サイコム SCI COM

Japan SciCom Forum 2019

Event Essentials

Web: https://japanscicom.github.io
WiFi: **Scicom2019** / password: **communicate**
[information also posted around the Hall and lobby]

Twitter hashtag: #jsf19
Follow and comment in real time!

The event will be video recorded and photographed and these media may be posted on YouTube, social media and the websites of ELSI and Japan Scicom Forum.

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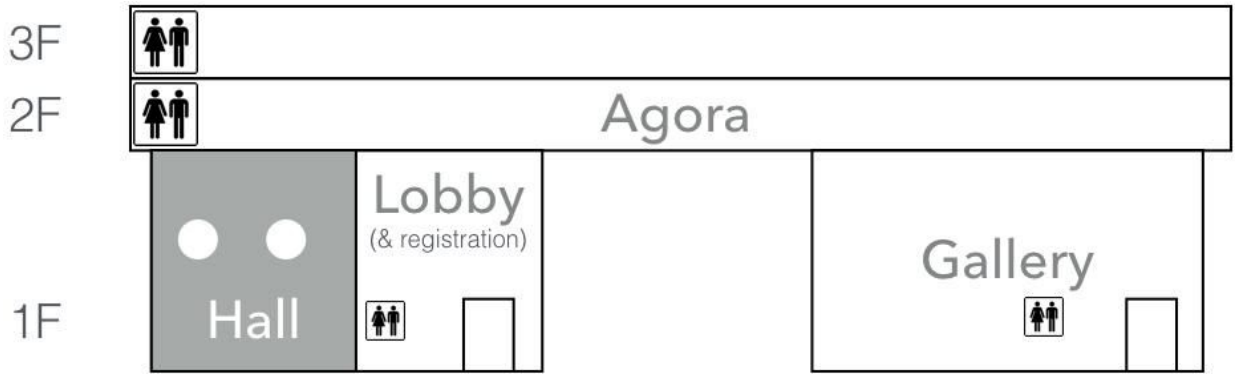
ELSI Map:



Schedule · All sessions are in Hall unless otherwise indicated

(Live feed of sessions can be viewed in **Gallery** (overflow room))

Day 1: Thursday, May 16

14:00 - 14:30	Registration / 開場と参加受付
14:30 - 14:45	Opening remarks / 開会挨拶 Mary Voytek (ELSI) & Japan SciCom Forum Organizers
14:45 - 15:15	Keynote presentation (1) / 基調講演（1） Kumi O. Kuroda
15:15 - 15:25	Q&A / 質疑応答
15:25 - 16:00	Coffee and interaction time / コーヒーブレイク　**Gallery**
16:00 - 17:30	Workshop (1) / ワークショップ (1) Mastering Wikipedia / Wikipedia編集のコツ · Sae Kitamura
17:30 - 18:15	Discussion session / ディスカッション
18:15 - 20:00	Reception sponsored by EurekAlert! / 懇親会　**ELSI Agora 2F**

Day 2: Friday, May 17 (☆ = Simultaneous interpretation available / 同時通訳ありのセッション)

9:00 - 9:25	Doors open / 開場
9:25 - 9:30	Opening remarks / 2日目挨拶 Japan SciCom Forum Organizers
9:30 - 10:00	Keynote presentation (2) / 基調講演（2）☆ Pete Farley
10:00 - 10:10	Q&A / 質疑応答 ☆
10:10 - 10:40	Keynote presentation (3) / 基調講演（3）☆ Drew Berry
10:40 - 10:50	Q&A / 質疑応答 ☆
10:50 - 11:20	Coffee and interaction time / コーヒーブレイク　**Gallery**
11:20 - 12:20	Flash talks: hear from institutions around Japan 国内の機関より5分間プレゼン ☆
12:20 - 12:30	Group photo / 集合写真撮影
12:30 - 14:00	Lunch: explore local restaurants (see separate map) / 昼食（各自、別紙のランチマップ参照）
14:00 - 15:30	Workshop (2) / ワークショップ（2） Scientific Design / 科学イラストレーション · Misaki Ouchida
15:30 - 16:00	Coffee and interaction time / コーヒーブレイク　**Gallery**
16:00 - 17:30	Workshop (3) / ワークショップ（3） Media Strategy / メディア戦略 · Brendan Barrett
17:30 - 17:45	Conclusions / まとめと閉会挨拶

Keynotes

May 16, 14:45-15:15

Science media links brain science and future society

Kumi O. Kuroda　黒田 公美
RIKEN Center for Brain Science, Japan

How is brain science relevant to our life?
Studying the brain has never been easier, as scientists now have access to diverse tools and technologies that are beginning to unlock our social motivations, including friendship, love, and the bonds between parents and infants. Such core components of "humanity" are actually rooted in evolution from reptilian ancestors over 200 million years ago. The more we understand the mechanisms of our social behaviors, the better we can prevent "malfunctions" of social behaviors, such as child abuse, domestic violence and school bullying. Investigating the brain has thus never been more socially or globally relevant than it is today.

