

The PACITA Project

„Parliaments and Civil Society in Technology Assessment“

01010111 01101000 01100101 01101110 00100000
01100011 01101111 01101110 01100110 01100101 01110010 01100101 01101110 01100011 01100101

When a Conference Goes Digital ...

01100111 01101111 01100101 01110011 00100000 01100100 01101001 01100111 01101001 01110100 01100001 01101100
00101110 00101110 00101110

Tweeting about the 1st European TA Conference

„Technology Assessment and Policy Areas of Great Transitions“
(Prague, March 2013)

PACITA 4th Practitioners' Training on Communication

Lenka Hebáková, TC ASCR

September 10-12, 2014 - Prague



PACITA

(PACI)TA Conference in Prague

- Programme: 3 days with 18 sessions, 4 parallel events, 3 keynotes, social media and more
- March 13-15, 2013
- National Technical Library
- 250 people attended
- Conf. Team: TC & ITAS
- EPTA Presidency: Finland



<http://pacita.strast.cz/en/conference>

TA Conference in Prague and PR/Dissemination

- Majority of PR/dissemination online – rapid change within the last decade!
- PACITA website, VOLTA magazine, Institutional websites, E-mails to relevant networks, presentation on other TA events, Poster, Leaflet..
- Social media – **Twitter**, LinkedIn, Facebook, YouTube...



PACITA

Twitter on TA conference

- Interactive, instant feedback, „more professional“ than FB, 140 characters – is it enough?
- Czech organiser account (*Tech4Czech*)
- Conference hashtag: **#PaciTA13** :
<https://twitter.com/search?q=%23pacita13&src=savs>
- 5 Twitter-friendly sessions in PC rooms:
Neurodevices; Privacy in the Internet World; Social Media; Integrated Assessments of Emerging Science; Ethical Aspects of TA.
- Twitter rapporteurs´ task: to follow the conference tweets about the respective session and inform the chair on potential important questions or remarks that shall still be discussed during the session.



Tweets Overview

- Links to PACITA outcomes and related projects, TA activities and publications, articles etc.
- Pictures on spot from the conference + short infos what is going on and being discussed
- Questions on subjects from individual sessions – challenges and dilemmas..
- Thanking tweets..
- 104 followers of @pacitaproject



PACITA

Tweet Archivist Analysis

#pacita13

258

Tweets

39

Impressions ?

3/8/2013 - 3/14/2013

Date Range



Inactive

Impressions are the total number of times tweets were delivered to timelines with this search or hashtag in this archive.

< [Back to #pacita13](#)

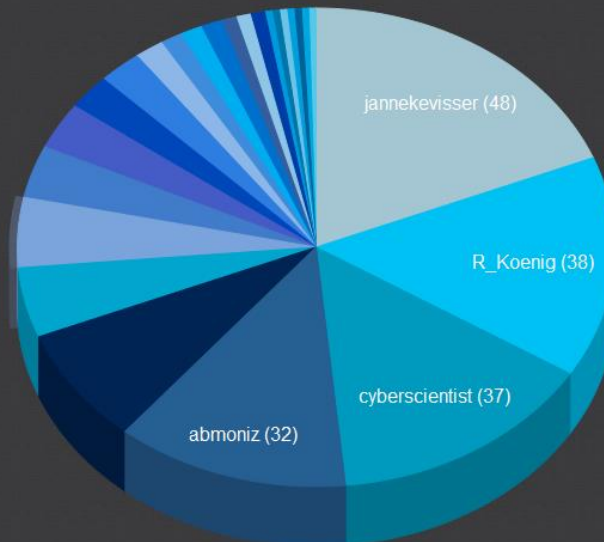
Tweet 0

Like 0

+1 0

</> [Embed chart on a webpage](#)

TOP USERS



- Jannekevisser (48)
- R_Koenig (38)
- cyberscientist (37)
- abmoniz (32)
- nunoboavida (20)
- c_scherz (12)
- ConsumerSurv (12)
- FransBrom (9)
- teknologiradet (8)
- Technikfolgen (6)
- Tech4Czech (6)
- tennoe (4)
- CSO_EU (3)
- emilian0f (3)
- johanevers (3)
- GAOChfScientist (2)
- PetraGuasti (2)
- RathenauNL (2)
- mjmaia (1)
- EvaSebronova (1)
- seo91seo (1)
- darkpoltweeter (1)
- fuchschristian (1)
- Infoethik (1)
- BjornBedsted (1)

Tweets Examples

- „Fields in which synthetic biology is already being used“ – pic. 1
- „You can read more about [@jeltete](#)'s project [here](#)“
- „Google chapter in [this book](#).“
- „S. Bösch key note chair by A. Grunwald Lots of food for thought!“ – pic. 2
- „Integrated assessment, and how many definitions one needs..? Useful overview!“





nuno boavida @nunoboavida · 14 Mar 2013

vivid and useful discussion on electric mobility and policy push #pacita13
pic.twitter.com/rUKj1wla9o



Expand

Reply Retweet Favorites More



René König @R_Koenig · 14 Mar 2013

Some statistics about the tweets on #pacita13: tweetarchivist.com/b21ac0a3/1

Expand

Reply Retweet Favorites More



CONSIDER project @CSO_EU · 14 Mar 2013

Great Venue for our 'CSOs in Research' workshop, in #PACITA13. Only 30 minutes to go! #CSOEU pic.twitter.com/WiqW4toVbD



Expand

Reply Retweet Favorites More



Michael Nentwich @cyberscientist · 15 Mar 2013

P. Vergragt about the role of TA in the transition to sustainable consumption
#PaciTA13 pic.twitter.com/FD1qgm59yr



Expand

Reply Retweet Favorites More



René König @R_Koenig · 15 Mar 2013

Gram is showing a movie about the BaltCICA project: youtube.com/watch?v=tJfC3U... #pacita13



BaltCICA - asking for citizens advice about climate change

A video showing how Kalundborg municipality asked for the citizens advice about how to prepare for climate change and rise of the sea level.

[View on web](#)

Twitter: Pros & Cons

Pros:

- reach a larger audience than just the participants
- give a direct access to interesting reports or videos
- stimulate real time questions and feedback
- possibility to cluster and moderate tweets
- professional social media tool

Cons:

- reduces complexity of talks and presentations (only 140 characters)
- does not use the proper language expressions
- not very common (in the Czech Republic)
- one out of many social media tools



2nd TA Conference – Invitation to Berlin – February 25-27th, 2015

- **Call for sessions during spring and summer**
- **Call for papers and Call for posters open**
– Deadline: Oct 1st, 2014
- Venue booked:
Umweltforum Berlin



- <http://berlinconference.pacitaproject.eu/>

Thanks..

... for your attention! 😊

... and see you in Berlin and/or
on Twitter !!!

Lenka Hebáková hebakova@tc.cz

Tomáš Michalek michalek@tc.cz

Iva Vančurová vancurova@tc.cz



PACITA