRIBUTION FOR PUBLIC UNDERSTANDING OF SCIENCE**

Authors: Rafaela Samagaia Lamy-Peronnet – Universidade Federal de Santa Catarina, Brazil  
 Demetrio Delizoicov – Universidade Federal de Santa Catarina, Brazil

**20197 – PREDICTING ADHERENCE TO THE DEFICIT MODEL: RESEARCH I SCIENTISTS' PERCEPTIONS OF HOW LAY INDIVIDUALS FORM ATTITUDES TOWARD NANOTECHNOLOGY**

Authors: Molly J. Simis – University of Wisconsin-Madison, United States

**20477 – PUBLIC ENGAGEMENT THROUGH A HEALTH TALK RADIO PROGRAMME**

Authors: Deborah Nyirenda – Malawi Liverpool Wellcome Trust Clinical Research Programme, Malawi  
 Tamara Chipasula – Malawi Liverpool Wellcome Trust Clinical Research Programme, Malawi  
 Greyson Chapita – Malawi Liverpool Wellcome Trust Clinical Research Programme, Malawi  
 Thomasena O'Byrne – Action Meningitis, Malawi  
 Chisomo Mdala – Malawi Broadcasting Corporation, Development Broadcasting Unit, Malawi  
 Robert Heyderman – Malawi Liverpool Wellcome Trust Clinical Research Programme, Malawi  
 Nicola Desmond – Malawi Liverpool Wellcome Trust Clinical Research Programme, Malawi

**20728 - ANALYSIS OF THE BEHAVIORS PATTERNS OF THE GUIDES IN THE SCIENCE MUSEUMS FOR THE SCIENTIFIC DEMONSTRATION: ESTABLISHING BASIS FOR THEIR TRAINING**

Authors: Patricia Aguilera Jiménez - IIF - Universidad Nacional Autónoma de México, Mexico

**Workshop**

**20382- SCIENCE IN 3D: CHALLENGES AND OPPORTUNITIES TO ENGAGE PEOPLE IN SCIENCE AND TECHNOLOGIES THROUGH EXHIBITIONS**

Room: Graciliano Ramos - S2

Sub-area: New technologies and new practices in science communication

Proponent: PAOLA RODARI

Institution: SISSA MEDIALAB, TRIESTE

Country: Italy

Presenters: Paola Rodari - SISSA Medialab, Trieste, Itália

Letícia Rumjanek - Museu da Vida, Rio de Janeiro, Brazil

Matteo Merzagora - Groupe TRACES, Paris, França

Ricardo Rubiales - Instituto Metropolitano de Patrimonio, ICOM Mexico

**Show, Tell & Talk - Session 5**

Chair: JORGE PADILLA-GONZALEZ - Sociedad Mexicana para la Divulgación de la Ciencia y la Técnica, Mexico

Room: Drummond de Andrade - S2

**20564 - ART IN GLOBAL HEALTH: LESSONS FROM ARTIST RESIDENCIES IN HEALTH RESEARCH PROGRAMMES IN LOW INCOME SETTINGS**

Sub-area: Local community knowledge and global context

Proponent: SIAN AGGETT

Institution: SUSSEX UNIVERSITY

Country: United Kingdom

Presenter: Sian Aggett - Sussex University, United Kingdom

Authors: Sian Aggett - Sussex University, United Kingdom

**20199 - CONCIENCIA TV. A NEW WAY OF TELEVISION MAKING IN VENEZUELA USING TDA (OPEN DIGITAL TELEVISION). SOCIAL INCLUSION MAKES A NEW CONCEPT OF SCIENCE**

**Proponent: ROMER ZERPA**

Institution: MINISTERIO DEL PODER POPULAR PARA CIENCIA TECNOLOGÍA E INNOVACIÓN

Country: Venezuela

Presenter: Romer Zerpa - Ministerio del Poder Popular para Ciencia Tecnología e Innovación, Venezuela

Authors: Yajaira Freites - Instituto Venezolano de Investigaciones Científicas, Venezuela

Authors varios - Asamblea Nacional de R.B de Venezuela, Venezuela

Authors Varios - Ministerio del Poder Popular para Ciencia Tecnología e Innovación

Canal Conciencia, Venezuela  
Romer Zerpa – Ministerio del Poder Popular para Ciencia Tecnología e  
Innovación, Venezuela

**20359 – REASONS AND FACTS THAT MAKE SCIENCE TO BE IN FRONT PAGE: THE CASE OF A MEXICAN RESEARCHER IN THE LOCAL AND NATIONAL PRESS**

Sub-area: Science communication empowering scientists and the public

Proponent: MARIA DE LOURDES ESTHER MATEOS ESPEJEL

Institution: INSTITUTO TECNOLÓGICO DE MONTERREY CAMPUS PUEBLA

Country: Mexico

Presenter: Maria de Lourdes Esther Mateos Espejel – Instituto Tecnológico de Monterrey Campus Puebla , Mexico

Authors: Maria de Lourdes Esther Mateos Espejel – Instituto Tecnológico de Monterrey Campus Puebla , Mexico

Paulette Olgún – Instituto Tecnológico de Monterrey Campus Puebla, Mexico

Adriana Castro García – Instituto Tecnológico de Monterrey Campus Puebla, Mexico

Said Robles Casolco – Instituto Tecnológico de Monterrey Campus Puebla, Mexico

## Perfomances & Videos

Time: 4:30 pm – 5:45 pm

### Perfomances

**20504- SCIENCE BUSKING – AN INTERACTIVE DEMONSTRATION OF IN THE ZONE – A UK WIDE INITIATIVE ENGAGING PEOPLE WITH SCIENCE LINKED TO THE LONDON 2012 OLYMPIC AND PARALYMPIC GAMES**

Room: Fernando Pessoa 3 – S1

Proponent of the session: LEAH HOLMES

Institution: WELLCOME TRUST

Country: United Kingdom

Presenter: Leah Holmes

Co-authors: Leah Holmes – Wellcome Trust, United Kingdom

Helen Louise Latchem – The Wellcome Trust, United Kingdom

Anna Pollard – The Wellcome Trust, United Kingdom

Matthew Hickman – The Wellcome Trust, United Kingdom

**20412 – SCIENCE AND SOCIETY – WHY THEY DON'T UNDERSTAND EACH OTHER – A THEATRICAL PLAY IN FORM OF A READING**

Room: Zelia Gattai 1 – Ground floor

Proponent of the session: MASSIMIANO BUCCHI

Institution: STS PROGRAMME, DEPT. OF SOCIOLOGY, UNIVERSIDADE DE TRENTO

Country: Italy

Presenter: Massimiano Bucchi – STS Programme, Dept. of Sociology, Universidade de Trento, Italy

Author: Massimiano Bucchi et al – STS Programme, Dept. of Sociology, Universidade de Trento, Italy

### 20745- THE BIG VANTHEORY, SCIENTISTS ON THE ROAD

Room: Fernando Pessoa 1 - S1

Proponent of the session: JAVIER SANTAOLALLA

Institution: UNIVERSIDADE DO ESTADO DE RIO DE JANEIRO

Country: Brazil

Presenters: Javier Santaolalla - Universidade do Estado do Rio De Janeiro, Brazil and Spain

Eduardo Sáenz de Cabezón - Universidad de la Rioja, Spain

Oriol Marimón - Universidad de Barcelona, Spain

Alberto Vivó - The Big Vantheory, Spain

Helena González Burón - Instituto de Investigación Biomédica de Barcelona, Spain

### Vídeos - Session 4

Room: Guimarães Rosa - S2

Chair: ANA CATARINA CHAGAS DE MELLO FREIRE (Instituto Ciência Hoje, Brazil)

### 20593 - EVALUATING SCHOOL LEAVERS' EXPERIENCES OF BEING ATTACHED TO A KENYAN HEALTH RESEARCH INSTITUTE USING PARTICIPATORY VIDEO

Sub-area: Science communication empowering scientists and the public

Proponent: ALUN IWAN DAVIES

Institution: KEMRI-WELLCOME TRUST RESEARCH PROGRAMME

Country: Kenya

Presenter: Alun Iwan Davies - KEMRI-Wellcome Trust Research Programme, Kenya

Authors: Alun Davies - KEMRI-Wellcome Trust Research Programme, Kenya

Betty Yeri - KEMRI-Wellcome Trust Research Programme, Kenya

Nacy Mwangome - KEMRI-Wellcome Trust Research Programme, Kenya

Sam Kinyanjui - KEMRI-Wellcome Trust Research Programme, Kenya

### 20122 - SCIENCECALIFRAGILISTIC - CRITICAL THINKING AND SCIENCE: A JOURNEY THROUGH THE SCIENTIFIC METHOD

Sub-area: Science communication empowering scientists and the public

Proponent: CATARINA ESTEVES LOPES RAMOS

Institution: CHAMPALIMAUD FOUNDATION

Country: Portugal

Presenter: Catarina Ramos

Authors: Catarina Ramos - Champalimaud Foundation, Portugal

Maria Inês Vicente - Champalimaud Foundation, Portugal

Rodrigo Abril Abreu - CNP-CF and ISPA, Portugal

Elsa Abranches - CNP-CF and IMM-UL, Portugal

Ana Mafalda Vicente - CNP-CF, Portugal

Ana Pereira - CNP-CF, Portugal

Zachary Mainen - CNP-CF, Portugal

### 20524 - RESEARCHERS' GRAND PRIX - A COMMUNICATION CHALLENGE TO INSPIRE SCIENTISTS AND THE PUBLIC

Sub-area: Science communication empowering scientists and the public

Proponent: CECILIA BILLGREN ASKWALL

Institution: VA (PUBLIC & SCIENCE)



Country: Sweden

Presenter: Lotta Tomasson - VA (PUBLIC & SCIENCE) , Sweden

Authors: Cissi Askwall - VA (PUBLIC & SCIENCE), Sweden

Lotta Tomasson - VA (PUBLIC & SCIENCE), Sweden

Karin Larsdotter - VA (PUBLIC & SCIENCE), Sweden

### 20688 - VIDEOCAST "O CÉU DA SEMANA" (THE WEEKLY SKY)

Sub-area: New technologies and new practices in science communication

Proponent: GUSTAVO DE ARAUJO ROJAS

Institution: UNIVERSIDADE FEDERAL DE SÃO CARLOS

Country: Brazil

Presenter: Gustavo Rojas - Universidade Federal de São Carlos, Brazil

Authors: Gustavo Rojas - Universidade Federal de São Carlos, Brazil

Mariana Rodriguez Pezzo - Universidade Federal de São Carlos, Brazil

Tarcio Minto Fabricio - Universidade Federal de São Carlos, Brazil

Adilson Jesus Aparecido de Oliveira - Universidade Federal de São Carlos, Brazil

### 20664 - SCIENCE TO PLAY: A TV MAGAZINE FOR YOUNG PUBLIC

Sub-area: New technologies and new practices in science communication

Proponent: PEDRO MIGUEL MARQUES POMBO

Institution: FABRICA SCIENCE CENTRE - UNIVERSITY OF AVEIRO

Country: Portugal

Presenter: Pedro Miguel Marques Pombo - Fabrica Science Center - University of Aveiro, Portugal

Authors: Pedro Pombo - Fabrica Science Center - University of Aveiro, Portugal

Sofia Barata - Fabrica Science Center - University of Aveiro, Portugal

Miguel Cardoso - Fabrica Science Center - University of Aveiro, Portugal

Marta Condesso - Fabrica Science Center - University of Aveiro, Portugal

Jorge Costa - Fabrica Science Center - University of Aveiro, Portugal

Sofia Teixeira - Fabrica Science Center - University of Aveiro, Portugal

Ivonne Delgadillo - University of Aveiro - Fabrica Science Center, Portugal

## PCST Annual General Meeting

Room: Fernando Pessoa 2 - S1

Time: 5 pm - 6:30 pm

This will be the first annual general meeting for the PCST Network. It is for people who have joined the Network as members and paid the subscription fee. It is an opportunity to ask about the Network, to suggest improvements and elect the new Scientific Committee. This will be the first time we have elected members of the Scientific Committee. The meeting will consider reports from the president of PCST, audited financial reports and any motions members may want to propose.

