



Faculty of Education
in Science and Technology



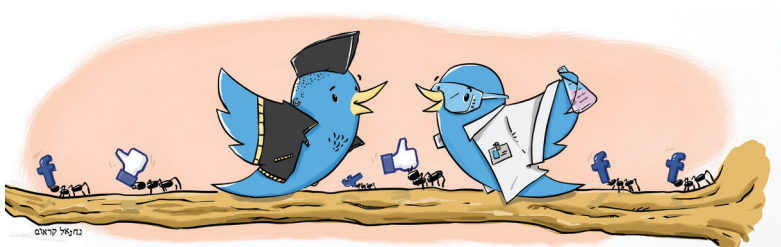
הקרן הלאומית למדע
ISRAEL SCIENCE FOUNDATION



PESO

Public Engagement
with Science
Online

2017



June 25–28, 2017

A Research Workshop
of the Israel Science Foundation

peso2017.net.technion.ac.il

Technion – Israel Institute of Technology, Haifa, Israel



Sunday, June 25

TOUR OF NORTHERN ISRAEL
WITH GUIDE MARC COLES (Optional, \$)

Departure from the Technion at 08:00 with a stop at Yagur Interchange at 08:15.

Highlights: Necropolis of Beit She'arim, Nahalal collective settlement, meeting with representatives of the non-profit organization Leket Israel, Nazareth including the Basilica of the Annunciation, Church of St. Joseph, and the Druze village of Ussefiyah.

Endpoint back at the Technion at 16:30.

Alpert Employee Center, Technion

SESSION I

Science café: What's new about public engagement with science on new media?

18:00-18:45 Reception and light dinner

18:45-19:30 AN ACADEMIC VIEWPOINT

Presenter: Ayelet Baram-Tsabari,
Faculty of Education in Science and
Technology, Technion

Greetings:

Peretz Lavie, President of the Technion
Tali Tal, Vice Dean, Faculty of Education
in Science and Technology, Technion

Lloyd S. Davis, University of Otago

The rise of video as a means for
science engagement

**Dominique Brossard, University of
Wisconsin-Madison**

Public engagement with science online:
Challenges and opportunities

19:30-20:15 AN ARTISTIC VIEWPOINT

YouMake ReMake: A unique and multi-disciplinary performance of commentary on YouTube videos;
Creator and artistic director: Renana Raz

20:15-20:30 Coffee break**20:30-21:45 A PRACTICAL VIEWPOINT**

Round table discussions:
Local dilemmas of public engagement with science online

ROUND TABLE DISCUSSION TOPICS

- > **How can we encourage the community to contribute geographic data for science and people with disabilities?**
Sagi Dalyot, Faculty of Civil and Environmental Engineering, Technion
- > **How can crowd-based developmental norms inform child development tracking? The Baby. CROINC Project**
Ayelet Ben-Sasson, Faculty of Social Welfare and Health Sciences, University of Haifa
- > **How can the media be used to get the science out of the lab and bring it to the government table?**
Neta Lipman, Israel Society of Ecology and Environmental Sciences
- > **How can the public be encouraged to investigate educational questions? The PISA Citizen Science Project**
Avner Kantor, Center for Internet Research, University of Haifa
- > **How can we encourage scientists to use scientific information submitted by the public?**
Eyal Vanunu, WildIsrael Association

- > How can we make academic knowledge accessible using Facebook? The Scientaste Project
Ruti Donag, Social Hub, Technion
- > How can we make complex medical information accessible using social media, without overloading information and without talking in slogans?
Keren Landsman, Adva Lotan and Adam Levin, Mida'at
- > How should we communicate about the importance of animal experimentation for the promotion of science and humanity?
Dori Derdikman, Rappaport Faculty of Medicine, Technion
- > Design approach in research: How do ads work? And how can computer software help create advertisements?
Tamar Many, Department of Visual Communication, Shenkar College of Engineering and Design
- > What is the financial added value of making science accessible to the public? How can success in exposure be leveraged towards financial success?
Yomiran Nissan, Little Big Science
- > What would your dream television science show look like?
Erez Garty, Davidson Institute of Science Education, Weizmann Institute of Science

Monday, June 26

Faculty of Education in Science
and Technology, Technion

Room 308

09:30-10:00 Introduction activity

SESSION II

Evidence of the usefulness of science
for non-scientists on social media

10:00-10:30 **Ilan Chabay, Institute for Advanced
Sustainability Studies**
Science communication and
transdisciplinary research on pathways
to sustainable futures

10:30-11:00 **Ayelet Baram-Tsabari, Technion**
How does science literacy manifest
itself in the lives of non-scientists?

