ACADEMICS & SCIENTISTS AS BIOTECH COMMUNICATORS:
Perspectives, Capabilities, and Challenges in Southeast Asia

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Academics and scientists are regarded as highly credible sources of information on biotechnology. Hence, their role in biotech communication is critical. A survey was conducted to investigate how 217 academics and scientists in Philippines (100), Malaysia (61), and Indonesia (56) fulfill their role in public awareness and understanding.

RESULTS



MALE 30%
FEMALE 70%

AGE

21-30	10%
31-40	24%
41-50	24%
51 OR OLDER	41%

EDUCATION

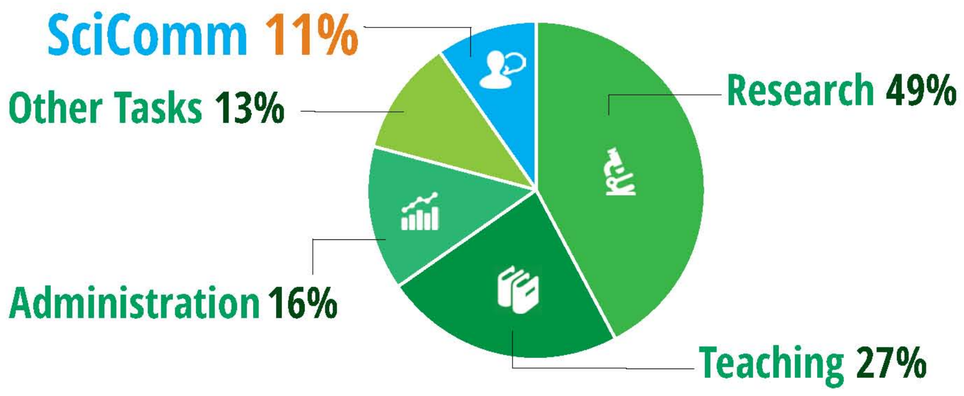
PhD	60%
MS	31%
BS	8%

FIELD OF EXPERTISE



CROP BIOTECH 60%

% OF TIME PER TASK



EXPERTS THINK...

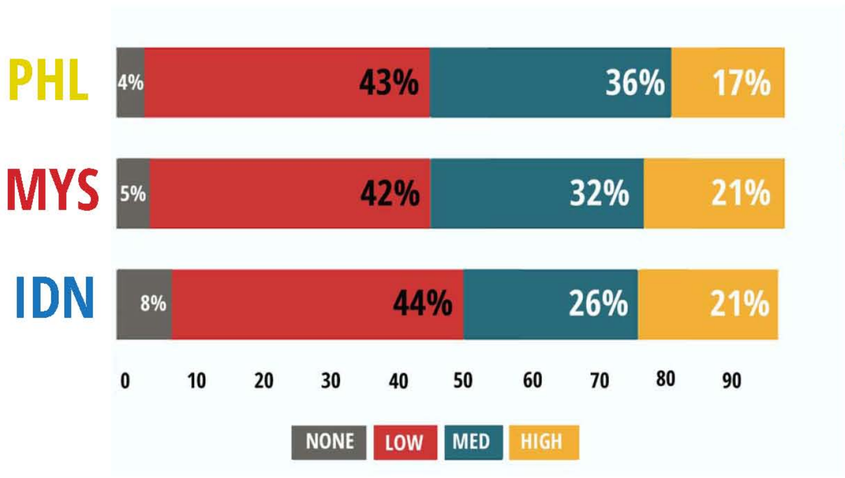
	PHL	MYS	IDN
They have responsibility to communicate with general public	64%	50%	50%
They should deal with science only and not with controversial issues	51%	36%	39%
They should engage more in scicomm with proper training and opportunities	55%	60%	70%

PUBLIC ENGAGEMENT

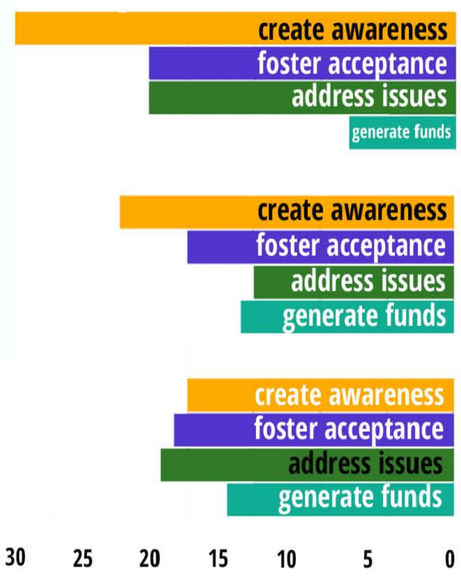
AUDIENCE Mostly students and staff from other institution



