

The Science Communication Network that Connecting Individuals, Laboratories and Medias: Bring Science to First Scene

Li Min, China Science and Technology Museum

While people are pursuing a healthy lifestyle, masses of information resources, both right and wrong content, makes it difficult to find required information quickly and accurately. How to discard the false and retain the true becomes particularly important. We put forward a popular science micro-video program named "Expert Coming" in China Science and Technology Museum, which has successfully promoted the effective and sustainable communication of scientific resources among individuals, scientific laboratories and medias, and advocated the "active and healthy" life concept. Combining the unique Chinese habits and customs such as diet, we researched the common cognitive blanks and mistakes in life sciences, took these problems to laboratories of food nutrition and safety, medical and health, and environmental sciences for scientific experiments and verification, to bring science to the first scene. Through cooperation with National Media CCTV-1, "Expert Coming" programs got more than one billion television audiences and half a million WeChat users, achieving the No. 1 in the ratings of the same time. The popular science network model of "science and technology museum as the link, connecting individuals, laboratories and authoritative medias" has achieved success in cultivating people's scientific thinking, building up the public trust in science, and promoting scientific, sustainable lifestyle. We believe that this model could provide significant references for science centers working on science communications.