



28th AMIC Annual Conference
**SCIENCE COMMUNICATION:
MANAGING THE NOW
AND THE FUTURE**

NOVEMBER 20 and 27 and DECEMBER 04, 2021

BOOK OF ABSTRACTS

Organized by:



Asian Media Information
and Communication Centre



Academy of Journalism
and Communication, Vietnam

28th

AMIC Annual Conference

Science Communication: Managing the Now and the Future

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BOOK OF ABSTRACTS

Organized by:
Asian Media Information and Communication Centre
and Academy of Journalism and Communication, Vietnam

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The Asian Media Information and Communication Centre (AMIC) is a non-profit mass communication organization serving Asia and the Pacific. AMIC is engaged in communication research, documentation, training, consultancy services, institutional development and publication. Membership is open to individuals and institutions involved and interested in the study and practice of mass communication.

For details, please contact the Asian Media Information and Communication Centre at email address: info@amic.asia and website: www.amic.asia.

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Foreword

It is not by accident that the two outstanding issues of our time—Climate Crisis and Covid-19—involve science.

Our insanity has led the world to where it is today at the crossroads of history. Do we survive as a species, or do we go down the dustbin of history?

We continue to populate the world as if earthly space is infinite. We pollute the world in the name of progress. We produce material goods and dump our garbage everywhere, from the mountain tops to the seas.

Because of the pollution our world is warming. Because of the warming our seas are rising to drown our coastal cities. Because of overpopulation our cities are bursting at the seams.

And when disease becomes a pandemic there is no room for the people to escape. The two life and death issues of our time are the Climate Crisis and Covid-19. And this is where Science and Science Communication come to the rescue.

We need Science and Scientists to shepherd us through these twin crises. And we need Science Research and Science Communication to help the people understand and mobilize them to act ASAP.

The Asian Media Information and Communication Centre (AMIC) has recognized the urgency of talking about Science Communication now to enable science journalists and communicators to contribute significantly in addressing humanity's survival issues. To delay further is to move the earth closer to the explosion of the ticking time bomb.

Thus, AMIC has adopted “Science Communication: Managing the Now and the Future” as the theme of the 28th Annual Conference which was held on November 20 and 27 and December 04, 2021. The event was co-hosted by the Academy of Journalism and Communication (AJC) based in Hanoi, Vietnam. It was the first virtual annual conference convened by AMIC.

This compilation of 2021 AMIC Annual Conference abstracts contains 124 abstracts of 167 papers presented by 224 presenters (inclusive of authors and co-authors) during the conference's 18 parallel sessions. Fifteen countries were represented in these parallel sessions.

The abstracts are categorized according to the following session clusters:

- Science Communication Theories, Models and Frameworks
- Science and the Mass Media: Enduring Legacies, New Challenges
- Science Communication Education: Now and Forever
- Science Communication Strategies and Practices
- Science Communication in the ICT Ecosystem: The New Public Sphere
- Climate Change: Communicating for the Future
- Media and Information Literacy: Think Critically, Click Wisely
- Media and Information Literacy: Think Critically, Click Wisely (Focus on Digital Literacy)

- Inoculating the Disinfodemic; Challenges to Truth-telling
- News Media Coverage and Public Information Campaigns on the COVID-19 Pandemic: Pluses and Minuses
- Social Media and the Pandemic: Searching for Truth, Discerning Lies
- Risk and Disaster Communication Saves Lives
- Health and Wellness Communication: Towards a Good Life
- Mediated Health and Wellness Communication: A Holistic Approach
- Journalism Issues
- Online Education in the Pandemic Setting
- Environment Communication: Sustainable Strategies that Work
- Agriculture Communication: Harvesting Strategies that Work

The parallel sessions were complemented by three keynote speeches and six plenary sessions. Our very distinguished keynote speakers were Massachusetts Institute of Technology (MIT) Prof. Emeritus Noam Chomsky, UNESCO Director General Audrey Azoulay, and Philippines Department of Science and Technology (DOST) Secretary Fortunato de la Pena.

The plenary sessions featured 26 moderators and speakers who are among the leading scientists, science communicators and journalists, and young climate change advocates not only from Asia but also the rest of the world.

Our 28th annual conference had about 500 registered participants and guests from Asia and other continents. The most viewed session had 250+ attendees. Meanwhile, the keynote addresses and full papers of the parallel sessions will be published separately.

AMIC extends its appreciation to our conference partners:

- Philippine Women's University (PWU)
- Asian Institute of Journalism and Communication (AIJC)
- Philippine Association of Communication Educators (PACE)
- Philippine Association for Media and Information Literacy (PAMIL)
- Polytechnic University of the Philippines (PUP)
- Ateneo de Davao University (ADDU)
- Holy Angel University (HAU)
- Miriam College-Department of Communication
- University of the Philippines Los Banos- College of Development Communication (UPLB-CDC)
- World Journalism Education Council (WJEC)
- Philippines Department of Science and Technology-Philippine Institute of Volcanology and Seismology (DOST-PHIVOLCS)
- Philippines Department of Science and Technology-Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development (DOST-PCAARRD)
- United Nations Educational, Scientific, and Cultural Organization (UNESCO)
- Youth UNESCO Climate Action Network (YoU-CAN)

AMIC is very proud of the abstracts included in this compilation. They are evidence that Asian communication and journalism scholars, researchers, educators, and practitioners are responding to the clarion call to save mother earth, now.

Crispin C. Maslog, Ph.D., AMIC Chairperson, Board of Directors
Ramon R. Tuazon, AMIC Secretary-General



Asian Media Information and Communication Centre



AMIC Conference Partners



Philippine Women's University



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Philippine Association of Communication Educators



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Polytechnic University of the Philippines



Ateneo de Davao University



Holy Angel University



Miriam College
Department of Communication



DOST-Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development (DOST-PCAARRD)



Philippine Institute of Volcanology and Seismology



World Journalism Education Council



University of the Philippines Los Baños (UPLB)
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United Nations Educational, Scientific and Cultural Organization



Youth UNESCO Climate Action Network

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SCIENCE AND THE MASS MEDIA: ENDURING LEGACIES, NEW CHALLENGES

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MEDIA AND INFORMATION LITERACY: THINK CRITICALLY, CLICK WISELY

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NEWS MEDIA COVERAGE AND PUBLIC INFORMATION CAMPAIGNS ON THE COVID-19 PANDEMIC: PLUSES AND MINUSES

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SOCIAL MEDIA AND THE PANDEMIC: SEARCHING FOR TRUTH, DISCERNING LIES

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HEALTH AND WELLNESS COMMUNICATION: TOWARDS A GOOD LIFE

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MEDIATED HEALTH AND WELLNESS COMMUNICATION: A HOLISTIC APPROACH

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ONLINE EDUCATION IN THE PANDEMIC SETTING

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ENVIRONMENT COMMUNICATION: SUSTAINABLE STRATEGIES THAT WORK

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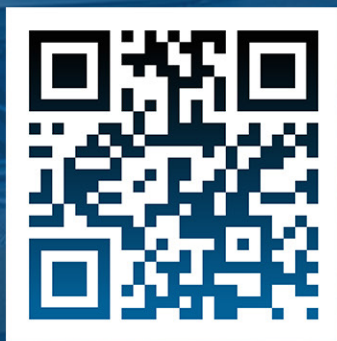
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