

November 9 & 10, 2007
Peter Wall Institute for
Advanced Studies, UBC



The Science Journalism Research Group presents
**Future Directions in
Science Journalism**



Keynote speaker
Alfred Hermida

UBC professor of
digital journalism;
former news editor,
BBCNews.com

Session 1: Hype, Spin and Conflicts of Interest in Science Journalism

How much is science hyped in the press, who is responsible for it and why does it happen? How can science reporters recognize hype, avoid manipulation and look for conflicts of interest in the stories they write? How does the commercialization of science relate to science journalism? What conflicts do science journalists themselves have?

Session 2: Talking to the Media

During this session of the conference, two prominent UBC scientists will present recent research in a press conference-like setting. After the presentations, the audience can ask questions about the science, but this will also be an opportunity to create a dialogue between scientists, journalists and media experts all in the same room about science in the news.

Session 3: Going Online for Science

Studies show that more and more people are going online when they look for health and science news. Where are they looking? How is that changing? And what do these new audiences want?

Session 4: A Science Journalism Toolkit

Using the information collected in the previous sessions, how can science reporters actually apply this knowledge to the stories they write online?

Conference banquet and awards ceremony

Four-course meal, drinks and the first annual Canadian Science Journalism Awards Ceremony!

Complete info and online registration at www.sciencejournalism.net