



**INTERNATIONAL SYMPOSIUM ON
PUBLIC COMMUNICATION OF SCIENCE AND TECHNOLOGY
IX NATIONAL COLLOQUIUM OF SCIENCE RECREATION**

APRIL 10 - 12 2024 | ZACATECAS, MEXICO

FULL PROGRAM



BROADENING THE DISCUSSION SPECTRUM:

NEW VOICES & NEW KNOWLEDGE



Zacatecas
GOBIERNO DEL ESTADO



SECRETARÍA DE
EDUCACIÓN
ESTADO DE ZACATECAS

CONSEJO ZACATECANO DE
CIENCIA, TECNOLOGÍA
E INNOVACIÓN
ESTADO DE ZACATECAS





Plenary Sessions

April 10, 9:30 – 11:30

Calderon Theater

Science communication in a diverse world

Bruce Lewenstein (Cornell University) — United States

April 10, 15:30 – 17:00

Calderon Theater

Towards an international vision of recreational science

Rafael García Molina (University of Murcia) & Recreacion en Cadena, Mexican Network of Science Recreation — Spain & Mexico

April 11, 10:00 – 11:30

Calderon Theater

The public at the center: co-design as a strategy to build communication bridges

Maria Emilia Beyer Ruiz (National Autonomous University of Mexico) — Mexico

April 11, 15:30 – 17:00

Science Museum

Recreation Laboratory

Member groups of Recreacion en Cadena, Mexican Network of Science Recreation — Mexico

April 12, 10:00 – 11:30

Calderon Theater

Public communication of science and technology: A young and vulnerable field?

Elaine Reynoso (National Autonomous University of Mexico); Magdalena Maritz (Stellenbosch University); Sandra Murriello (National University of Río Negro); Ana Claudia Nepote (National Autonomous University of Mexico); Julia Tagüeña (National Autonomous University of Mexico) — Mexico, South Africa & Argentina

April 11, 17:30 – 19:00

Calderon Theater

The role of science communication in challenging times: Persuasion, democracy, empowerment

Sarah Davies (University of Vienna) — Austria



SIMPOSIO INTERNACIONAL DE
COMUNICACIÓN PÚBLICA DE LA CIENCIA Y TECNOLOGÍA
IX COLOQUIO NACIONAL DE CIENCIA RECREATIVA

10 - 12 ABRIL 2024 | ZACATECAS, MÉXICO



Program of Parallel Sessions

‘Ciudadela del arte’ Cultural Center





April 10, 12:00-13:30 Hall: Bóveda 1

Science Recreation (SRC-1) Moderator: José Eduardo González Reyes

70. Atomium y el Museo de Ciencias Naturales. Un caso de éxito

Vania Salgado (Atomium Red de Divulgadores)* — **Mexico**

33. STEM WEEK: A five-year journey for scientific dissemination

Federica Catti (Arkansas State University, Campus Querétaro)*; Bárbara P. González García (Arkansas State University, Campus Queretaro); Martha A. Centeno-Muñoz (Arkansas State University, Campus Querétaro) — **Mexico**

96. Sounds, waves, strings and science

Andrea Avendaño (UNAM)* — **Mexico**

120. The Challenge of Popularizing Mathematics

Miríam Báez (Universidad Anáhuac Veracruz -Colectivo de Divulgación de la Ciencia y la Educación CoDiCE/ Universidad Anáhuac Veracruz)*; Jorge Arroyo-Neri (Universidad Anáhuac) — **Mexico**

158. The Magic of Disseminating Science: The Importance of Astonishment and the Use of Magic in Scientific Dissemination

César Augusto Martínez Rocha (AXIO)* — **Mexico**

81. Science recreation Shows: a chemistry and magic show for children and young people in the city of Medellin, Colombia.

Hernán D. Oquendo (Parque Explora)* — **Colombia**



April 10, 12:00-13:30 Hall: Bóveda 2

Museums and Science Centers (MSC-1) Moderator: Silvia Singer Sochet

41. The Challenges of a Public Communication of Science Office in a Research Center with Two Museums at the National Autonomous University of Mexico

Patricia Magaña (Institute of Biology, National Autonomous University of Mexico)*; Axel González (Institute of Biology, National Autonomous University of Mexico) — **Mexico**

151. Science Gardens are non-conventional science museums that have the potential to advance science literacy in the contemporary era by engaging in outdoor learning experiences for both visitors and users alike.

