

## Poster Presentation

### FOOD AND GMOS. TRACEABILITY AND LABELLING IN THE PUBLIC DEBATE.

#### Science communication & Social participation

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**Key words:** Public understanding, Innovation, Citizen participation

Citizens ask to the institutions for security and transparent regulation on biotech food. Trento Autonomous Province (PAT), Italy, controls and certifies food and feed commercialised on its territory, and Istituto Agrario San Michele all'Adige is setting up the expertise for this. The new European Union regulation on GMOs (2003/1829/CEE; 2003/1830/CEE) promises consideration of public concern since traceability and labelling would enable consumers for choosing desired market products. With the aim of checking on the local agrobiotech stakeholders the impact of such regulation, we are carrying out a research based on focus groups and meetings. Both an analysis on the ruling innovation impact, and a guideline for a better certification on the PAT's territory are expected outcomes of this activity. The focus groups showed a consistent opposition to GM products, a sort of "green resistance" resulting in fear for human health and environment preservation. Besides, doubts based on economic elements and purpose of preserving specific local products were expressed. The new regulation is positively considered, in particular where enabling consumers for a free choice of the market products. During further meetings, citizens will match up perceptions and point of views exposed in the Focus Groups. (Research supported by PAT, OSSERVA3 project).

## Poster Presentation

### **MORE THAN PREACHING TO THE CONVERTED: INTRANET APPROACHES TO SCIENCE COMMUNICATION**

*Rick E. Borchelt and Melissa L. Withers*

*Whitehead Institute for Biomedical Research*

Cultivating employee awareness of broader policy and social issues that affect organizational activities can be one of the best, but is frequently the most underused, public engagement tool available to public information officers. By substantively engaging employees in these issues and keeping them abreast of important happenings, employees are empowered to take a more active interest in the social context of their work. What's the organizational payoff? More articulate and informed, these employees become better qualified to serve as institutional ambassadors and spread the news of organizational success. Whitehead Institute for Biomedical Research recently developed a web-based intranet for employees that serves not only as a central hub for information about what's happening at the Institute, but more importantly, in the broader world of science. Using this approach, Whitehead has seen an increase in demand for information about the state of scientific affairs, as well as a shift in information flow wherein employees can weigh in on matters, both local and national, that significantly impact organizational activities. This poster will describe the intranet's backbone—a news and information service updated daily in real time—and illustrate how Whitehead is using this service to build better ambassadors from the inside out.

## Poster Presentation

### **PUBLIC PERCEPTION OF SCIENCE: A METHODOLOGICAL APPROACH TO SÃO PAULO STATE, BRAZIL**

*Carlos Vogt, Marcelo Knobel, Yuriy Castelfranchi, Simone Pallone de Figueiredo, Rafael de Almeida Evangelista and Luiz Fernando Amaral dos Santos*

A survey was applied according to statistical data on gender, age and population distribution in the districts of middle and middle high class. 1,063 interviews were performed in the cities of Campinas, Ribeirão Preto and São Paulo (important cities of São Paulo state), Brazil.

Besides some quite usual features of public perception, we also detected some other interesting aspects:

1) The classical hypotheses of a direct correlation between low levels of scientific literacy and “anti-science” attitudes, is partially falsified by our data. 2) The simple dichotomy sometimes used to analyze public attitudes and awareness, between “pro-science” and “anti-science” publics cannot be maintained. 3) On the other hand, some general features of public perception of science appear to be similar among sex, age, and even in different countries, indicating that scientific culture is not only an individual attribute, but also a social one, and that the social image of science is deeply rooted in our culture and linked not only to factual knowledge, but also to ancient stereotypes, myths and symbols about knowledge in general.

We also propose possible improvements based on qualitative social research that may be adequate to investigate the Brazilian reality.