## Conference Dinner: Flavors of Bahia's cuisine

### Visit to Museum of Gastronomy

6 pm – 6:45 pm – Buses for Conference Dinner

### Dinner

Time: 7 pm

### Venue: Senac Pelourinho Restaurant

Address Praça José de Alencar, nº 13/19

Largo do Pelourinho – Salvador

Site: <http://www.ba.senac.br/museu/tour/Museu/museu/index.html>

Phone: (71) 3324-8101



Located at Pelourinho, the historical city center, the restaurant is both a reference in the gastronomy tourism of the city and it works as a Bahia's culinary school for waiters, cooks, chefs, bartenders and other professionals in the food field. It aims at preserving the history and traditions of Bahia's cuisine.

The restaurant opened in 1975 and restored a beautiful colonial building of the 19th Century, where it used to be the Trade Federation of the State of Bahia.

Besides being a rich and relaxed opportunity to celebrate with colleagues and participants of the PCST 2014, the Conference Dinner will be a moment to taste the most traditional dishes of Bahia, including acarajé, vatapá, coconut rice and crab's moqueca. The buffet will be composed by about 40 dishes – half of which prepared with the traditional dendê oil (a reddish palm oil).

The dinner will start at 8 pm. However, before dinner, it is worth making a visit to the Museum of Gastronomy of Bahia, in the adjacent building, to enjoy a little more of the history of Bahia's culture also expressed in the rich relationship between gastronomy and religious syncretism. The Museum is opened to the public Monday to Saturday from 9 am to 5 pm, with free entry.

Conference Dinner fee 35 (maximum 200 people). If you didn't book your dinner yet, please contact the Secretariat.

## Posters – Session 1

Time: 9 am – 5 pm

Venue: Fernando Pessoa – Foyer

### 20385 – MEDIA AND THE DEAF COMMUNITY: PERSPECTIVE OF A MEDIA ADAPTED FOR THE DEAF COMMUNITY ACCESS TO SCIENTIFIC DISSEMINATION

Roberta Savedra Schiaffino – Universidade Federal do Rio de Janeiro, Brazil

### 20622 – DIVERSE PERSPECTIVES OF SCIENCE COMMUNICATION IN INDIA AND BRAZIL: A CASE STUDY

Manoj Kumar Patairiya – National Council for Science & Technology Communication, India

Maria Inês Nogueira – University of São Paulo, Brazil

### 20715 – THE STORYTELLING IN SCIENCE COMMUNICATION AT THE MUSEUM OF SCIENCE AND TECHNOLOGY SCHOOL OF MINES , FEDERAL UNIVERSITY OF OURO PRETO

Marta Vieira Babsky – Universidade Federal de Ouro Preto, Brazil

Gilson Antonio Nunes – Universidade Federal de Ouro Preto, Brazil

### 20438 – OPINIONS, INTERESTS AND ATTITUDES OF YOUNG BRAZILIAN IN FACE OF SCIENCE: AN EVALUATION IN NATIONWIDE

Ana Maria Santos Gouw – Universidade de São Paulo, Brazil

Nelio Bizzo – Universidade de São Paulo, Brazil

### 20348 – BIOLOGICAL EVOLUTION AND RELIGIOUS BELIEFS: ATTITUDES OF YOUNG BRAZILIAN STUDENTS

Helenadja Mota Rios Pereira – Universidade de São Paulo, Brazil

Nelio Bizzo – Universidade de São Paulo, Brazil

Ana Maria Santos Gouw – Universidade de São Paulo, Brazil

### 20486 – SECONDARY SCHOOL STUDENTS AND GENETICALLY MODIFIED ORGANISMS (GMOS): PARADOXICAL EFFECT OF KNOWLEDGE ON THEIR ATTITUDES TOWARDS GMOS

Jasmien Maes – Ghent University, Germany

Godelieve Gheysen – Ghent University, Germany

Martin Valcke – Ghent University, Germany

### 20178 – THE BLUE MARBLE: A DISCOURSE ANALYSIS OF IMAGES OF THE EARTH PUBLISHED ON THE APOD WEBSITE

Joana Brás Varanda Marques – Universidade Federal de São Carlos, Brazil

Luciana Salazar Salgado – Universidade Federal de São Carlos, Brazil

### 20364 – THEATRE INSTRUMENT FOR SCIENTIFIC DIVULGATION

Maria de Fatima Salgado – Universidade Estadual do Maranhão, Brazil

Antonio Jose Silva Oliveira – Universidade Federal do Maranhão, Brazil

Jailson Cunha – Universidade Estadual do Maranhão, Brazil

Luiz Cassio Ribeiro Salazar – Universidade Estadual do Maranhão, Brazil

**20522 - SCIENCE AMONG POLITICIANS: CREATING INNOVATIVE FORUMS FOR DIALOGUE**

Klas-Herman Lundgren - VA (PUBLIC & SCIENCE), Sweden

Cissi Askwall - VA (PUBLIC & SCIENCE), Sweden

Lotta Tomasson - VA (PUBLIC & SCIENCE), Sweden

Karin Larsdotter - VA (PUBLIC & SCIENCE), Sweden

Maria Lindholm - VA (PUBLIC & SCIENCE), Sweden

**20602 - INTERNATIONAL SCIENCE COMMUNICATION - INTRODUCING A NEW APPROACH**

Alexander Gerber - Rhine Waal University, Germany

**20465 - ATTITUDES AND HABITS OF HIGH SCHOOL BRAZILIAN STUDENTS IN RELATION TO EVERYDAY INFORMATION**

Raquel Roberta Bertoldo - Universidade Estadual do Oeste do Paraná, Brazil

Marcia Borin Da Cunha - Universidade Estadual do Oeste do Paraná, Brazil

Olga Maria Ritter Peres - Universidade Estadual do Oeste do Paraná, Brazil

Angela Camila Pinto Duncke - Universidade Federal do Rio de Janeiro, Brazil

Marcelo Giordan - Universidade de São Paulo, Brazil

**20434 - PREDICTING THE LINES OF COMMUNICATION CONFLICT: DIMENSIONS OF CONCERN ABOUT FLAVOR AND AROMA BIOTECHNOLOGY AMONG CITIZENS AND EXPERTS**

Stefanie Wahl - Department of Journalism and Communication Research  
Hanover, Germany

Christoph Klimmt - Department of Journalism and Communication Research  
Hanover, Germany

Beate Schneider - Department of Journalism and Communication Research  
Hanover, Germany

Thomas Scheper - Institute of Technical Chemistry Hanover, Germany

Ralf Berger - Institute of Food Chemistry Hanover, Germany

Sascha Beutel - Institute Of Technical Chemistry Hanover, Germany

**20427 - PROGRAMME FOR THE PROMOTION OF THE MARINE NATURAL HERITAGE OF CHILE**

Yolanda Sanchez - CCM-PUC, Chile

Mayra Figueroa - CCM-PUC, Chile

Miriam Fernandez - Centro de Conservación Marina, ECIM, Pontificia Universidad Católica de Chile, Chile

**20599 - THE PRODUCTION OF MEANINGS ABOUT ASPECTS OF MODERN PHYSICS IN UNDERGRADUATE PHYSICS STUDENTS MEDIATED BY SCIENTIFIC DOCUMENTARIES: THE CASE OF THE CHAUVET CAVE**

Aldo Gomes Pereira - Instituto Federal de São Paulo, Brazil

Maria Jose Pereira Monteiro De Almeida - Universidade Estadual de Campinas, Brazil

**20709 - SCIENCE IN REGIONAL JOURNALISM'S ASSIGNMENT: THE NEWS' AGENCY SCIENCE AND CULTURE'S EXPERIMENTAL WORK, FROM FEDERAL UNIVERSITY OF BAHIA**

Mariana Menezes Alcântara - Universidade Federal da Bahia, Brazil

Edvan Lessa - Universidade Federal da Bahia, Brazil

Nádia Conceição - Universidade Federal da Bahia, Brazil

Victória Libório - Universidade Federal da Bahia, Brazil

Emile Conceição - Universidade Federal da Bahia, Brazil

Simone Terezinha Bortoliero - Universidade Federal da Bahia, Brazil

### 20336 - SCIENCE POPULARIZATION ACTIONS FOR TEACHING FOOD SCIENCE AND TECHNOLOGY IN RIO DE JANEIRO STATE

Renata Torrezan - Embrapa Food Technology, Brazil

João Eugênio Diaz Rocha - Embrapa Food Technology, Brazil

Carlos Eduardo Gabriel Menezes - Instituto Federal do Rio de Janeiro, Brazil

Ricardo Crivano Albieri - Colégio Técnico da Universidade Federal Rural do Rio de Janeiro, Brazil

Raphael Santos Marques da Silva - Embrapa Food Technology, Brazil

### 20515 - BRAZILIAN POP MUSIC AS AN INSPIRATION FOR A RADIO SHOW ON SCIENCE AND TECHNOLOGY

Enise Castro Silva - Universidade Federal de Minas Gerais, Brazil

Tatiane Resende - Universidade Federal de Minas Gerais, Brazil

Bárbara Ávila Maia - Universidade Federal de Minas Gerais, Brazil

Adlane Vilas-Boas Ferreira - Universidade Federal de Minas Gerais, Brazil

### 20648 - CONSTRUCTION OF AN INTERACTIVE SPACE OF LIFE SCIENCES: FINDING A WAY THROUGH THE DIFFICULT DIALOGUE BETWEEN SCIENTISTS AND ARTISTS

Audrey Ivanenko Salgado - Universidade Federal de Minas Gerais, Brazil,

Adlane Vilas-Boas - Universidade Federal de Minas Gerais, Brazil

Camila Megale Leite - Universidade Federal de Minas Gerais, Brazil

Andrea Haibara - Universidade Federal de Minas Gerais, Brazil

Theo Mota - Universidade Federal de Minas Gerais, Brazil

Janice Henriques Silva - Universidade Federal de Minas Gerais, Brazil

Juliana Carvalho Tavares - Universidade Federal de Minas Gerais, Brazil

Gleide Avelar - Universidade Federal de Minas Gerais, Brazil

Mauricio Gino - Universidade Federal de Minas Gerais, Brazil

Wallace Lages - Universidade Federal de Minas Gerais, Brazil

Francisco Marinho - Universidade Federal de Minas Gerais, Brazil

Fabrcio Fernandino - Universidade Federal de Minas Gerais, Brazil

Pablo Gobira - Universidade Estadual de Minas Gerais, Brazil

### 20316 - IMAGES OF KNOWLEDGE

Adriana Aparecida Lemos Torres - Universidade Federal de Minas Gerais, Brazil

Ana Paula Domingos Vieira Pahlevan Nejad - Universidade Federal de Minas Gerais, Brazil

