



SCUOLA INTERNAZIONALE SUPERIORE DI STUDI AVANZATI

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Workshop “Science Journalism and Power in 21st Century”

Sissa, International School for Advanced Studies, Trieste, 24 November 2010

Description of the Workshop

Organized by the Ics Group (Innovations in the Communication of Science) at the International School for Advanced Studies, Sissa, in Trieste, the international “Science Journalism and Power in the 21st Century” workshop aims to provide the practical and conceptual guidelines to support the needs of science journalism in the next few years.

Science journalism is no longer a specialist niche area of information, but a place where power and transformations intercept and come into being, driven by the knowledge society of the 21st Century.

New entities have come on the scene, all looking for powers to be redistributed: the powers of the general public, companies, scientists and institutions. Technological evolution or the change in the support models for professional journalism are not enough to explain this transformation which is profoundly cultural, economic and political.

The discussion focuses in particular on the contribution of information in the medical-scientific and technological world in the following two processes:

1. Transformation of public opinion in a network society;
2. The definition of roles and the prospects for success for those who produce and communicate knowledge;

Some top names in the world of information and research who are investigating how media, science and society interact in today’s world are participating at the workshop.

“Science Journalism and Power in the 21st Century” will be held on **24 November 2010** at Sissa in Trieste and will conclude with a proposal for cooperation and research to be undertaken to experiment new forms of scientific journalism.

One of these will be the launch of a call for proposals for a special article on scientific journalism that will be published in *Jcom – Journal of Science Communication* (<http://jcom.sissa.it>).

Organization

Ics is a think tank on the communication of science set up in 2003 in the Interdisciplinary Laboratory for Natural Science and Humanities at Sissa in Trieste. The main focus of Ics is to debate theory and practice in innovation in the communication of science. Over the years, Ics has proven itself as one of the few Italian groups focused exclusively on research into science communication. Through its wide circle of members from different cultural and professional backgrounds, Ics has promoted and conducted studies on national and international levels regarding the circulation, dissemination and appropriation of knowledge in the medical, scientific and technological fields.

Ics has drawn on the support of several professionals and researchers from institutions and companies in the field of science communication both on a national and international level to organize the workshop. In particular, it has received support from the Regional Agency for Environmental Protection in Friuli Venezia Giulia.

The various contributors to the workshops have pooled together to create a scientific committee to devise the workshop contents.

The workshop targets professionals in communications, students, university researchers, research centres, companies and institutions operating in the field of science communication.

About us

Scientific manager and workshop organizer:

-Nico Pitrelli, Ics, Sissa;

Scientific committee:

-Yuri Castelfanchi, Federal University of Minas Gerais (UFMG)
Belo Horizonte – Brazil;

-Alessandro Delfanti, Università di Milano;

-Michele Fabbri, Master in Giornalismo e comunicazione istituzionale della scienza,
Università di Ferrara;

-Paolo Fedrigo, LaREA, Arpa FVG;

-Pietro Greco, Fondazione IDIS-Città della Scienza, Milano;

-Simona Regina, Sissa, Trieste;

-Paola Rodari, Sissa Medialab, Trieste;

-Sergio Sichenze, LaREA, Arpa FVG;

-Elisabetta Tola, formica blu, Bologna;

Scientific and organizing secretary:

-Mila Bottegal, Sissa, Trieste;

-Claudia Parma, Sissa, Trieste;

Workshop programme

Wednesday, 24 November 2010

Rooms 128-129, first floor of Sissa building

09.00-09.15 Welcome by **Nico Pitrelli**, Ics, Sissa, Trieste

09.15-11.45 Keynote Talks

9.15-10.45

Chairperson: **Nico Pitrelli**

9.15:10.00

Luca De Biase, *Innovation and democracy in the future of news*, Nova 24 - Il Sole 24 Ore

Abstract:

A map is needed in the new media ecosystem. We are in the middle of a transition: some traditional solutions are destined to end, others will adapt to the new scenario, some others, completely different from the past, will rise. Which are the possible routes? Who are the actors involved? Which are the boundary conditions that will shrink or extend democratic participation?

10.00-10.45

Ulrike Felt, *Making science publics in the Network Society*, Department of Social Studies of Science, University of Wien

Abstract:

Over recent years we could witness a growing concern about specific publics not sufficiently embracing technoscientific innovations both on national levels as well as in Europe at large. In these discourses and the flurry of science communication activities launched to “repair” this problem, these publics are often conceptualised as pre-existing entities that simply need to be addressed in an adequate way. Yet in this talk I would like to explore how different publics get constructed in different architectures of communicating science and thus point at the political agenda woven into these activities.

