



Thank you so much!

# **Science communications in Japan**

**Science PR before and after the 3.11 crisis**

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# Self-introduction



Hiromi Yokoyama, Ph.D  
-Deputy director of  
the Office of Communication  
-Associate professor  
science communication



Science Communication  
Society of Japan



日本学術会議  
SCIENCE COUNCIL OF JAPAN



MEXT  
MINISTRY OF EDUCATION,  
CULTURE, SPORTS,  
SCIENCE AND TECHNOLOGY-JAPAN



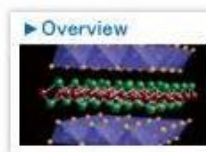
SCHOOL OF SCIENCE  
THE UNIVERSITY OF TOKYO



Mathematics



Information Science



Physics



Astronomy



Earth and Planetary  
Physics



Earth and Planetary  
Environmental Science



Chemistry



Biophysics and  
Biochemistry



Biological Sciences



Bioinformatics and  
Systems Biology

1



2



3



4



1. Leo Esaki (Nobel Prize in Physics 1973)
2. Masatoshi Koshiha (Nobel Prize in Physics 2002)
3. Yoichiro Nambu (Nobel Prize in Physics 2008)
4. Kunihiro Kodaira (Fields Medal 1954)

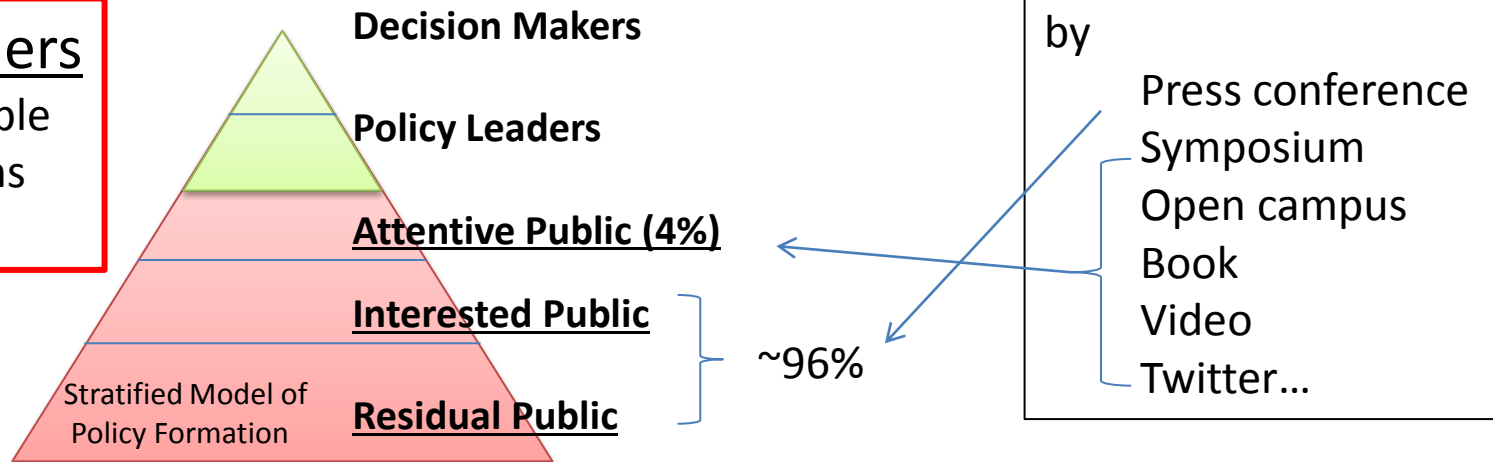
# Before 3.11 / Basic science PR

## Goal of basic science PR

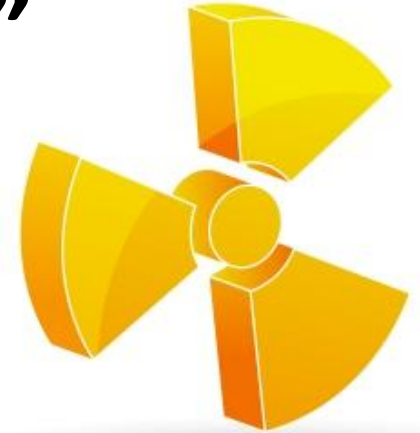
- 1) Increase young people's interest in science
- 2) Promote people's understanding and support for science

## Stakeholders

- 1) Young people
- 2) Science fans
- 3) "public"