Carol Perelman (Jardin Weizmann Ciencias)* — **Mexico**

75. The impact of contextual factors and facilitation practices in the engagement of science center visitors

Maria S. Machado Corral (Química d+, Facultad de Química)*; Lucía Otero (Facultad de Química - Universidad de la República); Nicolás Veiga (Facultad de Química - Universidad de la República); Chantal Barriault (Laurentian University) — **Uruguay**

97. Confluences in the process of revitalization of the long-term exhibition "Demasiado Humano" at the Espaço do Conhecimento UFMG, based on the expography team's experience

Dania Santos Lima (Espacio do Conhecimento UFMG)*; Marina Aravani (Espacio do Conhecimento UFMG); Patrícia Azevedo (Espacio do Conhecimento UFMG); Paula Faria (Espacio do Conhecimento UFMG) — **Brazil**

46. A cabinet to trigger curiosity

Adriana Bravo Williams (Universidad Nacional Autónoma de México)*; Paola González Domínguez (UNAM); Kenia Valderrama Díaz (UNAM) — **Mexico**

19. Unveiling the power of Personal Meaning Mapping (PMM) for understanding STEM Free-Choice Learning (FCL) for early adolescents in the context of local marine issues

Shu-Min Tsai (Oregon State University)* — **United States**



April 10, 12:00-13:30 Hall: Hermanos de Santiago

PCST Research (RSH-1) Moderator: Luisa Massarani

145. Citizen scientific culture: an elusive concept?

Jorge Padilla-Gonzalez (Fibonacci Innovación y Cultura Científica A.C.)*; Ma de Lourdes Patiño-Barba (Fibonacci Innovación y Cultura Científica A.C.) — **Mexico**

111. Science communication in transdisciplinary research

Teresa Ávila (Universidad Católica Boliviana)*; Camilo Kunstek (Universidad Católica Boliviana); Alfonso Alarcón (Universidad Católica Boliviana) — **Bolivia**

184. El fracaso de la comunicación pública de la ciencia

Martín Bonfil Olivera (Dirección General de Divulgación de la Ciencia-UNAM)* — **Mexico**

146. Literacy in public communication of science. A model for the academics

Montserrat García Guerrero (Universidad Autónoma de Zacatecas)*; Miguel García Guerrero (Museo de Ciencias - UAZ); Bertha G. Michel Sandoval (Museo de Ciencias UAZ) — **Mexico**

37. Three decades of science communication' offices at UNAM: who are we and where are we heading to?

Cecilia Rosen (UNAM)*; Alba Sofía Gutiérrez Ramírez (UNAM); Aleida Rueda (Mexican Network of Science Journalists); Nicté Luna (UNAM) — **Mexico**

187. Towards more reflexive communication

Jennifer E. Metcalfe (Econnect Communication) — **Australia**



April 10, 12:00-13:30 Hall: de la Reflexión

New Voices In PCST (NVC-1) Moderator: Ana Claudia Nepote González

64. Science not spoken (about). Inclusive Science Project

Dolores Arenas (Universum); María Emilia Beyer (Universum); Claudia Hernández (Universum)*; Brenda Flores (Universum); Norma Corado (Universum) — **Mexico**

170. Zigzag and the re-signification of its role in Zacatecas

Atenea Morales (Centro Interactivo de Ciencia y Tecnología de Zacatecas Zigzag)*; Allari Romo (Secretaría Educación) — **Mexico**

43. Explicating university scientists' willingness to participate in public engagement

Becca Beets (University of Wisconsin–Madison)*; Mikhaila N. Calice (University of Wisconsin-Madison); Dominique Brossard (University of Wisconsin–Madison); Dietram Scheufele (University of Wisconsin–Madison) — **United States**

157. Inclusion as a premise for the design of science communication activities: a case with blind and deaf children

Ma de Lourdes Patiño-Barba (Fibonacci Innovación y Cultura Científica A.C.)*; Jorge Padilla-González (Fibonacci Innovación y Cultura Científica A.C.); Diana Luna-Ugalde (Fibonacci Innovación y Cultura Científica A.C.) — **Mexico**

130. Science learning for the visually impaired

Daniel H. Solís (Unidad Profesional Interdisciplinaria de Ingeniería Campus Zacatecas, Instituto Politécnico Nacional)*; Emma Solís (Unidad Académica de Psicología, Universidad Autónoma de Zacatecas); Miguel García Guerrero (Autonomous University of Zacatecas) — **Mexico**

27. How can I talk about science when people is dying? Analysis of science communicators' motivations and its changes during social and political crises

Amanda Vilchez (Cornell University)*; Patricia Horna (Universidad Nacional de Trujillo); Manuel Caffo (Universidad Complutense de Madrid); Carlos Mendoza (Universidad Privada del Norte) — **Peru**