10.45-11.00 Coffee Break

11.00-11:45

Chairperson: **Sergio Sichenze**

Anabela Carvalho, *Climate change in the news: towards a new research agenda for science journalism*, Department of Communication Sciences, University of Minho, Portugal;

Abstract:

Given its complexity, uncertainty about consequences and intractable nature, climate change has been called a ‘wicked issue’. Together with its diffuse nature and multiple time-scales, those characteristics mean significant challenges to journalistic work. Still, climate change has received a large volume of media coverage for a number of years, and especially since the beginning of the 21st century, challenging the notion of ‘issue-attention cycles’. Scientific knowledge on climate change has been reconstructed in the media in multiple manners, ranging from denialism to alarmism. Research has shed light on the role of ideology, culture and journalistic norms in those varying forms of mediatisation and continues to raise key questions to journalistic practice. In this talk it will be provided an overview of studies on media representations of climate change in various countries including the United States, China, United Kingdom and Portugal. Problems associated with both ‘skeptical’ and apocalyptic discourses will be discussed, including possible implications for citizen knowledge, attitudes and behaviour. Finally, there will be a look into avenues for research related to climate change in the field of science journalism, and interpenetrations with political communication, organisational communication and other areas of inquiry.

11.45-17.30 Discussion Panels

11.45-12.30

Debate between scientists and journalists on the new ecosystem of information

Abstract: The challenges of the printed word in science journalism are accompanied by a growing role played by the public relations offices of scientific institutions and greater opportunities for scientists to communicate directly with different segments of the public due in part to networks. This has changed the balance of power between researchers and professional scientific journalists. What will be the outcome of this crisis in relations between science and media? How will relations between journalists, scientists and PR be redefined?

Chairperson: **Elisabetta Tola**

Speakers:

Stuart Allan, *Re-Framing Power: Science Journalism on the Internet*, The Media School, Bournemouth University;

Joachim Allgaier, *The Science-Media interface between PR and news*, Research Center Juelich;

Brian Trench, *A threatened species? Journalists' reducing role in communicating science in the Internet age*, Dublin City University;

12.30-14.30 Lunch

14.30-15.15

Scientific journalism, globalisation and democracy

Abstract: In the debate on scientific citizenship, intended both as complete opportunities for access, the use and sharing of scientific, medical and technological information for political action and individual decisions, as well as the active participation in choices how society is governed and the economy of knowledge, there are many issues that overlap those regarding globalization and democracy. On the one hand there is widespread demand, on an international level, for scientific citizenship. On the other, there is no sign of public institutions (starting with the mass media) being up to the task of satisfying the demand. How can scientific journalism evolve to the point it can contribute to the construction of new forums where demand for global scientific citizenship can develop? What role can it play in different cultural contexts to reduce or

contrast forms of monopolistic control and affirm knowledge as a global public asset?
How can information on science and technology contribute to increasing the rate of democracy in society and in the economy of knowledge?

Chairperson: **Chiara Saviane**

Pietro Greco, *Scientific Citizenship and the Media*, Fondazione Idis-Città della Scienza, Napoli;

Pieter Maesele, *News media and democratic debate on science and society issues*, University of Antwerp, Belgium;

Malin Sandstrom, *Science blogging as a democratic tool*, International Neuroinformatics Coordinating Facility, Stockholm;

15.15-16.00

New audiences of media messages about science

Abstract: Internet has boosted opportunities for proposing alternative narrations in science, medicine and technology as the fruit of original relationships between new sources and a new public. How is public perception changing towards different information on science and technology? Who can affirm their “version of the facts” and how? What is the impact of network tools on the production of knowledge? How are science publications changing and what role should they play in the information ecosystem created by new digital technology? How are they similar to and different from the past?

Chairperson: **Paola Rodari**;

Denise Silber, *How are Web 2.0 and Social Media re-defining Medical Knowledge?*, Basil Strategies, Paris (Videoconference);

Faidra Papanelopolou, *New technologies, new science audiences: an historical perspective*, University of Athens, Greece;

Michel Claessens, *European public opinion, science and the media: evolutionary trends*, European Commission Brussels, Belgium;

16.00-16.15 Coffee Break

16.15-17.30

The future of scientific information in Italy (only in italian):

Abstract: Questions on the evolution of scientific journalism also affect Italy. How are some of the top names in the sector interpreting the changes brought about by networks and the new relations between science and society? How are traditional publications reacting? What are the goals of new editing companies when it comes to information on science, medicine and technology? How are professionals preparing for what is to come?