Leonardo Chalub - Universidade Federal de Minas Gerais, Brazil

Josué Benvindo Santana de Oliveira - Universidade Federal de Minas Gerais,

Brazil Cinthia Campos Procópio - Universidade Federal de Minas Gerais, Brazil

Ana Carolina Gomes Silva - Universidade Federal de Minas Gerais, Brazil

Clara Vasconcellos de Castro - Universidade Federal de Minas Gerais, Brazil

Pedro Mol Arreguy Diniz - Universidade Federal de Minas Gerais, Brazil

Glaucia Faria Rodrigues da Silva - Universidade Federal de Minas Gerais, Brazil

Guímel Fonseca de Oliveira - Universidade Federal de Minas Gerais, Brazil

Marielle Medeiros Oliveira - Universidade Federal de Minas Gerais, Brazil

Elze De Souza Freitas - Universidade Federal de Minas Gerais, Brazil

**20278 - POP SCIENCE UFU: SCIENCE POPULARIZATION ON INITIATIVES AT PUBLIC SCHOOLS AND BROADCAST ON RADIO, TV, NEWSPAPERS AND INTERNET, MADE BY TEACHERS AND STUDENTS OF THE JOURNALISM COURSE**

Adriana Cristina Omena dos Santos - Universidade Federal de Uberlândia, Brazil  
Ana Cristina Menegotto Spanenberg - Universidade Federal de Uberlândia, Brazil

**20259 - SCIENCE COMMUNICATION IN WEB 2.0: THE CASE "AGRO SUSTENTÁVEL"**

Aline Bastos - Embrapa, Brazil  
Daniel Nascimento Medeiros - Embrapa, Brazil  
Fernanda Muniz Junqueira Ottoni - Mapa, Brazil

**20292 - THE QUESTIONS NETWORK**

Ana María Jaramillo Escobar - Universidad de los Niños, Colombia  
Ana Cristina Abad Restrepo - Universidad de los Niños, Colombia

**20430 - AN ANALYSIS OF THE SHARES OF SPACES OF SCIENCE AND DIVULGATION OF PUBLIC PARTICIPATION IN THE PORTAL OF THE BRAZILIAN MINISTRY OF SCIENCE, TECHNOLOGY AND INNOVATION**

Andressa de Almeida França - Universidade Federal de São Carlos, Brazil  
Carlos Roberto Massao Hayashi - Universidade Federal de São Carlos, Brazil  
Maria Cristina Piumbato Innocentini Hayashi - Universidade Federal de São Carlos, Brazil

Posters

13th International  
Public Communication of  
Science and Technology  
Conference

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PCST  
2014



5-8 May, Salvador, Bahia (Brazil)

**Detailed programme:**  
**Thursday 8 May 2014**

## Plenary: Science Communication and the audiences

Time: 9 am – 10:30 pm

Room: Fernando Pessoa 3 – S1

### Speakers:

- Alan Irwin

Dean of Research at Copenhagen Business School (Denmark) and University of Glasgow (United Kingdom)

- Susanna Hornig Priest

Visiting Scholar at the University of Washington and editor of the journal Science Communication (United States)

- Yuriy Castelfranchi

Federal University of Minas Gerais (Brazil)

### Moderator:

- Suzanne de Cheveigne

Centre National de Recherche Scientifique (France) and PCST Scientific Committee member

## Parallel sessions

Time: 10:45 am – 12:00 pm

### Panels

#### 20510 – SCIENCE COMMUNICATION, A MATTER OF PARTNERSHIPS. REPORTING ON THE SCIENCE CENTRE WORLD SUMMIT 2014

Room: Zelia Gattai 1 – Ground floor

Proponent of the session: ERIK JACQUEMYN

Institution: TECHNOLIS, THE FLEMISH SCIENCE CENTRE

Country: Belgium

Moderator: Erik Jacquemyn

Participants: Alejandra Leon-Castella – Fundación CIENTEC, RedPop-Unesco, Costa Rica

Ernesto Fernandez Polcuch – UNESCO Regional Office for Science in Latin America and the Caribbean, Uruguay

Walter Staveloz – Association of Science-Technology Centers, US

#### 20276 – MODELLING CULTURE CHANGE TO EMBED PUBLIC ENGAGEMENT WITH RESEARCH WITHIN UK UNIVERSITIES: USING RESEARCH AND PRACTICE TO SHAPE STRATEGY AND ACTION

Room: Zelia Gattai 2 – Ground floor

Proponent of the session: RICHARD MICHAEL HOLLIMAN

Institution: THE OPEN UNIVERSITY

Country: United Kingdom



Moderador: RICHARD MICHAEL HOLLIMAN - The Open University, United Kingdom  
 Participants: Richard Michael Holliman - The Open University, United Kingdom  
 Joanna Coleman - University of Bath, United Kingdom  
 Helen Featherstone - University of Exeter, United Kingdom  
 Kenneth Skeldon - University of Aberdeen, United Kingdom  
 Richard Holti - The Open University, United Kingdom  
 Anne Adams - The Open University, United Kingdom  
 Lucy Ieper - University of Aberdeen, United Kingdom  
 Ed Stevens - University of Bath, United Kingdom

### 20506 - CAN WEIGHT OF EVIDENCE STRATEGIES HELP AUDIENCES EVALUATE TRUTH CLAIMS IN CONTROVERSIAL SCIENCE?

Room: Fernando Pessoa 1 - S1  
 Proponent of the session: SHARON DUNWOODY  
 Institution: UNIVERSITY OF WISCONSIN-MADISON  
 Country: United States  
 Moderator: Sharon Dunwoody - University of Wisconsin-Madison, United States  
 Participants: Sharon Dunwoody - University of Wisconsin-Madison, United States  
 Beatriz Vianna - George Mason University, United States  
 Lars Günther - Friedrich-Schiller-University of Jena, Germany

### 20774 - HOW DID MODERN SCIENCE COMMUNICATION EMERGE IN DIFFERENT COUNTRIES ROUND THE WORLD? SESSION 1

Room: Fernando Pessoa 2 - S1  
 Proponent of the session: TOSS GASCOIGNE  
 Country: Australia  
 Moderator: Toss Gascoigne, Australia  
 Participants: Kristian Hvidtfelt Nielsen - Centre for Science Studies, Aarhus University, Denmark  
 Elaine Reynoso Haynes - National Autonomous University of Mexico, Mexico  
 Steve Miller - University College London, United Kingdom  
 Alex Gerber - German Research Centre for Science and Innovation, Germany

### 20266 - SCIENTISTS IN THE PUBLIC REALM: COMMUNICATION MODELS, SOCIAL CONTEXTS AND PRACTICES

Room: Fernando Pessoa 3 - S1  
 Proponent of the session: HANS PETER PETERS  
 Institution: RESEARCH CENTER JÜLICH  
 Country: Germany  
 Moderators: Fujun Ren; Hans Peter Peters  
 Participants: Luisa Massarani - Museu da Vida/Casa de Oswaldo Cruz/Fiocruz  
 Hans Peter Peters - Research Center Jülich, Germany  
 Fujun Ren - China Research Institute for Science Popularization (CRISP), Beijing, China  
 Jie Ren - China Research Institute for Science Popularization (CRISP), Beijing, China  
 Huiliang Zhang - China Research Institute for Science Popularization (CRISP), Beijing, China

**20473 – SCIENCE FOR EVERYBODY: CHILDREN'S BOOKS AND MAGAZINES FOR LITERACY**

Room: Guimarães Rosa - S2

Proponent of the session: JUAN TONDA MAZON

Institution: UNIVERSIDAD NACIONAL AUTÓNOMA DE MÉXICO

Country: Mexico

Moderator: Juan Tonda Mazon - Universidad Nacional Autónoma de Mexico, Mexico

Participants: Catarina Chagas, Ciencia Hoje das Crianças on line, Brazil

Estrella Burgos - Universidad Nacional Autónoma de México

Juan Tonda Mazon - Universidad Nacional Autónoma de Mexico, Mexico

Luisa Fernanda González Arribas, Ciencia y Desarrollo y Helix, Conacyt, México

**20219 – SCIENCE JOURNALISM IN THE DEVELOPING WORLD: SPECIFIC CHALLENGES AND POTENTIAL SOLUTIONS**

Room: Gregório de Matos - S2

Proponent of the session: MICO TATALOVIC

Institution: SciDev.Net

Country: United Kingdom

Moderator: Mico Tatalovic - news editor of SciDev.Net, United Kingdom and Croatia

Participants: Carla Almeida - freelance Science writer, Brazil

Ochieng Ogodo - former newspaper journalist, Sub-Saharan Africa editor for SciDev.net

Daniela Hirschfeld - magazine editor (semanario Búsqueda), university docent, freelance science writer, Uruguay

**Oral Communications – Science communication empowering scientists and the public – Session 7**

Room: Machado de Assis - 1st floor

Chair: DOMINIQUE BROSSARD (Department of Life Sciences Communication, University of Wisconsin-Madison / United States)

**20610 – PA ID SCIENCE NEWS: AN INCLUSIVE ANALYSIS**

Authors: Manoj Kumar Patairiya - National Council For Science & Technology Communication, India

**20474 – USING SCIENCE-RELATED MEDIA REPORTS FOR DEVELOPING STUDENTS' UNDERSTANDING ABOUT SCIENCE AND NATURE OF SCIENCE**

Authors: Gultekin Cakmakci - Hacettepe University, Turkey

Jonathan Osborne - Stanford University, United States

**20420 – ATTITUDES OF THE GENERAL PUBLIC TOWARDS GENETICALLY MODIFIED ORGANISMS (GMOS): THE PARADOXICAL RELATIONSHIP BETWEEN KNOWLEDGE AND ATTITUDES**

Authors: Jasmien Maes - Ghent University, Germany

Godelieve Gheysen - Ghent University, Germany

Martin Valcke - Ghent University, Germany

20521 – CITIZEN SCIENCE IN SCHOOLS CISSI ASKWALL – VA (PUBLIC & SCIENCE)

Authors: Lotta Tomasson – VA (PUBLIC & SCIENCE), Sweden

Karin Larsdotter – VA (PUBLIC & SCIENCE), Sweden

20361 – COMMUNICATING SCIENTIFIC UNCERTAINTY: IMPLICATIONS FOR CITIZEN ENGAGEMENT WITH EMERGING ISSUES

Authors: Ezra Markowitz – Columbia University – Princeton University

**Oral Communications – Science communication empowering scientists and the public – Session 8**

Room: Castro Alves – 1st floor

Chair: GERMANA FERNANDES BARATA (LABJOR-UNIVERSIDADE ESTADUAL DE CAMPINAS / SP)

20288 – SCIENCE MEDIA CENTRES? MEDIATING OR MANIPULATING SCIENCE NEWS?

