



Univerza v Ljubljani

ALTERNATOR
Misliti znanost.



CONFERENCE PROGRAMME

REINVENTING SCIENCE COMMUNICATION?
CHALLENGES FOR THE POST-TRUTH ERA

Conference organized by
the University of Ljubljana,
Alternator (www.alternator.science)
and the Museum and Galleries of Ljubljana.

Ljubljana, October 13–14, 2022
University of Ljubljana, Kongresni trg 12

OCTOBER 13

8.30–9.00

Registration

9.00–9.15

Welcome address:

Gregor Majdič,
Rector of the University of Ljubljana

9.15–10.30

Keynote 1:

Sarah Davies: Science Communication in Challenging Times: On Democracy and Crisis

10.30–10.45

Coffee break

10.45–12.30

Parallel session 1a:

Trust in Science

Psychology of Conspiracy Theories:
The Role of Cognitive Biases
–*Lorenzo Gagliardi*

The Effects of Politicians' Disinformation
Accusations on Perceptions of Science and Media
–*Jana Laura Egelbofer*

Citizen Science or Crowdsourced Science
as an Effective Way of Building Trust
–*Tina Eleršek, Maša Zupančič*

How to Communicate Science to Distrustful
Individuals? Integrating Research on Predictors
of Trust in Science and Determinants of
Psychological Reactance
–*Nejc Plobl and Bojan Musil*

Analysis of Trust in Science Through
the Construal Level Theory
–*Urška Martinc, Boris Aberšek, Andrej Flogie,
Helena Fošnjar, Bojan Borstner, Dejan Zemljak*

Chair: TBA

10.45–12.30

Parallel session 1b:

(Post)graduate student session

Between Gratification and Anxiety: Autoethno-
graphic Research on Becoming a Social Science
Communicator on TikTok
–*Tinca Lukan*

Opinions and Beliefs on Vaccination
in the COVID-19 Era: A Literature Review
–*Marija Zafirovska, Aleksandar Zafirovski,
Michael Harris*

Storytelling in Science Communication
–*Gašper Tonin*

Citizen Science: A Reflection on New Ways
in Communicating Science
–*Noemi Crescentini*

Chair: *Robert Bobnič*

12.30–13.30

Lunch

13.30–14.45

Keynote 2:

**Mičo Tatalović: How (and Why)
to Communicate Science Effectively:
Lessons from the UK and Western Balkans**

14.45–15.00

Coffee break

15.00–16.45

Parallel session 2a:

**Philosophy of Science and Knowledge
Production**

Science Communication Produces Knowledge
–*Adalberto António de Castro
Pimenta Fernandes*

Knowledge and Irony,
Binomial of the Post-Truth Era?
–*Marco Bruno, Fabiana Battisti*

That's Just Your Opinion, Man: Science Commu-
nication in the Aestheticized Digital Regime of
Truth
–*Nina Cvar, Robert Bobnič*

Scientists in PCST: Impacts of Mediatization
Processes
–*Arko Olesk*

Defining Science Communication:
From a Vague Umbrella Term to a Clear Concept
–*Sašo Dolenc*

Chair: *Dejan Jontes*

Conference Organizing Committee:

Katja Škrlič, Lea Udovč, dr. Sašo Dolenc, prof. dr. Tom Turk,
prof. dr. Martin Čopič, mag. Sabina Autor, dr. Anja Skapin, Janja Rebolj,
Nejc Kovačič, dr. Dejan Jontes (Head of the Organizing Committee).

Parallel session 2b:

Audiences, Experts, Journalists

Understanding Audiences for
Environmental Communication
–*Maja Opalički Slabe, Marina Dermastia*

Communicating Climate Change:
What Can Scientists Learn from Journalists?
–*Martina Temmerman*

Which Experts are We Listening to? Diversity
and Inclusion in the Reporting of Science
–*Suzanne Franks*

Assessing the Assessment of the European
Researchers Night
–*Afonso Amaral Pais, Ana Sanchez*

Chair: TBA

16.45–17.00

Coffee break

17.00–18.45

Parallel session 3a:

(New) Educational Approaches

The Power of Being Educated: Scientific
Discoveries Communicated with Professionals
from Different Fields and with Children
–*Marina Dermastia, Anja Skapin,
Jana Zierkelbach*

Education in Rural Communities: What's Next?
GOMA in the Promotion of Active Microbiology
Learning Strategies
–*Raquel Branquinbo, Cândida Sarabando,
Cláudia Damião, Joaquim Duarte*