Chairperson: **Michele Fabbri**

Gabriele Beccaria, *Pagine di scienza sulla carta stampata*, Tuttoscienze-La Stampa;

Marco Cattaneo, *Divulgazione scientifica di qualità: quale futuro ai tempi di Internet?*, Le Scienze;

Federico Pedrocchi, *Radio+web+carta ... + tutto: strategie digitali per la comunicazione scientifica*, Il Sole 24 ore;

Guido Romeo, *Swim: una nuova associazione di giornalisti scientifici in Italia*, Swim e WIRED Italia;

Speaker biographies

Stuart Allan is Professor of Journalism in the Media School at Bournemouth University, UK. He is the author or editor of fifteen books, including *Environmental Risks and the Media* (co-edited with B. Adam and C. Carter, 2000), *Media, Risk and Science* (2002) and *Nanotechnology, Risk and Communication* (co-authored with A. Anderson, A. Petersen and C. Wilkinson, 2009). His current research interests include online science reporting, with a special emphasis on science blogging.

Joachim Allgaier is a researcher in the project "Normative expectations in media coverage of research as a form of informal science governance", at the Research Center Jülich, Germany. Before, he was a postdoc at the Department of Social Studies of Science in Vienna, Austria. He studied sociology, psychology and intercultural communication at Munich University, Germany and Maastricht University, NL. He was awarded a Diplom Degree in Sociology from Munich's LMU and a PhD in Sociology from the Open University, UK.

Gabriele Beccaria is a journalist of the Italian daily newspaper *La Stampa* – Torino for which he serves as editor covering national news items. He is also directing the weekly supplement dedicated to science and technology issues "Tuttoscienze". He usually reports on scientific current affairs. Previously, he had been covering foreign affairs for five years. He has been contributor for the Associated Press and BBC.

Anabela Carvalho (PhD, University College London) is Associate Professor at the Department of Communication Sciences of the University of Minho. Her research focuses on various forms of environment, science and political communication with a particular emphasis on the mediations of climate change. She is Chair of the Science and Environment Communication Section of the European Communication Research and Education Association (ECREA) and Associate Editor of *Environmental Communication: A Journal of Nature and Culture*.

Marco Cattaneo is the editor-in-chief of *Le scienze*, Italian edition of *Scientific American*.

Michel Claessens has a PhD in physical chemistry. After a professional experience in academic and industrial research and in science journalism, Michel joined the European Commission in 1994 where he is currently deputy Head of the Communication Unit in the Research Directorate-General. His main responsibilities concern the organisation of major conferences and the Eurobarometer surveys on science and technology. He is also the editor-in-chief of the research*eu magazine of the European Commission. Michel Claessens has published or edited 8 books, is a member of the scientific committee of the international PCST network (Publication Communication of Science and Technology) and professor of science communication at the Free University of Brussels.

Luca De Biase is a journalist and author of a number of books including "Ideologia" (Laterza), *Il mago d'ebiz* and "In nome del popolo mondiale" (Fazi). He wrote "Bidone.com" in collaboration with Giorgio Meletti (Fazi). Before starting and directing Nòva24 at Sole 24 Ore (his current position), he participated in the creation of online and offline information and education initiatives: from *ItaliaOggi* in 1985-86 to *Reporters Online* in 1995, from *EquiLiber* to *Skillpass*, and from *I nonni raccontano* to *ScienceXpress*. He lectures Journalism at IULM in Milan. His research focuses on the intersection of technological innovation, cultural history, social perspective and the economics of new media.

Ulrike Felt is professor for social studies of science and head of the STS Department at the University of Vienna. Her research is mainly concerned with knowledge cultures and their institutional (especially academic) dimensions; science communication and engagement; science, democracy and governance; and Ethical, Legal, and Social Aspects of Sciences and Technologies (ELSA) research. Her work is often comparative either between national contexts and technologies or scientific fields (especially life sciences, social sciences and nanotechnologies). She has been the editor of the journal *Science, Technology, & Human Values* (2002-2007).

Pietro Greco is science writer and journalist at Fondazione Idis-Città della Scienza-Napoli, where he serves as member of the board of directors. He is author and coauthor of more than twenty books devoted to science and technology issues, including science policy, scientific citizenship, origins and evolution of public science communication. He has been directing the Masters course in Science Communication at the International School for Advanced Studies – Trieste for many years. He is a regular contributor for the Italian newspaper l'Unità and for the public service broadcaster RAI where he serves as speaker for Radio3Scienza, a daily program dedicated to science and technology issues. He is also director of two magazines on the intersections between science and society: Scienza&Società and Scienza&Arte.

