

Program “Authentic Voices in Science Communication”

Post-Conference at the 73rd Annual Conference of the ICA

May 30, 2023

Venue: John M. Kelly Library (University of St. Michael's College / University of Toronto)
113 St Joseph St, Toronto, Ontario, Kanada

9:00-9:10 am Welcome by Bernhard Goodwin

9:10-10:30 am Keynote John C. Besley (Michigan State University, USA)

Where Does Authenticity Fit in Strategic Science Communication

10:30-10:45 am Coffee break

10:45-12:00 am - Authenticity and Trust in Science Communication (Chair: Lars Guenther)

1. Do we change our behavior when women tell us to?! Women as credible voices in health communication influencing attitudes and behavioral intentions
Janine Nadine Blessing, Hanna-Sophie Rueß, Susanne Kinnebrock, Thomas Koristka (University of Augsburg, Germany)
2. Public perceptions of authenticity and norm fulfillment by scientists in controversial and uncontroversial areas
Markus Schug, Helena Bilandzic, Susanne Kinnebrock (University of Augsburg, Germany)
3. How trust between science and publics is mediated through content about science
Justin T. Schröder (Universität Hamburg, Germany), Janise Brück (LMU Munich, Germany), Lars Guenther (Universität Hamburg, Germany)
4. Using a qualitative approach to explore the architecture of trust in science
Fabian Zimmermann, Christine Petersen, Matthias Kohring (University of Mannheim, Germany)
5. What is anti-science communication? A systematization of the literature.
Jana Laura Egelhofer (LMU Munich, Germany)

12:00 - 13:00 Lunch break

13:00 - 14:15 pm - Authentic Social Media Communication About Science (Chair: John C. Besley)

1. Expansion of the universe: How central and decentral communicators of a university interact on Twitter
Sophia Charlotte Volk, Daniel Voglera, Mike S. Schäfer, Silke Fürst (University of Zurich, Switzerland)
2. Gender differences in communication scientists' Twitter activities
Laura Heintz, Michael Scharkow (Johannes Gutenberg University Mainz, Germany)

3. How scientists communicate with the public on Twitter about the COVID-19 topics
Seung Woo Chae, Jieli Liu, Harshit Rakesh Shiroiya, Noriko Hara (Indiana University, USA)
4. What makes scientists trustworthy: An analysis of epistemic trust on social media
Bianca Nowak (University of Duisburg-Essen, Germany), Nicole Krämer (Research Center for Trustworthy Data Science and Security, Germany)
5. Effects of witnessing harassments against scientists on scientists
Jana Laura Egelhofer (LMU Munich, Germany), Christina Peter (University of Klagenfurt, Austria), Alice Binder (University of Vienna, Austria)

14:15 - 14:30 Coffee

14:30 - 15:45 pm - Communicating Authenticity (Chair: Jana Egelhofer)

1. "What do you mean I should control myself? We need to wake up now!" The use of emotional language and personal stories by climate scientists
Christel van Eck, Toni van der Meer (University of Amsterdam, The Netherlands)
2. Platform-sponsored fact checkers as science communicators: A comparative study of the science communication practices of fact checkers in three Southern Hemisphere regions related to addressing Covid-19 vaccine dis- and misinformation
Michelle Riedlinger, Silvia Montaña-Niño, Ned Watt (Queensland University of Technology, Australia), Marina Joubert (Stellenbosch University, South Africa), Víctor García-Perdomo (Universidad de La Sabana in Bogotá, Colombia)
3. Two-sided arguments in GMO food messages: The role of argument order and individual difference moderators
Megan Pietruszewski Norman (Pennsylvania State University, USA), Janine N. Blessing (University of Augsburg, Germany), Jessica G. Myrick (Pennsylvania State University, USA)
4. Changing the subject: How fossil fuel companies mobilize citizen authenticity to ignore science
Tim Wood (Fordham University, USA)

15:45 - 16:30 Networking and Reflection