

Call for Abstracts

# The 9th International Conference on Public Communication of Science and Technology (PCST-9)

“Scientific Culture for Global Citizenship”

COEX, SEOUL, KOREA  
17-20 May 2006



[www.pcst2006.org](http://www.pcst2006.org)

CHEOMSEONGDAE  
It is known to be the oldest existing observatory in the East.

## PCST Network

The International Network on Public Communication of Science and Technology (PCST) is a network of individuals from around the world who are active in producing and studying PCST. The PCST Network sponsors international conferences, electronic discussions, and other activities to foster dialogue among the different groups of people interested in PCST, leading to cross-fertilization across professional, cultural, international, and disciplinary boundaries.

## INVITATION

Welcome to PCST-9,  
Scientific Culture for Global Citizenship!

This is the first International Public Communication of Science and Technology (PCST) Network ever to be staged in Asia. In addition to fostering communication of science and technology to the public, the PCST Network aims to enhance communication between the traditions and modern world, and between science and the humanities. We are gratified to host the 9th PCST Conference in Korea.

PCST-9 will take place in Seoul, Korea, during May 17-20, 2006. This conference will not only be an opportunity for academics and professionals in science communication to interact but will also be a festival in which participants can gain an unforgettable experience. With 'Scientific Culture for Global Citizenship' as its theme, the conference provides opportunity for debating and networking various scientific experiences, and connecting a wide range of cultures and nationalities. PCST-9 is a new launch pad for bridging science and society at a global level, and is an arena for challenging global issues. In addition, PCST-9 provides a unique chance to experience the dynamics of the Asian spirit.

Join us at PCST-9, where you will experience science at your fingertips, and discover the beauties of the "land of morning calm."

I am honored to invite you to PCST-9 and look forward to welcoming you to Seoul in May 2006.



*KunMo Chung*

**KunMo Chung**  
President  
Korean Academy of Science and Technology



*Doesun*

**Doesun Na**  
President  
Korea Science Foundation



# Scientific Program

Time	May 17 (Wed)	May 18 (Thu)	May 19 (Fri)	May 20 (Sat)
09:00	Opening Ceremony	Plenary Lecture	Plenary Lecture	Plenary Lecture
10:00	Break	Parallel Sessions	Parallel Sessions	Closing Ceremony
11:00	Plenary Lecture			
12:00	Lunch & Poster Presentaion	Lunch & Poster Presentaion	Lunch & Poster Presentaion	
13:00				
14:00	Parallel Sessions	Parallel Sessions	Transfer to Korean Folk Village	
15:00				
16:00	Break	Break	Excursion	
17:00	Parallel Sessions	Parallel Sessions		
18:00	Welcome Dinner		Conference Banquet	
19:00				
20:00				

\* Registration will start at 08:00 am throughout the duration of the Conference.

## Pre-Conference

The Pre-Conference program will start with an ecological tour in which you can experience firsthand the natural beauty of Jeju, including the lush subtropical forests, many different varieties of lava caves, sandy beaches and spectacular craters. You will also be able to take part in the hot debate on "Tsunami Disaster and Science Communication."

## PCST Junior Award

At PCST-9, we will present the first "PCST Junior Award." The recipient will be chosen among those who have submitted outstanding abstracts.

## Post-Conference Workshop

This will be a unique opportunity to meet with experts and prominent scientists from around the world and share the latest information on "Science Festivals in the Modern World." The sessions will be followed by technical visits to various cultural places as well as Korea's most advanced industrial site.

## Great Service Award

For the first time in the history of the PCST Conference, an award will be presented to an outstanding achievement or contribution in the PCST field.



## Theme Specification

### I. Main Theme : Scientific Culture for Global Citizenship

#### *Specification 1*

What is the essence of a scientific culture? It is in the “informed citizen” and in helping people to participate actively in the policy decision-making process of a science-driven society. PCST should and can discuss how to enhance the public’s scientific literacy, which results in a scientific culture and global citizenship that are internationally shared.

#### *Specification 2*

We live in a dangerous world plagued with global problems such as earthquake, global warming, population overgrowth, lack of energy resources, weapons of mass destruction, and terrorism. The role of a scientific culture is to enhance public awareness of the involvement of science in these problems, at physical, social, regional, and global levels.

