

7th International Conference on Public Communication of Science and Technology (PCST)

PROGRAMME

4 December 2002, Wednesday

- 07:30 - 13:00 **Eclipse event at MTN ScienCentre**, Canal Walk Mall with Eclipse Theatre presentation, **i-KLIPS! African myths about the Moon in the Sun**, produced by the MTN ScienCentre.
- 18:30 - 20:00 **Opening cocktail and networking event** at the Two Oceans Aquarium, directly opposite the Conference hotels in the V&A Waterfront
Welcome & Registration
- Two Oceans Aquarium open for PCST delegates until 22:00 - an opportunity to explore this magnificent facility!**

5 December 2002, Thursday.

Kramer building, Middle Campus of the University of Cape Town

07:30 - 08:30 **Final registration**

Plenary Session 1

Room: LT 1

Opening session

- Chair:** Rob Adam, Department of Science and Technology, South Africa
- 08:30 - 09:00 Women Unite - Xhosa Dance Group
- 09:00 - 09:15 Welcome by Conference Chair, Marina Joubert
- 09:15 - 09:30 Opening address by Dr Ben Ngubane, Minister of Arts, Culture, Science and Technology, South Africa
- 09:30 - 10:10 Science communication in a diverse world: Professor David King, Chief Scientific Adviser to HM Government and the Head of the Office of Science and Technology, United Kingdom
- 10:10 - 10:45 Public understanding of science - pick your favorite flavor: Dr Alan Leshner, CEO of the American Association for the Advancement of Science (AAAS)

Parallel Session 1

11:00 - 13:00
Room: LT1
Ideas sharing session

Theme: Using technology to communicate science (A)

Chair: Hyman Field, National Science Foundation, USA

- *The Why Files* as a laboratory for studying the role of the World Wide Web in public understanding of science: Sharon Dunwoody, University of Wisconsin-Madison and William Eveland, Ohio State University, USA
- A web database of the European science museums, with path configurator and path search tool: Marco Bianucci, Roberto Fieschi and Silvia Merlino, INFN - University of Parma, Italy
- Science Centers facing virtual dimension: Pierre-Marie Fayard and Tania Arboleda, Université de Poitiers, France
- Mass participation experiments: reaching new audiences through internet based experiments: Jill Nelson, British Association (the BA), UK
- The Internet as a tool - *Science in Africa* showcasing African science: Janice Limson, *Science in Africa*, South Africa

Parallel Session 2

11:00 - 13:00
Room: LT2
Panel discussion

Theme: Trends in teaching and learning science communication

Chair: Winfried Goepfert, Free University of Berlin, Germany

- Sharing expertise: The European Network of Science Communication Teachers (ENSCOT): Jeff Thomas, Centre for Science Education, The Open University, UK
- Teaching science and technical communication online: Kenneth Friedman, Lehigh University, USA
- The Stanford Research Communication Program: Carolyn Gale, Stanford University, USA

Parallel Session 3

11:00 - 13:00
Room: 2B
Ideas sharing session

Theme: Science on the road - mobile outreach programmes

Chair: Fiona Barbagallo, British Association (the BA), UK

- Taking science to the community - The Shell Questacon Science Circus: Sharyn Errington, The Australian National University, Australia
- An Aquarium Mobile Unit - A case study of communicating natural science: Russell Stevens, Two Oceans Aquarium, South Africa
- Mobile screening clinic uses innovative health promotion to help minorities: Richard Atkins, Skip Lockwood and Jamie Bearse, National Prostate Cancer Coalition, USA
- Science on the highway - Taking science to the people: Makhwênkwe George Mvalo, Cape Technikon, South Africa
- Communicating "SET" to deep rural: Pack a punch by going mobile interactive: Johan van der Merwe, Discovery Centre, South Africa

Parallel Session 4

11:00 - 13:00
Room: 2A
Paper presentation

Theme: Science communication and narrative

Chair: Massimiano Bucchi, University of Trento, Italy

- Science via narratives: communicating science through literary forms: Aquiles Negrete-Yankelevich, University of Bath, UK
- The naturalists and the popularisation of science: Ildeu de Castro Moreira, Federal University of Rio de Janeiro and Luisa Massarani, Museum of Life, Brazil
- 'How is Your Stomach?' - Sharing stories as a form of science communication: Will Rifkin, Alan Morris, Briony Pavel, Jessica Bell, Vi Nguyen, Dominic Leung, Sei Nishimura, Linda Ong and Ho Thi Hien, University of New South Wales, Australia
- Learning how to tell the story: a workshop presentation: Peter Thomsen and Michael Duffy, Cooperative Research Centre for Aboriginal and Tropical Health, Australia