Pieter Maesele (PhD, Ghent University) is Assistant Professor at the Department of Communication Studies at the University of Antwerp (Belgium). As a media sociologist, his research broadly focuses on social and political issues relating to science, technology and the environment in the media. His work has been published in *International Communication Gazette*, *Environmental Communication: A Journal of Nature and Culture*, *Javnost - The Public*, *Science Communication*, *Journal of Science Communication* and other journals and edited books.

Faidra Papanelopoulou is lecturer in History of Science at the University of Athens, Greece. She also teaches at the Hellenic Open University. She is currently working on the history of artificial cold in the late-nineteenth and twentieth centuries, as well as on science popularization and the public image of science in early-twentieth-century Greece. She is among the editors of *Popularizing Science and Technology in the European Periphery, 1800-2000* (Ashgate, 2009).

Federico Pedrocchi is actually directing the weekly radio program on science and technology issues Moebius - and the website related to it (www.moebiusonline.eu) - which is broadcasted on Radio 24- Il Sole 24 Ore. In February 2010 he took the scientific direction of the monthly magazine *Newton*, devoted to science issues. He lectures digital strategies at IULM – Milano - Masters course of Journalism. In the 1994, he started a company (Ticonuno), still operating, in the field of web design. He has developed university websites in different scientific fields like Physics, Mathematics, Biology and Materials science. He designed the first Chinese website for an Italian university at Milano-Bicocca. Since the origins of the Internet he has coordinated and chaired conferences in collaboration with the "Politecnico di Milano" on different topics related to the impact of the internet on the publishing industry in general and on science communication in particular. He has served as advisor for the European Commission with reference to the training practices to improve the relationship between science and media. He is actually involved in an European project devoted to the public images of Nanotechnology. Since 2007 he is coordinating the project Italian Applications (www.italianapplications.com) an activity of mediation between scientific research and innovative processes and business. In 2007 he has been the chair of the organizing committee for the two days conference *La scienza nell'era delle Tecnologie Digitali* during the *Festival dei Due Mondi* - Spoleto.

Guido Romeo is science editor at Wired Italy, the Italian edition of the celebrated US magazine. Before taking up this position he's been a reporter and regular contributor for "Il Sole 24Ore", the main Italian business daily, "Vogue Italy" and "Focus". On behalf of the European Commission he coordinated the Geod project (Genetics in Europe Open Days - www.geod.org) as an initiative of the 2000 European Science Week. Graduated from the University of Bologna, he holds a degree in journalism from the Ecole Supérieure de Journalisme in Lille, France and a masters in communications. In 2004 he has been Armenise-Harvard science-writer fellow at the Harvard School of Medicine (http://www.hms.harvard.edu/armenise/grants/grants_writer.html) and winner of the Astra Zeneca award for science communication. In 2007 he has been assigned the Piero Piazzano science and environment reporting award; the Ordine dei Giornalisti (Italian national journalist guild) fellowship for reporting on African affairs and the Amundsen prize for coverage of Climate change (www.wfsj.org). In 2009 he has been awarded the Voltolino, Italy's most prominent prize for science reporting. For "Nòva24-Il Sole24Ore" he coordinated "Città illuminate" (i.e.: enlightened cities) a series of reports and conferences on development and growth in urban centers investing in innovation and creativity. On "Radio24" he has

been producer and co-host of “NòvaLab24”, the daily emission on research, innovation and creativity from Fall 09 to Spring 10.

Malin Sandström, is the Scientific Communication and PR Officer for the International Neuroinformatics Coordinating Facility (INCF), at the INCF Secretariat in Stockholm, Sweden. She has a Masters degree in Engineering Physics and a PhD in Computer Science with a specialization in computational neuroscience. She has been a science blogger since 2005, and a part-time free-lance science writer since the 2006. Right now, she is working on a grant-financed book on molecular gastronomy. You can find her on Twitter as @msandstr.

Denise Silber, an American in Paris, is the founder of Basil Strategies, healthcare emarketing and social media consultancy and President of the Association for the Quality of Health on the Internet. She has been involved in eHealth in Europe and the US since 1995, when she launched the first workshops, e-newsletters and medical web sites. Denise is now equally a pioneer of the 2.0 and social media movement through public speaking, blogging, and the organization of conferences. Denise is a Harvard MBA.

Brian Trench was until recently a senior lecturer in science communication at Dublin City University, Ireland. He directed a Masters in Science Communication since 1996. He has lectured and published widely on science communication on the Internet. He is co-editor with M. Bucchi of Handbook of Public Communication of Science and Technology (Routledge 2008).