Engaging Schoolchildren and Students in
Scientific Research about Plastic Pollution
of Watercourses
–*Mateja Grego, Martin Thiel, Tim Kiessling*

Words without Experience are Meaningless,
and We only Understand What We Can Do:
High-Tech-Instruments and Multimedia Journals
in the Science Classroom
–*Alfred Steinbach, Nicolas Robin*

Digital Humanities for a (More) Comprehensive
Understanding of History
–*Gregor Pobežin*

Chair: *Tom Turk*

Parallel session 3b:

New Forms of Science Communication

Communicating Quantum Science
and Technologies Through Cultural Storytelling
–*Simon Goorney, Caterina Foti, Jacob Sherson,
Jorge Yago Malo, Daniele Lagasco, Lorenzo G.
Santi, Maria Luisa Chiofalo*

Guided Tour as a Science Communication
Medium: From Practicing Participatory Science
to Presenting Research Findings
– *Gregor Bulc*

Let's Talk Mom: The Use of Narratives in Commu-
nicating Neuroscience to Low-Income Status
Pregnant Mothers
–*Aquiles Negrete, Pablo Rosenblat*

The Science Critic: A Necessary Figure
in Public Science Communication
–*César Carrillo Trueba*

Chair: TBA

19.30

Conference reception:

Atrij ZRC, Novi trg 2

OCTOBER 14

9.00–10.30

Parallel session 4a:

Visual Communication of Science

Visual Communication in the Sciences: Underdeveloped Space for Interdisciplinary Collaboration Between Art, Technology and Science
–*Petra Černe Oven*

Communicating Science Visually: A Transdisciplinary Collaboration Between Undergraduate Art and Design Students and Molecular Chemists
–*Lisa Winstanley, Mibaiela Stuparu*

Interactive Plant Science Workshops and Science Experiments
–*Maruša Pompe Novak, Špela Baebler, Marina Dermastia*

Star Status Independent Artistic Research in the Science
–*Martin Balaz, Erik Rejta*

Chair: TBA

Parallel session 4b:

Covid and Health Literacy

Tactics and Strategies of Political Parties During the COVID-19 Pandemic Crisis: A Case Study from Cyprus
–*Panagiotis Moiras, Venetia Papa*

Think Tanks between Science Communication and State Legitimation: Communicating the Covid-19 and the Climate Crisis in Russia
–*Vera Axionova*

The Scientific Communication of Italian Experts: Self-Representation and Media Representation in Comparison
–*Rosanna Cataldo, Gabriella Punziano, Barbara Saracino, Ferdinando Iazzetta*

Staying live: a survival guide for 21st Century humans
–*Patrick Wilson*

Chair: TBA

10.30–10.45

Coffee break

10.45–12.15

Keynote 3:

Marianne Achiam: Post Truth, Pandemics and Wicked Problems: The Role of Science Centres and Museums in an Uncertain Future

12.15–13.30

Lunch

13.30–15.00

Parallel session 5a:

Challenges and Opportunities for Research Institutions

Challenges, Opportunities and Tools for Scientists and Research Institutions– *Alessandra Fornetti, Ilda Mannino, Massimiano Bucchi*

Science communication quality framework as a challenge to academic institutions
–*Suzanne Franks and Arko Olesk*

Science Communication in Transition Countries: A Thin Line Between Trust and Distrust in Scientific Truths

–*Tamara Dagen, Melita Kovačević*

Chair: TBA

Parallel session 5b:

Open Science and Web-Based Knowledge

Providing Information on the Safety of Advanced Materials via a Web-Based Knowledge Base – Lessons Learned from Over 10 Years of Science Communication

–*D. Kühnel, A. Mattern, C. Steinbach, N. Möller, H.F. Krug, C. Marquardt, K. Nau*

Open Communication Sciences Intertwined with Artificial Intelligence
–*Mojca Rupar Korošec*

Role of Science Communication in Open Science Movement
–*Monika Mačiulienė*

The Challenging Practice of Science Communication. Case Study: HEDA (Health Development for Albania)
–*Rezearta Murati, Irma Kuka*

Chair: TBA

15.00–16.30

Keynote 4:

Nico Pitrelli: A Complex Mixing Console: The Different Ingredients of Teaching Science Communication

16.30–16.50

Closing session and publication opportunities

17.00

City tour:

Ljubljana feminist tour