



# Umeå universitet

## PROGRAMME

### *The Communication Researcher's Role(s) in Science and Environmental Communication*

**Pre-IECA conference: International workshop organised by the Science and Environment Communication Section, ECREA** (<http://www.ecrea.eu/divisions/section/id/16> and <http://www.scienv-com.eu>) and **Department of Culture and Media Studies, Umeå University, Sweden** (<http://www.kultmed.umu.se>).

Where: **Clarion Hotel Gillet, Dagarbrunnsgatan 23, Uppsala, Sweden** (<http://www.clarionhotelgillet.com/>). (For directions see: <http://www.clarionhotelgillet.com/directions.aspx> and the map below.)

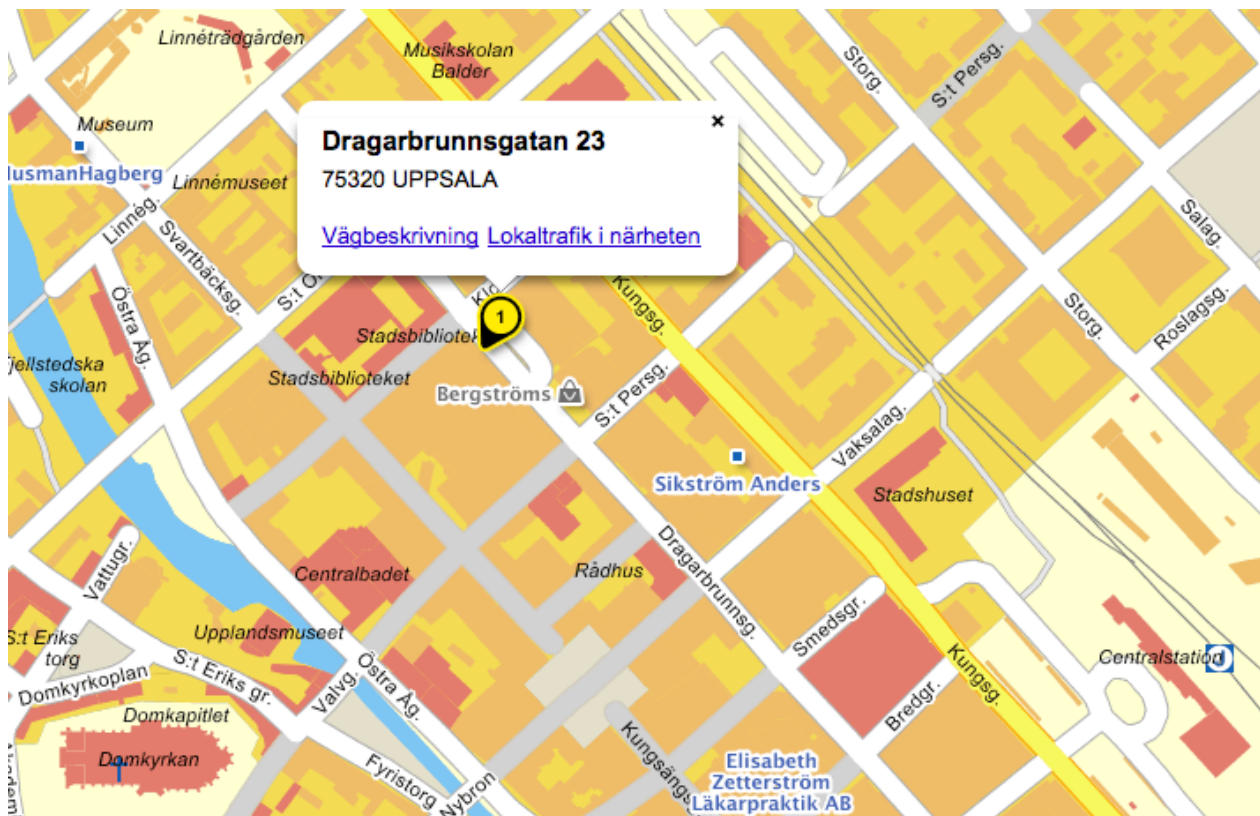
When: **6 June 2013 from 9.00-15.20**

**REGISTRATION AND PAYMENT:** Each participant (presenter and others) is asked to register before the workshop since there are limited spaces available and we need to pre-book the lunch (which in turn will be paid directly at the venue). There is no workshop fee for participants. If you plan to participate send an email to Annika Egan Sjölander at ([annika.egansjolander@kultmed.umu.se](mailto:annika.egansjolander@kultmed.umu.se)) with information about your name/affiliation and possible restrictions regarding food alternatives **before 17 of May**.

**CONTENT:** The purpose of this workshop is to focus on the role of the communication researcher in science and environmental projects. This type of (self)reflection is a much needed, yet on the whole overlooked or at least not sufficiently acknowledged activity among our research community. And this even if the position(s) of communication researchers often are

complex and contradictory. Many science-related projects for example suggest that the main problem (for instance regarding implementation of new technologies), is that the public is uninformed and needs education. The role of the communication researcher therefore becomes to tackle the 'deficit'. Such approach can, in turn, be problematic seen from a democratic perspective where everybody's view is equally valid or at least seen as legitimate. In environmentally related projects, on the other hand, communication researchers are themselves often motivated by a will to change or to improve actual situations (for people and the environment), if not to solve practical problems. Sometimes the work involves initiating communication campaigns to raise awareness about an urgent environmental issue or attempts to influence people's behaviour, for example. But how to decide what the best way forward is and