Authors: Kathryn Eleanor O'Hara – Carleton University

20436 – SCIENTISTS AND THE COMMUNICATION OF SCIENCE: INSTITUTIONAL ACTIVITIES, PERSONAL INVOLVEMENT AND TRAINING

Authors: Paola Rodari – International School for Advanced Studies, Italy

Valentina Daelli – International School for Advanced Studies, Italy

20406 – SCIENTISTS, PUBLICS AND TRANSGENICS: INFORMATION, TRUST

Authors: Christophe Boete – IRD/ Aix-Marseille Université, France

Uli Beisel – Lancaster University, United Kingdom

Nicolas Cesard – Kyoto University, Japan

Luisa Reis de Castro – University of Halle

R. Guy Reeves – Max Planck Institute for Evolutionary Biology

20221 – SCIENTISTS' VIEWS ON EXPERTISE AND SCIENCE COMMUNICATION

Authors: Esa Väliverronen – University of Helsinki, Finland

20129 – SHARING SCIENCE: THE STATE OF RESEARCH INTO SCIENCE COMMUNICATION IN SUB-SAHARAN AFRICA

Authors: Anthony Lelliott – University of the Witwatersrand, South Africa

**Oral Communications – Science communication empowering scientists and the public – Session 9**

Room: José de Alencar – 1st floor

Chair: BERNARD SCHIELE (CIRST- UNIVERSITÉ DU QUÉBEC À MONTRÉAL / Canada)

20308 – THE ICONOGRAPHIC DISCOURSE ON CLIMATE SCIENCE THROUGH THE PRESS COVERAGE OF THE SPANISH DAILY NEWSPAPERS

Authors: Emilia Hermelinda Lopera Pareja – Centro de Investigaciones Energéticas, Medioambientales y Tecnológicas, Spain

Carolina Moreno Castro – University of Valencia, Spain

**20339 - EXPLORING LESSONS FROM THE IMPLEMENTATION OF A REGIONAL PROGRAM ON PUBLIC COMMUNICATION OF SCIENCE IN MEXICO**

Authors: Valentina Martínez Valdés - CITRO. Universidad Veracruzana, Mexico  
Edith Escalón Portilla - Laboratorio Multimedia X Balam. Universidad Veracruzana, Mexico

Manuel Martínez Morales - 3Departamento de Inteligencia Artificial. Universidad Veracruzana, Mexico

**20216 - FRAMES OF ENGAGEMENT: EXPERT-YOUTH INTERACTION IN A CLIMATE CHANGE DISCUSSION EVENT**

Authors: Sampsa Saikkonen - University of Helsinki, Finland  
Esa Väliverronen - University of Helsinki, Finland

**20305 - INCLUDING LOW-LITERATES IN THE DESIGN PROCESS OF VISUALS FOR PATIENT-INFORMATION: EMPOWERING PATIENTS THROUGH TAILORED VISUAL LANGUAGE**

Authors: Mara van Beusekom - Leiden University Medical Center/Leiden University, Netherlands

Mark Bos - The Hague University/Leiden University, Netherlands

Henk-Jan Guchelaar - Leiden University Medical Center, Netherlands

Jos van den Broek - Leiden University, Netherlands

**20468 - INFORMING PRACTICE FROM RESEARCH: A MUSEUM EXHIBIT EVALUATION**

Authors: Luz Helena Oviedo - Instituto Alexander Von Humboldt, Colombia

Betty Dunckel - University of Florida, United States

Dale Johnson - University of Florida, United States

Bruce MacFadden - University of Florida, United States

Debbie Treise - University of Florida, United States

**Oral Communications -Emerging issues of science and society – Session 3**

Chair: STEVE MILLER – University College London and PCST Network, United Kingdom

Room: Eça de Queiroz – 1st floor

**20576 - WHEN SCIENCE BLOGGERS PERSUADE THE AUDIENCE – EFFECTS OF MESSAGE SIDEDNESS, AUTHOR EXPERTISE, AND READER CHARACTERISTICS ON ATTITUDES TOWARD SCIENTIFIC TOPICS**

Authors: Stephan Winter - University of Duisburg-Essen, Germany

Leonie Rösner - University of Duisburg-Essen, Germany

German Neubaum - University of Duisburg-Essen, Germany

Nicole C. Krämer - University of Duisburg-Essen, Germany

Carolin Straßmann - University of Duisburg-Essen, Germany

**20179 - WHICH MOVIES AND WHAT FOR? ANALYSIS OF “PATTERNS OF USE” OF THE SCIENCE FICTION FILMS IN SCIENTIFIC JOURNALS**

Authors: Luciano Guillermo Levin - Centro CTS/Universidad Maimonides, Argentina

Daniela De Filippo - UC3M, España

**20604 – INSPIRING AUSTRALIA**

Author: Susan Stocklmayer – The Australian National University, Australia

**20737 – THE BIO-ORATORS AND THE COMMUNICATION OF BIG IDEAS IN BIOLOGY**

Author: Pdraig Murphy – Dublin City University, Ireland

**20623 – IS ENVIRONMENTAL JOURNALISM AN EMPOWERING TOOL FOR CITIZENSHIP?**

Authors: Cecilia Montero – Unión Panamericana de Asociaciones de Valuación, Mexico  
Ana Claudia Nepote – Universidad Nacional Autónoma de Mexico, Mexico

**Workshop****20236 – EVALUATING THE IMPACTS OF SOCIAL MEDIA-BASED PUBLIC ENGAGEMENT**

Room: Graciliano Ramos – S2

Proponent of the session: ERIC ALLEN JENSEN

Institution: UNIVERSITY OF WARWICK

Country: United Kingdom

Presenter: Eric Allen Jensen

**Show, Tell & Talk – Session 6**

Chair: DIEGO VAZ BEVILAQUA (Museu da Vida/Casa de Oswaldo Cruz/FIOCRUZ)

Room: Drummond de Andrade – S2

**20487 – ENGAGING THE PUBLIC WITH BIOENERGY IN THE UK; SCIENCE EDUCATION, COMMUNICATION AND DISCUSSION**

Sub-area: Science communication empowering scientists and the public

Proponent: TRISTAN MACLEAN

Institution: BIOTECHNOLOGY AND BIOLOGICAL SCIENCES RESEARCH COUNCIL

Country: United Kingdom

Presenter: Tristan MacLean – Biotechnology and Biological Sciences Research Council, United Kingdom

Author: Tristan MacLean – Biotechnology and Biological Sciences Research Council, United Kingdom

**20138 – INCLUDING SOCIETY IN SETTING RESEARCH AGENDA'S**

Sub-area: Science communication empowering scientists and the public

Proponent: HENK MULDER

Institution: UNIVERSITY OF GRONINGEN

Country: Netherlands

Presenter: Henk Mulder – University of Groningen, Netherlands

Author: Henk Mulder – University of Groningen, Netherlands

**20687 – NEUROSCIENCE GOES TO THE BEACH: BASIC CONCEPTS OF BRAIN FUNCTIONING**

Sub-area: Science communication empowering scientists and the public

Proponent: PATRICIA PINHEIRO BADO

Institution: UNIVERSIDADE FEDERAL DO RIO DE JANEIRO / INSTITUTO D'OR DE PESQUISA E ENSINO

Country: Brazil

Presenter: Patricia Bado and Theo Marins – Universidade Federal do Rio de Janeiro and Instituto D'Or de Pesquisa e Ensino, Brazil

Authors: Patricia Bado – Universidade Federal do Rio de Janeiro and Instituto D'Or de Pesquisa e Ensino, Brazil

Theo Marins – Universidade Federal do Rio de Janeiro and Instituto D'Or de Pesquisa e Ensino, Brazil

Cristiane Teles – REDE DOR-IDOR, Brazil

Flavia Carvalho Alcantara Gomes – Universidade Federal do Rio de Janeiro, Brazil

Fernanda Tovar-Moll – Universidade Federal do Rio de Janeiro and Instituto D'Or de Pesquisa e Ensino, Brazil

Jorge Moll – Instituto D'Or de Pesquisa e Ensino, Brazil

### 20518 – MEASUREMENT OF SCIENCE-BASED PUBLIC RELATIONS DEPARTMENTS: CHALLENGES AND PERSPECTIVES

Sub-area: Science communication empowering scientists and the public

Proponent: LEONARDO SIQUEIRA DA ROSA

Institution: UNIVERSIDADE ESTADUAL DE CAMPINAS

Country: Brazil

Presenter: Leonardo Siqueira da Rosa

Authors: Leonardo Siqueira da Rosa – Universidade Estadual de Campinas, Brazil

## Parallel sessions

Time: 1:15 pm – 2:30 pm

### Panels

#### 20455 – THE STRUCTURE OF ATTITUDES TO SCIENCE (MACAS III)

Room: Zelia Gattai 1 – Ground floor

Proponent: MARTIN WILLIAM BAUER

Institution: London School of Economics

Country: United Kingdom

Moderator: Martin W Bauer – London School Of Economics, United Kingdom

Participants: Rajesh Shukla – Human Development Institute, India

Preeti Kakkar – NCAER, India

Martin W Bauer – London School of Economics, United Kingdom

Liu Xuan – CRISP, China

Ren Fujun – Director RRISPCRISP, China

Ahmet Suerdem – Bilgi University, Turkey

Yurij Castelfranchi – UFMG, Brazil

#### 20492 – NEUROSCIENCE IN THE PUBLIC SPHERE

Room: Zelia Gattai 2 – Ground floor

Proponent: SIMON J LOCK

Institution: UNIVERSITY COLLEGE LONDON

Country: United Kingdom

Moderator: Simon J Lock

Participants: Simon J Lock – University College London, United Kingdom  
 Karen Bultitude – University College London, United Kingdom  
 Hans Peter Peters – Forschungszentrum Jülich, Germany  
 Sharon Dunwoody – University of Wisconsin–Madison, United States  
 Amy Sanders – Wellcome Trust, United Kingdom

### 20616 – DO SCIENCE MEDIA CENTRES EMPOWER OR DIS-EMPOWER THE PUBLIC OR SCIENTISTS?

Room: Fernando Pessoa 1 – S1  
 Proponent: CONNIE ST LOUIS  
 Institution: CITY UNIVERSITY LONDON  
 Country: United Kingdom  
 Moderator: Connie St Louis – City University London, United Kingdom  
 Participants: Connie St Louis – City University London, United Kingdom  
 David Miller – Bath University, United Kingdom  
 Andy Williams – Cardiff University, United Kingdom  
 Richard Holliman – The Open University, United Kingdom

### 20775 – HOW DID MODERN SCIENCE COMMUNICATION EMERGE IN DIFFERENT COUNTRIES ROUND THE WORLD? SESSION 2

Room: Fernando Pessoa 2 – S1  
 Proponent of the session: Toss Gascoigne  
 Country: Australia  
 Moderator: Brian Trench – Dublin City University, Ireland  
 Participants: Mariechel Navarro – Global Knowledge Center on Crop Biotechnology, Philippines  
 Manoj Patariya – Department of Science and Technology, India  
 Bernard Schiele – UQAM, Canada  
 Gemma Revuelta – Universitat Pompeu Fabra, Spain  
 Suzanne de Cheveigne – Centre Norbert Elias, Marseille