April 10, 17:30-19:00 Hall: Bóveda 1

Science Recreation (SRC-2) Moderator: César Martínez Rocha

168. Al rescate del Planeta: Proposal for pedagogical support in informal education for climate action.

Alma G. Pinillo Flores (Divulgaciencia México)* — **Mexico**

148. Experiences of scientific dissemination workshops dedicated to acquiring knowledge about aquatic systems in the Central West of Mexico

Martina Medina-Nava (Universidad Michoacana de San Nicolás de Hidalgo)*; Xavier Madrigal (Universidad Michoacana de San Nicolás de Hidalgo) — **Mexico**

52. Workshop "A Journey through the Digestive System": (re)construction, challenges and possibilities

Larissa Mattos Feijó (Fundação Oswaldo Cruz); Viviane Abreu de Andrade (CEFET/RJ)*; Pablo González Yoval (ENP UNAM); Naíse Chales Lins (UFRRJ); Luana Linda da Silva (CEFET/RJ); Saulo Hermosillo Marina (ENP, UNAM); Robson Coutinho-Silva (UFRJ) — **Brazil**

155. Ruta temática y experiencia de los talleres de ciencia recreativa en el curso de verano Zigzag 2023

Juan Carlos García Castillo (Zigzag)*; Mónica G. Chávez Elorza (Universidad Autónoma de Zacatecas) — **Mexico**

9. Live the reef (Vive el arrecife), history of an exhibition and the uncertainty of coral reefs

Pedro Medina Rosas (UdeG)* — **Mexico**



April 10, 17:30-19:00 Hall: Bóveda 2

Training and Professionalization (TRP-1) Moderator: Edgar Ramos Rambaud

59. A freely available resource for our community: science communication MOOC on edX

Ayelet Baram Tsabari (Technion)* — **Israel**

11. Science workshop design strategy for scientists and researchers

Luz R. de León Lomelí (ITSLP)*; César Augusto Martínez-Rocha (AXIO); Martha Ramírez (Red de Divulgadores del Norte); Efrén Flores (ITSLP); José Álvaro Vázquez (ITSLP) — **Mexico**

154. The professionalization of science recreation: from individual reflection to community dialogue

Felipe de Jesús Cerda Hernández (Ciencia Desde Cero)*; Laura Esquivel Hernández (Ciencia Desde Cero) — **Mexico**

86. Training undergraduate students as facilitators in an outreach university program

Maite Martirena Otero (Facultad de Química, UdelaR)*; Agustín Rodríguez (Facultad de Química); Federico G. Nípoli (Facultad de Química); Micaella Cipriani (Química d+, Facultad de Química); María S. Machado Corral (Química d+, Facultad de Química); Marcelo Queirolo (Química d+, Facultad de Química) — **Uruguay**

38. How a scientific society brings science closer to society: clues from the “Matemáticas en la calle” project

Paloma Zubieta (Universidad Nacional Autónoma de México (UNAM), Instituto de Matemáticas)*; Beatriz L. Vargas (NA); Mariana Carnalla (Centro de Investigación en Matemáticas, A. C. (CIMAT), Guanajuato) — **Mexico**

68. Reflections on a new postgraduate studies program for museums: Especialización en Gestión de Proyectos Museales

Claudia Hernández (Universum)*; Brenda Flores (Universum) — **Mexico**



April 10, 17:30-19:00 Hall: Hermanos de Santiago

PCST Research (RSH-2) Moderator: Daniel Humberto Solís Recéndez

127. The dispute for scientific consensus and dissent in the discursive configuration of climate change in the hegemonic international press

María Quinn (ITESO)* — **Mexico**

56. At the edge of mathematics communication and education

Rocío González-Sánchez (Centro de Investigación en Matemáticas - CIMAT)* — **Mexico**

61. Cuantificación del valor social creado por la Universidad de los niños EAFIT durante 2023

Laura Jaramillo (Universidad EAFIT)* — **Colombia**

167. Meeting the challenge of objectively evaluating Science Fairs to promote Scientific Culture

Vanessa Martínez Sosa (COECYT Coahuila)*; Geoffroy Gautrot (Freelancer) — **Mexico**

134. Quark: What is behind 22 years of volunteer work in science popularization?

Miguel García Guerrero (Autonomous University of Zacatecas)*; Bertha G. Michel Sandoval (Museo de Ciencias UAZ); Viridiana Esparza (Grupo Quark) — **Mexico**