# “beyond assumption” “limit of science”



The Tohoku region earthquake magnitude  
prediction was M7.5

## Actual M 9

**“beyond assumption”**  
After 3.11 “limits of science”



Government

**“There are no immediate health effects”**

- Disappointment
- Distrust

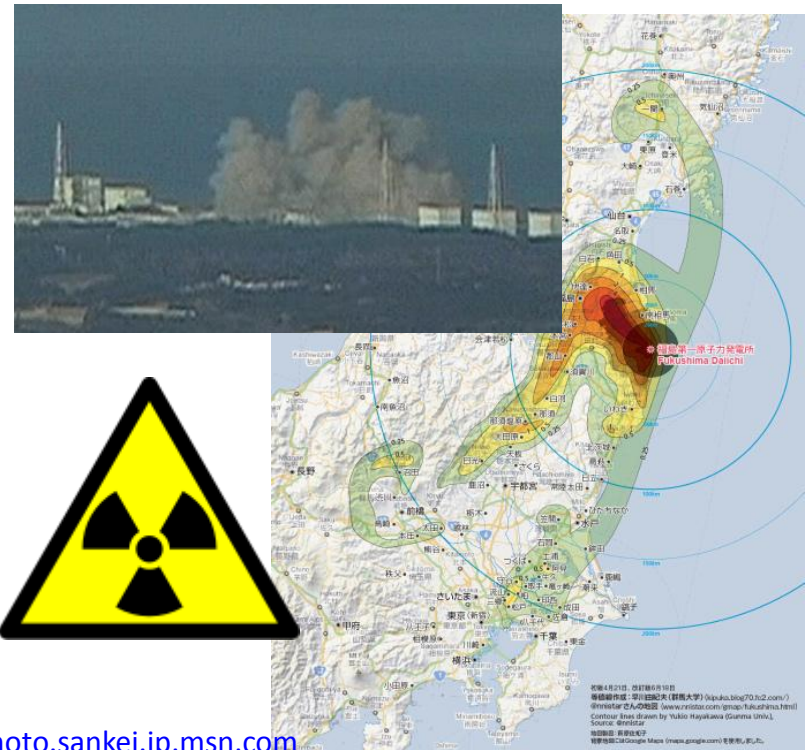


# National crisis 11 Mar 2011

## Great East Japan Earthquake 3.11

### Earthquake, tsunami, and nuclear accident

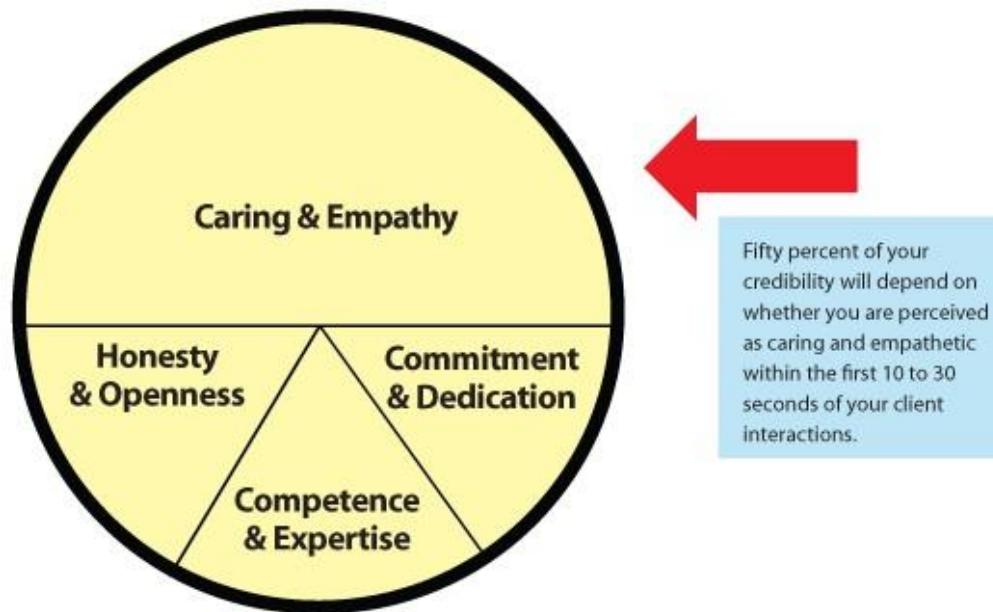
- 20 thousand people dead or missing
- 120 thousand people have been forced to evacuate



# After 3.11 communication

## Risk (crisis) communication

Exhibit 1: Key Elements in Trust and Credibility



Source: Center for Risk Communication ([www.centerforriskcommunication.com](http://www.centerforriskcommunication.com))

