

Dr. Gert Balling,

Coordinator of the National Network for  
Technology Transfer

Leader of the  
Danish Science Cafés

Scientific issues communicated through  
books, newspapers, radio, television  
and Science Cafés.

# Science and (Post)Modernity

- Modern technology affects our whole life and challenge our ethical points of reference.
- New science is characterised by cross disciplinary approach.
- Barriers fading away between science, industry, politics and civil society
- There is a demand for science to come up with solutions for solving problems in society.
- Citizens pay tax money for public research and demand documentation for, that the investment is sound.

# How interested are the citizens in science and technology – in Denmark (%)

	1989	1997	2000
Very interested	16	19	24
Somewhat interested	35	38	51
A little interested	35	32	21
Not interested at all	13	10	4
Don't know	1	1	0



# Hollywood Science

- Peter Weingart, sociologist of science
  - television is the main information source on science for the broader public.
    - movies
    - television serials
    - soap operas
- Research is often depicted as an obscure activity done by some kind of madman and greedy scientist with foul intentions.

# Science Journalism

- Roslynn Haynes, scientist: The unfortunate thing is that the mass media has adopted many of the diabolical descriptions of scientists created by such fictional characters as Dr. Frankenstein, Dr. Caligari, Dr. Jekyll, and Dr. Strangelove.
- Science reporting is a difficult path to tread for dailies that do not typically deal with science and that are predisposed to edge their stories with sensation.

# Public opinions and perceptions

- Public opinions are moulded by perceptions, often skewed – that are not always rational.
- Furthermore, initial perceptions based on worst-case scenarios or on fictional characters are difficult to change, even if the initial allegations can be refuted on a scientific basis.

**What it means is that public fears and concerns, whether they sound grounded or not, need to be addressed.**



# Themes for interactive discussions:

- **Reproduction technologies**
- **Enhancement technologies**
- **Imaginations on Technology**
- **Cloning**

# "Future Body" 2000 - 2003

- An exhibition
  - Short newspapers articles
  - chat rooms
  - longer articles on the exhibition homepage
  - Anthology "Homo Sapiens 2.0" 2002
  - Article collection "Future Body" 2003



# "Cloning" 2003

- A report on cloning nobody wanted to read.
  - A "role play" game on cloning
    - Background and extra background material
    - Roles: NGO, Politicians, activists, company representative, journalists
    - Game masters
  - Science cafés on cloning
  - Cloning trial
    - 2 lawyers
    - Jury (representatives from the youth division of the political parties)

# Café Scientifique

Established 2001, Genius Award 2004,  
EU Commission nomination 2007

- "Will We Have a Fight on Our Way to Mars? The Significance of Humans in a Manned Mission to Mars"
- "The Mad Scientist – Science and Fiction in the Public Debate on Cloning"
- "Challenging the Human Body: Exceeding the Limits of the Body"

# Café Scientifique - objectives

- The objective of the Danish Science Café is to create a public forum for debate, to disseminate and mediate information on scientific issues, as well as to discuss their impact in a broader societal context.
- The framework for these exchanges is non-partisan and interdisciplinary. Science Cafés events are held at a café which provides an informal and intimate venue.
- Expert panels are typically composed of representatives of the natural but also social sciences, humanities, art, and culture.
- A successful Science Café discussion contributes to bridging science and society.



# Café Scientifique – steal it!

- The Science café concept is a public good.
- Steal the concept and we will be happy, reformulate it in terms of your cultural preferences and we will be even happier.

# Conditions for successful dialog

- The broader public wants to engage in science communication if:
  - You find them where they are
  - You meet them face to face
  - You talk to them in a language they understand
    - And discuss problems they are concerned about



# Thank you for listening

Videnskabscafeen præsenterer:

## KLONERNE KOMMER

En uformel samtale om kloning, muligheder og etiske udfordringer med:

**POUL MADDOX HYTTEL**  
Professor, dr.med.vet. Institut for Anatomi og Fysiologi, Den Kgl. Veterinær- og Landbohøjskole

**KASPER LIPPERT RASMUSSEN**  
Lektor, Dr.Phil. Institut for Filosofi, Pædagogik & Retorik

Moderator:  
**LONE FRANK**  
Ph.D. Videnskabsjournalist på Weekendavisen

[www.videnskabscafeen.dk](http://www.videnskabscafeen.dk)

Mandag d. 18. marts kl. 20.00  
Kafcafeen - Skindergade 3, Kbh. K.  
Alle er velkomne - Fri entré

Kontaktpersoner til Videnskabscafeen:  
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Denne Videnskabscafé er støttet af Dansk Naturvidenskabsformidling, Carlsbergs Idélegat og Undervisningsministeriet.

## KVONKELRONEERLN



videnskabscaféen  
præsenterer:

## HVAD ER videnskab?

En uformel samtale om videnskabs væsen og forskellige idealer for videnskabelighed med:

**Søren Brier**, biolog og videnskabsteoretiker fra Den Kgl. Veterinær- og Landbohøjskole

**Steen Markvorsen**, matematiker fra institut for matematik på Danmarks Tekniske Universitet

**Frederik Stjernfelt**, litterat og semiotiker fra litteraturvidenskab på Københavns Universitet

Moderator:  
**John Paulin Hansen**, psykolog fra IT-højskolen

Mandag den 24. marts kl. 20.00 på: **Kafcafeen Skindergade 3 Kbh. K.**  
Alle er velkomne - Fri entré

Denne videnskabscafé er sponsoreret af Ministeriet for forskning, Teknologi og Udvikling.

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