8. Children as protagonists in family visits to science spaces

Luisa Massarani (Instituto Nacional de Comunicação Pública da Ciência e Tecnologia; Casa de Oswaldo Cruz, Fiocruz)*; Alessandra Bizerra (Universidade de São Paulo); Grazielle Scalfi (INCT-CPCT); Bruna Ibanes (Instituto Nacional de Comunicação Pública da Ciência e Tecnologia); Juliana Magalhães (Instituto Nacional de Comunicação Pública da Ciência e Tecnologia); Antero Vinícius Firmino Pinto (Instituto Nacional de Comunicação Pública da Ciência e Tecnologia) — **Brazil**



April 10, 17:30-19:00 Hall: de la Reflexión

New Voices In PCST (NVC-2) Moderator: Miriam Guadalupe Báez Hernández

180. Experiences on diversity and inclusion in Science Communication actions

René A. Ortega Minakata (IRyA UNAM)* — **Mexico**

123. Women in science: A look at science from the life stories of university researchers and scientists

Carlos Hernández Zarza Hernández (Universidad Autónoma del Estado de México); Natali Ixchel Téllez Colín Téllez (Universidad Autónoma del Estado de México)*; Jimena Peña Palacios (Universidad Autónoma del Estado de México); Katherine Saraí Mora Gutierrez (Universidad Autónoma del Estado de México); Isela Itzel Morales Garcés (Universidad Autónoma del Estado de México) — **Mexico**

16. Low visibility of female youtubers addressing environmental problems: a question of discursive strategies?

Cecilia Lartigue (UNAM)*; Muriel Lefebvre (Université de Toulouse II) — **Mexico**

125. Artistic co-creation and territorial projection in education of the Hualpén Sanctuary field guide, Chile

Xuksa Kramcsak (Instituto de Ecología y Biodiversidad IEB Chile)* — **Chile**

133. Divulgación de la ciencia con perspectiva de género: el caso de la evolución humana

Aketzalli González Santiago (La Bombilla)*; Laura Esquivel Hernández (Manual para Curiosxs); Lucero A. Mendoza (La Bombilla IluminArte con Ciencia); María del Sol Ríos Ávila (La Bombilla) — **Mexico**



April 11, 12:00-13:30 Hall: Bóveda 1

Science Recreation (SRC-3) Moderator: Daniel de la Torre Guzmán

101. Prototipos lúdicos para la recreación de la ciencia en comunidades rurales de la región de los volcanes Iztaccíhuatl – Popocatepetl

Antonio Eloy Arce (Alzate y su gente)* — **Mexico**

107. Art, science and community: 10 years of promoting and communicating science in the rural community of Coatlán del Río, Morelos, Mexico

Mario A. Saldaña (Cirián "ciencia + arte = comunidad")* — **Mexico**

53. Immunolottery: a resource for immunology science communication

Viviane Abreu de Andrade (CEFET/RJ)*; Pablo González Yoval (ENP UNAM); Naíse Chales Lins (UFRRJ); Larissa Mattos Feijó (Fundação Oswaldo Cruz); Luana Linda da Silva (CEFET/RJ); Saulo Hermsillo Marina (ENP, UNAM); Robson Coutinho-Silva (UFRJ) — **Brazil**

76. Playing with science

Brandon González (Poliedro Ciencia Curiosa)* — **Mexico**

112. Matemorfosis en las comunidades

Carmen Mares (CIMAT)* — **Mexico**



April 11, 12:00-13:30 Hall: Bóveda 2

Science Journalism (JLS-1) Moderator: Aleida Rueda Rodríguez

80. Nuquí Vivo: A transmedia project in a biodiverse, multiethnic territory

Marcela Gutiérrez (Universidad EAFIT)*; Yulieth Teresa Hillón Vega (Universidad EAFIT); Paula Andrea Echeverry Chalarca (Universidad EAFIT); Julieta Zuliaga Sánchez (Universidad EAFIT); Tania Isabel Cardona Rojas (Universidad EAFIT); Mateo Monsalve Vélez — **Colombia**

92. Immersing for Effective Communication: Bridging the Gap between the Worlds of Science and Journalism

Michelle Morelos (Red Mexicana de Periodistas de Ciencia)*; Cecilia Montero (Red Mexicana de Periodistas de Ciencia); Eduardo Ríos Patrón (Instituto de Investigaciones Económicas y Empresariales de la Universidad Michoacana); Ignacio González (WWF); Sarai Gutiérrez (Red Mexicana de Periodistas de Ciencia) — **Mexico**

58. Storytelling in Science Podcasts

Mayra D. Trinca (Labjor/Unicamp)*; Simone Pallone de Figueiredo (Labjor/Unicamp) — **Brazil**