## Poster Presentation

### BEYOND THE EXHIBITION: EDUCATIONAL RESOURCES AND STRATEGIES IN VIRTUAL SCIENCE MUSEUMS

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#### **Abstract**

We explore in the present work the potential represented by virtual science museums as a new approach based on key novel information technologies that can be used to extend and complement educational functions of real world museums and interactive science centers. We propose that the main element that distinguishes virtual museums from their real counterparts is the use of purely digital, “virtual” elements, in the form of interactive multimedia resources and experiments that may help the public to better understand scientific concepts and phenomena. These resources, at the same time in which they are used to try to solve some of the problems demanded by a science education reform, also relate to specific problems of scientific museology, for example, the representation of contemporary science, in a realistic and motivational manner. The use of digital objects for learning may be complemented with the establishment of collaborative bonds between the science museum and the formal educational system. Together, this would make possible the accomplishment of collaborative projects between different institutions, as a way to promote the investments and resources dedicated to this extension of science museums and interactive centers’ mission, vis-à-vis the more general society’s needs for the public understanding of science.

**Key Words:** science centres, education, TIC

## Poster Presentation

### **AWARENESS AND UNDERSTANDING OF SCIENCE GUIDED BY DIALOGUE: GENETICS AS A CASE**

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The current belief is that, in science communication, interaction with the audience must take place through a dialogue. Dialogue has become a buzzword. The notion seems good, dialogue is indeed a powerful communications tool, and can be used to great effect to inform or convince an audience. However, dialogue is often mentioned as a tool within the framework of awareness. In the 'classical' form of science communication, public understanding, dialogue is seen as less important. This latter restriction does not contribute to effective science communication.

The term dialogue can be operationalized in several ways, depending on the communication goal. As determined in our own research project we will discuss the use and goal of the term dialogue in science communication as being awareness and understanding. Genetics forms the case.

In the case of dialogue as a tool for public awareness of genetics, the dialogue will be about notions of genetics. The subject matter is not facts of genetics, but the question is, for example, how one feels about genetics. Does genetics feel controllable? In this case dialogue contributes to the forming of mutual notions of genetics: a conceptual goal.

In a dialogue aimed at public understanding of genetics, the goal is to exchange facts. These facts can be about: content, methods or science as social enterprise. In this case dialogue contributes to mutual understanding of facts: a functional goal.

Clear distinction between both operationalisations of dialogue are important for effective science communication.

## Poster Presentation

### **CULTURAL FACTORS IN THE RECEPTION OF NEWSPAPER ARTICLES ABOUT FOOD BIOTECHNOLOGY: USA AND GERMANY**

*Magda Sawicka and Hans Peter Peters*

European consumers are more critical of food biotechnology than US Americans, studies say. Because in a media society opinion formation about issues like food biotechnology mostly takes place during the reception of media coverage, the question of different opinions can be analyzed from two sides: the stimulus side (differences in the media coverage) and the reception side (differences in the sense-making of the media coverage).

The poster shows results of an intercultural experimental study designed to explore the second factor. 2 x 40 test persons from the US and Germany read the same four newspaper articles on food biotechnology. In order to explore the differences in the sense-making we asked the test persons to list their thoughts they had while reading the articles. The cognitive responses were then analyzed for references to general cultural “tools” (Ann Swidler) which are supposed to be used by the members of a culture for the development of perspectives towards new issues.

The results support the hypothesis that the cultural background influences the audiences’ processing of media information about science & technology. In particular we identified an influence of “trust in institutions” and “concepts of nature” on the formation of opinions on food biotechnology.

## Poster Presentation

Native Knowledge and Modern Science

### ARCHAEOASTRONOMICAL SYMBOLIC REPRESENTATION, CULTURAL AND COGNITIVE IMPLICATIONS AND ASTRONOMY TEACHING

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**Key words:** Universal Knowledge; Cultural Diversity.

