



2018 科学与你

国际研讨会暨科学文化高峰论坛

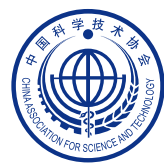
2018 Science and You International Symposium & Summit on Culture of Science

2018年9月15-17日 Sep 15-17, 2018

中国·北京 Beijing, China

Program

Supporter



China Association for Science and Technology

Organizers



National Academy of Innovation Strategy



UNIVERSITÉ DE LORRAINE

University of Lorraine

Co-organizers



European Commission



University of Paris-Sorbonne



University of Quebec



National Institute of Public Communication in Science and Technology of Brazil



The London School of Economics and Political Science



Council of Scientific and Industrial Research



University of Trento



University of Malta



International Fusion Reactor Program (ITER)



The Japanese Association of Science Communication (JASC)



University of Oslo



National Museum of China



SOGANG University



School of Social Science of Tsinghua University

CONTENTS

| | |
|-----------------------------------|-----------|
| Introduction | 2 |
| Organization | 3 |
| Guests of Reports | 12 |
| Program of Conference | 18 |
| Introduction of Organizers | 31 |
| Conference Notice | 34 |

Introduction

From 15th September to 17th September 2018, the 2018 Science and You International Conference on Science Communication will be holding in Beijing. This conference is supported by China Association for Science and Technology and held by National Academy for Innovation Strategy (NAIS), in collaboration with the University of Lorraine, with participation of 15 international organizations and research institutions from 12 countries. Vice chairman of the China Association for Science and Technology LI Hong and President of the University of Lorraine Pierre MUTZENHARDT serve as co-chairmen of Science and You 2018 Conference. Famous experts and scholars from 12 countries constitute the international Scientific Committee and Program Committee, representing the frontier level of science culture research in the world.

Science and You Conference promotes and valorizes the culture of science, opening to researchers, doctoral students, media practitioners, leaders and journalists interested in science and culture exchanges and communication. The theme of this conference is "Knowing, Sharing, Caring: New Insights for a Diverse World". This conference wants to acknowledge this diversity of contexts, publics, researches, strategies and new insights, because it aims to be a place of sharing, exchanges, discussions and debates, as well as an environment conducive to decentre, and an opportunity for enrichment.

Main Subjects included:

- Science and public sphere
- Participation, engagement, involvement
- Science, anti-Science, pseudoscience
- Outreaching communities
- Science as culture in civic life
- Historical studies on science communication
- Science museums, fairs, festivals
- Research on science communication
- Science communication and scientists
- Science, culture, society
- Science communication studies in multi-perspective
- Science as local cultures
- Science and technology events
- The culture of science in its professionals
- Science communication and the media
- Content studies of science in communication
- Science communication and innovation
- Science, technology and industry
- Science communication in the age of new media
- Research on science and technology talents
- Research on the culture from the perspective of big data

Organization

Chairmen of the Conference



LI Hong

Vice chairman of the China Association for Science and Technology

LI Hong, executive deputy director of Science and Technology Committee of China Aerospace Science and Technology Corporation(CASC), academician of the International Academy of Astronautics, member of the National Committee of the Chinese People's Political Consultative Conference, member of the Population, Resources and Environment Committee, and vice chairman of the China Association for Science and Technology. He has served as the Dean and Deputy Secretary of the Party Committee of China Academy of Launch Vehicle Technology. He has long been engaged in the research and development of launch vehicle technology and management, focused on aerospace model research and technological research and quality management, and made active contributions in organizing the development and management of missile weapons and launch vehicles. He has won the National Science and Technology Progress Special Award and Chinese Manned Space Project Outstanding Contributors, Outstanding Contributors of the First Lunar Exploration Project.



Pierre MUTZENHARDT

President of the University of Lorraine

Pierre MUTZENHARDT, professor, nuclear magnetic resonance specialist and former vice-president of the scientific council of the former university Henri Poincaré. Pierre MUTZENHARDT is a member of the Economic, Social and Environmental Council of Lorraine since 2007. He is president of the University of Lorraine since 2012 and has held the position of President of the Committee on Research and Innovation of the Conference of University Presidents (CPU) since December 2014. As such, he is a member of the Board of CNRS. He is also president of UniGR since 2015.

Scientific Committee

Chair:



Bernard SCHIELE

Co-Chair of the scientific committee, Full Professor, Faculty of Communication of University of Quebec at Montreal

Bernard Schiele, PhD, is a researcher and a professor at the University of Quebec at Montreal (Canada). He teaches and lectures frequently in North America, Europe and Asia, and has been working for a number of years on the socio-dissemination of S&T. He is a member of several national and international committees and is a regular consultant on scientific culture matters to government bodies and public organizations. He is also a founding member and current member of the Scientific Committee of the PCST network. He chaired the International Scientific Advisory Committee for the New China Science and Technology Museum (2006–2009), and chaired the Scientific Committee of the Journées Hubert Curien 2012 (Nancy, France) (2011–2012). He was a member of the Expert Panel on the State of Canada's Science Culture (2013–2014), which published *Science culture: Where Canada stands* (Council of Canadian Academies, 2014). Other books he has recently published as a co-editor are *At the human scale: International practices in science communication* (Beijing University Press, 2006); *Communicating science in social contexts: New models, new practices* (Springer, 2008); *Science communication in the world: Practices, theories and trends* (Springer, 2012); *Science communication today: International perspectives, issues and strategies* (CNRS, 2013); and *Les Musées et leurs publics: Savoirs et enjeux* [Museums and their visitors: Knowledge and challenges] (PUQ, 2014). With Joëlle Le Marec and Patrick Baranger he has coedited *Science Communication Today – 2015*, and with Joëlle Le Marec *Cultures de science* (ACFAS, 2017).



WANG Chunfa

Director of National Museum of China, Professor

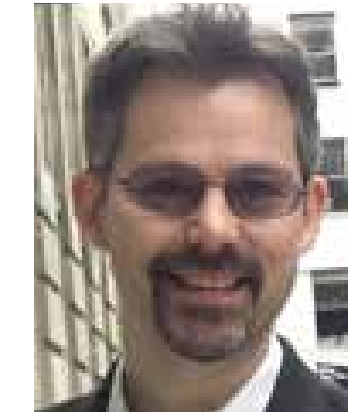
WANG Chunfa, PhD, was a visiting researcher at the University of Washington, and is serving as the director of the National Museum of China. He is working on technology policy and innovation research for many years. He is specialized in technology innovation policy, national innovation system and comparison of domestic and foreign technology policy. He also published several books in technology scale and chaired for multiple national academic journals.