### 20453 – NEW FORMATS FOR SCIENCE COMMUNICATION MAGAZINES PUBLISHED BY UNIVERSITIES

Room: Fernando Pessoa 3 – S1  
 Proponent: GERMANA FERNANDES BARATA  
 Institution: LABJOR-UNICAMP  
 Country: Brazil  
 Moderator: Germana Fernandes Barata  
 Participants: Carlos Vogt – LABJOR/ Universidade Estadual de Campinas, Brazil  
 Estrella Burgos – Universidad Autónoma Nacional de México, Mexico  
 Luciano Levin – Centro CTS/Universidad Maimónides, Argentina

### 20490 – WICKED CHALLENGES IN SCIENCE COMMUNICATION IN NEED FOR INTELLIGENCE

Room: Guimarães Rosa – S2  
 Proponent: MAARTEN C.A. VAN DER SANDEN  
 Institution: DELFT UNIVERSITY OF TECHNOLOGY  
 Country: Netherlands  
 Moderator: Maarten C.A. van der Sanden – Delft University of Technology, Netherlands

Participants: Caroline Wehrmann – Delft University of Technology, Netherlands  
 Anne Dijkstra – University of Twente, Netherlands  
 Jenni Metcalfe – Econnect / Univeristy of Queensland, Australia  
 Liran Christine Shan – University College Dublin, Ireland  
 Steven Flipse – Delft University of Technology, Netherlands  
 Maarten C.A. van der Sanden – Delft University of Technology, Netherlands

**20481 – SCIENCE COMMUNICATION FOR BUILDING SCIENTIFIC TEMPER**

Room: Gregório de Matos – S2

Proponent of the session: GAUHAR RAZA

Institution: NATIONAL INSTITUTE OF SCIENCE COMMUNICATION AND INFORMATION RESOURCES

Country: India

Moderator: R Gopichandran – Vigyan Prasar, India

Participants: Gauhar Raza – National Institute of Science Communication and Information Resources

BP Singh – National Council for Science & Technology Communication, India

T V Venkateswaran – Vigyan Prasar, India

Discussant:

Bernard Schiele, Canada

Herster du Plessis, South Africa

**Oral Communication – Science communication empowering scientists and the public – Session 10**

Room: Machado de Assis 1st floor

Chair: DIEGO GOLOMBEK (MINISTERIO DE CIENCIA / Argentina)

**20551 – STRATEGIC PROJECTS IN THE PUBLIC COMMUNICATION OF SCIENCE**

Authors: Susana Herrera Lima – Instituto Tecnológico y de Estudios Superiores de Occidente, Mexico

Edith Escalón Portilla – Universidad Veracruzana, Mexico

**20561 – TALKING ABOUT SCIENCE – ISSUES RAISED IN UK PUBLIC DELIBERATION**

Authors: Melanie Smallman – Department of Science and Technology Studies, University College London, United Kingdom

**20665 – THE CREATIVE AND SCIENTIFIC THINKING OF THE TEENAGER AND YOUNG ADULT DEAF PERSON**

Authors: Vera Lúcia de Souza e Lima – Centro Federal de Educação Tecnológica de Minas Gerais, Brazil

**20661 – EVIDENCE FOR DEMOCRACY, THRUSTING PUBLIC SCIENCE INTO A POLITICAL PLACE**

Authors: Kathryn O'Hara – Carleton University

**20457 – THE POPULARIZATION OF SCIENCE AS FACTOR OF EDUCATION AND SOCIAL INCLUSION**

Authors: Antonio Jose Silva Oliveira – Universidade Federal do Maranhão, Brazil

Ana Maria Nelo – Universidade Federal do Maranhão, Brazil

Carlos Cesar Costa – Universidade Federal do Maranhão, Brazil



## Oral Communication – Science communication empowering scientists and the public – Session 11

Room: Eça de Queiroz – 1st floor

Chair: MICHEL CLAESSENS – PCST Network, France

### 20320 – THE PUBLIC BROADCASTERS FOR DISSEMINATION OF SCIENCE AND TECHNOLOGY

Authors: Ascendino Flavio Dias e Silva – Unversidade Federal de Pernambuco, Brazil

### 20698 – THE PUBLIC COMMUNICATION OF SCIENCE AS A MECHANISM TO THE DIAOLOGUE BETWEEN RESEARCHERS AND STUDENTS OF PUBLIC SCHOOLS

Authors: Tattiana Gonçalves Teixeira – Universidade Federal de Santa Catarina, Brazil

### 20469 – TOWARD BETTER COMMUNICATION OF SCIENCE

Authors: Midori Takahashi – Shizuoka Kita High School, Japan

Paolo Strolin – University of Naples and National Nuclear Physics Institute, Italy

Ernesta De Masi – Liceo Statale "A. Gatto"

### 20677 – USING SEX TO SELL SCIENCE

Authors: Lloyd Spencer Davis – Centre for Science Communication/University of Otago, New Zealand

### 20193 – WATER AND OIL DON'T MIX – ON JOURNALISTIC DISSEMINATION OF RESEARCH

Authors: Charlotte Wien – University of Southern Denmark, Denmark

## Oral Communication – Science communication for social inclusion and political engagement – Session 1

Room: Castro Alves – 1st floor

Chair: CARLA ALMEIDA – freelance science writer, Brazil

### 20634 – CITIZEN'S AGENDA FOR ST&I IN MEXICO: A SOCIAL INCLUSION EXERCISE?

Authors: Milagros Varguez – Tecnológico de Monterrey, Mexico

Vanessa Martínez – Tecnológico de Monterrey, Mexico

### 20525 – HOW BRAZILIAN SMALL SCALE FARMERS ASSESS GM CROPS?

Authors: Carla da Silva Almeida – Museu da Vida, Casa de Oswaldo Cruz, Fundação Oswaldo Cruz, Brazil

Luisa Medeiros Massarani – Museu da Vida, Casa de Oswaldo Cruz, Fundação Oswaldo Cruz, Brazil

### 20205 – AND WHAT ABOUT HISTORY? THE PUBLIC COMMUNICATION OF SCIENCE AND THE HUMAN SCIENCES: THE CASE OF THE NATIONAL OLYMPIADS OF HISTORY IN BRAZIL (2009–2013)

Authors: Cristina Meneguello – Universidade Estadual de Campinas, Brazil

### 20158 – ARE WE HEARING? ARE WE HEARD? – A BIBLIOMETRIC STUDY OF SCIENCE COMMUNICATION JOURNALS SINCE 1992

Authors: Hepeng Jia – Cornell University, United States

Bruce V. Lewenstein – Cornell University, United States

### 20493 – CITIZEN PARTICIPATION IN EUROPEAN SCIENTIFIC POLICY MAKING

Authors: Marzia Mazzonetto – VU University Amsterdam, Belgium

## Oral Communication – Science communication for social inclusion and political engagement – Session 2

Room: José de Alencar – 1st floor

Chair: BRIAN TRENCH – PCST Network, Ireland

### 20537 – CRITICAL EXHIBITS AND PUBLIC ENGAGEMENT: CHALLENGES AND POSSIBILITIES

Authors: Erminia Pedretti – University of Toronto, Ontario Institute for Studies in Education (OISE), Department of Curriculum, Teaching and Learning (CTL), Canada  
Ana Maria Navas Iannini – University of Toronto, Ontario Institute for Studies in Education (OISE), Department of Curriculum, Teaching and Learning (CTL), Canada  
Joanne Nazir – University of Toronto, Ontario Institute for Studies in Education (OISE), Department of Curriculum, Teaching and Learning (CTL), Canada

### 20583 – DARWIN TRAILS IN BRAZIL: A SCIENCE COMMUNICATION ACTIVITY WITH ENGAGEMENT OF LOCAL COMMUNITIES

Authors: Ildeu de Castro Moreira – Universidade Federal do Rio de Janeiro, Brazil  
Katia Mansur – Universidade Federal do Rio de Janeiro, Brazil  
Fatima Brito – Universidade Federal do Rio de Janeiro, Brazil  
Luciane Correia Simões – Casa da Ciência/Universidade Federal do Rio de Janeiro, Brazil

### 20418 – DESIGNING SUSTAINABLE CITIES THROUGH PARTICIPATORY DESIGN; AN INCLUSIVE INTERDISCIPLINARY METHODOLOGY

Authors: Patricia Rios Cabello – Instituto Tecnológico de Estudios Superiores de Monterrey, Mexico

### 20672 – DIGITAL DEMOCRACY AND ENVIRONMENTAL COMMUNICATION: PUBLIC CONSULTATIONS FOR RIO+20

Authors: Marcelle Correia Ferrari – Universidade Estadual de Campinas, Brazil  
Maria das Graças Conde Caldas – Universidade Estadual de Campinas, Brazil

### 20582 – DEBATING THE FUTURE OF FOOD INNOVATION THROUGH INCLUSION, SAFETY AND HEALTH

Author: Giuseppe Pellegrini – Università di Padova

## Workshop

### 20451 – PREPARE FOR 15 SECONDS OF FAME! A WALKTHROUGH IN THE MEDIA FOR SCIENTISTS

Room: Graciliano Ramos – S2

Proponent of the session: FRED BALVERT

Institution: ERASMUS UNIVERSITY MEDICAL CENTER ROTTERDAM

Country: Netherlands

Presenter: Fred Balvert – Erasmus University Medical Center Rotterdam, Netherlands and Souad Zgaoui – Erasmus Medical Center, Netherlands

## Show, Tell & Talk – Session 7

Room: Drummond de Andrade – S2

Chair: RAFAEL EVANGELISTA, Laboratory of Advanced Studies in Journalism, at State University of Campinas (LABJOR/Unicamp), Brazil

### 20347 – MEMORIES OF A CARBON – AN INTERACTIVE EXHIBITION

Sub-area: New technologies and new practices in science

Proponent: ADILSON JESUS APARECIDO DE OLIVEIRA

Institution: UNIVERSIDADE FEDERAL DE SÃO CARLOS

Country: Brazil

Presenter: Adilson J A de Oliveira – Universidade Federal de São Carlos, Brazil

Authors: Adilson J A de Oliveira – Universidade Federal de São Carlos, Brazil

Mariana Rodrigues Pezzo – Universidade Federal de São Carlos, Brazil

Luiz Antonio Garcia Diniz – Universidade Federal de São Carlos, Brazil

### 20565 – OVERLY HUMAN: THE ESPAÇO DO CONHECIMENTO UFMG EXPERIENCE

Sub-area: New technologies and new practices in science communication

Proponent: BERNARDO JEFFERSON DE OLIVEIRA

Institution: UNIVERSIDADE FEDERAL DE MINAS GERAIS

Country: Brazil

Presenter: Bernardo Jefferson de Oliveira – Universidade Federal de Minas Gerais, Brazil

Authors: Bernardo Jefferson de Oliveira – Universidade Federal de Minas Gerais, Brazil