122. La Renovable: dissemination of renewable energies

Juan Tonda (Dirección General de Divulgación de la Ciencia de la UNAM)* — **Mexico**

139. The role of Science News Agencies in science communication: opportunities, challenges and public access

Monique Oliveira (Unicamp); Germana F. Barata (Unicamp)*; Mariana Hafiz (Unicamp); Alice Fleerackers (SFU); Carlos Caetano de Almeida (Unicamp) — **Brazil**

186. Co-creating the future European Competence Centre for Science Communication

Marzia Mazzonetto (Stickydot srl)*; Paola Rodari (SISSA Medialab) — **Belgium**



April 11, 12:00-13:30 Hall: Hermanos de Santiago

PCST Research (RSH-3) Moderator: Elaine Reynoso Haynes

174. Science communication and human rights

Gabriela Frías Villegas (Nuclear Sciences Institute, National Autonomous University of Mexico); Kathia E. García (UNAM); Alejandro Guzmán-Vendrell (UNAM); Irvin Alberto Mendoza Hernández (Universidad Nacional Autónoma de México)*; Fabiola Vázquez (Univ — **Mexico**)

105. Science Communication in Citizen Science: Creating Bridges for Shared Knowledge and Inclusive Participation

Pamela Geraldine Olivo (Instituto Tecnológico y de Estudios Superiores de Monterrey)*; Jorge C. Sanabria (Instituto Tecnológico y de Estudios Superiores de Monterrey) — **Mexico**

14. Exploring Endometriosis Online Health Communities (OHCs): A mixed methods content analysis of a patient-led community

Helen A. Tosteson (UW-Madison)* — **United States**

6. Watering the Lava flow: The use of comics in communicating scientific information to improve water conservation in gardening

Aquiles Negrete (CEIICH-UNAM)*; Cecilia Lartigue (UNAM) — **Mexico**

25. Scientific organizations and NGOs: a required dialogue to raise awareness of public opinion and preserve the environment in Latin America

Diogo L. de Oliveira (Universidade Federal de Campina Grande)*; Bruce Lewenstein (Cornell University) — **Brazil**

49. Maybe in my backyard? Exploring a co-design process that integrates community perspectives for the siting of a spent nuclear fuel facility

Mikhaila N. Calice (University of Wisconsin-Madison)*; Dominique Brossard (University of Wisconsin-Madison); Paul Wilson (University of Wisconsin-Madison); Kuhika Gupta (University of Oklahoma); Hank Jenkins-Smith (University of Oklahoma) — **United States**



April 11, 12:00-13:30 Hall: de la Reflexión

New Voices In PCST (NVC-3) Moderator: Montserrat García Guerrero

178. Fostering Future Scientists: Therapeutic storytelling as a strategy for developing emotional intelligence in girls

Emma Perla P. Solís Recéndez (Universidad Autónoma de Zacatecas)*; Daniel H. Solís (Unidad Profesional Interdisciplinaria de Ingeniería Campus Zacatecas, Instituto Politécnico Nacional) — **Mexico**

108. Gaps between academic and local cultures. How science communication students learn to engage with actively.

Edith Escalón (Universidad Veracruzana)* — **Mexico**

156. Are there new voices in sustainability communication in Mexico?

Ana C. Nepote (Universidad Nacional Autónoma de México)* — **Mexico**

169. Working towards inclusion in recreational science

José Eduardo González Reyes (ADN Aprende y Descubre la Naturaleza)*; Aketzalli González Santiago (La Bombilla); Gustavo Epitacio Joaquin (Ciencia Desde Cero) — **Mexico**

106. Science communication strategy for rural girls

Teresa Avila (Universidad Católica Boliviana)*; Camilo Kunstek (Universidad Católica Boliviana) — **Bolivia**



April 11, 17:30-19:00 Hall: Bóveda 1

Science Recreation (SRC-4) Moderator: Atenea Morales Samaniego

71. Teatro Científico Infantil

Sara C. Díaz (Consejo Sudcaliforniano de Ciencia y Tecnología)*; Isabel Mosqueira (COSCYT) — **Mexico**

55. Training university students in science communication: Case study of 'Jóvenes por la Ciencia/Club Universitario de Ciencia (JC/CUC)' at DAIA, Juárez Autonomous University of Tabasco, Mexico.

Emmanuel M. Munguía (Universidad Juarez Autonoma de Tabasco)*; Mirna Cecilia Villanueva (Universidad Juarez Autonoma de Tabasco); Roger Castillo (Universidad Juarez Autonoma de Tabasco) — **Mexico**

179. Is the image of people doing science still masculine? Recreational science activities as a tool to change stereotypes.