Parallel Session 5

11:00 - 13:00
Room: LT 3
Panel discussion

Theme: Environmental communication (A)

Chair: Jenni Metcalfe, Econnect Communication, Australia

- A study of communication plans for natural resource management: Anne Leitch, CSIRO and James Everett, Queensland University of Technology, Australia
- Testing public (un)certainty of science - Media representations of global warming: Julia Corbett, Jessica Durfee, Roger Gunn, Maja Krakowjak and Jeffrey Nellermeoe, University of Utah, USA
- Reaching out - marine science and resource management training for rural coastal communities: Judy Mann-Lang, Sea World Education Centre, South Africa

Parallel Session 6

11:00 - 13:00
Room: 4A
Paper presentation

Theme: Public perceptions and knowledge of science

Chair: Cheng Donghong, Chinese Academy of Science and Technology, China

- Questions the public asks of science: Suzanne de Cheveigne, CNRS, France
- Science and society in Europe: Michel Claessens, European Commission, Brussels
- Public understanding of science and technology in Japan: Masamichi Ishii, National Institute of Science and Technology Policy, Japan
- Current scientific literacy of Chinese citizens - Findings from 2001 National Survey: Li Daguang, China Research Institute for Science Popularization, China

Parallel Session 7

14:00 - 15:30
Room: LT 1
Paper presentation

Theme: Using technology to communicate science (B)

Chair: Lisbeth Fog, Colombian Association of Science Journalism, Colombia

- Communicating science in cyberspace: Margaret Corbit, Cornell University, USA
- Webcasting for scientific communication: Silvano de Gennaro and Paola Catapano, CERN, Switzerland
- Reading and understanding a science report through paper and hypertext - an experimental study: Mônica Macedo-Rouet, Methodist University of São Paulo, Brazil, Jean-François Rouet, CNRS and University of Poitiers, Pierre-Marie Fayard, University of Poitiers, France and Isaac Epstein, Methodist University of São Paulo, Brazil

Parallel Session 8

14:00 - 15:30
Room: LT 3
Paper presentation

Theme: Dialogue in science communication (A)

Chair: Hilda van Rooyen, National Research Foundation, South Africa

- Should we continue to pursue dialogue? Fiona Barbagallo, British Association (the BA), UK
- The Wellcome Trust and public engagement with bioscience: Sarah Bronsdon, The Wellcome Trust, UK
- Public communication of S & T - German and European Perspectives: Ekkehard Winter, Stifterverband, Germany and Euroscience Association

Parallel Session 9

14:00 - 15:30
Room: LT 2
Paper presentation

Theme: Reaching out to rural communities (A)

Chair: Hak Soo Kim, Sogang University, South Korea

- Communicating science to rural communities requires boundary crossing: Hester Meyer, University of South Africa, South Africa
- Project oriented learning as a communication tool of environmental sciences in the community of Soshanguve - a case study: Verena Meyer, Technikon Northern Gauteng, South Africa
- Improving communication between farmers and scientists: Belinda Clarke, Norwich Research Park Science, UK

Parallel Session 10

14:00 - 15:30
Room: 2A
Ideas sharing session

Theme: Showtime at science centres

Chair: Shadrack Mahapa, University of the North, South Africa

- Science - The magic of publicly communicating and inspiring students to study it: Robert Friedhoffer, The Graduate Center of the City University of New York, USA
- Science "Magic" Shows - Communicating science in an unforgettable way: Derek Fish, Unizul Science Centre, South Africa
- From Cardiff to Cape Town: Intercultural experiences with informal science learning: Wendy Sadler, Science Communication Consultant, UK

Parallel Session 11

14:00 - 15:30
Room: 2B
Ideas sharing session

Theme: Science-media interfaces - building capacity in science journalism

Chair: Toss Gascoigne, FASTS, Australia

- Mass Media Fellowship Program - An innovative way to communicate science: Judy Kass, American Association for the Advancement of Science (AAAS), USA
- Building capacity in science radio journalism in South Africa: Kelebogile Dilotsotlhe, Department of Science and Technology, South Africa
- Television weathercasters as science communicators - An examination of the advantages of accessing these specialists and explaining why a gender gap persists: Kris Wilson, University of Texas, USA
- Impact of media-science roundtables and training programs for researchers: Mary Woolley, Research!America, USA

Parallel Session 12

14:00 - 15:30
Room: 4A
Workshop

Theme: A model for communicating HIV/AIDS awareness

Chair: Karen Wallace, University of Cape Town, South Africa

- Practical workshop presented by Karen Wallace and Bette Davidowitz, Chemistry Department, University of Cape Town, South Africa