Member:



Martin BAUER

London School of Economics and Political Science, United Kingdom
Professor



Franks BRADLEY

London School of Economics and Political Science, United Kingdom
Associate Professor



Massimiano BUCCHI

University of Trento, Italy
Professor



CHEN Rui

National Academy of Innovation Strategy, China
Vice President



Michel CLAESSENS

ITER policy and communication,
Belgium
Officer



Denis ENTEMEYER

University of Lorraine, France
Associate Professor



Per HETLAND

University of Oslo, Norway
Professor



KIM Hak Soo

Korean Academy of Science and
Technology
Fellow



Joëlle Le Marec

CELSA Paris 4 Sorbonne, France
Professor



LUO Hui

China Association for Science and
Technology



Gauhar RAZA

Council of Scientific & Industrial
Research, India
Former Chief Scientist
HSRC of MISTRA, South Africa.
Honorary Fellow



Gordon SAMMUT

University of Malta, Malta
Senior Lecturer



LI Zhengfeng

School of Social Science of
Tsinghua University, China
Vice Director



LIU Xuan

National Academy of Innovation
Strategy, China
Associate Researcher



Luisa MASSARANI

National Institute of Public
Communication in Science and
Technology, Brazil
Coordinator



Masataka WATANABE

University of Tsukuba, Japan
Committee of PCST Network
President of Japan Science
Communication Association

Program Committee

Chair:



Bernard SCHIELE

Co-Chair of the scientific committee, Full Professor, Faculty of Communication of University of Quebec at Montreal

Bernard Schiele, PhD, is a researcher and a professor at the University of Quebec at Montreal (Canada). He teaches and lectures frequently in North America, Europe and Asia, and has been working for a number of years on the socio-dissemination of S&T. He is a member of several national and international committees and is a regular consultant on scientific culture matters to government bodies and public organizations. He is also a founding member and current member of the Scientific Committee of the PCST network. He chaired the International Scientific Advisory Committee for the New China Science and Technology Museum (2006–2009), and chaired the Scientific Committee of the Journées Hubert Curien 2012 (Nancy, France) (2011–2012). He was a member of the Expert Panel on the State of Canada's Science Culture (2013–2014), which published *Science culture: Where Canada stands* (Council of Canadian Academies, 2014). Among other books he has recently published as a co-editor are *At the human scale: International practices in science communication* (Beijing University Press, 2006); *Communicating science in social contexts: New models, new practices* (Springer, 2008); *Science communication in the world: Practices, theories and trends* (Springer, 2012); *Science communication today: International perspectives, issues and strategies* (CNRS, 2013); and *Les Musées et leurs publics: Savoirs et enjeux* [Museums and their visitors: Knowledge and challenges] (PUQ, 2014). With Joëlle Le Marec and Patrick Baranger he has coedited *Science Communication Today – 2015*, and with Joëlle Le Marec *Cultures de science* (ACFAS, 2017).



CHENG Donghong

President of Chinese Association of Natural Science Museums

Cheng Donghong, Doctor of Education, was a visiting scholar at Pennsylvania State University. She held a post as the vice division chief and vice director of the China Adolescents Science & Technology Center, and the minister of the Science Popularization Department of the China Association for Science and Technology. She has assumed the office as the secretary of the Secretariat of the China Association for Science and Technology and member of the Communist Party of China since June 2001. She has served as the Standing Committee of the China Association for Science and Technology since May 2006. In May 2011, she assumed the post as vice chairman of the China Association for Science and Technology and vice secretary of the Party Group. She was also a member of the Standing Committee of the National Federation of Women's Institutes, the vice president of the China Women's Association for Science and Technology, and a member of the Scientific Committee of the Public Communication of Science and Technology Network. She is currently the chairman of the China Museum of Natural Science.

Member:



Julie ADAM

University of Lorraine, France
Project Manager of Science And You



Martin BAUER

London School of Economics and Political Science, United Kingdom
Professor



Michel CLAESSENS

ITER policy and communication,
Belgium
Officer



Denis ENTEMEYER

University of Lorraine, France
Associate Professor



HU Zhiqiang

University of Chinese Academy of Sciences, China
Professor



LIU Xuan

National Academy of Innovation Strategy, China
Associate Researcher



Gauhar RAZA

Council of Scientific & Industrial Research, India
Chief Scientist
HSRC of MISTRA, South Africa.
Honorary Fellow



REN Fujun

National Academy of Innovation Strategy, China
President



RUAN Cao

National Academy of Innovation Strategy, China
Vice President



Mariama TRAORÉ

University of Lorraine, France
Director of International and Europe Affairs Department



WANG Hongwei

Institute of Quantitative and Technical Economics, Chinese Academy of Social Science, China
Researcher



ZHAO Yandong

China Academy of Science and Technology Development Strategy
China
Researcher

Organizing Committee

Director:



REN Fujun

President of National Academy of Innovation Strategy
Vice Secretary of the leading Party Committee of National Academy of Innovation Strategy



ZHOU Wenbiao

Secretary of the leading Party Committee of National Academy of Innovation Strategy
Vice President of National Academy of Innovation Strategy

Secretary-General:



ZHOU Daya

Vice President of National Academy of Innovation Strategy

Vice-director:

RUAN Cao (National Academy of Innovation Strategy, China)
CHEN Rui (National Academy of Innovation Strategy, China)

Member

WANG Hongwei (Institute of Quantitative and Technical Economics, CASS, China)
LIU Xuan (National Academy of Innovation Strategy, China)
HAO Qian (National Academy of Innovation Strategy, China)
SHI Yunyan (National Academy of Innovation Strategy, China)
Julie ADAM (University of Lorraine, France)
Nicolas BECK (University of Lorraine, France)
Pierre MUTZENHARDT (University of Lorraine, France)
Mariama TRAORÉ (University of Lorraine, France)

Guests of Reports

Invited Speaker



HAN Qide

HAN Qide, the academican of Chinese Academy of Sciences. He was the central committee chairman of the Jiu San Society and the vice chairman of the 12th CPPCC national committee.

He is now the honorary president of China Association of Science and Technology, the president of Westen Returned Scholars Association • Overseas-educated Scholars Association of China, the honorary vice-president of Red Cross Society of China, the vice-president of China Council for the Promotion of Peaceful National Reunification. He mainly engaged in molecular pharmacology and cardiovascular basic research. He has published more than 200 papers cited by SCI journals over 1700 times. He obtained the first prize of national education commission science and technology progress award in 1992, the third prize of national health commision science and technology progress award in 1993, the third prize of national natural science award in 1994, the first prize of national education commission science and technology progress award in 1995, the Science & Technology Progress Award of He-Liang-He-Li Fundation in 1998, the first prize of the natural science award in 2000.

Keynote Speakers



Massimiano BUCCHI

Editor of *Public Understanding of Science*, Professor of Science and Technology and Society, University of Trento

Massimiano Bucchi is a professor of Science and Technology in Society at the University of Trento, Italy and has been visiting professor in academic and research institutions in Asia, Europe, North America and Oceania. He is the editor of the international journal *Public Understanding of Science* (Sage).

He has published papers in journals such as *Nature* and *Science* and several books (in Italy, Brazil, Finland, China, Korea, UK and USA, Spain and Latin America), including *Science in Society* (London and New York, Routledge, 2004), *Beyond Technocracy*(New York, Springer, 2009), *Handbook of Public Communication of Science and Technology* (London & New York, Routledge, 2014) and *the 4vols anthology The Public Communication of Science* (London & New York, Routledge, 2016, both ed. with B. Trench).



Noyuri MIMA

Professor of Future University Hakodate, deputy director of the National Museum of Emerging Science and Innovation

Noyuri Mima is a professor at Future University Hakodate in Japan. After serving as a member of the planning committee of the National Museum of Emerging Science and Innovation, she became deputy director at the museum from 2003 to 2006. In 2008, she established Science Support Hakodate, a voluntary association for promoting science communication and developing science literacy of citizens. In this activity Noyuri was awarded the 2014 Science and Technology Prize from the Minister of Education, Culture, Sports, Science, and Technology. In 2013, she was appointed as a member of the council of NHK, Japan's broadcasting corporation, for a three-year term. Her research and development focus on promoting learning, communication, and networking in science, technology, and art from a wide range of knowledge and experience in computer science, cognitive science, and education Noyuri has also published several books for kids, high school students, and researchers.