Abigail Zentella (ADN Aprende y Descubre la Naturaleza)*; Mariana Martínez (ADN Aprende y Descubre la Naturaleza); José Eduardo González Reyes (ADN Aprende y Descubre la Naturaleza) — **Mexico**

131. El teatro popular como recurso lúdico en el proceso de enseñanza-aprendizaje no formal.

Lucero A. Mendoza (La Bombilla IluminArte con Ciencia)*; Isaac Gutiérrez (La Bombilla IluminArte con Ciencia) — **Mexico**

77. Stand-Up Science with Young Researchers: A Scientific Communication Training Strategy at Parque Explora, Medellín-Colombia

Hernán D. Oquendo (Parque Explora)* — **Colombia**

176. “¡Anímate! A animar la ciencia” Science stories told by children for children.

José Eduardo González Reyes (ADN Aprende y Descubre la Naturaleza); Verónica Reyes Galindo (ADN Aprende y Descubre la Naturaleza)* — **Mexico**



April 11, 17:30-19:00 Hall: Bóveda 2

Training and Professionalization (TRP-2) Moderator: María Emilia Beyer Ruiz

126. Children and adolescents science communicators: qualitative evaluation on the impact of the call "Community scientific disseminator"

Karen Yocely Cruz Cortez (Consejo de Ciencia y Tecnología del Estado de Tabasco)*; Diana Martínez Ordóñez (Consejo de Ciencia y Tecnología del Estado de Tabasco); Virginia del Carmen Bernal Cordero (Consejo de Ciencia y Tecnología del Estado de Tabasco); — **Mexico**

103. Join the field. Identity goals in a socially-focused teaching program for science communication in Veracruz, Mexico.

Edith Escalón (Universidad Veracruzana)* — **Mexico**

119. The search for a structure to consolidate science recreation groups

Miguel García Guerrero (Autonomous University of Zacatecas)* — **Mexico**

160. Design, evaluation, and evolution of a Diploma Course in Science Communication linked to public policies

Vanessa Martínez Sosa (COECYT Coahuila)*; Geoffroy Gautrot (Freelancer) — **Mexico**

164. Two pillars and a bridge: Basic concepts for designing an introductory course for training science communicators

Elaine Reynoso Haynes (Universidad Nacional Autónoma de México)* — **Mexico**

161. Training science communicators to highlight gender responsive research

Toss H Gascoigne (Australian National University)*; Jennifer E. Metcalfe (Econnect Communication) — **Australia**



**April 11, 17:30-19:00 Hall: Hermanos de Santiago
(RDT-1)**

Roundtable

Diversity and inclusion in academic research in science communication

Paola Rodari (Sissa Medialab)*; Luisa Massarani (Instituto Nacional de Comunicação Pública da Ciência e Tecnologia; Casa de Oswaldo Cruz, Fiocruz); Ana Claudia Nepote (Universidad Nacional Autónoma de México) — **Italy, Brazil & Mexico**



April 11, 17:30-19:00 Hall: de la Reflexión

PCST Research (RSH-4) Moderator: Lorena Valenzuela Reyes

54. The Public Science Communication Processes (PSCP) in Mexican Museums and Science Centers during the COVID-19 Pandemic Period

Monserrat Rodríguez Ramos (ITESO / LAMAT, Comunicación de Ciencia A. C.)* — **Mexico**

62. A Study of the Impact of the Scientific exhibition "Among legs and antennas" in Tabasco.

Felicia Jiménez (Consejo de Ciencia y Tecnología del estado de Tabasco); Alejandro Félix (Consejo de Ciencia y Tecnología de Tabasco)*; Rossy Morales (Consejo de Ciencia y Tecnología de Tabasco) — **Mexico**

85. Narrator Identity's Impact on Scientist Perception: Race and Gender Dynamics

Dayeon Eom (University of Wisconsin Madison)*; Helen A. Tosteson (UW-Madison); Amanda Molder (UW-Madison); Emily Howell (University of Wisconsin-Madison); Sarah Goodwin (Science Communication Lab); Elliot Kirschner (Science Communication Lab); Meredith DeSalazar (Science Communication Lab) — **United States**

4. Innovation and society: characteristics of digital communication on innovation in Costa Rica

Margoth Mena-Young (Universidad de Costa Rica)* — **Costa Rica**

110. Science communication the fundamental tool for Futures Literacy.

Silvia Singer (MIDE, Museo Interactivo de Economía)* — **Mexico**



April 12, 12:00-13:30 Hall: Bóveda 1

Science Recreation (SRC-5) Moderator: Bertha Michel Sandoval

48. Science Communication and Serious Video Games

Axel A. González (UNAM)* — **Mexico**

109. Mycological adventures in the world of Mario Bros.

Luz E. Hernández (Museo de Ciencias Ximhai)* — **Mexico**

72. Misión Conocimiento

Sara C. Díaz (Consejo Sudcaliforniano de Ciencia y Tecnología)*; Cinthya Castro (CIBNOR) — **Mexico**

