



# The Internet as a tool:

Science in Africa showcasing  
African Science

Dr Janice Limson



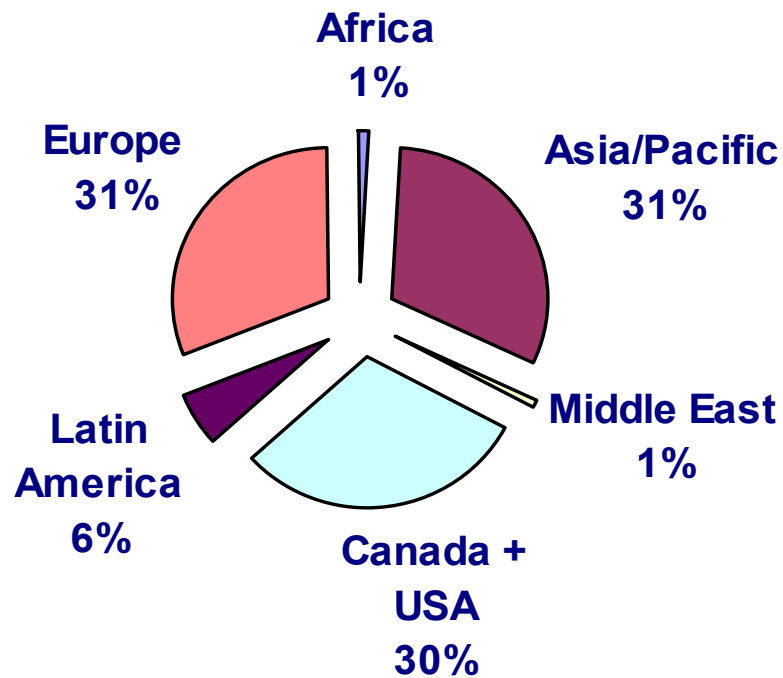


# Benefits of Internet

- Dissemination of information globally at minimal cost
- Expanding knowledge leads to greater social and economic development



# Global Internet Users



- ❖ End of 2002: 650 million users
- ❖ Africa and Middle East just 2% combined
- ❖ 1 in 2 Internet users in developed countries
- ❖ 1 in 118 or 1 in 440 users in developing countries



# Internet in Africa

## Drawbacks

- Lack of telecommunications infrastructure
- 14 million telephone lines/ 740 million in Africa
- Education
- Cost of Internet remains a barrier
- Few ISPs
- Very limited bandwidth

## Growth

- 43% growth for Africa in 2001
- No. of subscribers up by 30%
- Cybercafe's increasing in urban areas
- All 54 countries connected
- Underwater cable around Africa
- Stronger government and private sector investment



# Science and the Media

- Lack of science in radio, television and print
- Health and food articles, relevant, comfortable, understandable
- What about info on physics, chemistry, engineering?

## **Solutions?**

- Training of science journalists
- “Selling science”
- More people-friendly institutional publicity on science
- Scientists communicating science



# “Publish or Perish!”

- Old mantra: “Publish or Perish”
- Scientists battle for time and pressure for funding
- Shift in institutional and government ideology on value of SET brings scientists into the public eye
- Engaging the public as a selection criterion for research funding
- Increasing democratisation means scientists must communicate and convince public

Do African scientists know how ?

Do they have the media?



# Publicise or Perish

- Change in attitude from universities and institutions to value of PUSSET
- Selection criteria for funding should include commitment to PUSSET
- Government funding of scientists in science communication



# Science in Africa

Africa's First On-Line Science Magazine

- Africa's first online science magazine
- Free online
- Reaches 270,000 internet based readers per month
- Run by scientists for scientists
- Broad target audience
- Stories are syndicated to other print media reaching global and niche markets (e.g. Cape Argus, Sunday Times, SciDevNet/Nature)