11:00-11:30 **Jim Ryder, University of Leeds**
Research-informed policy to support
public engagement with science online

11:30-12:30 **PANEL DISCUSSION**
Moderator and discussant: Iris Tabak,
Ben-Gurion University of the Negev
Panelists: Noah Weeth Feinstein,
University of Wisconsin–Madison;
Ilan Chabay, Institute for Advanced
Sustainability Studies; Ayelet Baram-
Tsabari, Technion; Jim Ryder, University
of Leeds

Room 308

12:30-14:00 Poster session and buffet lunch

PRESENTED POSTERS

- > **Ask Dr. Twitter: Characterizing Social Media Claims about Vaccination**
Anita Tseng, Stanford University

- > **Characteristics of Authentic Scientific Discourse in Social Networks: The Case of Drinking Water Fluoridation**
Doris Shaheen-Asakly, Daniela Orr & Ayelet Baram-Tsabari, Technion

- > **Knowledge of and about Science Benefits People's Shallow Evidence Evaluation**
Friederike Hendriks, Dorothe Kienhues & Rainer Bromme, University of Münster

- > **Citizen Science for Promoting Public Engagement with Science**
Yaela N. Golumbic,
Ayelet Baram-Tsabari & Barak Fishbain, Technion

- > **Motivated Reasoning Could be Reasonable: Warranted Vigilance when Evaluating Dubious Scientific Claims**
Lukas Gierth & Rainer Bromme,
University of Münster

- > **Footprints of Fascination: Digital Traces of Public Engagement with Particle Physics on CERN's Social Media Platforms**
Kate Kahle*¹, Aviv J. Sharon*²
& Ayelet Baram-Tsabari²
¹ CERN; ² Technion; * Equal contribution

- > **Social Factors and Credibility Assessment of Scientific Content on Social Networking Sites**
Arnon HersHKovitz¹ & Tsahi (Zack) Hayat²
¹ Tel Aviv University; ² IDC Herzliya

- > **Is Science Inherently Boring? A Comparison of Science and General Items on Major Israeli News Sites**
Yael Barel-Ben David¹, Ayelet Baram-Tsabari¹ & Erez Garty²
¹ Technion; ² Davidson Institute of Science Education, Weizmann Institute of Science

- > **The Science Communication of Whale Watching: A People-Focused Approach**
Wiebke Finkler, University of Otago

- > **Supporting Scientists in Engaging with the Public: The Development and Validation of an Automated Jargon Identification Program**
Tzipora Rakedzon¹, Elad Segev², Noam Chapnik², Roy Yosef² & Ayelet Baram-Tsabari¹
¹ Technion; ² Holon Institute of Technology

Room 300

SESSION III

Lay assessment of the trustworthiness of scientific sources on social media

- 14:00-14:30** Rainer Bromme and Friederike Hendriks, University of Münster
Trust in science as an interpersonal matter: Effects of content, personal features and pragmatic expectations
- 14:30-15:00** Jonathan Osborne, Stanford University
Beyond the scientific method: Challenging the myths that surround the public conception of science
- 15:00-15:15** Coffee break
- 15:15-16:15** **PANEL DISCUSSION**
Moderator and discussant:
Jonathan Osborne, Stanford University
Panelists: Jim Ryder, University of Leeds; Rainer Bromme, University of Münster; Massimiano Bucchi, University of Trento; Sarit Barzilai, University of Haifa; Anat Yarden, Weizmann Institute of Science
- 16:15-21:00** Trip to the Baha'i Gardens in Haifa and dinner