<http://www.fpanet.org/professionals/PracticeManagement/PracticeSolutionsMagazine/JanuaryFebruary2012/ImproveClientTrustandCommunications/>



THE UNIVERSITY OF TOKYO

Kasumiga Campus

- Immediate Measures for the Great East Japan Earthquake (Notice 7) [2011.04.20]
- (2011.04.04:Nikkei Newspaper)Turning the Great East Japan Earthquake into an opportunity to rebuild the nation The rebirth of Japan... a mission for universities [2011.04.15]
- Regarding leave of absence for international students on Japanese government scholarship programs due to the Great East Japan Earthquake [2011.04.11]
- A message from President Hamada commemorating one month from the Great East Japan Earthquake [2011.04.11]
- Immediate Measures for the Great East Japan Earthquake (Notice 6) [2011.04.08]
- Live internet broadcast URL: The University of Tokyo 2011 Matriculation Ceremony [2011.04.06]
- Regarding leave of absence for repatriated international students due to the Great East Japan Earthquake [2011.04.05]
- Immediate Measures for the Tohoku Region and Pacific Offshore Earthquake (Notice 5) [2011.03.31]
- 2011 The University of Tokyo Matriculation Ceremony, Admission Procedures and Academic Schedule [2011.03.30]
- Immediate Measures for the Tohoku Region and Pacific Offshore Earthquake (Notice 4) [2011.03.28]
- Acceptance of donations for the Tohoku Earthquake [2011.03.28]
- Volunteer activities in the disaster area [2011.03.22]
- Concerning the establishment of the 2011 Tohoku-Pacific Ocean Earthquake Headquarters for Disaster Countermeasures [2011.03.22]
- The University of Tokyo Commencement and Graduation Ceremonies 2010 [2011.03.21]
- Message to International Students from Student Counseling Center [2011.03.20]
- Information concerning radiation: react calmly and rationally on the basis of correct information [2011.03.19]
- Immediate Measures for the Tohoku Region and Pacific Offshore Earthquake (Notice 3) [2011.03.18]
- Message from the President [2011.03.18]
- Immediate Measures for the Tohoku Region and Pacific Offshore Earthquake (Notice 2) [2011.03.17]
- Re: Immediate Measures for the Tohoku Region and Pacific Offshore Earthquake [2011.03.15]
- Earthquake Information for International Students [2011.03.15]
- Emergency notification of planned blackouts [2011.03.14]
- Message from President [2011.03.14]
- University efforts to limit power consumption [2011.03.13]
- Five members of the Japan Disaster Medical Assistance (DMA) Team from the University of Tokyo Hospital are working in Sendai at the Self Defense Forces Kasuminome Base. In addition, two hospital staff members acting in a support capacity are carrying food and other relief supplies to the area [2011.03.12]
- Todai supercomputer stopped in two locations due to damage to power generation facilities [2011.03.12]
- To all students (Headquarters for Disaster Countermeasures) [2011.03.12]