Parallel Session 13

16:00 - 17:30
Room: LT 3
Ideas sharing session

Theme: Dialogue in science communication (B)

Chair: Dexter Mahlangu, National Research Foundation, South Africa

- Making technological democracy work - Deliberative models of public consultation: Edna Einsiedel, University of Calgary, Canada
- From science centre visitors to responsible citizens: Walter Staveloz, ECSITE, Belgium

Parallel Session 14

16:00 - 17:30
Room: 2B
Panel discussion

Theme: Communicating astronomy

Chair: Derek Fish, Unizul Science Centre, South Africa

- A survivor's guide to the public understanding of science: Sandra Preston, McDonald Observatory, USA
- Planetariums - beyond the naked eye: Tony Fairall, University of Cape Town and Planetarium at the SA Museum, South Africa
- Doing it without electrons - Innovative resources for promoting astronomy: Case Rijdsijk, South African Astronomical Observatory

Parallel Session 15

16:00 - 17:30
Room: LT 2
Paper presentation

Theme: Reaching out to rural communities (B)

Chair: Bruce Lewenstein, Cornell University, USA

- Science and technology communication oriented towards China's rural population: Cheng Donghong, Lou Wei and Wang Huimei, China Association for Science and Technology, China
- Communicating with rural communities to improve quality of life: Cheryl McCrindle, University of Pretoria, South Africa
- Story of the larger grain borer: Communicating science to rural communities: Christelle Swart, Technikon Southern Africa and Marianna Theyse, Department of Agriculture, South Africa

Parallel Session 16

16:00 - 17:30
Room: 2A
Ideas sharing session

Theme: Celebrating science

Chair: Ndashinga Chasakara, Foundation for Education, Science and Technology, South Africa

- UK Science Year - working to a pre-defined government brief: Jill Nelson, British Association (the BA), UK
- New communication concepts for the UK during Science Year: Bobby Cerini, Science Year, UK
- Promoting a culture of science in a festive way: Brian Wilmot, SASOL SciFEST, South Africa
- Voices of teachers and learners about SASOL SciFEST - from "spectators" to players in science communication: Kenneth Ngcoza and Matole Reuben Maselwa, Rhodes University, South Africa

Parallel Session 17

16:00 - 17:30
Room: LT 1
Paper presentation

Theme: Communicating with decision makers

Chair: Farouk Cassim, MP, South Africa

- Talking to Members of Parliament about the importance of science: Toss Gascoigne, Federation of Australian Scientific and Technological Societies, Australia
- Science needs good public relations: A marketing approach to science-industry relations: Andrzej Jasinski, University of Warsaw, Poland
- Communication, creativity and commercialisation of science in Australian research institutions: Beryl Morris, Vaccine Solutions Pty Ltd, Australia
- Is there a mandate for science? Examining science policy debates during a UK general election: Elizabeth Vidler, Richard Holliman, Jeff Thomas, The Open University, United Kingdom

Parallel Session 18

16:00 - 17:30
Room: 4A
Paper presentation

Theme: Perspectives on communicating HIV/AIDS

Chair: Michelle Galloway, Medical Research Council, South Africa

- Public communication's impact on the history of science and societies - The 20 years media coverage of AIDS in a cross-cultural study: Gemma Revuelta, Núria Pérez, Elisa Almeida França, Maria Roura and Vladimir de Semir, Universitat Pompeu Fabra, Spain
- Agenda setting politics - An analysis of main stream newspaper reports on HIV/Aids: Gideon de Wet, Potchefstroom University, South Africa
- Tswana speaking students' awareness of HIV/Aids and poverty: Paul Schutte, Potchefstroom University, South Africa
- A critical analysis of reproductive health information in South Africa: Nolwazi Mbananga, Medical Research Council, South Africa

17:30 - 18:00

Poster presentation sessions in Lecture Theatres 1, 2 & 3

Room: LT 1

Boring science radio and other educational dilemmas

1. Boring science - the challenge for educational radio: Robert Firmhofer, Polskie Radio, Poland
2. INFM partner in an exciting European education project: Silvia Merlino, Roberto Fieschi, Marco Bianucci and Brian Davies, University of Parma, Italy
3. Mad about maths and science - Stepping the way for the future: Nonceba Shoba and Joyce Sewry, Albany Museum and Rhodes University, South Africa
4. Marketing the essence - A passionate strategy to address the MST [Mathematics, Science and Technology] crisis: Sue Southwood, Rhodes University, South Africa
5. Teaching science and technology using African and European illustrations drawn from everyday life: Kevin Rochford, University of Cape Town, South Africa

