

## Beijing Forum 2019

### Science and Technology, Health and Society in the Context of Science Culture (VI)

On the morning of November 3, the sixth seminar of "Science, Technology, Health and Society in the time domain of scientific culture" sub forum of Beijing Forum (2019) continued to be held in the Sunshine Hall of Yingjie Exchange Center of Peking University. There are five scholars in this discussion, led by Professor John Durant of MIT.

Professor Bernard schilele, University of Quebec, Montreal, made a report entitled "Conceptualizing science communication: a discourse analysis of the vocabulary of practitioners", which analyzed the words and sentences used by various practitioners. Practitioners use these words and sentences to describe, explain and conceptualize the behavior of "science communication". He showed the evolution of the popular concepts of science communication over time in the form of lists and charts, and thus reflects the evolution trend of science communication.

Wang Xiaoming, curator of Shanghai Science and Technology Museum, addressed "Scientific Culture Communication Relying on Digital Technology" to discuss how science and technology culture communication depends on culture. Linked with digital economy, the whole cultural industry will also change. The audience is also the creator and participant of culture, which should fully reflect equality and sharing. Through online exhibitions, cross media content planning and other digital application cases, it shows that digital technology is making great changes in the dissemination of science and culture. Then Mr. Wang introduced the construction of cultural communication and exhibition of Shanghai Science and Technology Museum.

Hans Peter Peters, Professor of JULICH research center in Germany, made a report on the theme of "On the role of 'knowledge' in public communication of science: a plea to not throw the baby out with the bath water", which mainly discussed the current trends of science communication theory and practice, focusing on building trust, information entertainment and public participation in science, rather than just providing knowledge. There is a shift from knowledge exchange to interest maintenance or self-marketing in the public's attention goal, which is complementary to the shift of scientific communication mode. But the change of the way of science communication is only the direction, not the purpose. The public communication of science should be mainly carried

out from the scientific community to the public, with the main content rather than the main way of communication.

Professor Ahmet Suredum of the LSE reported on the topic of “Monitoring Climate Change induced health risks with IOT”. He mainly discussed the model relationship between climate and disease parameters, and the establishment of early warning mechanism of climate and disease impact. It is difficult to collect, model and monitor the parameters by conventional methods, but it can provide low-cost and agile supplement for traditional monitoring methods by using AI technology. He introduced the advantages and potential risks of AI technology, and defined "strong AI" and "weak AI". In addition, he brought the concept of "citizen science" to explain the relationship between AI technology and citizen science, as well as the application of AI in government management. It is said that the development of AI technology should be controlled, to promote the good development of AI technology, and to use it in matters conducive to public welfare.

Professor Anne Margareth Dijkstra of tuntu University reported on “A global perspective on a responsible science-society relationship”. Mainly from a global perspective to explore the world's understanding of the concept of "social responsibility", as well as the corresponding practice. She introduced the Western discussion on the relationship between responsible science and society, and then introduced some situations of social demand in China and the west to promote innovation, such as the application of nanotechnology in medical treatment and the help of people to measure groundwater level. Based on these two examples, she discussed the promotion of public demand for scientific and technological innovation and the future relationship between science and technology and public relations.