Débora D'Ávila Reis – Universidade Federal de Minas Gerais, Brazil

Verona Segantini Campos – Universidade Federal de Minas Gerais, Brazil

### 20107 – MEGAPHONE PROJECT: HEALTH IN LOUDLY SOUND

Sub-area: New technologies and new practices in science communication

Proponent: ANA PAULA MACHADO VELHO

Institution: UNIVERSIDADE ESTADUAL DE MARINGÁ E CESUMAR

Country: Brazil

Presenter: Ana Paula Machado Velho

Authors: Ana Paula Machado Velho – Centro Universitário de Maringá /

Universidade Estadual de Maringá, Brazil

Vinícius Durval Dorne – Centro Universitário de Maringá, Brazil

### 20183 – PONTO UFMG – CHALLENGES OF AN ITINERANT MUSEUM

Sub-area: New technologies and new practices in science communication

Proponent: JESSICA NORBERTO ROCHA

Institution: UNICAMP

Country: Brazil

Presenter: JESSICA NORBERTO ROCHA

Authors: Jessica Norberto Rocha – Universidade Federal de Minas Gerais, Brazil

Tania Margarida Lima Costa – Universidade Federal de Minas Gerais, Brazil

Lara Mucci Poenaru – Universidade Federal de Minas Gerais, Brazil

## 20696 - SCIENCE CENTRES, WHAT KIND OF INTERACTION WITH THE LITTLE CHILDREN?

Sub-area: New technologies and new practices in science communication

Proponent: IVONNE DELGADILLO

Institution: FÁBRICA SCIENCE CENTER - UNIVERSIDADE DE AVEIRO

Country: Portugal

Presenter: Ivonne Delgadillo - University of Aveiro - Fabrica Science Center, Portugal

Authors: Ivonne Delgadillo - University of Aveiro - Fabrica Science Center, Portugal

Isabel Correia - Fabrica Science Center - University of Aveiro, Portugal

Sofía Barata - Fabrica Science Center - University of Aveiro, Portugal

Pedro Pombo - Fabrica Science Center - University of Aveiro, Portugal

## Parallel sessions

Time: 2:45 pm - 4 pm

### Panels

#### 20516 - PUS SURVEYS IN LATIN AMERICA

Room: Zelia Gattai 1 - Ground floor

Proponent: CARMELO ANDRÉS POLINO

Institution: CENTRO REDES / RICYT

Country: Argentina

Moderator: Carmelo Andrés Polino - RICYT/Centro REDES, Argentina

Participants: Carmelo Polino - RICYT/Centro REDES, Argentina

atary of S&T, Colombia

Carlos Vogt - Labjor, Unicamp, Brazil

Yurij Castelfranchi - UFMG, Brazil

#### 20605 - PROFESSIONAL PROFILES IN SCIENCE COMMUNICATION: ¿IS THERE A BIAS TOWARDS SCIENCE JOURNALISM?

Room: Zelia Gattai 2 - Ground floor

Proponent of the session: SHEENA LAURSEN

Institution: EXPERIMENTARIUM

Country: Denmark

Moderator: Sheena Laursen - Experimentarium, Denmark

Participants: Gema Revuelta - Science Communication Observatory, Universitat Pompeu Fabra, Spain

Diego Golombek - Universidad Nacional de Quilmes (UNQ-CONICET), Argentina

Jenni Metcalfe - Director, Econnect Communication, Australia

Sheena Laursen - Experimentarium, Denmark

#### 20284 - MODELLING THE MODELS OF SCIENCE COMMUNICATION

Room: Fernando Pessoa 1 - S1

Proponent: BRIAN TRENCH

Institution: DUBLIN CITY UNIVERSITY

Country: Ireland

Moderator: Brian Trench - Dublin City University, Ireland

Participants: Brian Trench - Dublin City University, Ireland

Maja Horst - University of Copenhagen, Denmark

Carmelo Polino - Centro REDES. Argentina

Massimiano Bucchi - University of Trento, Italy

### 20776 - HOW DID MODERN SCIENCE COMMUNICATION EMERGE IN DIFFERENT COUNTRIES ROUND THE WORLD? SESSION 3

Room: Fernando Pessoa 2 - S1

Proponent: TOSS GASCOIGNE

Country: Australia

Moderator: Germana Barata - Labjor / Unicamp, Brazil

Participants: Arko Olesk - Tallinn University, Estonia

Bruce Lewenstein - Cornell University, United States

Jean Fleming - University of Otago, New Zealand

Marija Nikolic - Centre for Promotion of Science, Belgrade

### 20250 - RedPOP, SHARING EXPERIENCES AND NETWORKING IN SCIENCE COMMUNICATION IN LATIN AMÉRICA AND THE CARIBBEAN

Room: Fernando Pessoa 3 - S1

Proponent: LUISA MASSARANI

Institution: RedPOP

Country: Brazil

Moderator: Luisa Massarani - RedPOP and Museu da Vida/Casa de Oswaldo Cruz/  
Fiocruz, Brazil

Participants: Luisa Massarani - RedPOP Museu da Vida/Casa de Oswaldo Cruz/Fiocruz

Alejandra León-Castellá - Fundación Cientec, Costa Rica

Annie Maria Umaña - Universidad Estatal a Distancia de Costa Rica

César Carrillo Trueba - Revista Ciencias/ Universidad Nacional Autónoma de México

Claudia Aguirre - Parque Explora, Colombia

Elaine Reynoso - Sociedad Mexicana para la Divulgación de la Ciencia y la  
Técnica (Somedicyt) and Universidad Nacional Autónoma de México, México

Jorge Padilla - Sociedad Mexicana para la Divulgación de la Ciencia y la Técnica  
(Somedicyt), México

Nelsa Bottinelli - Asociación Civil, Uruguay

Julia Tagueña - Universidad Nacional Autónoma de México and CONACyT (Mexico)

Luz Lindegaard - Museo Interactivo Mirador, Chile

Marisa Talavera - Secretaria Nacional de Ciencia, Tecnología e Innovación  
(SENACYT), Panamá

Martha Cambre - Espacio Ciencia / LATU, Uruguay

Graciela Merino - Prosecretaria de Asuntos Academicos de la Universidad  
Nacional de la Plata y directora del Programa Mundo Nuevo de la misma  
universidad, Argentina

**20309- INNOVATIVE PUBLIC ENGAGEMENT PRACTICES IN EUROPE AND BEYOND**

Room Drummond de Andrade – S2

Proponent of the session: MIKKO TAPANI RASK

Institution: NATIONAL CONSUMER RESEARCH CENTRE

Country: Finland

Moderator: Mikko Rask – National Consumer Research Centre, Finland

Participants: Niels Mejlgaard – Danish Centre for Studies in Research and Research Policy, Aarhus University, Denmark

Tine Ravn – the Danish Centre for Studies in Research and Research Policy, Aarhus University, Denmark

Mikko Rask – National Consumer Research Centre, Finland

Saule Maciukaite-Zviniene – Higher Education Policy Analysis Unit at Research and Higher Education Monitoring and Analysis Center, Vilnius, Lithuania

Gretchen Gano – Human and Social Dimensions of Science and Technology Program, Arizona State University, United States

David Sittenfeld – Museum of Science, United States

Naoyuki Mikami – Center for Science Communication, Japan Science and Technology Agency – Hokkaido University, Japan

Ekou Yagi – Center for Science Communication, Japan Science and Technology Agency – Osaka University, Japan

Yasushi Ikebe – National Museum of Emerging Science and Innovation, Japan

**20577 – SCIENCE COMMUNICATION TO/WITH CHILDREN AND TEENS: FACING THE CHALLENGES OF DIVERSITY AND SOCIAL INCLUSION**

Room: Guimarães Rosa – S2

Proponent: DÉBORA D'ÁVILA REIS

Institution: UNIVERSIDADE FEDERAL DE MINAS GERAIS

Country: Brazil

Moderator: Débora d'Ávila Reis – Universidade Federal de Minas Gerais, Brazil

Participants: Débora d'Ávila Reis – UFMG – Universidade Federal de Minas Gerais, Brazil

Ana Cristina Abad R. – EAFIT Children's University, University of Medellin, Colombia.

Kenia Valderrama Díaz – Universum Science Museum, Universidad Nacional Autónoma de México

Catarina Chagas – Ciência Hoje das Crianças Online ("Science Today for Children"), Brazil

**20389 – THE ROLE OF SCIENTIFIC NEWS AGENCIES IN EXPANDING KNOWLEDGE – PUBLIC PARTICIPATION AND DECISION MAKING IN SCIENTIFIC AND TECHNOLOGICAL THEMES**

Room: Gregório de Matos – S2

Proponent: SAMUEL ANTENOR

Institution: FAPESP – SÃO PAULO RESEARCH FOUNDATION

Country: Brazil

Moderator: Samuel Antenor, FAPESP – São Paulo Research Foundation, Brazil

Participants: Samuel Antenor – FAPESP – SÃO PAULO RESEARCH FOUNDATION and Labjor/Unicamp, Brazil

Ana Victoria Pérez – Agencia DiCYT/Tribuna de la Ciencia, Spain  
Nick Ishmael Perkins – SciDev.Net, United Kingdom

## Oral Communications – Science communication for social inclusion and political engagement – Session 3

Room: Machado de Assis – 1st floor

Chair: STEVE MILLER (University College London / United Kingdom)

### 20376 – EDUCATIONAL ROBOTICS AND INCLUSION OF GIFTED STUDENTS: A CHALLENGE IN SCHOOL ROUTINE

Authors: Eduardo Erick de Oliveira Pereira – Universidade Federal Fluminense, Brazil  
Cristina Maria Carvalho Delou – Universidade Federal Fluminense, Brazil  
Isabel Cafezeiro – Universidade Federal Fluminense, Brazil

### 20349 – ENVIRONMENTAL FORUM: ARTICULATES SCIENCE, MEDIA AND POLITICS IN THE ENVIRONMENT MUSEUM

Authors: Luisa Maria Gomes de Mattos Rocha – Instituto de Pesquisas Jardim Botânico do Rio de Janeiro, Brazil  
Carmen Silvia Machado – Instituto de Pesquisas Jardim Botânico do Rio de Janeiro, Brazil

### 20327 – FRAMEWORK FOR BROAD PUBLIC ENGAGEMENT IN SCIENCE, TECHNOLOGY, AND INNOVATION POLICY (PESTI)

Authors: Naonori Akiya – Kyoto University, Japan  
Xiaojun Ding Kyoto University, Japan  
Kuniyoshi Ebina Kyoto University, Japan  
Takayuki Goto Kyoto University, Japan  
Koichiro Hioki Kyoto University, Japan  
Mitsuru Kudo Kyoto University, Japan  
Haruhiko Maenami Kyoto University, Japan  
Toshifumi Minamoto Kyoto University, Japan  
Eri Mizumachi Kyoto University, Japan  
Mikihiko Mori Kyoto University, Japan  
Yoshitaka Morimura Kyoto University, Japan  
Tamaki Motoki Kyoto University, Japan  
Akie Nakayama Kyoto University, Japan  
Makiko Suga – Tezukayama University, Japna  
Katsuya Takanashi Kyoto University, Japan  
Go Yoshizawa – Osaka University, Japan  
Masayuki Itoh – Kobe University, Japan  
Kei Kano Kyoto University, Japan

### 20132 – HOBBIES AND “SCIENCE CULTURE”

Authors: Bruce V. Lewenstein – Cornell University, United States

20708 - INCREASING POSITIVE MEANINGS OF POLITICS AND SCIENCE POLICES AS THOSE CONCEPTS WERE EXPRESSED IN DIFERENTE FASES OF AN IMPORTANT BRAZILIAN JOURNAL

Authors: Marina Assis Fonseca – Universidade Federal de Viçosa, Brazil  
Bernardo Jefferson Oliveira – Universidade Federal de Minas Gerais, Brazil