how do you combine the analytical task with practical work to solve the very same problem? How can the identities of communication scholars as researchers and as advocates be reconciled? What kinds of ethical and value-related questions do different roles raise? And lastly, to what extent can we expect potential transformative impacts from the specific perspectives, research questions and methods we start from in the framing of our research projects?

In this workshop we want to gather communication researchers with different experiences from the field of science and environmental communication and discuss their different role(s) in projects. We hope to create a space for dialogue, (self)reflection and learning among the participants and to offer an opportunity to deepen the understanding of these vital issues.



TIME	PAPER	PRESENTER
9.00-9.10	<b>Welcome</b> and introduction ECREA SEC Management Team	Annika Egan Sjölander, Anabela Carvalho and Pieter Maesele
9.10-10.10	Chair: Annika Egan Sjölander	
1.	Gitte <b>Meyer</b>	Communication scholars in science projects: Technical experts or critical participants?
2.	Stefanie <b>Wahl</b> ; Christoph Klimmt	The „Strategy“ Deliverable as Vehicle to Reconcile Project and Public Obligations of Communication Scholars in Science and Technology Projects
3.	Michael <b>Schanne</b> , Christoph Spurk	Evaluation of an International Education and Training Programme for Science Journalists: Boundary Work between Science Journalism and Science Journalism Research
10.15-10.55	Chair: Anabela Carvalho	
4.	Sally S. <b>Deffor</b>	Climate Change Communication in West Africa- Who Does What And How
5.	Therese <b>Asplund</b>	Experiences from research practice: The Communication researcher's role in Science and Environmental Communication
BREAK		
11.10-12.10	Chair: Pieter Maesele	
6.	Marie-Ève <b>Mailé</b>	When citizens' concerns meet the ethical doubts of the researcher
7.	Veronica <b>Dermott</b>	Researcher's role in 'bearing witness' to environmental issues -
8.	Justin <b>Rolfe-Redding</b>	Para-Scholars as the Impresarios of Researcher/Practitioner Collaboration
LUNCH		
13.10-14.10	Chair: Annika Egan Sjölander	
9.	Sukanya <b>Sreenonchai</b>	Environmental Communication Researcher's Roles: Sharing from Thailand
10.	Sam H <b>Ham</b>	Balancing two roles for interpretation researchers
11.	Jen <b>Schneider</b>	Science Communication Turning Inward: The Promise and Peril of the Self-Reflexive Turn in Federally Funded Science Projects
BREAK		
14.25-15.20	Final discussion	All participants