What is the role of science communication?
New innovations, whether it's brain stimulation or assisted reproductive technologies, often have both yin and yang sides, especially when they impact biology. Modern neuroscience now allows us to decode and control real-time activities of specific neurons in the brain. The direct manipulation of certain brain areas using electrodes or genetic engineering has already been widely applied to treat disorders like Parkinson's disease. The same technologies could be applied to other brain areas to affect social behaviors. There are clearly complex legal and ethical issues surrounding such use. We might all agree that reducing violent crime is good, but is it appropriate to control physiological mechanisms in individuals to restrain violence? Anthony Burgess explored questions like this in *A Clockwork Orange*, and they are no less relevant today, becoming ever more pressing as technology advances. Science communication has an important role in facilitating public dialogue across neuroethics, the law and the media. From the researcher's perspective, science communication needs more 'factfulness', context and appropriate use of numbers and concepts like risk. Embracing the complexity of research and reducing sensationalism will help us all craft better messages for the public.

Keynotes continued

May 17, 9:30-10:00

Slings and arrows: When your institution's reputation is at risk

Pete Farley @cairdin
University of California, San Francisco, USA

Science and medicine are highly regarded by the public, but because research institutions are complex, decentralized, and working at the frontiers of human knowledge, sensitive situations inevitably arise. Some scenarios you will encounter are relatively simple and straightforward, while others rise to the level of crises that can have a direct impact on your organization's most crucial missions. Though science communicators seldom receive formal training in how to respond to sensitive issues under pressure, we are frequently called on to step into the breach and represent our institution to the press and the public. Fortunately, the knowledge and skills you already possess as a research communicator can be profitably applied during crises. In this keynote, you'll learn how to build on these skills with specific principles, protocols, and techniques to employ in both the news media and social media arenas. With preparation and perseverance you can better weather these storms and protect your institution's hard-earned reputation.

May 17, 10:10-10:40

The molecular machines that create your flesh and blood

Drew Berry @drewberryIV
The Walter and Eliza Hall Institute of Medical Research, Melbourne, Australia

A profound technological revolution is underway in bio-medical science, accelerating development of new therapies and treatments for the diseases that afflict us and also transforming how we perceive ourselves and the nature of our living bodies. Coupled to the accelerating pace of scientific discovery is an ever-growing need to explain and develop public appreciation of our new biomedical capabilities, to prepare for change that will impact patients, families and our community. Drew Berry will present his latest visualisation experiments in creating cinematic movies and real-time interactive 3D molecular worlds that reveal the current state of the art scientific discovery, focusing on the molecular engines that convert the food you eat into the chemical energy that powers your cells and tissues. Leveraging the incredible power of game GPU technology, vast molecular landscapes can be generated for 3D 360-degree cinema for museum and science centre dome theatres, interactive exploration in VR, and augmented reality education via student mobile phones.

Workshops

May 16, 16:00-17:30

How to be a good Wikipedian

Sae Kitamura　北村 紗衣　@Cristoforou
Musashi University, Japan

This workshop aims to help scientists and science communicators understand Wikipedia. Although Wikipedia is now widely regarded as a basic information resource for citizens, especially children and students, the relationship between Wikipedia and specialists is not very good. Specialists and academics tend to consider Wikipedia a source of unreliable information, while Wikipedia communities are often at odds with specialists because Wikipedians sometimes find their behaviour 'bossy' regarding content standards. The facilitator of the session is the organiser of the Wikipedia Translation Class Project and hopes to bridge the gap between these two communities.

The workshop consists of two parts: lecture and practice. In the first part, the facilitator explains basic rules and cultures of Wikipedia. As of March 2019, there are 288 Wikipedias in different languages, and each Wikipedia has a distinct editing community, culture, and rules. Beginner Wikipedians, especially specialists, must understand its culture and rules before editing articles. This part also discusses the problems of Wikipedia, including reliability and gender bias.

