



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**