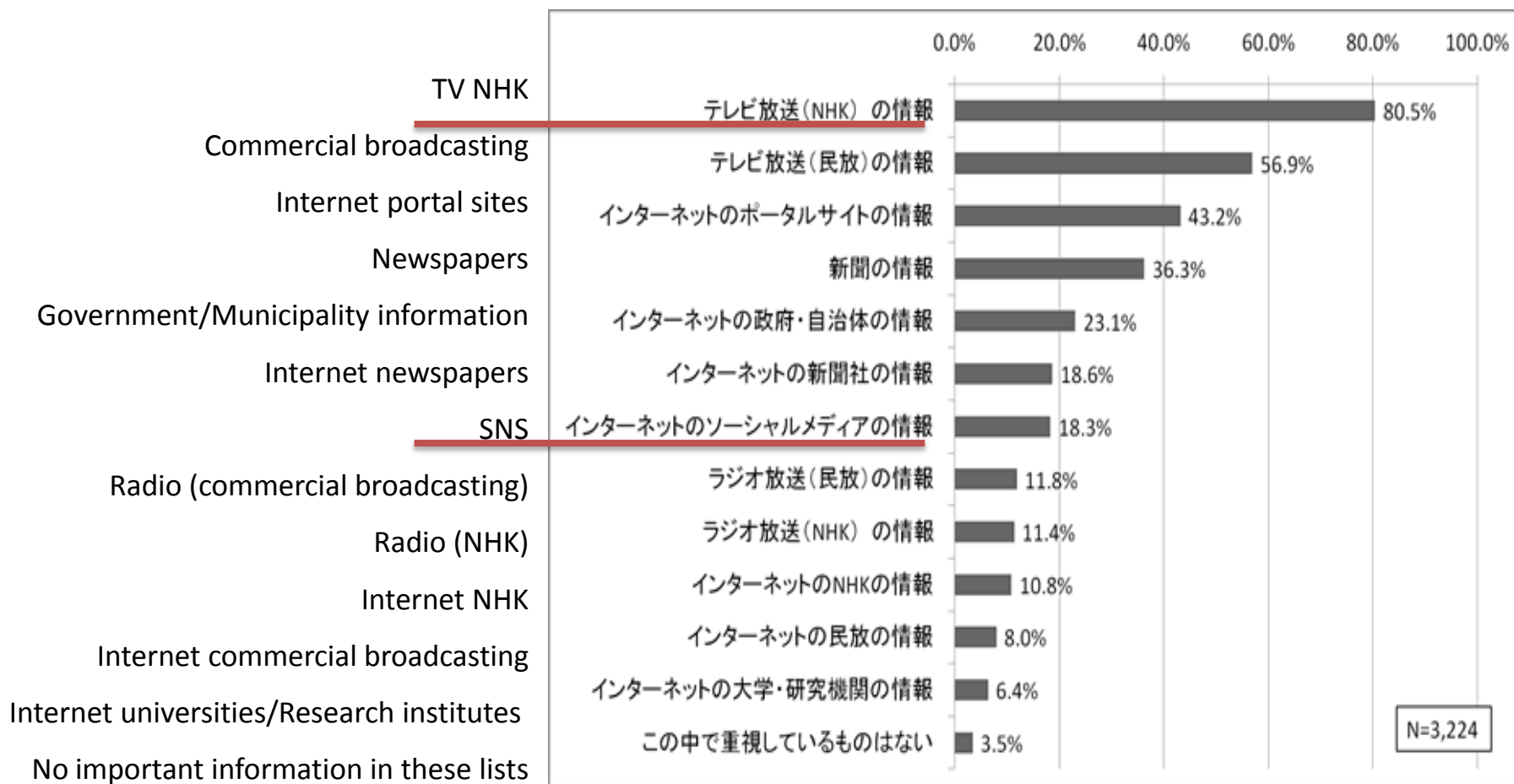
### Message from the President

18 March 2011 University of Tokyo

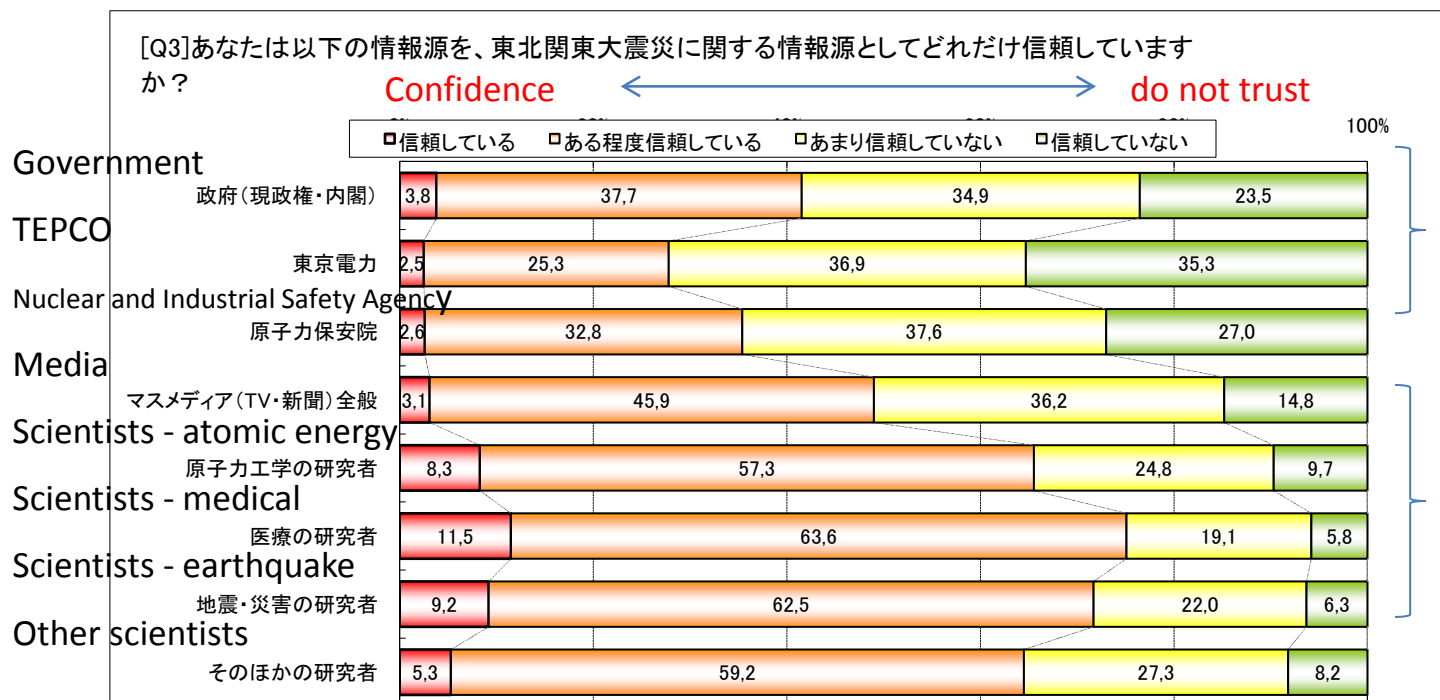
I would like to express my sincere condolences to those who have lost loved ones in the Tohoku-Pacific Ocean Earthquake Disaster. My deepest sympathies go to those who have been overwhelmed with grief following the loss of family, relatives, and friends, to those who have been injured, and to those who have lost the source of their livelihood. . . .