Special Guest



LIAO Fangyu

Director of Computer Network Information Center, Chinese Academy of Sciences

LIAO Fangyu is currently a member of the Cyber Leadership Group of Chinese Academy of Sciences, director of the Computer Network Information Center of the Chinese Academy of Sciences. He is the director of the National Joint Engineering Laboratory for Big Data Analysis and Computation, the editorial board of the Netinfo Security, the vice director of the Computer Security Professional Committee, the vice chairman of the Internet Society of China, the specially invited vice president of the China Information Industry Association, and the vice chairman of the China committee of the Committee on Data for Science and Technology, etc. He has won the first class prize of The State Scientific and Technological Progress Award and the second class prizes of the Beijing Science and Technology Award.



WANG Yaping

WANG Yaping, the four-level astronaut of PLA astronaut brigade, rank of lieutenant colonel.

She is now the vice-president of China Youth Federation. She was chosen into the flight crew of Tiangong-1 and Shenzhou-10 manned missions in April 2013. She obtained the honorary title of hero astronaut and three-level space merit medal in 2013, the astronaut group "time model" honorary title in 2018.

Plenary Session



GUO Yike

Professor of Imperial College

Guo Yike is a Professor of Computing Science in the Department of Computing at Imperial College London. He is the founding Director of the Data Science Institute at Imperial College, as well as leading the Discovery Science Group in the department. He has been working on technology and platforms for scientific data analysis since the mid-1990s, where his research focuses on knowledge discovery, data mining and large-scale data management. In 2012, He became the first batch of Shanghai thousand talents plan, Shanghai special experts, and the overseas talents work consultant of Beijing Government. He is the chief big data scientist of Shanghai Industry Research Institute, director of Health Big Data Center at Shenzhen Advanced Technology Institute, CAS, and dean of Computer Science College in Shanghai University.



LI Zhengfeng

Vice Director of School of Social Science of Tsinghua University

Professor at the Institute of Science, Technology and Society, the Vice president of the School of Social Sciences, Tsinghua University. His main research areas include sociology research on science and technology, strategy of science development and policy of science and technology, theory of innovation system, and China innovation system.



Michel CLAESSENS

ITER policy and communication Officer

Michel Claessens' background is physical chemistry and science journalism. He joined the European Commission in 1994 where has been acting Head of the Communication Unit in the Research Directorate-General, spokesperson for research, editor-in-chief of the research*eu magazine and in charge of the science and technology Eurobarometers until 2010. In April 2011, Michel became Head of Communication and External Relations at the ITER Organization in Saint Paul-lez-Durance (France). He is now in charge of ITER policy and communication in European Commission's Directorate-General for Energy. Michel is also teaching at the Free University of Brussels and has published a dozen of books and essays.



Jan RIISE

Manager for Engagement of City Future Research Center in Chalmers University of Technology

Jan RIISE graduated from Urban and Regional Planning faculty in University of Gothenburg. He has been acting as Director of Public Engagement Department since 2015. From 2008 to 2010, He was the President of European Association for Scientific Activity. He has published several books, including From Public to the World of Policy Science Communication: Practice, Theory and Trend and Public Scientific Communication in Social Environment: New Pattern, New Practice, etc.

Program of Conference

September 15 Saturday

| | |
|-------|---|
| 09:00 | Opening |
| 10:00 | Coffee Break |
| 10:15 | Face the Astronaut |
| 10:25 | Keynote Speech |
| 12:30 | Lunch |
| 13:30 | Cultures of Science Journal Press conference |
| 14:30 | Session 1: Science and public sphere Session 2: Participation, engagement, involvement Session 3: Science, anti-Science, pseudoscience Session 4: Outreaching communities Session 5: Science as culture in civic life Session 6: Historical studies on science communication |
| 16:20 | Visiting Activities: International science works exhibition |

September 16 Sunday

| | |
|-------|---|
| 08:30 | Session 7: Science museums, fairs, festivals Session 8: Research on science communication Session 9: Science communication and scientists Session 10: Science, culture, society Session 11: Science communication studies in multi-perspective Session 12: Science as local cultures Session 13: Science and technology events |
| 10:10 | Coffee Break |
| 10:30 | Session 14: The culture of science in its professionals Session 15: Science communication and the media Session 16: Contentstudies of science in communication Session 17: Science communication and innovation Session 18: Science, technology and industry Session 19: Science communication in the age of new media Session 20: Research on science and technology talents Session 21: Research on the culture from the perspective of big data |
| 12:10 | Lunch |
| 14:00 | Plenary session |
| 16:00 | Closing remarks |
| 17:30 | Cultural Night of China and France |

September 17 Monday

Doctoral Student Workshop

September 15 Saturday

09:00-10:00 **Opening** (Third-floor lecture hall)

Chair: LI Hong

Welcome address: HUAI Jinpeng, Secretary of the Leading Party Members' Group, Executive Vice President and Chief Executive Secretary of CAST (10 min)

Speech 1: Olivier RICHARD, Ministre Conseiller/Deputy Head of Mission (10 min)

Speech 2: Pierre MUTZENHARDT, President of University of Lorraine (10 min)

Invited Speech

HAN Qide, Academician of the Chinese Academy of Sciences

Thoughts on Characteristics of Chinese Scientific Culture (30 min)

10:00-10:15

Coffee Break

10:15-10:25 **Face the Astronauts** (Third-floor lecture hall)

Special Guest: WANG Yaping, Chinese Astronaut

10:25-12:25 **Keynote Speech** (Third-floor lecture hall)

Chair: CHENG Donghong

10:25-11:10 Massimiano BUCCHI, Professor of University of Trento

The Challenges of Science Communication 2.0: credibility, expertise and the crisis of mediators

11:10-11:55 Noyuri MIMA, Deputy director of the National Museum of Emerging Science and Innovation

Potential of Local Science Festivals for a Sustainable Society of the Future

11:55-12:25 LIAO Fangyu, Director of Computer Network Information Center, Chinese Academy of Sciences

Scientific Culture Communication in Internet Environment

12:30-13:30

Lunch

13:30-14:30 **Cultures of Science Journal Press Conference** (209)

Chair: REN Fujun

Speech: Leader of CAST (5 min)

Speaker 1: Leader of Editorial Board (20 min)

Speaker 2: Bernard SCHIELE Editor in Chief of Cultures of Science Journal (15 min)

Speaker 3: LUO Hui Editor in Chief of Cultures of Science Journal (15 min)

Publishing Ceremony ; Directors from CAST and Editorial office (5 min)

14:30-16:10 **Session 1: Science and public sphere** (202A)

Chair: Michel CLAESSENS

Reporter: LI Zheng

14:30-14:55 Smart society and smart education for 2035

Author : ZHANG Yanxin

Co-author: CHEN Rui

14:55-15:20 Climate Change Communication as Political Agenda and Voters' Behaviour

Author: WANG Zhongbei

Co-authors: Anwar Muhammad AZFAR, ZHOU Rongting, FAHAD ASMI, Sajjad Aqsa

15:20-15:45 Enhancing a responsible science-society relationship in global perspective

15:45-16:10 From spirit of science to spirit of China modern scientists

Author: LI Zheng

Co-authors: LUO Hui, LI Zhengfeng, LI Xiang

14:30-16:10 **Session 2: Participation, engagement, involvement** (202 B)

Chair: Martin BAUER

Reporter: SUN Yanqiu

14:30-14:55 MORE-PE 'Mobilisation of Resources for Public

Engagement': a cross-national comparative study on institutional science communication