# Science in Africa

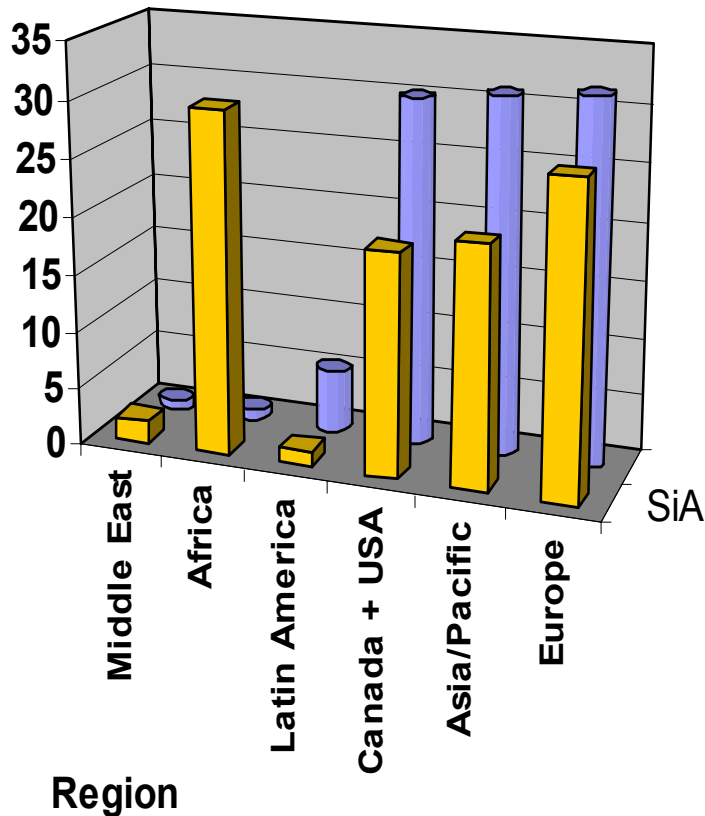
Africa's First On-Line Science Magazine





# Science in Africa

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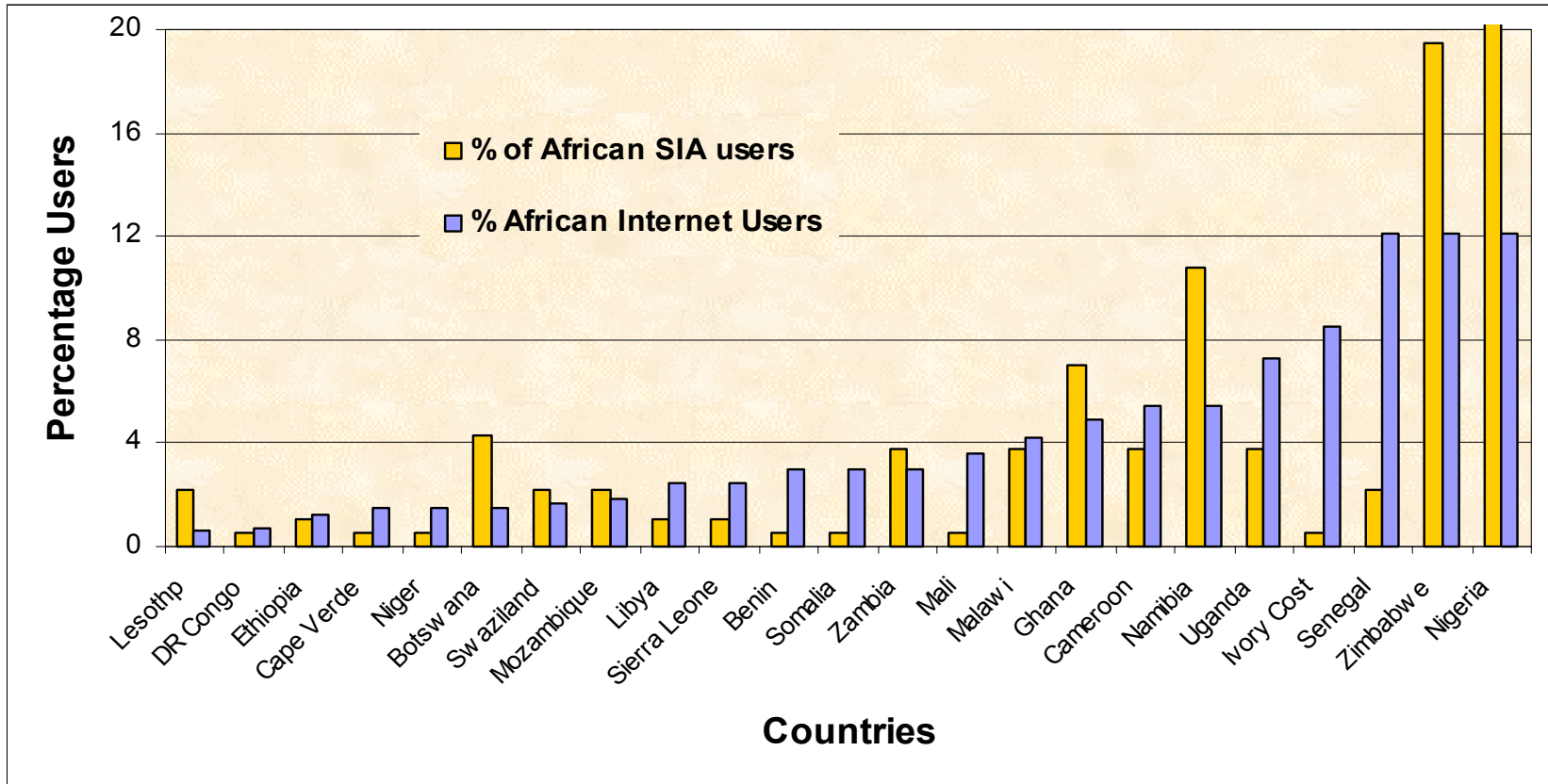
## Trends in readership

% users

- South Africa: 60%
- Africa: 15%
- Rest of World: 25%



# African users





# Science in Africa

Africa's First On-Line Science Magazine

## SIA - the future

- greater reach across Africa as Internet improves
- Increased interaction with print publications for those without Internet
- Training of science journalists
- Change perceptions of publish and publicise
- Greater access to government and private sector funding for science communication
- Ultimately NEPAD and democratisation means scientist need to work for their share in the budget



# Conclusion:

Science in Africa is an effective Internet Tool

We welcome you to use this tool to further PUSET in Africa

Visit the site at:

[www.scienceinafrica.co.za](http://www.scienceinafrica.co.za)





# Science in Africa

Africa's First On-Line Science Magazine



## Acknowledgements

- Marina Joubert
- Christina Scott
- Garth Cambray
- Richard Ross
- Jenny Marais
- Eve Cambray
- Jim Cambray