# Fast and accurate information

People need fast, accurate and easy to understand information.



# Bashing and distrust



Government, TEPCO  
“some information  
 is hidden”.

Scientists

Data by Hiromi Yokoyama research in 31 Mar 2011

**Bashing scientists**  
 Who said “safety”, “no problem”

“security” is science, but “ease or relief” is mind problem



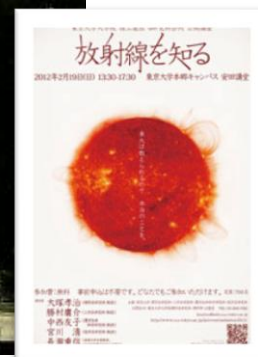


# After 3.11 PR activities

## Contribution activities by Basic science



twitter



How can we contribute to alleviating the National crisis?

## Mission of basic science PR after 3.11

### Timely outreach based on scientific knowledge

By Press conferences, Symposiums, Lectures, Web site information

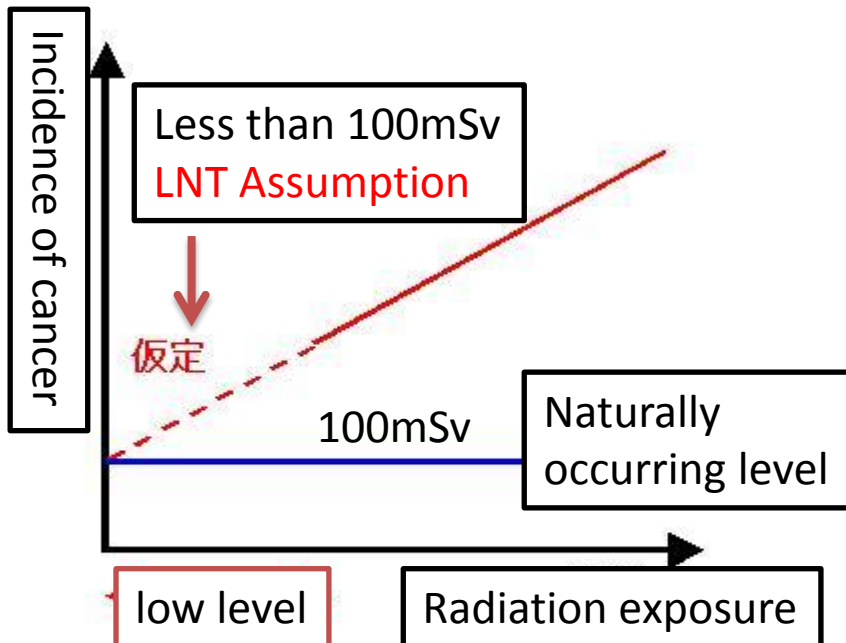
## Stakeholders

1)"public"

# Between political and science problems



health damage caused by low-level radiation is still under discussion



100mSv ? 20mSv? 1mSV?

Not only Scientific issues  
but also Political problems

—trans-science, science communication—

しきい値なし直線仮説の模式図

# The role of communication

## For all communicators

- Peacetime is important
- Beyond “interactive communication”
  - Between populism and techno-fascism (The third wave).
- Compass to Reliable information

