Engagement: a new conceptual key of PCST

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We tend to ignore how people come to be engaged to science and technology. We tend to stress how we can push people to learn science and technology. We focus on efforts of scientists or science educators, who are information producers or providers, rather than a process of engagement of nonscientists, who are information consumers.

The concept of engagement is based on an information consumer's perspective. Thus, engagement is a key to PUST, and so, PCST is a key to engagement. Engagement is a process of dynamic behavior. It is not a state of involvement that is commonly identified with. If we conceptualize engagement well, we could know how to improve both PCST and PUST.

This paper will show a new conceptualization of engagement and then how PCST can improve engagement and PUST. Further, we will show an example of how South Korea's poor PUST could be improved by new PCST activities.