

Science Communication practice, training and research in Israel

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Lecturer **Dr. Ayelet Baram-Tsabari**

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Ayelet Baram Tsabari is an assistant professor in the Department of Education in Science and Technology at the Technion - Israel Institute of Technology. She is interested in bridging academic research in the fields of science education and communication. Her professional background is a combination of academic research in the fields of science education and communication, and the active communication of science in the mass media as a journalist and editor. Baram-Tsabari serves as the head of the academic committee of the annual Israeli Science Communication Conferences. She is a Landau Fellow for Leaders in Science and Technology Program and an Allon Fellow for Outstanding Young Researchers.

Baram-Tsabari completed her PhD in 2007 at the Weizmann Institute of Science, in which she studied students' interest in science, and serves as a faculty member at the Technion since 2008. She spent 2010 at Cornell University, studying ways to evaluate scientists' skills in science communication.

- Venue** Yoshida-Izumiden, Kyoto University
- Capacity** 25 people (*Registration is recommended but not required.)
- What to bring** Please bring your own light meal
- Host** The Science Communication Society of Japan: The Regional Branch of Kansai Area
- Contact** Kei Kano (Shiga Univ. / Kyoto Univ.), Eri Mizumachi (Kyoto Univ.)
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Web form → <http://bit.ly/1cjjacG>

The Science Communication Society of Japan: The Regional Branch of Kansai Area 35th Study Meeting

Abstract

The seminar will start with a brief overview of science communication activities, training and research trends in Israel, and will focus on science communication in the Israeli media and possible ways for evaluating it.

The status of science in Israel is high: during 2004-2008 Israel was ranked 5 in the world in the number of scientific papers per capita. The Israeli public takes great pride in Israeli science, technology, and innovation and is convinced of their importance for national security, prosperity, and quality of life. As in other developed countries, mass media is the central channel through which adults learn about science in Israel.

In contrast to the public interest and positive attitudes to science, the Israeli media exhibits a general reluctance from scientific discourse. The coverage of science in the media is declining. Science stories are either covered by generalists or by science journalists who have multiple other responsibilities. Several Hebrew-language magazines are devoted to popular science in whole or part, but all are struggling for budget and readership. The shift in content and formats of science broadcast in Israel – from a worthy field of journalism to a neglected and marginal coverage – corresponds to the dominance of entertainment considerations in science broadcasting. In that sense, science coverage in Israel adheres to the transformation of mass-media towards entertainment and less journalism. Recently, the new media have become a platform for popular science. This shift "privatizes" sources for science literacy and knowledge and adapts them to the format of the "new media" rather than the traditional publically funded media channels. Different ways for assessing the quality of science communication in the media will be discussed.

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