In the second part, participants practice Wikipedia editing. They can log in to Wikipedia and make their own 'sandboxes', a user's own practice field for preparing drafts. The facilitator also invites questions and free discussion as participants come up with questions while playing around in the sandboxes.

Project pages

English:
https://bit.ly/2Dk5xMi

日本語：
https://bit.ly/2VTiUKN

May 17, 14:00 - 15:30

“Tell a story” at a glance - Let’s create a graphical abstract!

Misaki Ouchida　大内田 美沙紀　misakiouchida.com
Center for iPS Cell Research and Application, Kyoto University, Japan

Recently, more scientific journal publishers are requiring graphical abstracts – single images that depict the paper’s main thrust or concept – to accompany the study. Eye-catching graphics are more likely to grab thousands of online views and attract a much wider audience than non-illustrated versions. Researchers and science communicators are strongly suggested to use more visuals in their presentations for symposia, seminars or press releases. Working as a science communicator and an in-house science illustrator at one of the cutting-edge stem cell research institutes in Japan, Misaki Ouchida realizes the visual power of science communication.

In this workshop, she will first discuss why the demand is growing for science art and illustration to accompany research efforts and outcomes. She will then focus on graphical abstracts and show some tips to create effective graphical abstracts. After a demonstration, participants will work individually to create a graphical abstract using only pen and paper. Can’t even draw a stick figure? No worries! Artistic skills are not a prerequisite.

May 17, 16:00-17:30

Co-creating a media strategy

Brendan Barrett　@BFDBarrett
Osaka University, Japan

In this workshop, we will play the “More than Research Game” to stimulate new ways of thinking about research and science communication projects. The aim is to reflect on your research message and to explore different and innovative ways to strategically communicate that message to your target audience. Most importantly, the challenge is to unleash your creativity! You will work in groups focusing on a specific target under the Sustainable Development Goals (SDG). Each group will use creative prompts to open up new communication design possibilities that can feed into a media strategy around that SDG target. You should think about your target audience, geographically locate your problem area and carefully reflect upon how best to frame your message. Each group member will write down their proposed communication strategy and share it with the group. The group will choose the most interesting strategy, and then select a trigger card to promote “out of the box” thinking. The group should reflect on how best to respond to this trigger card in their communications strategy. One representative from each group will then report back to the workshop.

Brendan Barrett founded the Media Studio at the United Nations University and was UNU Head of Communications from 2010 to 2015. He currently teaches science communications courses at Osaka University and the United Nations University.

Flash Talks May 17, 11:20-12:20

1. Jason M. Sanderson
   University Research Administrator, Kumamoto University
   Twitter: @freshmd
   - Jason is a research administrator (URA) at Kumamoto University primarily working on international funding, institutional research and analysis, and English-language press releases.

2. William J. Potscavage Jr.
   Science Communicator, Kyushu University
   - William studied electrical engineering at Georgia Tech in the United States before coming to Japan as a postdoc in 2011. Realizing where his real passion lies, he has been focusing on communications, outreach, and research support for over five years.

3. Emma Buchet
   Science Communication Fellow, Hiroshima University
   Twitter: @HU_Research
   - Emma is the fourth Science Communication Fellow at Hiroshima University and has a Bachelor's degree in biology and a Master's in Science Communication. Before Hiroshima University she worked in a communications section of a hospital in Ireland and created communication strategies for international research projects in France.

4. Eleanor Wyllie
   PR Officer, International Affairs Planning Division, Kobe University
   Twitter: @KobeU_Global
   - Eleanor is originally from the UK and has lived in Japan for the past six years. Her first communications role was to share the wonders of Hokkaido with international visitors. Eleanor has been working at Kobe University since 2015.

5. Yuri Kutsuwada 轡田 友里
   Public Relations & Planning Group, WPI-NanoLSI, Kanazawa University

6. Emiko Kawaguchi 川口 恵美子
   Press Officer, Tokyo Institute of Technology
   - An experienced B2C marketing strategist, Emiko began her career promoting radios and headphones at Sony. Now, she works to promote Tokyo Tech's cutting edge research.

7. Yuta Tanimura 谷村 優太
   Manager of Learning and Collaboration Division, National Museum of Emerging Science and Innovation (Miraikan)
   - Yuta Tanimura works at Miraikan delivering science communication activities and STEAM programmes incorporating the collaboration of science centres, schools, research institutes and industry.

Event Organisers & Sponsors

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Please come and find one of us if you have any problems or email ***jsf19@kikenji.sakura.ne.jp***

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Host & Sponsors:

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