83. Transforming Science Engagement: Redesigning an Interactive Chemistry Exhibition for Independent Exploration

Agustín Rodríguez (Facultad de Química)*; Soledad Machado (Facultad de Química); Micaella Cipriani (Facultad de Química); Federico G. Nípoli (Facultad de Química); Maite Martirena Otero (Facultad de Química, UdelaR); Marcelo Queirolo (Facultad de Química) — **Uruguay**

152. Taking the bull by the horns, quality indicators in recreational science activities.

José Eduardo González Reyes (ADN Aprende y Descubre la Naturaleza)*; Erika Nayelli Hernández Villegas (ADN); Verónica Reyes-Galindo (ADN Aprende y Descubre la Naturaleza) — **Mexico**



April 12, 12:00-13:30 Hall: Bóveda 2

New Voices In PCST (NVC-4) Moderator: Viridiana Esparza Manrique

30. Archaeology communication new possibilities from a rural community

Semati P. Rodríguez Ríos (Universidad Veracruzana)* — **Mexico**

106. Science communication strategy for rural girls

Teresa Avila (Universidad Católica Boliviana)*; Camilo Kunstek (Universidad Católica Boliviana) — **Bolivia**

135. Com100CIA. Dialogue with communities as a starting point for a training experience in public communication of science

José de J. Guridi Colorado (ITESO, Universidad Jesuita de Guadalajara)*; Daily Rodríguez (ITESO, Universidad Jesuita de Guadalajara) — **Mexico**

36. “You can lead a horse to water, but you can’t make him drink”: the unheard sanitation discourses of the Swachh Bharat Mission in India

Sohinee Bera (Cornell University)* — **United States**

177. Communication of science in native Mexican languages

Gustavo Arciniega (Universidad Nacional Autónoma de México)*; Luisa G. Jaime (Facultad de Ciencias, UNAM) — **Mexico**

171. Promote the training of science communicators in indigenous communities

Libia Elena Barajas Mariscal (UNAM)*; Roberto Lorenzo Rueda (DGCPIU Chiapas) — **Mexico**



**April 12, 12:00-13:30 Hall: Hermanos de Santiago
(RDT-2)**

Roundtable

La desinfodemia en la comunicación del conocimiento científico

Desafíos para el abordaje teórico y práctico de la desinfodemia en la comunicación de la ciencia.

Margoth Mena-Young (Universidad de Costa Rica) — **Costa Rica**

Desinformación científica y procesos interaccionales en grupos antivacunas en Telegram en Brasil.

Luisa Massarani (National Institute of Public Communication of Science and Technology; Casa de Oswaldo Cruz), Lídia Raquel Herculano Maia (National Institute of Public Communication of Science and Technology; Casa de Oswaldo Cruz), Thaiane Oliveira (Fluminense Federal University), Marcelo Alves dos Santos Júnior (Pontifical Catholic University of Rio de Janeiro) — **Brazil**

Uso de cubrebocas en sector empresarial del Valle de Mexicali: desinformación y redes de apoyo.

Griselda Guillen Ojeda (Universidad Autónoma de Baja California), Francisca Cecilia Encinas Orozco (Universidad de Sonora), Ana María Vázquez Espinoza (Universidad Autónoma de Baja California) — **Mexico**

Comunicación contra la desinformación en la práctica: historias sonoras sobre temas de salud.

Aleida Rueda Rodríguez (Universidad Nacional Autónoma de México) — **Mexico**



April 12, 12:00-13:30 Hall: de la Reflexión

PCST Research (RSH-5) Moderator: Julia Tagüeña Parga

60. The (lack of) relevance of science education to science-informed behavior: the case of COVID-19

Ayelet Baram Tsabari (technion)* — **Israel**

7. Science Communication: a Strategic Asset for Adoption of Biotechnological Innovations in Agroecological Training Spaces

Lourdes Mateos Espejel (Universidad Popular Autónoma del Estado de Puebla)*; José Luis Estrada (Benemérita Universidad Autónoma de Puebla); Luis Daniel Ortega Martínez — **Mexico**

99. Female role models in science and technology for girls and young people to promote scientific vocations: a science communication strategy at INECOL, Mexico

Andrea Farías Escalera (INECOL AC); Edith Escalón (Universidad Veracruzana)* — **México**

136. Public science communication activities: "dialogue events". A qualitative analysis of the construct: Eat healthy!

Patricia Aguilera Jiménez (Dirección General de Divulgación de la Ciencia, UNAM)* — **Mexico**



April 12, 15:30-17:00 Hall: Bóveda 1

Science Recreation (SRC-6) Moderator: Claudia Hernández García

102. 10 Scientists Achieved. Women in science have always been there.