Tuesday, June 27

Future Learning Space
Faculty of Education, University of Haifa

SESSION IV

Conceptualizing and measuring
engagement with science online

- 09:30-10:00** Noah Weeth Feinstein, University of Wisconsin–Madison
Science literacy and the structure of engagement experiences
- 10:00-10:30** Nehama Lewis, University of Haifa
Challenges and opportunities in the evaluation of health campaigns:
Exposure, engagement and effects
- 10:30-11:00** Eric Jensen, University of Warwick
Promise and pitfalls of using social media in science communication evaluation
- 11:00-12:00** **PANEL DISCUSSION**
Moderator and discussant:
Daniela Orr, Technion
Panelists: Noah Weeth Feinstein, University of Wisconsin–Madison;
Eric Jensen, University of Warwick;
Nehama Lewis, University of Haifa
- 12:00-13:00** Lunch

SESSION V

Communication without accountability: Dysfunctions of social media for PCST

- 13:00-13:30** Bruce Lewenstein, Cornell University
Can social media handle the difference between 'truth' and 'reliable knowledge'?
- 13:30-14:00** Massimiano Bucchi, University of Trento
The crisis of mediators: The challenges of science communication 2.0
- 14:00-14:30** Dominique Brossard, University of Wisconsin–Madison
Science, fake news and social media
- 14:30-14:45** Coffee break
- 14:45-15:45** **PANEL DISCUSSION**
Moderator: Bruce Lewenstein, Cornell University
Panelists: Lloyd S. Davis, University of Otago; Ilan Chabay, Institute for Advanced Sustainability Studies; Hans Peter Peters, Research Center Jülich and the Free University of Berlin; Rainer Bromme, University of Münster; Massimiano Bucchi, University of Trento; Dominique Brossard, University of Wisconsin–Madison
- 15:45-16:15** Returning to the big questions:
Planning the work groups and processes for tomorrow and beyond
- 16:15-21:00** Trip to Zikhron Ya'akov and dinner

Wednesday, June 28

Faculty of Education in Science and Technology, Technion

Room 107

SESSION VI

Creating a special section proposal

09:30-10:00 Plenary session

10:00-12:00 Breakout session:
Identifying keywords, themes and
writing teams
(Rooms 107, 220, 309, 302)

12:00-12:30 Groups report progress
and allocate roles (Room 107)

12:30-13:30 Lunch

Room 308

SESSION VII

Planning a joint cross-cultural research project

13:30-14:00 Hans Peter Peters, Research Center
Jülich and the Free University of Berlin
Social media or science journalism? A
cross-cultural comparison of scientists'
attitudes and communication practices

14:00-15:30 Breakout session:
Rooms 220, 302, 308

15:30-16:00 Wrapping up and looking forward

16:00-21:00 Trip to Acre and dinner

16:30-19:30 Parallel event (optional):
Security and Privacy in the 'Always-on Society', the inaugural seminar of the the Research Center for Cyber Law & Policy at the University of Haifa.
Keynote speaker: Bruce Schneier, Berkman Center for Internet & Society at Harvard University (Eshkol Observation Deck, University of Haifa)

Thursday, June 29

TOUR OF JERUSALEM WITH GUIDE RAKEFET HALEVI (Optional, \$)

Departure from the Technion at 08:00 with a stop at apartment hotel Levontine 14 at 08:15.

Highlights: The Church of the Holy Sepulcher, the old market, an artisanal tahini factory, the Roman Cardo and Jewish quarter, the Western Wall, the Dome of the Rock, the Church of Santa Anna, the Pool of Bethesda, and the Church of Ecce Homo.

Endpoint: Optional drop-off at Ben-Gurion International Airport (TLV).

Committees

ACADEMIC COMMITTEE

Ayelet Baram-Tsabari, Technion – Israel Institute of Technology, Israel

Bruce V. Lewenstein, Cornell University, USA

Daniela Orr, Technion – Israel Institute of Technology, Israel

Aviv J. Sharon, Technion – Israel Institute of Technology, Israel

ORGANIZING COMMITTEE

Ayelet Baram-Tsabari, Technion – Israel Institute of Technology, Israel

Yael Barel-Ben David, Technion – Israel Institute of Technology, Israel

Keren Dalyot, Technion – Israel Institute of Technology and the Wingate Academic College, Israel

Yaëla Golumbic, Technion – Israel Institute of Technology, Israel

Daniela Orr, Technion – Israel Institute of Technology, Israel

Aviv J. Sharon, Technion – Israel Institute of Technology, Israel

Acknowledgements

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