#### Abstract

We develop archaeoastronomical researches in the Northeast region of Brazil, aiming to raise data to support our educational initiatives for a culturally and humanistic based astronomy education. We analyse if rock inscriptions we found were motivated by astronomical knowledge of people living in that region thousands years ago. We further extend the scope of the research to study human symbolic representations in general, and to propose ways to use them in scientific teaching. We are particularly interested in psychological contents and interpretations associated with rock drawings and at what extent one can unambiguously relate them to specific cognitive achievements of those who drew the inscriptions. We broaden usual studies on prehistoric symbolic expression and make a comparative study including pictographic representations we found. We conclude that seems to exist an universality in several of those representations, which can be revealing of human constitutive elements. We also work out the naturally multidisciplinary interconnections related to archaeoastronomy, whose didactic and pedagogical potential is very rich. We suggest how to take advantage of archaeological records to improve those connections and how to integrate them to ethnoastronomical studies, in order to contribute to recover and integrate local cultural aspects within the astronomy teaching endeavour.

## Poster Presentation

### THE HELIX GAME: A TREASURE HUNT GAME

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From the Catalan Society for Biology we organized the treasure hunt game 'Build the double helix of DNA' addressed to secondary students.

During the game, almost 1.000 secondary students visited 18 research centers or science museums, split in groups. In each of them, the students had to pass a test related to DNA: a crossword, a hidden poem in a 'letter soup', etc. When they reached it, they were given a rubber piece of a DNA model. With them, they built a 40 m DNA structure in a public place.

We prepared an evaluation test to be answered by the students both before the treasure hunting game and after it. There were also questions for the teachers to know whether they gave the students information related with the DNA.

As general conclusions, we can say that the most colorful tests of the game were those that had more impact (questions related with DNA dimensions and splicing). The most confusing questions were those related with the effect of environment on gene expression.

Apart from students, teachers were interested in our game for new teaching material; and, because of building the structure in a public place, we obtained a great public participation in a science communication event.

## **Poster Presentation**

### **FACTORS INVOLVED IN YOUNG ADULTS' KNOWLEDGE OF MEDIA SCIENCE**

*Brian Garland*

*The Queen`s University of Belfast*

This poster reports findings that show that young people (18-25 years old) who regularly engage with science in the media are better educated particularly in science. Furthermore more men than women engage with science in the media. Results also show that the more you read about science in newspapers, watch science on television or read about science on the Internet the more knowledgeable you are about media science. Those who read broadsheets for science are statistically more knowledgeable about science in the media than those who do not. Findings support 'knowledge gap hypothesis' (Tichenor et al, 1970) in that the better educated will be able to digest and absorb information better than those with fewer educational qualifications.

## Poster Presentation

### **ESCENTIAL: THE FIRST EUROPEAN SCIENCE FESTIVAL IN THE EUROPEAN CITY OF CULTURE 2004.**

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In the year of “Genova 2004, the European Capital of the Culture”, science enters the stage with the approval of the European Union. Within the Science Festival (October 28<sup>th</sup> to November 8<sup>th</sup> 2004), indeed, started the project ESCENTIAL (European Science Festival), supported by the EU within the “European Science and Technology Week 2004” (FP6).

With ESCENTIAL project, we intend to bring to an European level the events and to enhance the results of the first edition (23/10–03/11 2003): 28 different places for 23 scientific exhibitions, 83 conferences, 10 performances, 24 films, 34 laboratories,..., more than 130,000 visitors.

People will have the opportunity to visit some of the most renowned centres-museums of Europe: Tecniquet, Museo de la Ciencia de Barcelona, Tecniczi Muzej Slovenije, University of Edinburgh, Institut Non Lineaire de Nice.

From October 25<sup>th</sup> to 28<sup>th</sup> science centres and museums representatives will train a restricted group of young promoters, teaching them all the secrets of the European exhibits, so to best interact with the public.

## Poster Presentation

### SCIENCE AND ART - THE ARTISTS' VIEW ON MARINE AND POLAR RESEARCH

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In the dialogue between science and art two worlds meet each other: The interaction of these two different kinds of culture opens up new perspectives for both. To document this and point it out to the public is an exiting way in science communication.