Room: LT 2

Doing it differently: New research and methods for science communication

6. Biographies of scientists to promote public interest in science and technology: Shigeo Sugiyama, Hokkaido University, Japan
7. Development in science communication - The need for crossing borders of sciences: Maarten van der Sanden, Delft University of Technology and Frans Meijman, VU-University Medical Center, The Netherlands
8. Pondering a process approach to writing - An action research project: Jennifer Wright and A Solomon, Peninsula Technikon, South Africa
9. Science awareness and knowledge of first-year students at the University of the North - A ten-year perspective: Rolf Becker, Kirsten Lucas, University of the North and Rudi Laugksch, Department of Education, South Africa
10. Communicating science through art in the workplace: Shirley Koller, American Association for the Advancement of Science (AAAS), USA
11. Perceptions of science in rural and urban communities: Using marketing tools as an aid for differentiation: Sarah Pearson and David Pearson, University of New England, Australia

Room: LT 3

From volcanic eruptions to the missionary complex - the seductive power of the media

12. Echoes of the Nyiragongo volcanic eruption in the European media: Tiziana Lanza, Istituto Nazionale di Geofisica e Vulcanologia, Italy
13. The missionary complex - American perspective of China over a hundred years - A critical analysis of National Geographic Magazine between 1888-1998: Xiao Xinxin and Li Xiguang, Tsinghua University, China
14. Analysis of science and technology reporting in the South African media: Carine van Rooyen, University of Stellenbosch, South Africa

18:00 - 19:00

British Council Reception and poster viewing

20:30

PCST Committee meeting

6 December 2002, Friday

Plenary Session 2

Theme: Science and art

Room: LT 1

Chair: Adi Paterson, Department of Science and Technology, South Africa

08:30 - 09:15 Dan Dare at the Cosmos Ballroom - Contemporary art takes on science: Siân Ede, Gulbenkian Foundation, UK

09:15 - 09:45 New ways of taking science to people: Frank Burnet and Ben Johnson, University of West England, UK

09:45 - 10:15 Communicating science through visual art: Eric Heller, Harvard University, USA

10:15 - 10:45 Communicating with the public through symposia and other events on science and the arts: Brian Schwartz, The Graduate Centre of the City University of New York, USA

Parallel Session 19

Theme: Networking and collaboration

11:00 - 13:00

Room: LT 1

Paper presentation

Chair: Paola Catapano, CERN, Switzerland

- EUSCEA: A quantum leap for European science communication: Mikkel Bohm, Danish Science Communication, Denmark
- Collaboration creates the difference: Peter Burke, Foundation for Research, Science and Technology, New Zealand
- Physics without borders - A global model for physics communication: Judith Jackson, Fermilab, USA
- Promoting science awareness in the Pacific - The creation of the Pacific Science Communication Network: Roderick Lamberts, The Australian National University, Australia

Parallel Session 20

Theme: Science communication and health

11:00 - 13:00

Room: LT 2

Paper presentation

Chair: Charleen Daries, Medical Research Council, South Africa

- 'In Cipro we trust' - *Bacillus anthracis* in the United States: Andrew Pleasant, Cornell University, USA
- Communicating about radiation: Problems with complex science, distrust and journalistic constraints: Sharon Friedman, Lehigh University, USA
- Risk estimation in rural social networks - The BSE case: opinion making in a community in northern Germany: Markus Lehmkuhl, Free University of Berlin, Germany
- Social engagement with health research - An outcome based assessment approach: Shyama Kuruvilla, World Health Organisation, Switzerland, Andrew Pleasant and Bruce Lewenstein, Cornell University, USA

Parallel Session 21

Theme: Environmental communication (B)

11:00 - 13:00

Room: LT 3

Panel discussion

Chair: Mike Bruton, MTN ScienCentres, South Africa

- Communicating the Coelacanth Initiative: Margot Collett, South African Institute for Aquatic Biodiversity (SAIAB), South Africa
- Hot at the South Pole? Discover the adventure of polar and marine research: Margarete Pauls, Alfred-Wegener-Institut für Polar- und Meeresforschung, Germany
- The evolution of state of rivers reporting South Africa: Wilma Strydom, Ernita van Wyk, Gillian Maree and Tinyiko Maluleke, CSIR, South Africa
- Science @ Environment Canada: Paul Hempel, Environment Canada