Author: Marta ENTRADAS

14:55-15:20 How scientists think about science communication

Author: John BESLEY

15:20-15:45 Scientists and non-scientists compete for authority over science in West Africa

Author: Bankole FALADE

15:45-16:10 Current situation and thinking of science popularization activities carried out by academicians: An analysis based on questionnaire survey

Author: ZHOU Jianzhong

Co-author: YUAN Mengfei

14:30-16:10 **Session 3 : Science, anti-Science, pseudoscience** (203 A)

Chair: Masataka WATANABE

Reporter: LI Mei

14:30-14:55 An empirical research to explore the factors affecting adolescents' scientific creativity

Author: LI Mei

Co-author: SHI Lei

14:55-15:20 The complex genealogy of pseudoscience communication: The case of the ancient astronaut theory

Author: Alexandre SCHIELE

15:20-15:45 Politics, religion, science and scientific temper

Author: Gauhar RAZA

15:45-16:10 From knowledge is power to thou shalt communicate

Author: WANG Dapeng

14:30-16:10 **Session 4: Outreaching communities** (203B)

Chair: ZHAO Yandong

Reporter: ZHAO Jingya

14:30-14:55 Building bridges: animating a network of science communication professionals

Author: Nicolas BECK

Co-author: Julie ADAM

14:55-15:20 Report of science communication to reach out to an indifferent public

Author: Yukiko MUTA

15:20-15:45 Attracting new audiences to science

15:45-16:10 Author: Sophie MALAVOY
Developing new strategies for science centers and museums in increasing the public understanding of science: Case study from CSTM
Author: MO Xiaodan
Co-authors: MA Yugang, QI Xin

14:30-16:10 Session 5: Science as culture in civic life (205A)

Chair: YANG Zhihong
Reporter: SHI Lei
14:30-14:55 Volunteer participation to STEM education through co-creation: Field experiences at Turkish Education Voluntaries Foundation
Author: Ahmet SUERDEM
Co-author: Soylu SOYDAN
14:55-15:20 Public participation and government's scientific decision - Taking the disputes caused by China's PX project as an Example
Author: MA Jianquan
Co-author: QI Hailing
15:20-15:45 Media science communication for children. A linguistic approach
Author: Ruis RAMOS
15:45-16:10 Citizen science: The world and China
Author: SHI Lei
Co-author: FU Zhenyu

14:30-16:10 Session 6: Historical studies on science communication (208)

Chair: Luisa MASSARANI
Reporter: YANG Yanxia
14:30-14:55 The rise of English-language science communication at Japanese institutions
Author: Koso AYUMI
14:55-15:20 Using Live Webcast to Communicate Science Under the Background of Media Convergence
Author: TAN Yihong
15:20-15:45 Thoughts on the Construction of Think Tanks in Association for Science and Technology System
Author: WANG Yinqiu
15:45-16:10 The feelings of the family and the country: the spiritual support of "the dream of atoms" —— the "father of atomic bomb in China", Qian Sanqiang
Author: YANG Yanxia

16:20-18:00 Visiting Activities: International science works exhibition in China Science and Technology Museum

September 16 Sunday

08:30-10:10 Session 7: Science museums, fairs, festivals (202A)

Chair: Canan URHAN
Reporter: SUN Yanqiu

08:30-08:55 Representing science as culture in museums
Author: LI Xiang
Co-author: LIU Xuan
08:55-09:20 Research on science and technology museums' science and culture communication strategy based on audience needs
Author: LIU Yuhua
09:20-09:45 Visiting science centers: What teenagers can tell us?
Author: Luisa MASSARANI
09:45-10:10 Science centers and museums serving city development make science within reach
Author: QI Xin
Co-author: Ma Yugang

08:30-10:10 Session 8: Research on science communication (202 B)

Chair: Marta ENTRADAS
Reporter: WANG Yiqing
08:30-08:55 A 10-year research trend of international science communication: Analysis based on science communication journal during 2008 and 2017
Author: YUE Mengmeng
Co-author: WANG Guoyan
08:55-09:20 Situation and orientations of science culture professions in France
Author: Samuel CORDIER
09:20-09:45 For a methodological flexibility in science
Author: Essaie YAMBAYE
Co-author: DINGAONARBE Faustin
09:45-10:10 Research on the Influence of data journalism on the diffusion of scientific culture
Author: REN Ruijuan
Co-author: HUANG Chuxin

08:30-10:10 Session 9: Science communication and scientists (203 A)

Chair: John BESLEY
Reporter: WANG Huibin
08:30-08:55 Citizen science as participatory science communication
Author: Per HETLAND
08:55-09:20 Responsible Research and Innovation in China
Author: ZHAO Yandong
09:20-09:45 Communicating science with anthropomorphism: Examples from Japan
Author: Matthew WOOD
09:45-10:10 Between collectivism and individualism: Chinese scientists' choice
Author: WANG Huibin

08:30-10:10 Session 10: Science, culture, society (203B)

Chair : LI Zhengfeng

Reporter: CAO Xuwei

08:30-08:55 The cultural authority of science – towards a comparative research programme

Author: Martin BAUER

08:55-09:20 An Analysis of the Science and Culture in the Era of Artificial Intelligence

Author: LI Zhihong

09:20-09:45 Mapping the current science communication landscape in Canada

Author: Michelle RIEDLINGER,

Co-authors: Alexandre SCHIELE, Germana BARATA, Juan Pablo ALPERIN

09:45-10:10 Comparing the public attitude towards science across provinces in China

Author: LIU Xuan

Co-author: LI Xiang

08:30-10:10 Session 11: Science communication studies in multiperspective (205 A)

Chair: Laurence BORDENAVE

Reporter: LI Na

08:30-08:55 The new mechanism of scientific communication by the scientific and technological innovation team

Author: LI Xinyu

08:55-09:20 Traditional culture and scientific culture

Author: Bernard SCHIELE

09:20-09:45 Analysis of discourse construction of reports on genetically modified rice in China

Author: ZHENG Quan

Co-author: ZHANG Zengyi

09:45-10:10 Exploring the function of agenda-setting in science communication in the era of the New Media: Taking the smog reports of the Web portals as examples

Author: LI Na

Co-author: QIAN Shuangshuang

08:30-10:10 Session 12: Science as local cultures (205B)

Chair : Nicolas BECK

Reporter: MA Jianquan

08:30-08:55 Are Chinese netizens willing to speak out? The spiral of silence in public reactions to controversial food safety issues on social media

Author: XU Linjia

Co-author: LIU Jiaying

08:55-09:20 Social media metrics to trace science communicators in Canada

Author: Germana BARATA

Co-authors: Michelle RIEDLINGER, Alexandre SCHIELE, Juan Pablo ALPERIN

09:20-09:45 Science in Japanese pop culture

Author: Masataka WATANABE

09:45-10:10 Science communication practices and research on scientific mindset and learning motivation, using TV

programs broadcasted by NHK

Author: Kano KEI

Co-authors: Mizumachi ERI, Shiose TAKAYUKI, Takeuchi SHINICHI, Takayuki GOTO

08:30-10:10 Session 13: Science and technology events (208)

Chair: CHRIS Tennant

Reporter: FU Zhenyu

08:30-08:55 Science festivals: a science communication approach that needs further evaluation

Author: Elpiniki PAPPA

08:55-09:20 The responsibility of science diplomacy to society, the story of the UK

Author: FU Zhenyu

Co-author: SHI Lei

09:20-09:45 Comparison on construction of communication context in traditional artistry and culture between space of hypermedia and space of traditional communication: case study in Xuan Paper in Museum of Xuan Paper of China