Montserrat G. González (La ciencia es genial)* — **Mexico**

69. Ciencia Pública

Sara C. Díaz (Consejo Sudcaliforniano de Ciencia y Tecnología)*; Miguel Díaz (COSCYT); Cecilia Higuera (COSCYT) — **Mexico**

147. Character design to disseminate Citizen Science projects

Emilio Vázquez (Tecnológico de Monterrey); Pamela Geraldine Olivo (Instituto Tecnológico y de Estudios Superiores de Monterrey); Jorge C. Sanabria (Instituto Tecnológico y de Estudios Superiores de Monterrey)* — **Mexico**

104. Popularization of science and reading promotion

Laura Paola Noguez Ledesma (Poliedro Ciencia Curiosa)* — **México**

66. Chemistry Kits to support students and teachers in primary education

Federico G. Nípoli (Facultad de Química)*; Maite Martirena (Facultad de Química); Soledad Machado (Facultad de Química); Agustín Rodríguez (Facultad de Química); Marcelo Queirolo (Facultad de Química); Micaela Cipriani (Facultad de Química) — **Uruguay**

31. Design and Development of High-Impact Science Shows: "El Laboratorio de Sigfrido" Case Study

Daniel A. de la Torre (Instituto Politécnico Nacional)* — **Mexico**



April 12, 15:30-17:00 Hall: Bóveda 2

Training and Professionalization (TRP-3) Moderator: Vanessa Martínez Sosa

15. La ciencia en el cine: Diplomado para la creación de cortometrajes de divulgación de la ciencia del CCYTET

Katia Herrera (Consejo de Ciencia y Tecnología del Estado de Tabasco)*; Dulce Chávez Mora (CCYTET) — **Mexico**

144. A survey on the training needs of public science communicators

María Yazmín Hernández (DGDC-UNAM)*; Patricia Aguilera-Jiménez (Dirección General de Divulgación de la Ciencia, UNAM); Elaine Reynoso Haynes (DGDC) — **Mexico**

128. Mediator training and certification program

Adán Fuentes (Papalote Museo del Niño)* — **Mexico**

124. MIM Mediation School: Training future communicators of science, art and nature from cultural mediation.

Valeria Vera (Museo Interactivo Mirador)* — **Chile**

159. Use of Technological Tools for Public Communication of Science

César Augusto Martínez Rocha (AXIO)* — **Mexico**

32. What do students want to learn? A comparative study on science communication training

Carolina Sotério (USP/Cornell)*; Bruce V. Lewenstein (Cornell University) — **Brazil**



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**April 12, 15:30-17:00 Hall: Hermanos de Santiago
(RDT-3)**

Roundtable

Training experiences in science communication for science students in Latin America

Cecilia Rosen (Institute of Cellular Physiology, UNAM), Aleida Rueda (Center for Complexity Sciences, UNAM), Soledad Machado Corral (Faculty of Chemistry, University of the Republic), Patricia Magaña (Institute of Biology, UNAM) — **Mexico-Uruguay**



April 12, 15:30-17:00 Hall: de la Reflexión

PCST Research (RSH-6) Moderator: Miguel García Guerrero

42. When a professional scientist becomes a science communicator

Iván Jalil Antón Carreño Márquez (Universidad Politécnica de Chihuahua)* — **Mexico**

98. Taller de ciencia recreativa sobre la actividad volcánica del Popocatepetl

Antonio Eloy Arce (Alzate y su gente)* — **Mexico**

165. Monologue and scientific stand up as techniques for the science communication

Héctor A. Osorio Romero (Benemérita Universidad Autónoma de Puebla; Divulgaciencia México)* — **Mexico**

51. Science communication on Twitter: A systematic literature review

Israel Noguera (ITESO)* — **Mexico**

175. Trust - ¿or mistrust? - in science: Representations of academic misconduct in science novels

Luz María Hernández Nieto (Universidad Autónoma en San Luis Potosí)* — **México**

29. University extension projects: including citizens from favelas in the scientific debate

Diogo L. de Oliveira (Universidade Federal de Campina Grande)* — **Brazil**