Parallel Session 22

11:00 - 13:00
Room: 2B
Ideas sharing session

Theme: Inspiring the young

Chair: Wendy Sadler, Science Communication Consultant, UK

- Science communication at the CSIRO: Chris Krishna-Pillay, CSIRO Education, Australia
- Science communication, public understanding versus professional careers: Hendrik Snijders, Stichting Weten, The Netherlands Foundation for Public Communication on Science and Technology
- Brighter future in mind for science education in Australia: Tony Sadler, Bright Minds Project, The University of Queensland, Australia
- Physics on the Move - Taking hands-on science to South African high schools: Jeremy Dodd, Columbia University, USA

Parallel Session 23

11:00 - 13:00
Room: 4A
Paper presentation

Theme: Conceptual developments in science communication (A)

Chair: Vladimir de Semir, Pompeu Fabra University, Spain

- Knowledge management challenges for PCST in the knowledge-based society: Pierre-Marie Fayard, University of Poitiers, France
- Engagement - A new conceptual key of PCST: Hak-Soo Kim, Sogang University, Korea
- Two cultures - an uneasy alliance between education and communication: Jeff Thomas, Centre for Science Education, The Open University, UK

Parallel Session 24

11:00 - 13:00
Room: 2A
Ideas sharing session

Theme: Communicating biotechnology and biomedical sciences

Chair: Helen Malherbe, Foundation for Education, Science and Technology, South Africa

- Development of best practice communication strategies for public awareness on biotechnology issues: Sarah Brooker, Biotechnology Australia, Australia
- Experiences in communicating biotechnology: Mary Vail, Science Education Partnership, Fred Hutchinson Cancer Research Center, Thomas DeVries, Vashon Island High School, Esther Levy, Biología Para Todos, Rachel von Roeschlaub, DNA Adventures, Inc., USA
- Does information matter? Media exposure, information and attitudes to biotechnology in the Italian public: Massimiano Bucchi, Università di Trento and Federico Neresini, Università di Padova, Italy
- Transgenic futures - Narratives of the medicine cow: Esa Väliverronen, University of Helsinki, Finland

Parallel Session 25

14:00 - 15:30
Room: 2A
Ideas sharing session

Theme: Communicating biotechnology and biomedical sciences

Chair: Jennifer Thomson, University of Cape Town, South Africa

- Evaluation of presentations to the general public with a biomedical focus: Khalipha Ramahlape and Valerie Corfield, Medical Research Council, and Francois Cilliers, University of Stellenbosch, South Africa
- Reporting contested science - Comparing media coverage of genetic explanations for sexuality and intelligence: Richard Holliman, Eileen Scanlon and Elizabeth Vidler, Open University, United Kingdom
- PubliForum - A bridge between science and society: Sergio Bellucci, Swiss Science and Technology Council, Switzerland

Parallel Session 26

14:00 - 15:30
Room: 2B
Paper presentation

Theme: Links to education

Chair: Simon John, Consultant - North West Province, South Africa

- Strategies for effective communication of environmental science to rural communities: John Odiyo and PH Omara-Ojungu, University of Venda, South Africa
- International perspective of environmental education - Applied research in the Philippines and Japan: Merle Tan, The University of the Philippines and Hiroki Fujii, Hiroshima Women's University, Japan
- Communicating science in the rural areas: Matsontso Mathebula, World Books, South Africa

Parallel Session 27

14:00 - 15:30
Room: 4A
Paper presentation

Theme: Conceptual developments in science communication (B)

Chair: Pierre-Marie Fayard, University of Poitiers, France

- What are we communicating to the SA public? Maritha Snyman, University of Pretoria, South Africa
- From the 'two cultures' towards the '(multi)cultural' paradigm in science communication: José van Dijck, University of Amsterdam, Netherlands
- Science centres in the Dutch stakeholder society: Ben Kokkeler and Theo Kemperman, Dutch Science Centres Association, Netherlands

Parallel Session 28

14:00 - 15:30
Room: LT 1
Panel discussion

Theme: Scientific uncertainty and science communication

Chair: Sharon Friedman, Lehigh University, USA

- Panel discussion led by Sharon Friedman, Lehigh University, with Sharon Dunwoody, University of Wisconsin-Madison, Julia Corbett, University of Utah, USA and Edna Einsiedel, University of Calgary, Canada

Parallel Session 29

14:00 - 15:30
Room: LT 2
Paper presentation

Theme: The changing face of science museums and centres (A)

Chair: Anusuya Chinsamay-Turan, Iziko Museums of Cape Town, South Africa

- Integrated and customized science communication - Reaching diverse audiences through diverse projects: Erik Jacquemyn, Technopolis, Belgium
- Sustainable development bridges the gap between zoos and science centres: Walter Staveloz, ECSITE, Belgium
- The Multi-Platform approach - The vision, the science, the outreach and the presentation: Terry Hutter, Exploration Place, USA

Parallel Session 30

14:00 - 15:30
Room: LT 3

Workshop

Chair: Suzanne King, People Science and Policy Ltd., UK

- Social sciences and science communication: Suzanne King, People Science and Policy Ltd., UK
Increasingly scientists need to listen to the public as well as talk to them. This workshop is an opportunity to share your experiences and ideas and to learn from others at the conference.