Author: CHENG Xi

Co-author: TANG Shukun

09:45-10:10 The comparison of "new energy laws" researches from China and other countries

Author: ZHAO Jingya

Co-author: CHU Jianxun

10:10-10:30 Coffee Break

10:30-12:10 Session 14: The culture of science in its professionals (202A)

Chair : Denis ENTEMEYER

Reporter: YANG Zhihong

10:30-10:55 Long live the scientists: An explorative study on the fame of great minds in physics

Author: WANG Guoyan

10:55-11:20 Difference between the educational patterns of the USA and the Soviet Union: A study on the Chinese scientist Jiang Yiyuan

Author: WANG Liyuan

11:20-11:45 Evolution of scientist Image research: A visual metrology analysis Based on CNKI literature data

Author: HUANG Wen

Co-author: YAN Qi

11:45-12:10 The project of collecting historic data of scientists' academic life: Brief history, status, and outlook

Author: YANG Zhihong

10:30-12:10 Session 15: Science communication and the media (202 B)

Chair: Martin BAUER

Reporter: SHI Lei

10:30-10:55 Content analyzing media coverage of three controversial technologies: Based on the observations in China

| | | |
|--------------------|---|----------------|
| | Author: JIN Jianbin Co-author: LI Chunhui | |
| 10:55-11:20 | A research on China's science Communication ecosystem under the background of media Convergence Author: SUN Xiaocui | |
| 11:20-11:45 | Audio programme and reading material on science in daily life for visually impaired students and students with low vision Author: Rakesh ANDANIA Co-authors: Kaur ANOO, Bhat NEERU | |
| 11:45-12:10 | Autonomous vehicle technology: understanding drivers' resistance to being automated Author: Chris TENNANT | |
| 10:30-12:10 | Session 16: Content studies of science in communication | (203 A) |
| | Chair: Samuel CORDIER Reporter: WANG Yiqing | |
| 10:30-10:55 | Application and exploration of new media technology in agricultural science and technology communication Author: WANG Yiqing | |
| 10:55-11:20 | Discourse construction of "PX" risk: public risk perception on Weibo and Zhihu Author: YUE Liyuan Co-author: ZHANG Zengyi | |
| 11:20-11:45 | Media representations of artificial intelligence in UK, China, France and US Author: Ahmet SUERDEM Co-author: Akkiliç Serhat | |
| 11:45-12:10 | PhD students involved in telling science: the possibilities of comic medium in science communication projects Author: Laurence BORDENAVE | |
| 10:30-12:10 | Session 17: Science Communication and Innovation | (203B) |
| | Chair: Per Hetland Reporter: WANG Yinqiu | |
| 10:30-10:55 | Spirit of Innovation with Advance of Science and Technology Author: ZHAO Ji Co-author: XU Yanling | |
| 10:55-11:20 | Inheriting 'pilot' spirits, linking the future of 'venture and innovation': Sharing of international cooperation and talent introduction strategy experience under new situations Author: ZHANG Xiuying Co-author: YANG Xiu | |
| 11:20-11:45 | Brief Analysis of the Connotation of Aerospace Spirit, Scientific Spirit and Socialist Core Values Author: ZHONG Pei | |
| 11:45-12:10 | Cognitive polyphasia among the technical career women: strategies for coping with uncertainty and information overload Author: Canan URHAN | |

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| 10:30-12:10 | Session 18: Science, technology and industry | (205 A) |
| | Chair: REN Ruijuan Reporter: LI Yi | |
| 10:30-10:55 | The technology innovation system for military enterprises under the background of civil-military Integration Author: TANG Seli Co-author: LI Zhancheng, YU Xia | |
| 10:55-11:20 | The formation and development of space engineering culture with Chinese characteristics based on scientific spirit Author: CAI Wenyi Co-author: YANG Xuejiao, RAO Chenglong | |
| 11:20-11:45 | Transformation and upgrading of space technology industry and construction of engineering culture under the spirit of Science Author: CAI Wenyi Co-authors: YANG Xuejiao, RAO Chenglong | |
| 11:45-12:10 | Research on the impact of new round of science and technology revolution on service invention Author: LI Yi | |
| 10:30-12:10 | Session 19: Science communication in the age of new media | (205B) |
| | Chair: Jan RIISE Reporter: LI Xinyu | |
| 10:30-10:55 | Trend and difficulties of science communication under New Media era: Take "Science Media Center" as an example Author: SHI Congyi | |
| 10:55-11:20 | Who Visits Science Museums in China: A Study on Science Museum Visitors' Identity-related Motivations Author: CHU Huiping | |
| 11:20-11:45 | Research on the mode of science and culture communication under the context of new media Author: ZHU Yun | |
| 11:45-12:10 | Your thesis in three minutes, stopwatch in hand! Author: Nathalie CAROL Co-author: Clotilde JOHANSON | |
| 10:30-12:10 | Session 20: Research on science and technology talents | (206B) |
| | Chair: Julie ADAM Reporter: YANG Guang | |
| 10:30-10:55 | Inheritance, innovation and development: The story of three generations of technocrats governing the Qiantang River Author: LI Haijing | |
| 10:55-11:20 | Bibliometric analysis of culture of science research Author: CAO Xuewei Co-author: CHEN Rui, Gao Xiaowei | |
| 11:20-11:45 | Collaborative innovation mechanism construction in social governance of china in the new era | |

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| 11:45-12:10 | Author: GAO Yuanying Study on Salaries of engineering staff in China Author: YANG Guang Co-author: WANG Yann | |
| 10:30-12:10 | Session 21: Research on the culture from the perspective of big data | (208) |
| | Chair: WU Hong Reporter: ZHANG Haodong | |
| 10:30-10:45 | Use Big Data of Science and Technology to Help Enterprise Develop Innovation Author: ZHU Lijun | |
| 10:45-11:00 | Innovation Trend and New Economic Transformation in Cyber Space Author: SHEN Yushi | |
| 11:00-11:15 | Scientific and Technical community, Science Culture Author: MA Huimin | |
| 11:15-11:30 | Research on "Science of Science" under the Circumstance of Academic Big Data Author: JIA Tao | |
| 11:30-11:45 | Research on Chinese Standard of Big Data Development Author: GAN Keqin | |
| 11:45-12:00 | Relevance Analysis Method of Scientific and Technical Subject Author: XU Shuo | |
| 12:10-14:00 | Lunch | |
| 14:00-16:00 | Plenary session: Culture of science: Today and tomorrow | (Third-floor lecture hall) |
| | Chair: Bernard SCHIELE | |
| 14:00-14:30 | GUO Yike, Professor of Imperial College Data Science and You | |
| 14:30-15:00 | LI Zhengfeng Professor of Tsinghua University Thoughts on the Trend of Scientific Culture Development | |
| 15:00-15:30 | Michel Claessens, ITER policy and communication officer Is there a future for science communication? | |
| 15:30-16:00 | Jan RIISE, Manager for Engagement in Chalmers University of Technology Community and Societal Engagement in Science | |
| 16:00-16:30 | Closing remarks | (Third-floor lecture hall) |
| | Chair: Bernard SCHIELE Summary Speech: REN Fujun | |

Cultural Night of China and France:

Time: September 16 17:30

Site: China National Convention Center 309

| | |
|-----------------------|---|
| Program: | |
| Chair: ZHOU Daya | |
| 17:30-17:40 | Leader Speech |
| 17:40-17:50 | Sichuan opera face |
| 17:50-17:55 | A French chorus of six singers 《Vois sur ton chemin》 |
| 17:55-18:00 | French solo 《Cache-cache》 |
| 18:00-18:10 | Instrumental Performance -- 《Mozart Flute Quartets》 |
| 18:10-18:20 | Beijing Opera 《Silang Visiting His Mother》《The Drunken Concubine》 |
| 18:20-20:00 | Dinner Party (Play Background Music 《Great China》 Chapter) |
| Menu: to be confirmed | |

Doctoral Student Workshop:

Time: September 17th

Site: Tsinghua University

| | | |
|--------------------|--|---|
| 09:00-11:50 | Thematic Forum | (Reception Hall of the Main Building, Tsinghua University) |
| | Chair : DENG Ning | |
| 09:00-09:05 | Speech of Tsinghua University School Leader | |
| 09:05-09:10 | Speech of Leader from National Academy of Innovation Strategy | |
| 09:10-09:50 | Keynote Speech | |
| | WU Jianping, Director of Department of Computer Science and Technology of Tsinghua University | |
| 09:50-10:20 | Invited Lecture | |
| | Julie ADAM, Manager of Science and You Project Université de Lorraine | |
| 10:20-11:50 | Young Scientists' Scientific Communication Capacity Training | |
| 10:00-10:50 | Scientific Communication by Combining New media and Traditional media GUO Liang, Scientific Popularization Expert from Institute of Mechanics, Chinese Academy of Sciences Scientific Communication Expert of CAST | |
| 10:50-11:20 | Planning Concept of Scientific Exhibitions and Exhibits Sophie MALAVOY University of Quebec, Canada Assistant Professor | |
| 11:20-11:50 | The Meeting of Science and Art WANG Guoyan, Member of the Scientific Committee of PCST Network Research Assistant in University of Science and Technology of China | |
| 14:00-16:30 | Doctoral Students Workshop | |
| 14:00-16:30 | Site: Huaye Building 1103 How to transpose scientific research into comics storytelling project? | |

14:00-16:30 Laurence Bordenave, Science Communicator of Université de Lorraine
 Site: Huaye Building 1201
 Formation Science Communication 101

14:00-16:30 Sophie MALAVOY, Assistant Professor University of Quebec
 Site: Huaye Building 1301
 Using scenic arts and humor to present your research work
 Julie Adam, Project Manager of Science and You, Université de Lorraine

Introduction of Organizers

National Academy of Innovation Strategy

National Academy of Innovation Strategy (hereinafter referred to as "NAIS"), a national first-category public-welfare research institute, is mainly responsible for studying S&T policies, S&T development strategies, innovation culture and S&T practitioners, constructing S&T data center and national high-level S&T innovation think tanks, and carrying out innovation evaluation and decision-making consultation.

Adhering to the principle of global vision, era height, historical depth and S&T cutting edge, NAIS aims to be an innovation-led, government-trusted and internationally-renowned national-level S&T think tank, prioritizing on the establishment and improvement of national S&T innovation evaluation system. NAIS is conducting comprehensive research and strategic consultation in the aspects of S&T policies and strategies, innovation culture, S&T practitioners and related overall foresight and strategic issues. targeting to innovate the decision-making advisory theories and methodologies. NAIS actively builds up S&T data and resource platform, striving to play its unique functions as a S&T innovation think tank in policy advisory, theoretical innovation, public opinion guidance, social service and public diplomacy.

NAIS academic Board includes Zhao Qinpeng, former vice minister of the Ministry of Education, member of China Engineering Academy; Wang Changlin, vice president and senior fellow of Academy of Macroeconomic Research, National Development and Reform Commission(NDRC); Wang Fenyu, vice president and researcher of Chinese Academy of Science and Technology for Development, Ministry of Science and Technology (MOST); Hu Zhijian, president and professor of Chinese Academy of Science and Technology for Development, MOST; Li Zhengfeng, SU Jun, professors of Tsinghua University; Li Guoping, professor of Peking University; Zhang Li, deputy director and professor of Department of History of Science and Technology, Faculty of Humanities, University of CAS and HU Zhiqiang, these famous scholars from related academic fields provide strong theoretical support and academic guarantee.

NAIS has five sectors: Institute of Innovation Evaluation, Institute of Innovative Talents, Institute of Innovative Environment, Center for Investigation & Statistics and Center for Document & Information.

Institute of Innovation Evaluation carry out evaluation by focusing on the strategies, plannings, policies, industries, technologies, disciplines, regions, scientific research organizations and bases, social development, etc. related to S&T innovation; organize and carry out investigation on significant issues for the purpose of providing decision advisory for national S&T strategies, plannings and policies; carry out research on evaluation theories and methodologies for scientific measurement and S&T innovation in order to formulate the relevant evaluation specifications and standards.

Institute of Innovative Talents organize and carry out research on the theories related to S&T human resources, conduct investigation mainly on S&T talent policies, talent evaluation, growth law of S&T practitioners, etc.,and periodically release research and investigation reports; organize and implement the Scientist Academic Growth Data Acquisition Program, be responsible for organizing and implementing the acquisition work, processing, studying, exhibiting and digitalizing the holdings, and studying the growth law of S&T practitioners.

Institute of Innovative Environment organize and carry out research on S&T and society-related theories and policies such as



REN Fujun

President of NAIS



ZHOU Wenbiao

Secretary of the leading Party Committee of NAIS
 Vice President of NAIS

scientific research environment, S&T social operation and S&T historical remains; carry out practice research mainly on scientific culture, innovation culture, S&T associations, etc.; carry out assessment and research on academic environment and scientific spirit, etc., and periodically release research reports; organize and carry out research on working rules of S&T associations to offer advice and suggestions on the operation of people's organizations.

Center for Investigation & Statistics build up the S&T Workers Condition Survey Site System, organize and carry out the survey and explore the relevant theories and indicators of S&T statistics, and organize to implement the statistical process; build up the investigation and statistical data platform, carry out relevant development and operating maintenance; mine, analyze and study the data providing public data product.

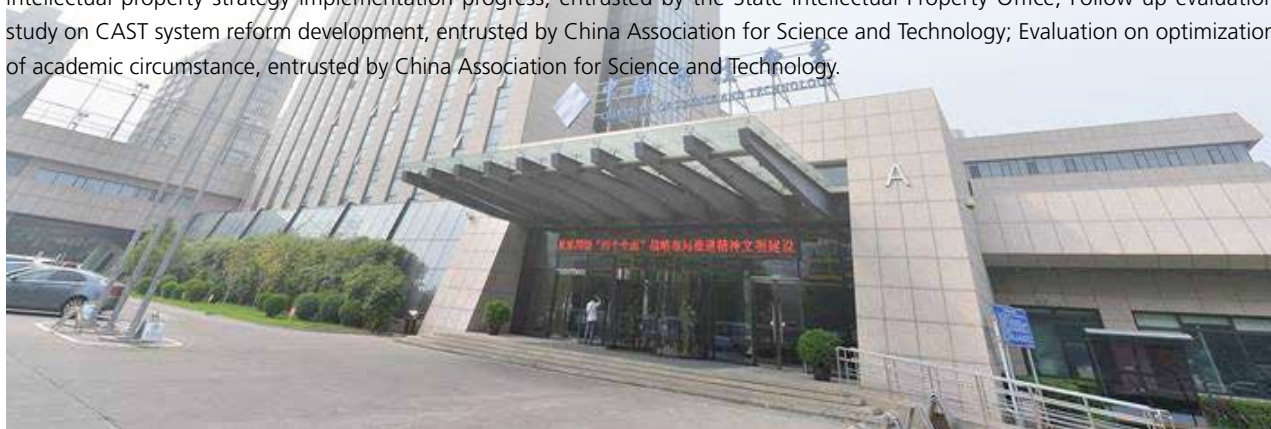
Center for Document & Information collect and analyze the document and information on the tendency of world S&T innovation, the impact of S&T development on the society, etc., and periodically prepare and submit brief information reports; organize and carry out research on technology foresight, and release serial reports; collect and manage the books, journals, conference papers, academic papers and other data of the Academy; mine and analyze the document to provide data information service for the Academy and the S&T association system.

