

## **Abstract: Communicating science on the web**

The concept of digital scholarship is increasingly generating interest across the university sector as academics seek to utilise the potential of the web to communicate to, and engage with, publics. New challenges and opportunities are being addressed as academics work with peers (and sometimes also with user communities) to envisage, theorise and instantiate new places, spaces and methods for communication and engagement. In so doing, digital scholars are working to identify (and increasingly to assess) more effective ways of generating, representing, circulating and debating scientific knowledge in the public sphere.

This wider context for communicating science in the information age can be characterised as both dynamic and disruptive. Developments with digital technologies relate closely to emerging social practices, and how these inform, and are informed by, media, forms and interactions with audiences, users and participations. In turn these acts of communication are influencing, and are influenced by, the political economy of professional media and user-generated content, and the introduction of political and institutional governance and policies. Together this wider context provides opportunities and challenges for science communication practitioners and researchers, but also for audiences and user communities.

In this lecture, I will explore the dynamic relationship between digital scholarship, digital media and public participation and how this is influencing how the sciences are represented in the digitally-mediated public sphere.

## **Biography:**

Richard Holliman is Senior Lecturer in Science Communication in the Faculty of Science at the Open University, UK. Through his research, teaching and public engagement work he explores the ways that (techno-) sciences are communicated via a range of media and genres, and how ideas about (upstream) public engagement with science and technology may be shifting and extending social practices. He chairs a postgraduate course in science communication as part of the Open University's MSc in Science in Society. Examples of some of these course materials are available via iTunes U. In 2009 he co-published (with colleagues) two edited collections that explore contemporary issues in science communication and public engagement (Holliman, Whitelegg, et al., 2009 and Holliman, Thomas, et al., 2009). He was PI (with Liz Whitelegg) for the Invisible Witnesses project, which explored gendered representations of scientists, technologists, engineers and technologist on UK children's television. His recent research has explored the implications of 'climategate' for science journalism and public debate (Holliman, 2011). You can find out more about his publications at: [oro.open.ac.uk/view/person/rmh47.html](http://oro.open.ac.uk/view/person/rmh47.html)