### Oral Communication – Science communication for social inclusion and political engagement – Session 4

Room: Eça de Queiroz – 1st floor

Chair: HANS PETER PETERS (Forschungszentrum Jülich / Germany)

20554 - MARGINALIZED COMMUNITIES AND THEIR SOCIAL INCLUSION:  
THE EMERGENCE OF A TARGET PUBLIC IN MEXICO FOR SCIENCE COMMUNICATION

Authors: María Edith Escalón Portilla – Universidad Veracruzana, Mexico  
Susana Herrera Lima – Universidad Jesuita de Guadalajara, Mexico

20218 - MEDIA PSYCHOLOGY FOR INCLUSIVE SCIENCE COMMUNICATION:  
THE CASE OF NARRATIVE MESSAGE DESIGN

Authors: Katharina Emde – HMTM Hannover, Germany  
Elena Link – HMTM Hannover, Germany  
Christoph Klimmt – HMTM Hannover, Germany

20409 - PROMISES AND THREATS:  
THE USE OF 'THE FUTURE' IN SCIENCE COMMUNICATION

Authors: Thomas Derek Robinson – University of Southern Denmark, Denmark

20268 - PUBLIC SCIENCE COMMUNICATION IN A CONTESTED SPACE:  
A WORKING CASE STUDY

Authors: Sheau Tsuey Cham – Commonwealth Scientific and Industrial Research Organisation, Australia  
Peter Stone – Commonwealth Scientific and Industrial Research Organisation, Australia

20265 - SCIENCE AND LITERATURE TRAVELLING TOGETHER IN METROPOLITAN BUSES

Authors: Adlane Vilas-Boas – Universidade Federal de Minas Gerais, Brazil  
Juliana Santos Botelho – Universidade Federal de Minas Gerais, Brazil

### Oral Communication – Science communication for social inclusion and political engagement – Session 5

Room: Castro Alves – 1st floor

Chair: MARINA JOUBERT (South Africa)

20607 - SCIENCE COMMUNICATION IN THE THIRD SPACE

Authors: Susan Stocklmayer – The Australian National University, Australia  
Michael Gore – The Australian National University, Australia



**20223 – SCIENCE COMMUNICATION ON THE BRAZILIAN GOVERNMENT  
WEB PORTAL: ASSESSING INFORMATION ON POLICIES THROUGH  
SYSTEMS THINKING**

Authors: DANILO ROTHBERG – Sao Paulo State University, Brazil  
ANDREA BERARDI – The Open University, United Kingdom

**20310 – SCIENCE COMMUNICATION TO FOSTER INTERGENERATIONAL DIALOGUE:  
AN ANALYSIS OF THE**

Authors: Vanessa Mignan – Les Atomes Crochus, France  
Céline Martineau – Les Atomes Crochus, France  
Matteo Merzagora – Traces, France

**20296 – SCIENCE FOR ALL AND EVERYWHERE, AN EXPERIENCE ON SOCIAL  
APPROPRIATION OF SCIENCE AND TECHNOLOGY IN MEXICO**

Authors: María Antonieta Saldívar Chávez – Universidad Nacional Autónoma de  
Mexico, Mexico

**20471 – SCIENCE JOURNALISM IN ARGENTINA: AN ANALYSIS OF PRACTICES AND VALUES  
OF JOURNALISTS IN THE PRINT MEDIA**

Authors: Cecilia Rosen – Centro Redes/ Faculdade Latino-Americana de Ciências  
Sociais, Argentina

**Oral Communication – Science communication for social inclusion and political  
engagement – Session 6**

Room: José de Alencar – 1st floor

Chair: DOMINIQUE BROSSARD (Department of Life Sciences Communication, University  
of Wisconsin–Madison / United States)

**20404 – SCIENCE, SOCIETY AND THE SOCIAL CONTRACT**

Authors: Gauhar Raza – National Institute for Science Communication and  
Information Resources (NISCAIR), CSIR, India  
Hester du Plessis – Human Sciences Research Council, South Africa

**20257 – SOCIAL MEDIA AND PUBLIC SPHERE --TRACING “DEBATES” OF  
GENETICALLY MODIFIED CROPS IN CHINESE WEIBO**

Authors: Hepeng Jia – Cornell University, United States  
Jingqun Fan – Huazhong Agriculture University, China  
Bruce Lewenstein – Cornell University, United States  
Guangmang Peng – Huazhong Agricultural University, China

**20472 – SPEEDY SCIENCE**

Authors: Juan Tonda Mazon – Universidad Nacional Autónoma de Mexico, Mexico

**20550 – STIMULATING DISCUSSIONS ON YOUNG PEOPLE'S BELIEFS ABOUT  
SCIENTIFIC AND CULTURAL KNOWLEDGE USING OBJECTS**

Authors: Mzamose Gondwe – University of Western Australia, Australia  
Nancy Longnecker – University of Western Australia, Australia

20182 – TEACHERS’ SCIENTIFIC CULTURE IN BRAZIL – A PANORAMA OF MINAS GERAIS

Authors: Jessica Norberto Rocha – Universidade Estadual de Campinas, Brazil  
 Maria das Graças Conde Caldas – Universidade Estadual de Campinas, Brazil

**Oral Communication – Emerging issues of science and society – Session 4**

Room: Florbella Espanca

Chair: LOURDES PATIÑO – Sociedad Mexicana para la Divulgación de la Ciencia y la Técnica, Mexico

20151 – IS SCIENCE COMMUNICATION FOR SCIENTIFIC LITERACY? – IODINE SALT RUSH – PURCHASING TIDE IN CHINA

Authors: Xiaomin Zhu – Peking University, China

20547 – THE SPEECH ON ENVIRONMENT AND HEALTH THROUGH CYBERACTIVISM: A COMPARATIVE ANALYSIS BETWEEN THE ENVIRONMENTAL MOVEMENTS TO CONFRONT THE INSTALLATION OF OIL REFINERIES IN BRAZIL AND SPAIN

Authors: Mariana Olívia Santana dos Santos – Centro de Pesquisa Aggeu

Magalhães-Fundação Oswaldo Cruz, Brazil

Renata Cordeiro Domingues – Centro de Pesquisas Aggeu Magalhães/Fundação Oswaldo Cruz, Brazil

Antônio Julio Rebelo Neto – Universidade Federal de Pernambuco, Brazil

Isaltina Maria de Azevedo Mello Gomes – Universidade Federal de Pernambuco, Brazil

Ide Gomes Dantas Gurgel – Centro de Pesquisa Aggeu Magalhães-Fundação Oswaldo Cruz, Brazil

Lia Giraldo da Silva Augusto – Centro de Pesquisa Aggeu Magalhães-Fundação Oswaldo Cruz, Brazil

20391 – BUILDING BUZZ: (SCIENTISTS) COMMUNICATING SCIENCE IN THE NEW MEDIA ENVIRONMENTS

Authors: Xuan Liang – University Of Wisconsin-Madison, United States

Leona Yi-Fan Su – University Of Wisconsin-Madison, United States

Sara K Yeo – University Of Wisconsin-Madison, United States

Dietram A. Scheufele – University Of Wisconsin-Madison, United States

Dominique Brossard – University Of Wisconsin-Madison, United States

Michael Xenos – University Of Wisconsin-Madison, United States Paul Nealey – The University of Chicago, United States

Elizabeth A. Corley – Arizona State University, United States

20232 – THE THERAPEUTIC CLONING DEBATE: GLOBAL SCIENCE AND JOURNALISM IN THE PUBLIC SPHERE

Author: Eric Jensen – University of Warwick

20475 – INTERACTIVE THEATRE: COMMUNICATING SCIENCE TO NEW AUDIENCES

Authors: Jo Elliott – University of Western Australia, Australia

Lisa Bailey – RiAus – Australia’s national science hub, Australia

Nancy Longnecker – University of Western Australia, Australia

## Workshop

### 20413 – HOW TO IMPROVE THE SKILLS OF SCIENTISTS IN COMMUNICATING WITH CHILDREN

Room: Graciliano Ramos – S2

Sub-area: Science communication empowering scientists and the public

Proponent of the session: ALEX VERKADE

Institution: DE PRAKTIJK

Country: Netherlands

Presenter: Alex Verkade , De Praktijk, natuurwetenschappelijk onderwijs

Authors: Yuri Matteman – De Praktijk, natuurwetenschappelijk onderwijs

Juliette Walma van der Molen – Twente University

Welmoet Damsma – Hogeschool van Amsterdam

Maarten Kleinhans – Utrecht University

Marjolein van Breemen – NEMO Science Learning Center

Maarten Reichwein – Utrecht University

### Plenary: Science in Culture

Time: 4:15 pm – 5:45 pm

Room: Fernando Pessoa 3 – S1

#### Speakers:

- Nana Dakin

B-Floor Theatre Company (Thailand)

- Michael John Gorman

Director of the Science Gallery, Dublin (Ireland)

- Ildeu Moreira

University of Rio de Janeiro (Brazil)

#### Moderator:

- Massimiano Bucchi

University of Trento (Italy) and and PCST Scientific Committee member

## Posters – Session 2

Time: 9 am – 5 pm

Venue: Fernando Pessoa – Foyer

### 20626 – LITERATURE OF SCIENCE FICTION AS A TOOL FOR DISSEMINATION IN THE SCIENCE CLASSROOM

Danielle Cristina Duque Estrada Borim – Centro Federal de Educação Tecnológica Celso Suckow da Fonseca, Brazil

Marcelo Rocha Borges – Centro Federal de Educação Tecnológica Celso Suckow da Fonseca, Brazil

### 20290 – KNOWLEDGE PLATFORM: INVOLVEMENT AND PARTICIPATION OF THE COMMUNITY IN HEALTH PROMOTION ACTIVITIES AND KNOWLEDGE PRODUCTION – WORKSHOP OF CORDEL'S LITERATURE

Michele Aparecida da Ferreira Moreira de Oliveira – Fundação Oswaldo Cruz, Brazil