In order to cultivate the dialogue with artists, the Alfred Wegener Institute for Polar and Marine Research in Bremerhaven / Germany enables every four to five years artists to take part in an expedition. As an example I will describe the "Bibliothek im Eis" in the Antarctic. There on the ice, in close proximity to the German research station Neumayer the "Library in Ice" was erected in the winter of 2003/04, an art project, a sculpture by Lutz Fritsch. In the winter of 2004/05, Lutz Fritsch will complete the library in the Antarctic and install the 1,000 books. With this act, the "Library in Ice" will be opened.

## Poster Presentation

### SCIENCE IN ADVERTISEMENT: USE AND CONSUMPTION

<sup>1</sup>Pietro Greco <sup>2</sup>Federica <sup>3</sup>Manzoli Nico Pitrelli

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In the large amount of science that appears in advertising - a social practice so distant from the scientific production field - science is used to persuade its receivers and scientific knowledge becomes part of the consumer process.

Moreover, from a Science Communication studies point of view, advertising is an interesting example of how a relevant part of its transmission does not comply with the usual linear modality from science and scientists towards the public. Instead, science passes through a more or less distorted translation, flows through multiple, hybrid, cross- setting channels.

Within this context, the aim of our study was to understand how and to what extent advertising uses science. Therefore, we carried out a quantitative study on a significant sample of newspapers, newspaper supplements, weekly magazines and monthly scientific magazines, which we monitored for a period of one year (May 2002/April 2003).

The main findings concern the high presence of science in advertising (17% of the total of advertisements), the very positive image that it takes up (only 1% of a negative message on science) and a surprising use of less marketable sciences such as Chemistry, Physics, Mathematics alongside the most predictable fields of pharmacology and medicine.

## Poster Presentation

### **SCIENTIFIC CULTURE FOR TEENAGERS: AN EXPERIENCE THROUGH THE WEB CONTENTS DEVELOPMENT BY YOUNG STUDENTS.**

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The aim of this work is related to my own experience as a science teacher.

I'm interested about developing activities where teachers may offer new methodologies to achieve that our students reach the science comprehension in a pedagogical and creative way. Sometimes it is difficult to achieve this objective because we should follow the standard topics. But I think that we have a good opportunity to communicate this important feature about our own culture. And science is a part of our own culture.

I developed a project in relation to the new technologies and all the possibilities they offer. We worked from the general ideas to the specific concepts. And I tried to set up a pedagogical methodology to work with scientific ideas.

The students wrote about scientific subjects: from the origins of our planet to the life of insects, the inventions, etc. They walked near the frontier between science learners and science communicators. The result was the first step to develop web page contents.

It is very important to set up the scientific knowledge at the beginning of our apprenticeship, because when we grow up, it gives us a critical point of view about our reality, our societies. And this is a synonymous of freedom.

## Poster Presentation

### ¿DOES THE SCIENTISTS CONTRIBUTE TO THE SCIENCE DIVULGATION?

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The contribution of the scientists to the science divulgation programs is not as usual as it would be desirable. To their research work, scientists must to add the administration activities of their projects (getting funds, reports...) and, in many cases, they feel the popularisation of the science not being part of their duties. However, many scientists decide to contribute to the growth of a scientific culture when articulate initiatives on scientific divulgation exists.

We make this state on the basis of four year review (2000-2003) participation of the Consejo Superior de Investigaciones Científicas (CSIC) in the two more important initiatives of science divulgation in Madrid: the Science and Technology Week and the science fair "Madrid por la Ciencia". These activities were promotioned/coordinated since 2001 by a Programme of Scientific Culture of the Madrid Community joint with the CSIC. In the 2003 Science and Technology Week 21 research institutes/centres and more than 150 scientists of CSIC from Madrid were involved.