Taking the specialists and scholars widely distributed in various associations as the primary strategic resource for development of think tank with the priority of sufficient and effective cohesion of S&T workers' wisdom, NAIS promotes the building of think tank with "small core, large periphery" by systematically optimizing resources, highlighting high-end leadership, focusing on openness and cooperation, and adhering to the talent-driven principle. NAIS construct a batch of professional institutes, depending on the association consortium and a batch of regional research bases depending on the local S&T associations. NAIS also promote the integration of think tanks with enterprise, and the integration of think tanks with media, expanding the external communication and cooperation channels of think tanks. It has fully played the role of core guidance and key support.

Since 2014, 504 survey sites have been maintained nationwide, and the number of local survey sites increases continuously. The number of internal or directly-associated S&T workers of the existing 504 survey sites nationwide is larger than 5,000,000.

At present, NAIS is staffed with 100 persons, including 49 permanent staffs, 8 guessenior fellows, 3 post-doctoral joint-mentors, 3 project-recruited researchers, 6 post-doctoral fellow, and 31 research assistants, 49 of them have a doctorate degree and 32 have masterate degree.

Recently, NAIS has undertaken these major projects: Third-party evaluation on Mass Entrepreneurship and Innovation policy implementation, entrusted by the State Council; Third-party evaluation on construction, application and management of base-layer public health infrastructure, entrusted by the State Council; Evaluation on job title system reform, entrusted by National Science & Education Leading Group; Evaluation on high-level talents income status, entrusted by National Science & Education Leading Group; Preparation of National Talent Recruitment Catalogue, entrusted by the Organization Department of the CPC Central Committee; Third-party evaluation on overall innovation pilot reform, entrusted by the National Development and Reform Commission; Supervision of "Mass Entrepreneurship and Innovation" policy implementation effect and study on "Mass Entrepreneurship and Innovation" index at the provincial level, entrusted by the National Development and Reform Commission; International evaluation on a decade performance of National Institute of Biological Science, Beijing, entrusted by Beijing Municipality; Evaluation on intellectual property strategy implementation progress, entrusted by the State Intellectual Property Office; Follow-up evaluation study on CAST system reform development, entrusted by China Association for Science and Technology; Evaluation on optimization of academic circumstance, entrusted by China Association for Science and Technology.



University of Lorraine

University of Lorraine is one of famous public universities in France. It was founded on December 5th, 1572. On January 1st, 2012, University of Lorraine merged three public comprehensive universities and one highly specialized engineering school, forming a school scale with features of comprehensive teaching and professional research.

University of Lorraine has over 60,000 students and offers 101 accredited research centers organized in 9 research areas and 8 doctoral colleges. The university is divided into two university centers, one in Nancy (biological sciences, health care, administration, computer science, and management) and one in Metz (material sciences, technology, and management). In 2016, University of Lorraine undergraduate law program is ranked 5th of France by Eduniversal, with 3 stars.

University of Lorraine promotes innovation through the dialogue of knowledge, taking advantage of the variety and strength of its scientific fields, and aiming at the promotion of knowledge transfer to irrigate innovation and economic growth as well as the progress of fundamental science.

Being the university of a whole region, University of Lorraine is a major actor of its economic and social development, building on intercultural and intergeneration links, coordinating a regional research policy, and giving access to higher education to as many inhabitants as possible.

University of Lorraine offers curricula in all fields of knowledge: sciences, health, technology, engineering sciences, human and social sciences, law, economy, management, arts, literature and language. A specific focus is given to crossovers between fields and skills, to help students develop their own pathway.



Conference Notice

2018 Science and You International Symposium & Summit on Culture of Science will be held in China National Convention Center (CNCC) in Beijing, China during Sep15-16, 2018.

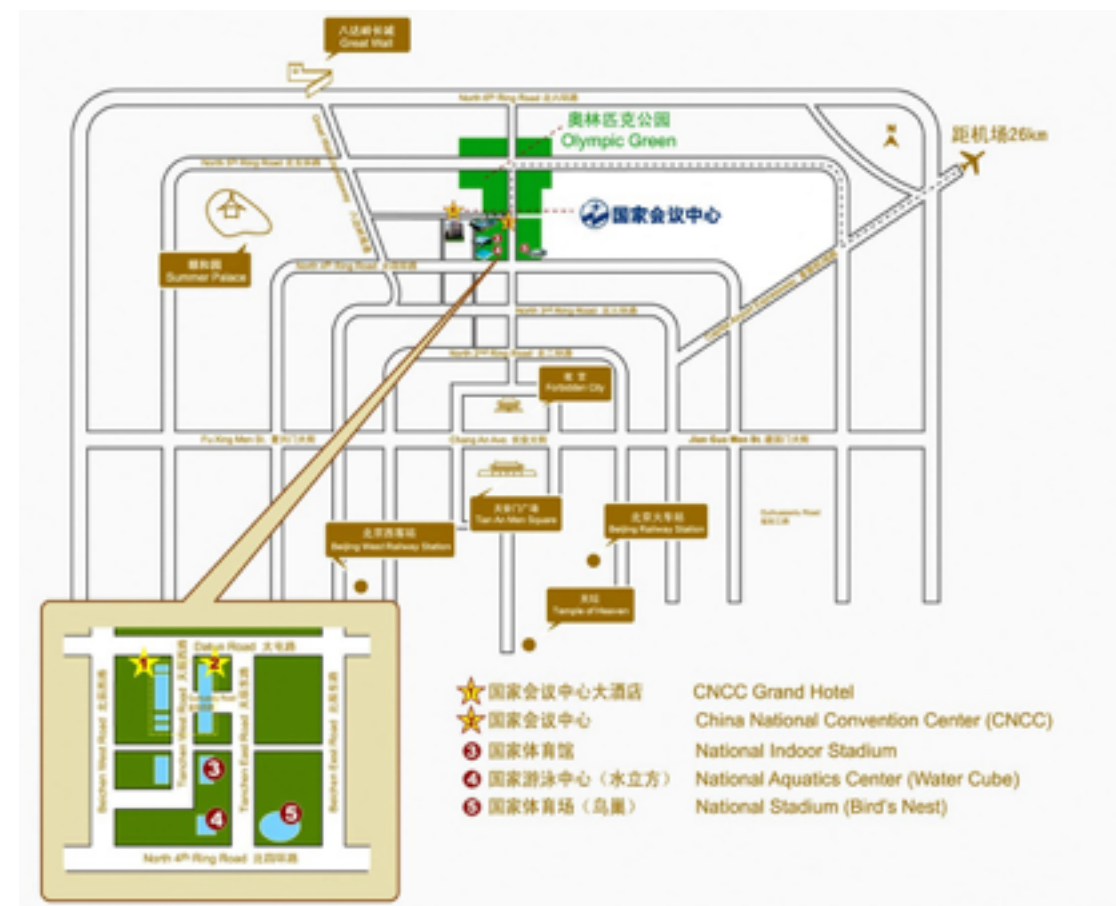
Sep. 14th

1. Agenda

| | Time | Venue |
|--------------|-----------------------|-------------------------|
| Registration | 14:00-19:00 Sep. 14th | Lobby, CNCC Grand Hotel |

2. Place

Hotel Address: Building 1, No. 8 Precincts, Beichen West Road, Chaoyang District, Beijing 100105, China.