Parallel Session 31

16:00 - 17:30
Room: 2A
Ideas sharing

Theme: Visualising science communication

Chair: Bernard Schiele, University of Quebec, Canada

- Design and science: Birgit Mager, University of Applied Sciences in Cologne, Germany
- Exploring linkages between science and art to communicate science: Bobby Cerini, Science Year, UK
- Representing climate change futures - Developing the use of images for visual communication: Sophie Nicholson-Cole, The University of East Anglia, UK
- IKS amongst artisans in India and South Africa: Hester du Plessis and Gauha Raza, Technikon Witwatersrand, South Africa

Parallel Session 32

16:00 - 17:30
Room: LT 1
Panel discussion

Theme: Science and media research

Chair: George Claassen, Stellenbosch University, South Africa

- Science in the news - A cross-cultural study of newspapers in five European countries: Richard Holliman, The Open University, UK
- Scientific controversy in the New Zealand mass media: Laura Sessions, University of Canterbury, New Zealand
- The "public meaning" of science: Thoughts of TV viewers during science programs: Hans Peter Peters, Research Center Juelich, Germany

Parallel Session 33

16:00 - 17:30
Room: 2B

Workshop

Chair: Terry Hutter, Exploration Place, USA

- Hands-on workshop of creative, inexpensive ideas for museums and Q&A by Nell Heyen, Museum of Ancient Treasures, Shannon Maloney-Scholler, Diana Hutter and Terry Hutter, Exploration Place, USA

Parallel Session 34

16:00 - 17:30
Room: LT 2
Panel discussion

Theme: The changing face of science museums and centres (B)

Chair: Walter Staveloz, ECSITE, Belgium

- Museums and science communication: Orest Jarh, Technical Museum of Slovenia
- Science communication at the cutting edge: Is a museum the best way to showcase research to diverse audiences? Christine Cansfield-Smith, CSIRO, Australia
- Science, museums and the public: Anusuya Chinsamy-Turan, Iziko Museums of Cape Town, South Africa

Parallel Session 35

16:00 - 17:30
Room: LT 3
Paper presentation

Theme: Cultural diversity and context in science communication

Chair: Kelebogile Dilosotho, Department of Science and Technology, South Africa

- Public understanding of ethical, legal and social issues related to genomic research: Assessing communication models in intercultural contexts: Dominique Brossard, Bruce Lewenstein and Joanna Radin, Cornell University, USA
- "The DNA Detective" makes molecular biology maximally meaningful and "Food-4-Thought" caters to all: Valerie Corfield, Medical Research Council, Masha Ainslie, Western Cape Primary

Science Programme, and Francois Cilliers, University of Stellenbosch, South Africa

- Effective communication of science in a culturally diverse society: Sibusiso Manzini, Department of Science and Technology, South Africa
- Science communication in the bilateral cooperation: Denis Phakisi, Ministry of Local Government, Lesotho; BL Morolong, Institute of Extra Mural Studies, National University of Lesotho and Molisana Molisana, Maloti Development Trust, Lesotho

Parallel Session 36

16:00 - 17:30
Room: 4A
Panel discussion

Theme: Focus on scientists

Chair: Janice Limson, *Science in Africa*, South Africa

- Emerging scenario of science and technology journalism in India: Manoj Patariya, National Council for Science and Technology Communication, India
- Views of distance education science students on the social responsibility of scientists: Dürten Röhm, Nthabiseng Ogude and Marissa Rollnick, University of South Africa
- Are science students interested in science? Rolf Becker and Kirsten Lucas, University of the North, and Rudi Laugksch, University of Cape Town, South Africa
- MRC scientists and the media - Attitudes to and experiences of reporting their findings to the public: Leverne Gething, Medical Research Council, South Africa

17:30 - 18:00

Room: LT 1

Poster presentations in Lecture Theatre 1, 2 and 3

Science e-communication - media services, infant health care, e-science mags and more