Eloisa Leal da Hora – Fundação Oswaldo Cruz, Brazil

Dinair Leal da Hora – Fundação Oswaldo Cruz, Brazil

Luciana Collier – Fundação Oswaldo Cruz, Brazil

Michele Machado Meirelles de Barros – Fundação Oswaldo Cruz, Brazil

Maria de Lourdes Benamor Teixeira – Fundação Oswaldo Cruz, Brazil

Maria Isabel Fragoso da Silveira Gouvea – Fundação Oswaldo Cruz, Brazil

Odilio de Souza Lino – Fundação Oswaldo Cruz, Brazil

Claudia Teresa Vieira de Souza – Fundação Oswaldo Cruz, Brazil

### 20294 – SPACES OF SCIENTIFIC KNOWLEDGE IN HEALTH PROMOTION

Eloisa Leal da Hora – Fundação Oswaldo Cruz, Brazil

Dinair Leal da Hora – Fundação Oswaldo Cruz, Brazil

Michele Machado Meirelles de Barros – Fundação Oswaldo Cruz, Brazil

Maria de Lourdes Benamor Teixeira – Fundação Oswaldo Cruz, Brazil

Maria Isabel Fragoso da Silveira Gouvea – Fundação Oswaldo Cruz, Brazil

Odilio de Souza Lino – Fundação Oswaldo Cruz, Brazil

Claudia Teresa Vieira de Souza – Fundação Oswaldo Cruz, Brazil

### 20289 – WORKSHOP – LABORATORY OF IMAGE

Claudia Teresa Vieira de Souza – Fundação Oswaldo Cruz, Brazil

Luciana Kamel – Fundação Oswaldo Cruz, Brazil

Juan Carlos Raxach – Fundação Oswaldo Cruz, Brazil

Eloisa Leal da Hora – Fundação Oswaldo Cruz, Brazil

Dinair Leal da Hora – Fundação Oswaldo Cruz, Brazil

Odilio de Souza Lino – Fundação Oswaldo Cruz, Brazil

Michele Machado Meirelles de Barros – Fundação Oswaldo Cruz, Brazil

Valdiléa Gonçalves Veloso dos Santos – Fundação Oswaldo Cruz, Brazil

### 20387 – FILM AND SCIENCE: AN ANALYSIS OF THE STEREOTYPES PRESENT IN THE CHILDREN'S FILM FRANKENWEENIE, TIM BURTON

Grazielle A.de Moraes Scalfi – Universidade Estadual de Campinas, Brazil

Maísa Maryelli de Oliveira – Universidade Estadual de Campinas, Brazil

### 20614 – THE INVISIBILITY OF THE NEWSPAPER OF PERNAMBUCO IN RELATION TO SOCIAL AND ENVIRONMENTAL IMPACTS IN THE CONSTRUCTION OF THE OIL REFINERY IN SUAPE

Mariana Olívia Santana dos Santos – Centro de Pesquisa Aggeu Magalhães-Fundação Oswaldo Cruz, Brazil

Isaltina Maria de Azevedo Mello Gomes – Universidade Federal de Pernambuco, Brazil

Idê Gomes Dantas Gurgel – Centro de Pesquisa Aggeu Magalhães-Fundação Oswaldo Cruz, Brazil

Lia Giraldo da Silva Augusto – Centro de Pesquisa Aggeu Magalhães-Fundação Oswaldo Cruz, Brazil

### 20337 – POPULARIZATION ACTIONS OF FOOD SCIENCE AND TECHNOLOGY IN SOUTH AND METROPOLITAN REGIONS OF RIO DE JANEIRO STATE

Renata Torrezan – Embrapa Food Technology, Brazil

João Eugênio Diaz Rocha – Embrapa Food Technology, Brazil

Maurício Vivas de Souza Barreto – Embrapa Food Technology, Brazil

José Arimathéa Oliveira – Instituto Federal do Rio de Janeiro, Brazil

Ricardo Crivano Albieri – Universidade Federal Rural do Rio de Janeiro, Brazil

Fernando Teixeira Silva – Embrapa Food Technology, Brazil

Élida da Conceição Jorge – Instituto Federal do Rio de Janeiro, Brazil

Solimar Oliveira de Faria Verra – Empresa de Assistência Técnica e Extensão Rural do Rio de Janeiro, Brazil

Patrik Camporez Mação – A Gazeta – Sucursal São Mateus

### 20586 – THE ROLE OF SCIENCE MUSEUMS IN SCIENTIFIC CULTURE (CATAVENTO, SABINA AND UNICAMP EXPLORATORY MUSEUM)

Adriana Lima – Universidade Estadual de Campinas, Brazil

Graça Caldas – Universidade Estadual de Campinas, Brazil

### 20538 – AGAINST THE METHOD: COULD THE PHILOSOPHER FEYERABEND CONTRIBUTE TO SCIENCE JOURNALISM?

Bruno de Pierro – Universidade Estadual de Campinas, Brazil

### 20352 – ENERGY SOURCES: THEME FOR SCIENCE EDUCATION

Giovani Zanetti Neto – Universidade Federal do Espírito Santo, Brazil

Maria das Graças Ferreira Lobino – Instituto Federal do Espírito Santo, Brazil

Laércio Ferracioli – Universidade Federal do Espírito Santo, Brazil

### 20702 – ADOPTION OF SCIENCE EDUCATIONAL PRACTICES IN A R&D INSTITUTION

João Eugênio Diaz Rocha – Universidade Federal do Estado do Rio de Janeiro, Brazil

### 20318 – THE IMPACT OF BROAD ACTIONS TO DISSEMINATE SCIENCE: A CASE STUDY FROM THE INTERNATIONAL YEAR OF CHEMISTRY

Leila Cardoso Teruya – Universidade de São Paulo, Brazil

Guilherme Andrade Marson – Universidade de São Paulo, Brazil

### 20668 – FUNNY SCIENCE IN THE NEIGHBORHOOD

María Luján Castro Universidad Nacional del Centro de la Provincia de Buenos Aires, Argentina

Ana Laura Echegaray – Universidad Nacional del Centro de la Provincia de Buenos Aires, Argentina

Marisol Martínez – Universidad Nacional del Centro de la Provincia de Buenos Aires, Argentina

**20375 - EVALUATION OF DISSEMINATION STRATEGIES OF NATIONAL INSTITUTE OF SCIENCE, INNOVATION AND TECHNOLOGY IN HEALTH**

Marcelle de Oliveira Cardoso - Universidade Federal da Bahia, Brazil

Luis Eugenio Portela Fernandes de Souza - Universidade Federal da Bahia, Brazil

Chandra Lima Maciel - Universidade Federal da Bahia, Brazil

Mariana Adeodato Alves de Souza - Universidade Federal da Bahia, Brazil

**20499 - AUDIENCE OF BRAZILIAN STUDENTS IN SCIENCE AND TECHNOLOGY PROGRAMS ON TELEVISION**

Raquel Roberta Bertoldo - Universidade Estadual do Oeste do Paraná, Brazil

Marcia Borin da Cunha - Universidade Estadual do Oeste do Paraná, Brazil

Olga Maria Ritter Peres - Universidade Estadual do Oeste do Paraná, Brazil

Angela Camila Pinto Duncke - Universidade Federal do Rio de Janeiro, Brazil

Marcelo Giordan - Universidade de São Paulo, Brazil

**20502 - DO BRAZILIAN STUDENTS READ SCIENTIFIC DISSEMINATION MAGAZINES?**

Raquel Roberta Bertoldo - Universidade Estadual do Oeste do Paraná, Brazil

Marcia Borin da Cunha - Universidade Estadual do Oeste do Paraná, Brazil

Olga Maria Ritter Peres - Universidade Estadual do Oeste do Paraná, Brazil

Angela Camila Pinto Duncke - Universidade Federal do Rio de Janeiro, Brazil

Marcelo Giordan - Universidade de São Paulo, Brazil

**20201 - CLIMATE CHANGE, JOURNALISM AND NETWORK CLIMATE: A CASE STUDY FOR THE RIO +20 CONFERENCE**

Roberio Daniel da Silva Coutinho - Universidade Federal de Pernambuco, Brazil

Francinete Francis Lacerda - Instituto Agronômico de Pernambuco, Brazil

Heitor Costa Lima da Rocha - Universidade Federal de Pernambuco, Brazil

Ladiélcio Ferreira Maciel da Silva - Universidade Federal de Pernambuco, Brazil

Rodrigo Correia De Lima - Universidade de Pernambuco, Brazil

**20713 - SCIENTIFIC JORNALISM AT DIVERSÃO COM CIÊNCIA E ARTE MUSEUM**

Silvia Martins dos Santos - Universidade Federal de Uberlândia, Brazil

Dalira Lucia Cunha Maradei Carneiro - Universidade Federal de Uberlândia, Brazil

**19905 - DISSEMINATION AND VALUATION OF ASTRONOMY IN CHILE**

Teresa Vernal - Universidad Pompeu Fabra

**20456 - THE POPULARIZATION OF SCIENCE AND THE ROLE OF**

Antonio José Silva Oliveira - Universidade Federal do Maranhão, Brazil

Ana Maria Nelo - Universidade Federal do Maranhão, Brazil

Carlos Cesar Costa - Universidade Federal do Maranhão, Brazil

**20727 - A SIGHT OF THE LIFE MOLECULE**

Bañuelos Cedano Marcela Angola - Universidad Nacional Autónoma de México, Mexico

Marcela Angola Bañuelos Cedano - Universidad Nacional Autónoma de México, Mexico

González Guerrero Laura Isabel - Universidad Nacional Autónoma de México, Mexico

Roberto Hinojosa Nava - Universidad Nacional Autónoma de México, Mexico

**20707 – UNIVERSITY FOR A DAY AS INSTRUMENT OF SOCIAL INCLUSION**

Herbert Alexandre João – Instituto de Física de Sao Carlos – Universidade de São Paulo, Brazil

Ariane Baffa Lourenco – Instituto de Física de Sao Carlos – Universidade de São Paulo, Brazil

Jerusha Mattos Camara – Universidade Federal de São Carlos, Brazil

**20256 – PUBLIC POLICIES FOR SCIENCE POPULARIZATION IN BRAZIL: 10 YEARS OF THE NATIONAL SCIENCE AND TECHNOLOGY WEEK**

Leda Cardoso Sampson Pinto – Ministério da Ciência, Tecnologia e Inovação, Brazil

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Mara van Beusekom – Leiden University Medical Center/Leiden University, Netherlands

Mark Bos – The Hague University/Leiden University, Netherlands

Henk-Jan Guchelaar – Leiden University Medical Center, Netherlands

Jos van den Broek – Leiden University, Netherlands

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Maria Helena Steffani – Universidade Federal do Rio Grande do Sul, Brazil

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Nayane Yuri Taniguchi Cunha – Fundação Oswaldo Cruz, Brazil

Cecília de Almeida Lopes – Fundação Oswaldo Cruz, Brazil

Ana Carolina de Oliveira – Fundação Oswaldo Cruz, Brazil

**20135 – READABILITY GAP BETWEEN PEDIATRIC CONSENT MATERIAL AND CHILDREN'S READING LEVEL**

Ronella Grootens-Wiegers – Leiden University – Science Communication & Society, Netherlands

Martine De Vries – LUMC, Netherlands

Jos van den Broek – Leiden University – Science Communication & Society, Netherlands

**20705 – THE SCIENCE FAIRS AND THE SCIENCE AND TECHNOLOGY DIFFUSION. THE CASE OF THE FECTI – FAIR OF SCIENCE, TECHNOLOGY AND INNOVATION OF THE RIO DE JANEIRO STATE**

Vera Cascon – Fundação Centro de Ciências e Educação Superior a Distância do Estado do Rio de Janeiro, Brazil

Chrystian Carlétti – Fundação Centro de Ciências e Educação Superior a Distância do Estado do Rio de Janeiro, Brazil

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Mônica Santos Dahmouche – Fundação Centro de Ciências e Educação Superior a Distância do Estado do Rio de Janeiro, Brazil

20254 - DEVELOPMENT OF THE ONLINE DATABASE SYSTEM AS A FUNCTION OF SCIENCE  
COMMUNICATION BETWEEN MUSEUM CURATORS AND MUSEUM USERS

Yoshikazu Ogawa - National Museum of Nature and Science, Japan

Motoko Shonaka - National Museum of Nature and Science, Japan

Mika Matsuo - National Museum of Nature and Science, Japan

Tsutomu Okada - Fukushima University, Japan

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