Sep.15th

1. Agenda

| | Time | Venue |
|--|----------------------|-------------------------------------|
| Registration | 7:30-8:50 Sep. 15th | Doorway, Auditorium |
| Opening ceremony | 09:00-10:00 Sep.15th | Auditorium |
| Face the Astronauts | 10:15-10:25 Sep.15th | |
| Keynote speech | 10:25-12:25 Sep.15th | Auditorium |
| Cultures of Science Journal Press conference | 13:30-14:30 Sep.15th | 209 |
| Session 1 - Session 6 | 14:30-16:10 Sep.15th | 202AB,203AB,205A,208 |
| Visiting activities | 16:20-18:00 Sep.15th | China Science and Technology Museum |

2. Meals

| | Time | Venue |
|--------------|----------------------|----------------------------|
| Coffee Break | 10:00-10:15 Sep.15th | Cafe corner, Auditorium |
| Lunch | 12:30-13:30 Sep.15th | Park View Foyer, 3rd floor |

3. Shuttle bus

Sep.15th 16:20 CNCC- China Science and Technology Museum
 Sep.15th 18:00 China Science and Technology Museum-CNCC

4. Notice

- Venue address: No.7 Tianchen East Road, Chaoyang District, Beijing 100105 China;
- Participants will be confirmed by the name badge. Please take care of your name badge and lunch coupons. They are your only certificates to enter the venue and for lunch;
- Please board the same bus during the only-day transport. For participants who miss the shuttle bus, please go to the venue by yourselves.

Sep.16th

1. Agenda

| | Time | Venue |
|------------------------------------|----------------------|----------------------------|
| Session 7-13 | 08:30-10:10 Sep.16th | 202AB,203AB,205AB,208 |
| Session 14-21 | 10:30-12:10 Sep.16th | 202AB,203AB,205AB,206B,208 |
| Plenary session | 14:00-16:00 Sep.16th | Auditorium |
| Closing remarks | 16:00-16:30 Sep.16th | Auditorium |
| Cultural night of China and France | 17:30-20:00 Sep.16th | 309 |

2. Meals

| | Time | Venue |
|--------------|----------------------|----------------------------|
| Coffee Break | 10:10-10:30 Sep.16th | Corridor, 2nd floor |
| Lunch | 12:15-13:30 Sep.16th | Park View Foyer, 3rd floor |

Dinner

17:30-20:00 Sep.16th

309

Sep. 17th

Doctoral Student Workshop

Tsinghua University

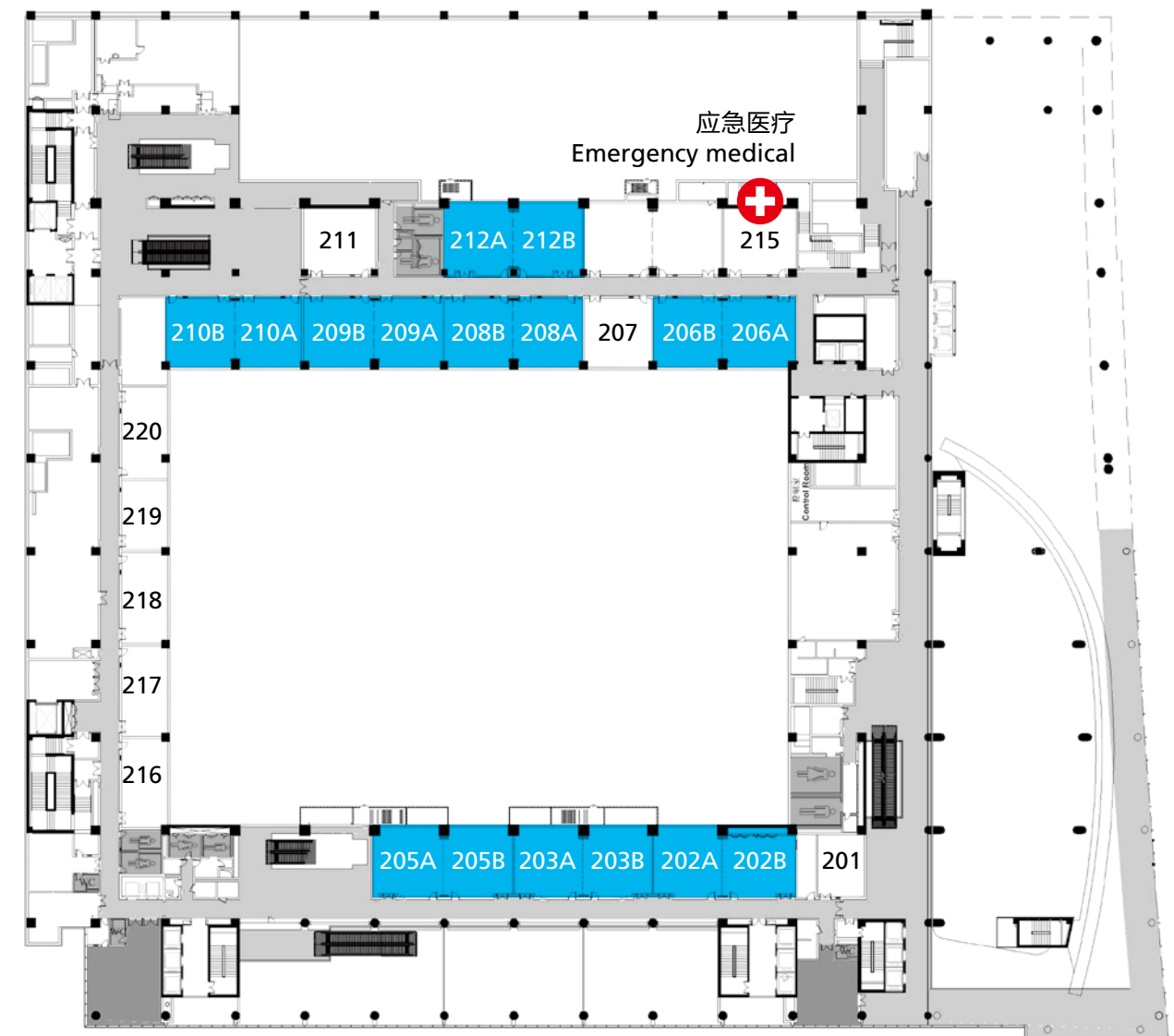
Attention

- Enter the meeting room 10 minutes earlier, and set your mobile phone to the vibrant or mute mode;
- Food, drink and smoking are not allowed in the meeting room;
- Pay attention to your personal safety as well as your property safety;
- The conference provide concurrent device. Please exchange the device with your passport;
- Contact us if you have any special diet requirement;
- The conference is equipped with medical group. Contact us if you have any related need. Medical room 215;
- Any schedule change will be informed promptly.

Contacts

| | |
|-------------|-------------|
| Wang Zining | 18911932639 |
| MA Jianquan | 15201282478 |
| LI Xiang | 18810646313 |

Floorplan of Level 2



Floorplan of Level 2

