

Press Release: 14 August 2008



PCOST PUBLIC COMMUNICATION
OF SCIENCE & TECHNOLOGY
PROJECT

**NIRT – INTUITIVE TOXICOLOGY
AND PUBLIC ENGAGEMENT**

**NCSU Workshop on
Communicating Health and Safety Risks on
Emerging Technologies in the 21st Century
McKimmon Center, North Carolina State University
Raleigh, NC August 28-29, 2008**

This NSF supported workshop is designed to review some findings and develop the ground plan to complete the award (NIRT: Intuitive Toxicology and Public Engagement) in an efficient and productive manner. After the workshop, the presentations will be reexamined to help define variables needed in the first round of quantitative research funded under the grant (a set of modified Delphi rounds involving expert and inexpert samples).

“The primary objectives of this workshop are to isolate the key variables and to produce appropriate instruments with which we can assess public perceptions of the risks of applied nanosciences. The workshop should also provide us with a clearer picture of the predictions of experts, based on the most recent research, of how the public perceives risks and how different modes of communication affect those perceptions.”

We have designed the workshop with presentations in Raleigh at NCSU McKimmon Center and others from remote locations via the web. We are webcasting the entire workshop and we are streaming selected portions from our website as deliverables. Below is the schedule of speakers. Some titles remain in flux but this seems to be the team with whom we will work.

Our web site is: <http://communication.chass.ncsu.edu/nirt/Home.html> Workshop Schedule



**“Communicating Health and Safety Risks on
Emerging Technologies in the 21st Century”
McKimmon Center, North Carolina State University
Raleigh, NC August 28-29, 2008**

Transportation will be provided to and from the Clarion Hotel (2 miles away).

Day One, Thursday, August 28, 2008.

- I. Introduction and welcome – **David Berube**, NCSU (13:00-13:10).

- II. **Risks and Publics.**
 - a. Keynote Speaker — **Lennart Sjöberg**, Stockholm School of Economics, Sweden, “The public’s risk perception of technology.” (13:15-14:00).
 - b. Panel (14:05 -16:00) –
 - i. **(WebConf) Susanna Priest**, UNLV, TBA.
 - ii. **Rob Goble**, Clark U., “Uncertainty and risk communication concerning emerging technologies: Describing uncertainties is not the only challenge.”
 - iii. **Dan Kahan**, Yale Law School, “Cultural cognition of risk: the case of nanotechnology.”

- III. **Researching How Toxicology is Communicated to Publics.**
 - a. Speaker – **Dietram A. Scheufele**, U Wisconsin (16:15-17:00).
 - b. Panel (17:05 -19:00) –
 - i. **John Stone**, Michigan State U., “Public perceptions of agrifood nanotechnologies: Using Extension to assess and link stakeholder knowledge with public policies.”
 - ii. **Martin Clauberg**, U. Tennessee, “A review of risk perception methodologies and empirical studies focused on risks from chemicals released from consumer products/articles.”
 - iii. **Vicki Colvin**

Day Two, Friday, August 29, 2008.

- IV. Morning food and coffee (09:00).

- V. **Nano-toxicology and Risk.**
 - i. Speaker – **Jennifer Kuzma**, U Minn, “At taxonomy of risks and communication challenges.” (09:30-10:15).
 - b. Panel (10:20-12:20) –
 - i. **Tara Sabo-Attwood**, Dept of Environmental Health Sciences, School of Public Health, U. South Carolina, “Nanotoxicology: small particles with unique toxicity from aquatic to human model system.”

- ii. **James Bonner**, Dept of Environmental and Molecular Toxicology, NCSU, “Health risks of inhaled carbon nanotubes.”
- iii. **Christine Robichaud**, Dept of Civil and Environmental Engineering, Pratt School of Engineering, Duke U., “Estimation of nanomaterial production for risk assessment.”

VI. Lunch break – provided by workshop.

VII. Risk Engagement and the Public.

- a. Speaker – **Pat Gehrke**, U. South Carolina (13:20-14:15).
- b. Panel (14:20-16:35) –
 - i. **(WebConf) Kenneth Foster**, Dept of Bioengineering, U. Penn., “Risk assessment and risk communication for electromagnetic fields: A WHO perspective”.
 - ii. **Roy Schwartzman**, Dept of Communication, UNC – Greensboro, Nanotoxicartography: Rhetorically mapping public engagement with nanotechnology’s promises and perils.”
 - iii. **(WebConf) Sharon Friedman & Brenda Egolf**, Lehigh U., “Coverage of Nanotechnology’s Potential Health and Environmental Risks in the US and UK Media.”
 - iv. **Kevin Elliott and Travis Reider**, Dept. of Philosophy, USC, “Philosophical Debates about Policy Making and Public Perceptions of Risk: Roles for Empirical Research.”

VIII. Challenges in Emerging Technologies.

- a. Speaker – **William Kinsella**, Dept of Communication, Science and Technology Studies, North Carolina State U., TBA (16:40-17:15).

If you have any questions, please contact us: Katie Hayes krhayes@ncsu.edu (Workshop Admin. Asst.), Christopher Cummings christopherlcummings@hotmail.com (Grant Admin. Asst.), or David Berube dumberube@ncsu.edu (Grant PI).