## Poster Presentation

### ENHANCING INTERFACES BETWEEN SCIENCE AND SOCIETY: AN AUSTRALIAN INSTITUTIONAL RESPONSE

*Ms Cathy Pitkin<sup>1</sup> and Dr Anna Littleboy<sup>2</sup>*

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Communities and stakeholders no longer support the pursuit of excellence in science if the outcomes are not justified in terms of economic and social benefits. But how can research organisations more effectively bridge the divide between science and society, and integrate social and economic perspectives into the development of scientific solutions?

CSIRO<sup>1</sup>, Australia's national science and technology research organisation, has responded to this challenge through a new initiative called Social and Economic Integration (SEI). SEI supports new approaches to research that enable science to not only explore and understand the social contexts and drivers of problems but also identify where R&D is most needed and likely to be effective.

This poster outlines the communication and training strategies being implemented through SEI to:

- support cultural change foster greater awareness of the social context of science
- facilitate better engagement between researchers and those effected by their research
- enhance public awareness and participation in science and technology development, particularly emergent 'disruptive' technologies eg. Nanotechnology
- support the development of research approaches that recognise and value the contribution of 'lay knowledge and experience'.

It also profiles an example of current research that is exploring public understanding of different forms of energy to inform the development of a major new research strategy about energy futures in Australia.

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<sup>1</sup> CSIRO has over 6500 staff conducting research and development across a wide range of areas including health, agriculture, minerals and energy, manufacturing, information and communication technology, construction and the environment.

## Poster Presentation

WWW.CAOSYCIENCIA.COM

*Annia Domènech*

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Once upon a time there was an Astronomy who was bored of the seriousness that always accompanied her. One day she escaped her boredom and met up with some other sciences. Together they decided to invite the video clips, the animations, the images, the short stories... in short whoever who could help them be better understood.

*caosyciencia* is an on-line magazine containing astronomical information explained in a simple way and, hopefully, with an innovative didactic approach. Since Astronomy is a field which is related to almost all other branches of science, this magazine also provides a channel to explore them and show their interconnectedness.

*caosyciencia* contents are renewed periodically and alerts are sent via mail to anyone interested. This magazine is an initiative of the Instituto de Astrofísica de Canarias (IAC).

## Poster Presentation

### POPULARIZATION OF SCIENCE AS PLAN-DRAWING OF SCIENTIFIC REALITY

*Óscar Montañés Perales*

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Popularizers' work is usually compared to translators' work, as it is a substitution of technical words for others that belong to ordinary usage. In this way, popularization can only aim at offering a blurred and distorted image of the real meaning of science. Therefore, it is necessary to widen the sphere of action of popularization, by providing a vision of science transcending the space of contents. The goal of this poster is to present the popularizer's work as a process of plan-drawing, in which scientific contents are adapted to new purposes, by now not going round criteria of objectivity.

In this way, the deficiencies of popularization, regarded as a translation, will be mitigated by the plan-drawing process of science, allowing citizens to move smoothly in scientific world, previously adapted by popularization. This is about offering a global image of the world of science. Thus, the conception of scientific literacy related to such an image corresponds to the transmission of a scientific culture to the public, avoiding the limitations of deficit model. Being a form of culture, it is supposed to display the reality of science from its many perspectives.

## Poster Presentation

### CAMPAIGNING AGAINST DISEASE THROUGH MUSEOLOGICAL OBJECTS IN 1930s BARCELONA

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#### **Abstract**

Early in 20<sup>th</sup>-century Barcelona, a new discipline, social medicine, aimed at sensitize the popular classes to medical problems through medical campaigns, was resorted by authorities facing what was called the social question. One of those resources was *spectacle* as a strategic means to popularize the goodness of a healthy style of living. This poster will focus on the activities developed in the premises of the Roca Museum, understood as one of the popularizing practices implemented in order to sensitise the popular classes to physical problems.

