Preface

In recent times, science communication has become an important area of academic activity. It rides on various platforms to achieve its objectives – for example, science journalism, science centers, and outreach activities by institutions of higher learning. While the field of science communication is generally well established in the developed world, the situation in many developing countries is far from satisfactory. Given the pervasive influence of science and technology in today's society, its influence will only increase in the years to come as the world becomes more globalized and the economies of countries become more interlinked.

With a view toward exploring the multifaceted dimensions of science communication, especially from the point of view of developing countries, this book was conceptualized. The book thus seeks to address the challenges of communicating science to the public in the developing world. We have taken a broad interpretation of the term "science communication," and thus a multiplicity of approaches for communicating science to the public is explored. Though the book title has a subline emphasizing the Asia-Pacific region, the issues explored are relevant to developing countries irrespective of region.

Chapters were commissioned from scholars working in the areas of communication of science to the public or who have experience in this area. Each chapter was subjected to peer review. A total of 17 chapters are presented in this book. They represent the efforts of 27 authors from eight countries: Australia, Bangladesh, India, Ireland, New Zealand, the USA, Singapore, and South Africa – a truly international effort. The diverse perspectives offered from the lens of authors in different cultural contexts serve to enrich the value of this publication further. For convenience, the chapters are divided into various sections.

A book of this nature would not have been possible without the efforts of various parties. We owe a debt of gratitude to many people. We thank Professor Nancy Lewis, President of the Pacific Science Association in Hawaii, for her encouragement and support for us to work on this book project. The folks in Springer have been especially helpful – particular mention must be made of acquisitions editor, Ms Bernadette Ohmer, for her patience and encouragement in

the course of our working on this book. We also thank all authors for their cooperation and support in the course of producing this book.

It is our hope that the publication of this book will spur more efforts in communicating science to the public in developing countries.

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http://www.springer.com/978-94-017-9096-3

Communicating Science to the Public
Opportunities and Challenges for the Asia-Pacific Region
Tan Wee Hin, L.; Subramaniam, R. (Eds.)
2014, X, 298 p. 32 illus., Hardcover
ISBN: 978-94-017-9096-3