15. Computer literacy in the world of business: Susanne Taylor and Johan Vorster, Technikon Witwatersrand, South Africa
16. The INFM's initiatives for the educational field and for the public awareness through multimedia instruments: Paolo Bussei, Roberto Fieschi, Marco Bianucci, Silvia Merlino, INFM- University of Parma, Italy
17. MicroWorlds - Electronic science magazine: Elizabeth Moxon and Arthur Robinson, Lawrence Berkeley National Laboratory, Berkeley, USA
18. The HSRC's Human Resources Development Data Warehouse project - Disseminating research information for government and for the public domain: Robin Naude, Arjen van Zwieten and Andrew Paterson, Human Sciences Research Council, South Africa
19. Traditional and online media - how the Internet has changed the reporting of medical news: Keiko Kandachi, University of Maryland and Newsweek Japan, USA
20. How to create a web based national media service: Tina Zethraeus, Swedish Research Council, Sweden

Room: LT 2

Learning or communication - that is the question!

21. Communication within the health sciences - An integrated approach for students: Bridget Wyrley-Birch, Peninsula Technikon/Groote Schuur Hospital, South Africa
22. Development of an environmental physics undergraduate major course: Dirk Knoesen, University of the Western Cape, South Africa
23. Mechanical technology for the classroom and for PUSET exhibitions: Jeff Bindon, Natal University, South Africa (display)
24. Project Oriented Learning as teaching methodology in the teaching of science and technology: Charlotta Coetzee, Technikon Northern Gauteng, South Africa
25. Project Oriented Learning in the Faculty of Engineering at TNG - An example: Charlotta Coetzee, Technikon Northern Gauteng, South Africa
26. Project Oriented Learning (POL) as a tool for communicating environmental chemistry in the department of chemistry, TNG:

- Corrie van der Linde and Verena Meyer, Technikon Nothern Gauteng, South Africa
27. The joy of learning - Skills vs. Challenges: Johan Benade and Mike Colley, The Big Picture, Brent Hutcheson and Philip Haas, Hands on Technologies, South Africa

Room: LT 3

Exploring cultural diversity

28. A comparison of 340 participants' performances on a compact programme of 17 science practical tasks according to their English language proficiency and geographical areas: Aydin Inal, University of Cape Town, South Africa
29. An evaluation of the drawings in a new South African textbook for science and technology: A large scale comparison of the assessment responses of different cultural groups: Keith Jacobs, University of Cape Town
30. Experiences of widowhood and beliefs about the mourning process of the Batswana people: Minrie Greeff, E Manyedi, MP Koen, Potchefstroom University, South Africa
31. Infusing science and technology from the ground up - A systematic approach applied in Lesotho: Dennis Phakisi, TechnoLed, Lesotho
32. The patient relationship and therapeutic techniques of the South Sotho traditional healer: Minrie Greeff, E Manyedi, MP Koen, Potchefstroom University, South Africa

18:00 - 18:30

Refreshments and poster viewing in foyer

7 December 2002, Saturday

Plenary Session 3

Theme: Different cultures and new challenges

Room: LT 1

Chair: Anastassios Pouris, Foundation for Education, Science and Technology, South Africa

- 09:00 - 09:30 Science communication perspectives from the African-Caribbean Network: Elizabeth Rasekoala, African-Caribbean Network for Science & Technology, UK
- 09:30 - 10:00 Science communication to rural communities - An experience from Uganda: Alex Tindimubona, Network of Ugandan Researchers and Research Users, Uganda
- 10:00 - 10:30 Rethinking the role of the information officer in S&T communication: Rick Borchelt, Whitehead Institute, MIT, USA

Parallel Session 37

Theme: Indigenous science communication

11:00 - 13:00
Room: LT 1
Paper presentation

Chairs: Peter Thomsen and Michael Duffy, Cooperative Research Centre for Aboriginal and Tropical Health, Australia

- Sharing indigenous knowledge at Questacon: Neil Hermes, Questacon, Australia
- Planting the seeds of science and technology within a Maori community: Mark Laws, Auckland University of Technology, New Zealand
- The Ashkui Project - Using cultural landscapes to link Labrador Innu knowledge and Western science: Geoff Howell, David Wilson, Environment Canada and Jack Selma, Innu Nation, Canada
- PCST and Local Wisdom (LW) - Could ICT bridge PCST and LW for the knowledge-based society? Yuwanuch Tinnaluck, NSTDA, Thailand
- Science public - Spreading the case of Elhuyar: Leire Canico Orueta, Elhuyar, Spain

Parallel Session 38

11:00 - 13:00
Room: LT 3
Ideas sharing session

Theme: Communicating science through theatre & dance

Chair: Chris Krishna-Pillay, CSIRO, Australia

- Human cloning - A soap opera as a science communication tool: Luisa Massarani, Museum of Life, and Ideu de Castro Moreira, Federal University of Rio de Janeiro, Brazil
- Using drama to communicate science: Gillian Pearson and Bridget Holligan, The Oxford Trust, UK
- Communicating ideas of science through the language of Classical Indian Dance: Tonie Stolberg, University of Birmingham, UK