The Roca Museum was mainly devoted to magic, but they also exhibited natural curiosities. In the thirties, that museum started a medical campaign addressed to the popular classes. It was a fight against *social vices*, such as alcoholism, drug addiction and venereal diseases. Among the spectacular, museological resources deployed there was a collection of human, normal and pathological, waxes that aimed at producing a vivid impression by fascinating, or frightening, the audience; stereoscopic and tri-dimensional pictures, and *scientific* films were also exhibited in order to impress a healthy behaviour upon the audience; and the selling of popular books devoted to prevention. Such an spectacle not only held the medical authorities support, but the Roca family also claimed its scientific and moral foundations.

## Poster Presentation

### **SOCIAL COMMUNICATION OF THE SCIENTIFIC KNOWLEDGE IN THE SCHOOL OF SCIENCES OF NATIONAL UNIVERSITY OF MEXICO**

*Moisés Robles Aguirre*

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The social communication of the scientific knowledge in the Faculty of Sciences, begun formally with the celebration of the 40<sup>th</sup> anniversary of its foundation in 1979. The School of Sciences as main creator of professional scientists of our country, in Actuarial Sciences, Biology, Computer Sciences, Mathematics and Physics, is divided in three departments: Biology, Mathematics, and Physics with a total of 385 full and associate professors and technicians. It generates a big and important scientific production contained in research, teaching and communication books, scientific journals, conferences, workshops, videos, etc.

The activities of academic and cultural communication, inside as outside of the School of Sciences, relates and projects with different scientific and cultural media as a necessity of exchange that allows simultaneously to agglutinate the academic work with the social life of our country.

Actually the social communication media has a big influence mainly in the Mexican Society, distorting sometimes the reality, and in their majority they show a poor quality.

The National University of Mexico produces more than half of the scientific and humanistic knowledge of our country, moreover its considered the cultural center of Mexico. That is why its requires of a huge and professional social communication to incorporate it to our Society. The institutional interested of the UNAM is to construct and reinforce systematically back feed itself to generate new knowledge and culture.

Our Society for a good development needs our science to abandon some historical recession and to help to construct a proper identity coherent with our life style.

The cultural, scientific and educational institutions, they find themselves against a big historic challenge: to establish, foment and create an adequate scientific culture to establish social conditions and fairness.

## Poster Presentation

### **DIAGNOSIS OF THE SCIENCE NEWS OF A BRAZILIAN ELECTRONIC MAGAZINE ON PUBLIC UNDERSTANDING OF SCIENCE**

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This paper intends to be a diagnosis of the science news of the Brazilian electronic magazine on public understanding of science called ComCiência ([www.comciencia.br](http://www.comciencia.br)), created to be a reflexive tool on science journalism, as part of the MSc in science journalism of the State University of Campinas. A number of 262 news, published between March and October 2003, has already been analyzed according to the main fields of knowledge (biologics, hard sciences, social sciences, humanities and technologies). Preliminary results have showed that most news belong to the humanities and social sciences (40.5%) followed by biologics (33.2%), technologies (17.6%) and hard sciences (8.8%). This goes against what conventional media has considered being S&T, since the humanities are rarely or never being presented as scientific. The analyses have also been pinpointing the regions from which the institutions used as the source of the news are from and the most read news by the public. The main region presented is the Southeast (56.5%), which happens to be the richest part of Brazil, where 70% of the research of the country is produced and where the communication of the scientific institutions is more efficient. The central-west is the next region (19.9%), since it includes the capital of the country, where many of the national institutions of research are represented. Although the North includes the Amazon, its institutions were the least appearing in the news, which can be partially explained by the fact that they have a less efficient method of releasing its research to the media. This research will help understand what contributes to put science and technology in the high-lights and develop mechanisms to access the research that has been developed in the other regions of Brazil so to improve the news of ComCiência.

## Poster Presentation

### “KÓGNOPOLIS” CROSS-BORDERING NETWORK OF KNOWLEDGE CITIES

*Dr. Tomás M. Bañegil Palacios<sup>1</sup> and Ramón Sanguino Galván<sup>2</sup>*

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**Key Words:** Knowledge Management, intangible capital, intellectual capital, Knowledge cities, Network of Knowledge Cities.