### II. Sub-Themes

- Informed Citizen: Theory & Practice (Theoretical Approach)
- Practicing Scientists: Key Actor for Global Citizenship (Actor Approach)
- Scientific Contribution & Communication to Global Problem Solving (Practical Approach)
- Societal & Educational System in Diverse Culture (Institutional Approach)
- PCST in the World and in Asia
- Dialogue between Tradition and Science
- Reaching the Opinion Leaders
- Nexus of High-Tech and Society
- Indicators of Public Engagement with S & T
- Others

## How to Submit

### Submitting an Abstract

- »» Submission of abstracts should be made in accordance with the guidelines at [www.pcst2006.org](http://www.pcst2006.org).
- »» Abstract submission will be available online from October 10.

### Important Dates

- »» Deadline for Abstract Submission : November 30, 2005
- »» Notification of Acceptance : January 31, 2006
- »» Deadline for Full Paper : February 28, 2006

# Organization

## Local Organizing Committee for PCST-9

### President

KunMo CHUNG *Korean Academy of Science and Technology*

### Co-Chairs

Doe Sun NA

Hasuck KIM

Hak Soo KIM

### Members

Dae Whan CHANG

Chung-Won CHO

Young Hwa CHO

Min Koo HAN *Korea Association for Deans of College of Engineering*

Sang Ik HWANG *Korean History of Science Society*

Beom Ki KIM *Korea Association for Research in Science Education*

Hun Gyu LEE *National Science Museum*

Ki Soo LEE *Korean Science Reporters Association*

Samuel LEE *Korean National Commission for UNESCO*

Wan Soo PYO *YTN Broadcasting Company*

### Executive Secretary

Sook-Kyoung CHO *Korea Science Foundation*

### PCST-9 Secretariat

BMD Co., Ltd.

## PCST Network Scientific Committee

### Chair

Vladimir DE SEMIR *Pompeu Fabra University, Spain*

### PCST-9 Chair

Hak Soo KIM *Sogang University, South Korea*

### Executive Committee

Pierre FAYARD *University of Poitiers, France*

Toss GASCOIGNE *Council for the Humanities, Arts, and Social Sciences, Australia*

Marina JOUBERT *Southern Science, South Africa*

Bruce LEWENSTEIN *Cornell University, USA*

### Other Members

Rick BORCHELT *Johns Hopkins University, USA*

Massimiano BUCCHI *University of Trento, Italy*

Paola CATAPANO *CERN, Switzerland*

Donghong CHENG *China Association for Science & Technology, China*

Sook-Kyoung CHO *Korea Science Foundation, South Korea*

Michel CLAESSENS *European Commission, Belgium*

Suzanne DE CHEVEIGNE *CNRS, France*

Lisbeth FOG *Colombian Association of Science Journalism, Colombia*

Winfried GOEPFERT *Free University, Germany*

Luisa MASSARANI *Fiocruz/Museum of Life, Brazil*

Jenni METCALFE *E-connect Science Communication Consultants, Australia*

Manoj PATAIRIYA *National Council for Science & Technology Communication, India*

Hans Peter PETERS *Research Center Juelich, Germany*

Bernard SCHIELE *University of Quebec at Montreal, Canada*

Yuwanuch TINNALUCK *ASEAN Handicrafts Promotion and Development*

Association, Thailand

Brian TRENCH *Dublin City University, Ireland*



## Registration Fees

Category		Pre-Registration (On or before 31 March 2006)	On-Site Registration
OECD Countries	General	US \$200	US \$250
	Student	US \$100	US \$130
Non-OECD Countries	General	US \$100	US \$130
	Student	US \$50	US \$70

- \* A special rate will be offered to Session Presenters.
- \* The Travel Award system will provide selected persons with airfare and accommodation.
- \* Information on the official hotels will be provided shortly.
- \* Registration for the Pre-Conference and PCST Conference will be available online. For the Post-Conference Workshop, on-site registration will also be available. Please refer to the website for details.
- \* Register online at [www.pcst2006.org](http://www.pcst2006.org) or download the registration form and apply by e-mail or fax.

Organized by : Local Organizing Committee for PCST-9, PCST Network

Hosted by : Korea Science Foundation

Korean Academy of Science and Technology

Sponsored by : Ministry of Science and Technology

Ministry of Culture and Tourism

Korean National Commission for UNESCO

Korea National Tourism Organization

\* A number of sponsorship benefits will be provided to you during the Conference. For information on sponsorship opportunities, please contact the PCST-9 Secretariat at [pcst9@pcst2006.org](mailto:pcst9@pcst2006.org).

### PCST-9 Secretariat

5F Incline Bldg., 891-37 Daechi-Dong, Gangnam-gu,

Seoul 135-840, Korea

Tel: +82-2-564-7370 Fax: +82-2-564-7368

[pcst9@pcst2006.org](mailto:pcst9@pcst2006.org)

[www.pcst2006.org](http://www.pcst2006.org)