

Conference Schedule

7. February LECTURE

“Drawing Attn. to Nano: Fantastic Realism and Other Modes of Visual Impression Management in Nano-Technology”
Michael Lynch
(Professor, Science and Technology Studies, Cornell University)
5:30pm, Chazen L 140

8. February VISUALIZING SCIENCE: A RESEARCH COLLOQUIUM
9:00am-12:10pm, Pyle Center Auditorium

8:00-9:00am: Registration and Refreshments

9:00am: Opening Remarks

Jill Casid (Director, Visual Culture Center)
Daniel Kleinman (Director, Holtz Center for Science and Technology Studies)
Arthur S. Polans (Associate Director, Eye Research Institute)
Deborah Jenson (Director, Center for the Humanities): “What is the Human?” Initiative

9:15-10:30am: How do issues of audience and communication shape the way science is visualized?
Moderator: Shiela Reaves (Life Sciences Communication)

Ahna Skop (Genetics & Medical Genetics)
“The art of cell division: How science and art convey the mysteries of our biology”

Dietram Scheufele (Life Sciences Communication)
“The art of communicating science: Finding mental imagery that resonates”

Dominique Brossard (School of Journalism and Mass Communication)
“Biotechnology: Progress or Poison? Exploring the Use of Visuals in Media Framing of GM food”

Tom Still (Wisconsin Technology Council).
“If only stem cells were more photogenic: How (the lack of) visuals can affect public opinion”

Discussants: Ramya Rajagopalan (Sociology) and Meghan Doherty (Art History)

Break until 10:45 a.m.

10:45am-12:10pm: What are the roles of culture, technology and subjectivity?

Moderator: Laurie Beth Clark (Art)

Lynn Nyhart (History of Science)
“Nature for the trader: Exhibiting nature at the Bremen Museum for natural history, ethnology, and commerce ca. 1900”

Wendy Crone (Engineering Physics) and Greta Zenner (Materials Research Science and Engineering Center on Nanostructured Interfaces)
“Creating and Communicating an Image of Nano: Representing the Invisible and the Unimaginably Small”

Stephen Hilyard (Art)
“The Beautiful Lie”

Patty Loew (Life Sciences Communication)
“Teaching Native Children on the Reservation: Lights, Camera ... Science!”

Discussant: Judith Houck (Medical History and Bioethics)