

# DIGITAL MEDIA RESEARCH CENTRE

## visitor seminar



with visiting fellow

### DR. NIELS G. MEDE

Department of Communication and Media Research (IKMZ)  
University of Zurich, Switzerland



**THURSDAY**

11 JULY 2024



**TIME**

10:00AM - 12:00 PM  
LUNCH PROVIDED



**VENUE**

OUT KELVIN GROVE,  
Z9-607

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## *Communicating science in digital media: Challenges and potentials across countries and contexts*

Digital media, including social media and messaging apps, afford various ways for people to engage with science, researchers, and each other to share their views on scholarly expertise. Yet, these views may question the knowledge, methods, and integrity of scientists, particularly for politicised issues like climate change. Users may voice populist criticism of academic elites and distrust them to act in the best interests of society, for example. However, digital science communication can also stimulate deliberative conversations and promote constructive dialogue between science and its (counter) publics. In this seminar, Niels G. Mede will present some of his research on these challenges and potentials. He will explain how digital media can harm or foster trust in science, science-related populism, Dunning-Kruger effects, and user discussions about fraud in scientific research. This will involve multiple analytical and methodological perspectives: Niels G. Mede will draw on evidence from surveys, interview studies, and social media analyses, present comparisons between countries including Australia – and discuss implications for science and its stakeholders in society.

**Biography | Dr Niels G. Mede** is a Senior Research and Teaching Associate at the Department of Communication and Media Research (IKMZ) at the University of Zurich, Switzerland. His work centres on science communication, digital media, science criticism, environmental communication, survey methodology, and Open Science. In 2022, he received his PhD from the University of Zurich with a thesis on science-related populism and its implications for science communication. He is also involved in the Science Barometer Switzerland project and co-leads the global Many Labs study “Trust in Science and Science-Related Populism” (TISP).

Dr Mede is a Visiting Fellow at the Digital Media Research Centre from June to August 2024. In 2022 and 2023, he was a visiting researcher at the Department of Life Sciences Communication at the University of Wisconsin–Madison and at the Oxford Internet Institute of the University of Oxford.



Digital Media  
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