



How can we best develop the science of science communication?

While some areas of science are quickly grasped by an interested and engaged public despite their complexity, others are obscured by myths and misinformation. There are many opportunities in Sweden to promote the dissemination of scientific results to the general public, but why do people engage themselves in some research topics and not others? And does engagement improve understanding?

International and Swedish experts will talk about good and less good experiences of public engagement in biology and geology. A panel, with active participation of the audience, will discuss how Sweden can best move forward in this area.

Welcome to a seminar about Public Understanding and Engagement in Science

Wednesday 25th November 2015
The Royal Swedish Academy of Sciences
Beijersalen, Lilla Frescativägen 4A, Stockholm

PROGRAMME

- 9:30 **Introduction and welcome**
Linda Keeling, Professor of Animal Welfare, Swedish University of Agricultural Sciences and
Chairman of the Swedish National Committee for Biology
- 9:45 **Alok Jha**, Journalist – How to turn your science into a story
- 10:15 **Alan Irwin**, Professor
– Public engagement with science: deficits, dialogues and divergent futures
- 10:45 Coffee break
- 11:15 **Marlene Zuk**, Professor – Let's talk about sex (in animals)
- 11:45 **Dick Kasperowski**, Assistant Professor
– Citizen science: forms of public participation in science & research
- 12:15 Interactive Lunch
- 13:30 **Panel discussion** – morning speakers plus among others;
Karin Larsdotter, Business development manager at Vetenskap & Allmänhet (Public & Science)
Kristian H. Nielsen, Associate professor at the Centre for Science Studies, Aarhus University
Vivi Vajda, Professor, Head of Palaeobiology Dept. Swedish Museum of Natural history and
Chairman of the Swedish National Committee for Geological Sciences
- 15:30 End

Moderated by **Staffan Dopping**

Key Speakers

Alok Jha is a journalist and broadcaster based in London. He is science correspondent for ITV News and, before that, was science correspondent at the Guardian. He has presented science programmes for BBC2 and BBC Radio 4. Alok received a science-writing award from the American Institute of Physics in 2014, was named European Science Writer of the year in 2008, and has been shortlisted for awards by the Association of British Science Writers and the Medical Journalists Association.

Alan Irwin is a Professor in the Department of Organization at Copenhagen Business School (CBS) and also the CBS Vice President for Entrepreneurship and Innovation. He is a Fellow of the Academy of Social Sciences and a foreign member of the Royal Danish Academy of Sciences and Letters. Alan has published over a number of years on issues of science and technology policy, scientific governance, environmental sociology and science-public relations.

Marlene Zuk is a biologist and writer interested in animal behaviour. She studies the evolution of insect mating behavior, and is also interested in the ways that people use animal behavior to understand humans, and vice versa. She is a professor at the University of Minnesota, United States and has also written four books for the general public.

Dick Kasperowski is Assistant Professor of Theory of Science at the University of Gothenburg. Informed by current perspectives in science and technology studies (STS), his main interests include governance of science, citizen science, participatory practices and open collaborative projects in scientific work. He is principal investigator in the multidisciplinary project Taking science to the crowd: Researchers, programmers and volunteer contributors transforming science online.



Alok Jha Photo: ITV



Alan Irwin Photo: cbs.dk



Marlene Zuk
Photo: University of Minnesota



Dick Kasperovski
Photo: gu.se

The event is free of charge and open to the public but registration is required for all participants. Register here: <http://www.kva.se/en/Events-List/2015/public-understanding-and-engagement-in-science/> Please note that registration is binding.

Organizers

The Swedish National Committees for Biology and Geological Science

WELCOME!