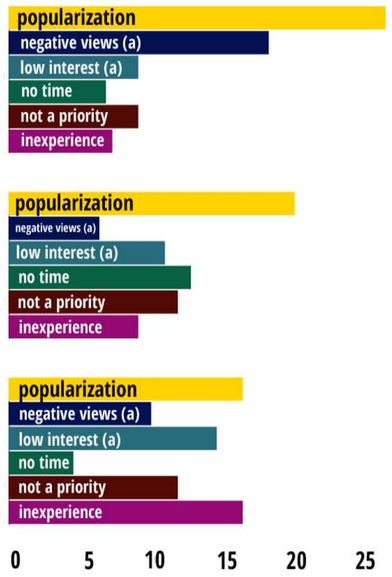
LEVEL OF ENGAGEMENT



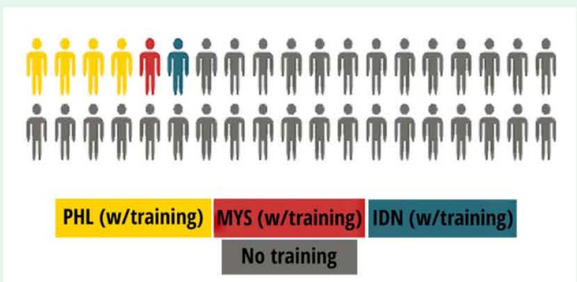
REASONS IN ENGAGEMENT



PROBLEMS ENCOUNTERED



TRAINING IN SCICOMM



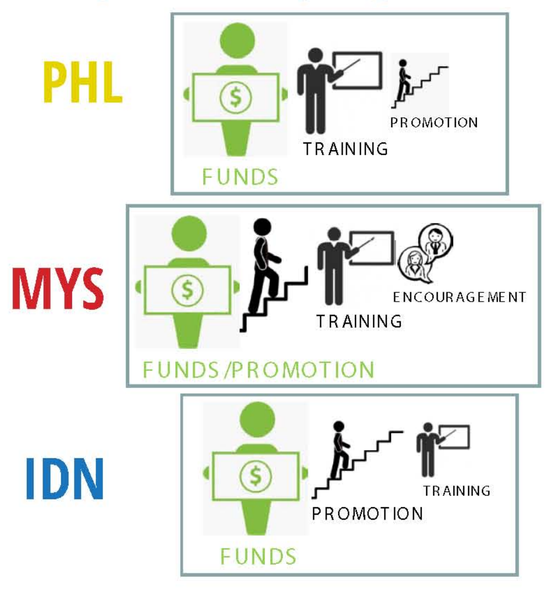
Only 10% attended scicomm training mostly sponsored by NGOS.

TOPICS COVERED

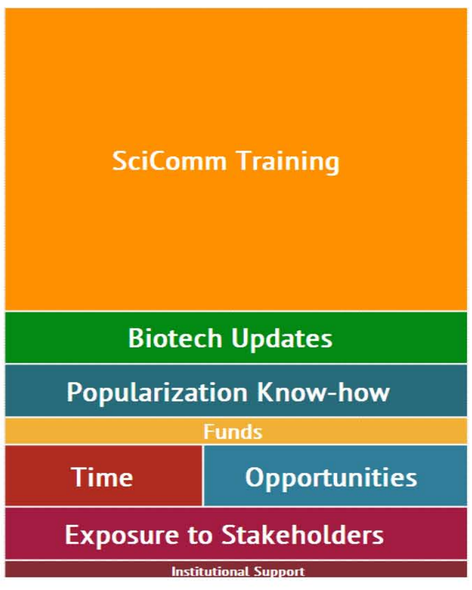
1 Research activities
2 Intro to biotech
3 Current/potential applications of biotech

IMPROVING SCICOMM

MOTIVATIONS



NEEDS



The survey shows that while researchers and academics in the three countries see the value of science communication, they devote minimal time for science communication activities. A lot of them had low level of public engagement and majority have not attended any training on enhancing their science communication skills. However, most of them expressed their willingness to attend trainings and take active role as science communicators.

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