

# PESO 2017

Public Engagement  
with Science  
Online

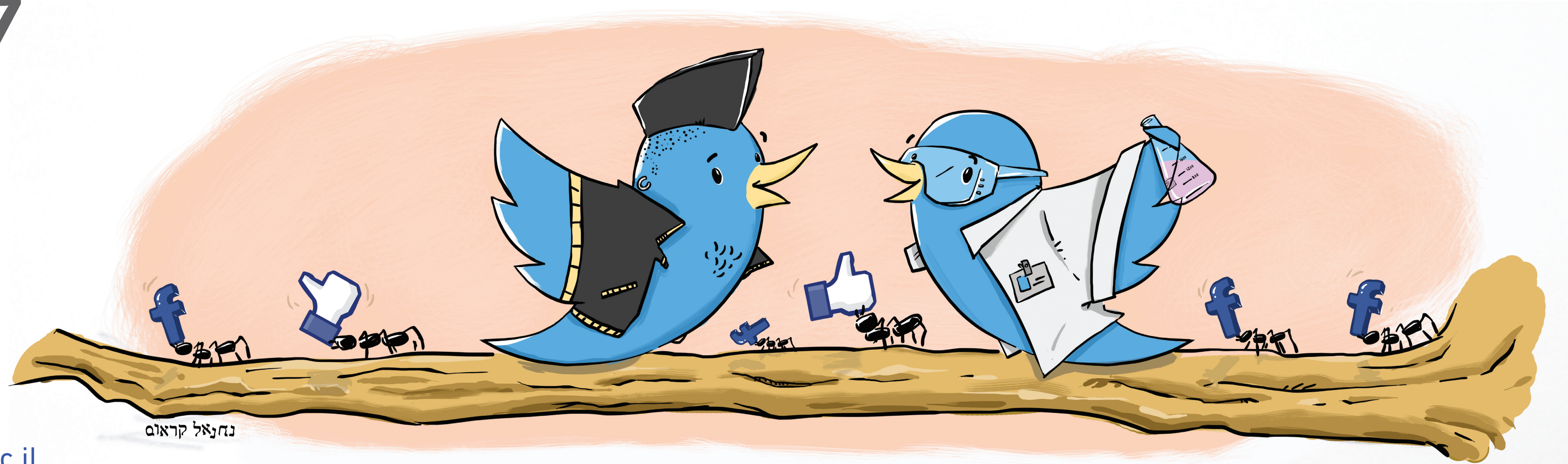


June 25–28

A Research Workshop  
of the Israel Science  
Foundation

[peso2017.net.technion.ac.il](http://peso2017.net.technion.ac.il)

Technion – Israel Institute of Technology, Haifa, Israel



## Sunday, June 25

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

18:45-19:00 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

19:00-19:15 Lloyd S. Davis, University of Otago:

The rise of video as a means for science engagement

19:15-19:30 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

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

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

15:00-16:00 PANEL DISCUSSION

Moderator and discussant: Jonathan Osborne, Stanford University  
Panelists: Jim Ryder, University of Leeds; Rainer Bromme, University of Münster; Massimiliano Bucchi, University of Trento; Sarit Barzilai, University of Haifa; Anat Yarden, Weizmann Institute of Science

### 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 Massimiliano 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; Massimiliano 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

## 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

## 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

## 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

Room 220

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

## 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

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

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