The knowledge management has become a very important competitive element to the economic agents: firms, administrations, regions and cities. Those regions integrated in the OECD are turning their development strategies into learning processes, investigation and innovation, through an effort equally carried out by the administrations, the private sector and the society.

In the present context, with the competitiveness and the globalization, the profit from the cooperation among cities and the learning processes are evident. In fact, they are expected to be even more significant in the future, when these practices become a common activity among the largest cities around the world.

Our project KOGNOPOLIS<sup>1</sup> “Cross-Bordering Network of Knowledge Cities” has been partially funded by the INTERREG IIIA Programme. Two years of studies have been planed as a pilot scheme. Our proposal has got several innovation elements:

- It is a network, there are very different ways to improve the economic and social local development. The city entities will be collaborating together in order to work out the best solutions to the city needs.

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<sup>1</sup> See [www.redkognopolis.com](http://www.redkognopolis.com) for further information.

- The size, it consists of small-sized cities. Other projects like EURO CITIES or TELE CITIES are dedicated to medium and large cities.
- The cross-bordering character of the network, those cities of the network belonging to neighbouring regions between Spain and Portugal.

## Poster Presentation

### THE WEB PRESENCE AND NEW PRACTICES OF SCIENTIFIC COMMUNICATION AND PUBLICATION

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**Key Words:** Information and Communication Technologies, Electronic Publications, Scientific Communication, Web Media

The paper identifies the impacts caused by Information Technology (IT) to scientific publication production. The research was developed through a case study, in a Science and Technology community. An self-managed electronic questionnaire and a semi-structured interviews had been used for data field collection. The result analysis pointed out that the community assumed and legitimised the electronic communication mediated by computers. The e-mail was elected the main medium of communication among the players. They perceived IT as a differential of autonomy and optimisation of work processes. IT also promotes time saving and increases institutional and personal visibility. Significant alterations had been identified in internal and external communication flows. Some changes were also related on invisible colleges and peers relationships. The web presence and the information and communication technologies promoted an increase on the researcher's productivity but they realise they have been more real work to do. The scientific community recognises the benefits of remote access to bibliographical databases and to digital full texts. Therefore some caution is required in relation to free texts or non refereed papers published/posted on the Web.

## Poster Presentation

### **LACIENCIA: A WAY TO SEARCH FOR LATIN AMERICAN SCIENCE AND TECHNOLOGY NEWS.**

#### **Science Communication & Social Participation**

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**Key-words** : Latin America Science & Technology, S&T news, search engine

LACiencia ([www.laciencia.org](http://www.laciencia.org)) is a portal based on a search engine of Science and Health news published in newspapers, bulletins and university sites, mainly from Latin America and the Caribbean countries. This initiative is included in the Virtual Library of Health (VHL) developed by BIREME, a specialized center of the Pan American Health Organization.

This portal aims to be a fast tool that permits visibility and accessibility of scientific content news, contributing to overcome the phenomena known as "lost science" – coming from the developing countries. LACiencia collects daily the news from selected sites, following the next criteria: originality, periodicity, authorship and responsibility for the contents.

Users can search by key words in all sites or select their favorite ones from each country. The answers appear in order of relevance that is calculated by a search tool algorithm and can be changed to date order. In addition, from an answer users can go directly to similar news. Each answer links to the site that originally produced the news.

Launched in the end of 2003, LACiencia's interface is in Spanish, but the searches can be made in Portuguese, English and Spanish, accordingly to the original news site language. Beyond searches, the portal can also send clippings "on demand". The VHLs ([www.bvsalud.org](http://www.bvsalud.org)) are going to use this information source, as well as the PAHO representatives' sites.

Since April, all the complete news texts are been stored in a Database that will allow to analyze and describe tendencies of these news about science and health, and produce indicators in Science Communication.