



# Science and Innovation Communication in Estonia

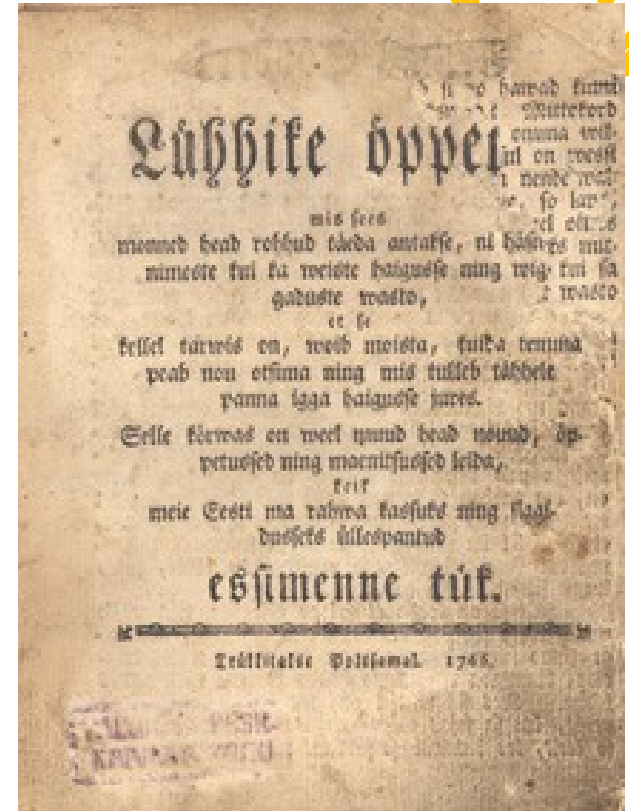
Lecture 4 of course 'The  
innovative Estonia'

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# History

- 1766 – „Lühhike õppetus“
- 1848 – „Ma-ilm ja mõnda“
- 1966 – „Teadus“ society
- 1967 – „Horisont“ magazine



# Why science communication?

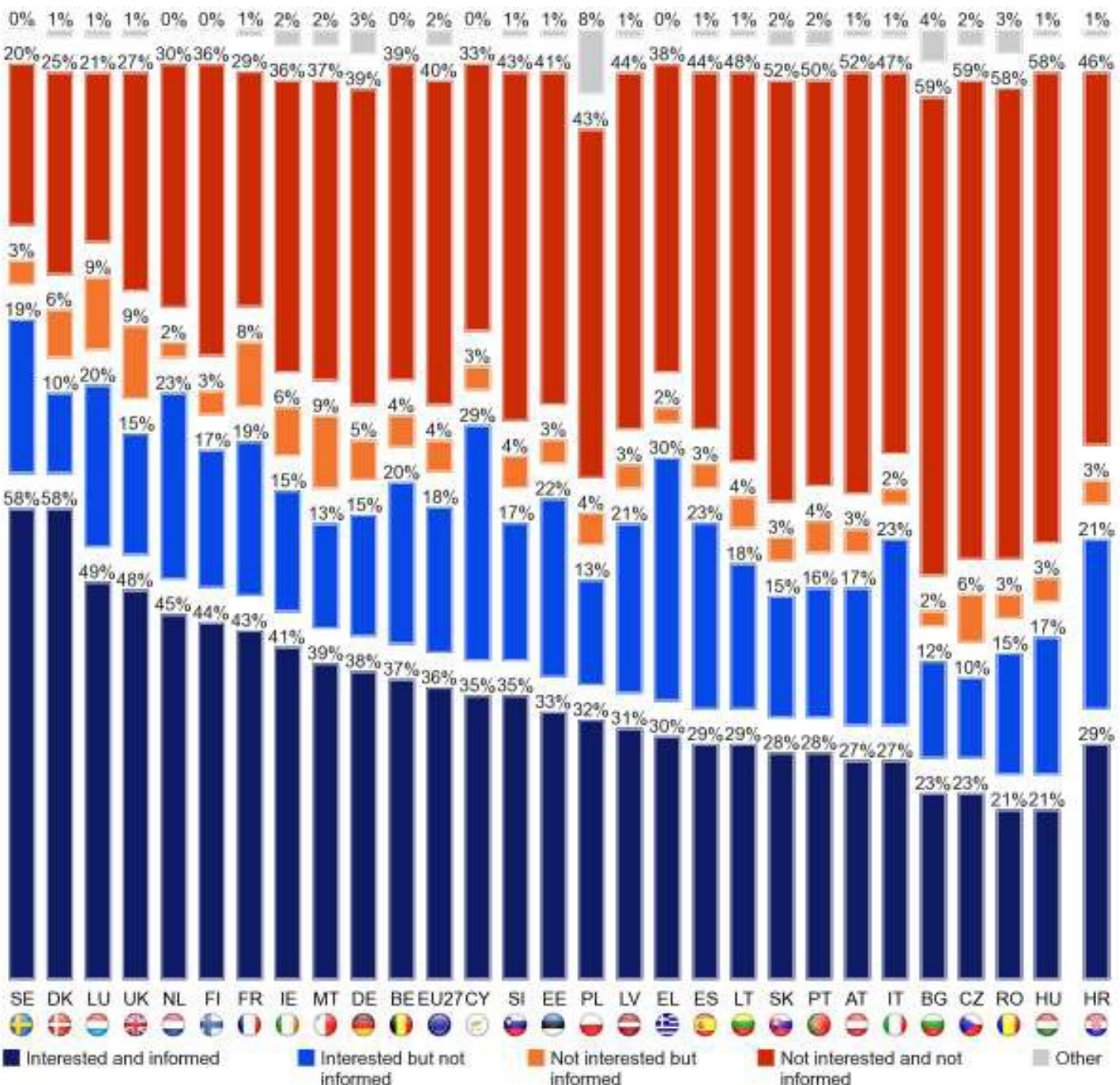
- Alienation of scientists
- Critique and hostility towards science
- Less media attention
- Lack of knowledge
- Widespread esoteric beliefs
- Shrinking number of science students



QD2T. Interest for and information about developments in science and technology



# Eurobarometer 401 (2013)



# Era of professionalization

- Science Bus – 2005
- First annual science communication conferences – 2008
- National science communication program TeaMe – 2009
  - new study materials for science classes
  - production of two TV-shows
  - science communication training for scientists and journalists
  - travel grants for science communicators
  - National Year of Science – 2011-12
- Association of Science Journalists 2007
- National Science Festival (Night of Researchers) 2006





# Interactive science centre AHHAA (1997/2011)



# Focus on young people

- Robotex
- Programming
- National support schemes



# Science in media

- Horisont, Imeline Teadus
- ERR Novaator
- 3 weekly radio programs
- Daily
- Rake

**RAKETT**





# Scientists

- EstCube example
- 1 minute lectures
- „Buses“