Parallel Session 39

11:00 - 13:00
Room: 2A
Panel discussion

Theme: Evaluating science communication programs

Chair: Suzanne de Cheveigne, CNRS, France

- Inside the big black box - Evaluating the impact of the public visits programs in five major research laboratories in Europe: Paola Catapano, CERN, Switzerland and Giuseppe Pellegrini, Italy
- The challenges of evaluating public understanding of science events in South Africa - Paving the way for ensuring meaningful evaluations: Colleen Hughes, Foundation for Education, Science and Technology, South Africa
- Evaluating European public awareness of science initiatives - A review of the literature: Chris Edwards, The Open University, UK

Parallel Session 40

11:00 - 13:00
Room: 2B

Workshop

Chairs: Toss Gascoigne, FASTS, Australia and Jenni Metcalfe, Econnect Communication, Australia

- Training scientists to use the media effectively: Jenni Metcalfe, Econnect Communication, Australia and Toss Gascoigne, Federation of Australian Scientific and Technological Societies (FASTS), Australia

Parallel Session 41

11:00 - 13:00
Room: 4A
Workshop

Theme: 25 Ways to spot an expert

Chair: Will Rifkin, University of New South Wales, Australia

- 25 Ways to Spot an Expert - How people decide who is worth listening to: Will Rifkin, University of New South Wales, Australia

Parallel Session 42

11:00 - 13:00
Room: LT 2
Facilitated discussion

Theme: Science education

Chair: Michael Kahn, University of Cape Town, South Africa

- BMW Centers for excellence in mathematics, science and technology: Esther Langa, BMW, South Africa and Sadha Moodley, Boston University, USA
- School innovation in science - The development, education and public communication of science in Victorian schools: Jane Harvey, Department of Education and Training (Victoria), Australia
- How did the Japanese science curriculum impact on the public knowledge of science and technology: An empirical analysis of a recent survey: Kinya Shimizu, Hiroshima University, Japan
- Innovations in Australian science education: Paula Taylor, Department of Education and Training (Victoria), Australia
- On TRAC in science education: Wayne Duff-Riddell, Stellenbosch University, South Africa
- SA learners learn basic hands-on electronics as facilitated by an IT learning environment: Miranda Myburgh, Stellenbosch University,

South Africa

- What are the key elements for ensuring an effective materials awareness programme? Jane Pritchard and Caroline Baillie, UK Centre for Materials Education, Liverpool, UK

Meeting

13:30 - 14:00
Room: LT 1

Looking towards the future of PCST

Chair: Marina Joubert, Foundation for Education, Science and Technology, South Africa

- Preview of PCST-8 in Barcelona, Spain in 2004: Vladimir de Semir, Universitat Pompeu Fabra, Spain
- Announcement of host country for PCST-9 in 2006

Parallel Session 43

14:00 - 15:30
Room: LT 1

Discussion session

Chair: Bruce Lewenstein, Cornell University, USA

- Discussion session on public understanding of science and research in the developing world context led by Bruce Lewenstein, Cornell University, USA

Parallel Session 44

14:00 - 15:30
Room: LT 3

Workshop

Chair: Chris Krishna-Pillay, CSIRO Education, Australia

- Theatre in science communication: Chris Krishna-Pillay, CSIRO Education, Australia

Parallel Session 45

14:00 - 15:30
Room: LT 2

Workshop

Chair: Rick Borchelt, Whitehead Institute, Massachusetts Institute of Technology, USA, and a representative from the University of Cape Town, South Africa

- The development of science communication strategies in public institutions

Parallel Session 46

14:00 - 15:30
Room: 2B

Workshop

Chair: Lily Whiteman, Consultant, USA

- Signs of intelligible life in the scientific community - the sciences begin to embrace plain language: Lily Whiteman, USA (hands-on workshop and tips on communicating science in plain language)

Parallel Session 47

14:00 - 15:30
Room: 2A
Panel discussion

Theme: Communicating science in the savannas

Chair: Jenni Metcalfe, Econnect Communication, Australia

- The use of weather stations in science communication in the US savannas: Terry Hutter, Exploration Place, USA
- Matching western science with indigenous knowledge systems: Caroline Selepe, Technikon Northern Gauteng, South Africa
- Communicating science to diverse audiences in Australia's northern savannas - with examples of effective communication tools: Kate O'Donnell, CRC for Tropical Savanna Management, Australia