なぜ国際科学広報をするのか

理研における2004年からの拡充期について

高エネルギー加速器研究機構　広報室　室長
科学技術広報研究会　会長
岡田小枝子
（前・理化学研究所広報室）

科学技術広報研究会


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科学技術広報研究会(JACST; Japan Association of Communication for Science and Technology)は、研究機関や大学などの広報担当者が、所属する組織の枠をこえて、広報活動における問題意識・問題点を共有し、それらを通して助け合い、共に成長していくことを目指したネットワークです。
[活動の紹介]
TV制作会社の番組制作担当者に研究者紹介や最新の研究成果をアピールする活動を行っています。
広報担当者間で意見交換や勉強会を行っています。
サイエンスアゴラなどで活動の紹介を行っています。
2008年の例「シルク・ド・さいえんす～科学技術広報いろいろ～」
研究機関や大学で行っているイベント、広報誌など、いろいろな広報手段を一堂に集めた企画です。
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2011年9月27日 イギリスの広報官の団体「Stempra」の「プレスオフィサーのためのガイドブック」を和訳しました
2011年6月21日 第5回 TV制作会社へのPRプロジェクト
2011年2月14日 第4回 TV制作会社へのPRプロジェクト
2010年12月7日 第3回 TV制作会社へのPRプロジェクト
2010年9月24日 海外 TV制作会社へのPRプロジェクト
2010年9月16日 第2回 TV制作会社へのPRプロジェクト
2010年6月14日 第1回 TV制作会社へのPRプロジェクト
2009年10月31日～11月3日 サイエンスアゴラ2009出展
2009年5月23日 第2回勉強会 研究者とメディアの関わりについて
2008年11月22～24日 サイエンスアゴラ2008 シルク・ド・さいえんす ～科学技術広報いろいろ～
2008年8月3日 第1回勉強会 パブリックアウトリーチについて
2007年12月26日 初会合
2007年10月23～25日 サイエンスアゴラ2007「研究機関の広報の役割(立ち上げの呼びかけ)
設立年 2007年
会員数 約50名
事務局 岡田小枝子(理化学研究所)
横田康嗣(理化学研究所)
清野亜矢(理化学研究所)
廣江真夏子(産業技術総合研究所)

理研における
国際広報の目的、対象、目標

理研

◆2017年に創立100周年

◆日本で唯一の自然科学の総合研究所

◆産総研とならび、日本で最大規模の研究機関

日本の代表的な研究機関！

目的

“言うまでもなく、資源の乏しいわが国がよって立つところは科学技術の力です。今後、理研がわが国の中核的研究所として国際的存在感を示し続けるために何をなすべきでしょうか。”

野依良治理事長
（2003年着任）

“私たちは海外の優れた研究者を招く一方、理研で研鑽を積んだ人材を海外に送り出し、世界規模での頭脳循環の潮流を生む環境を整える必要があると考えています”

（RIKEN 2010-11 Annual Report巻頭言より抜粋）

⇒ 理事長目標「PIの30%を海外からの研究者に！」

2004年時点で決まっていたこと

“英文広報コンテンツを拡充する！”

2004年時点で
決まっていなかったこと

◆英文広報コンテンツ拡充以外の戦略

◆対象範囲

岡田「重点地域はありますか？」

理事「全部」

↓

まずは英語コンテンツで届く範囲を対象

目標

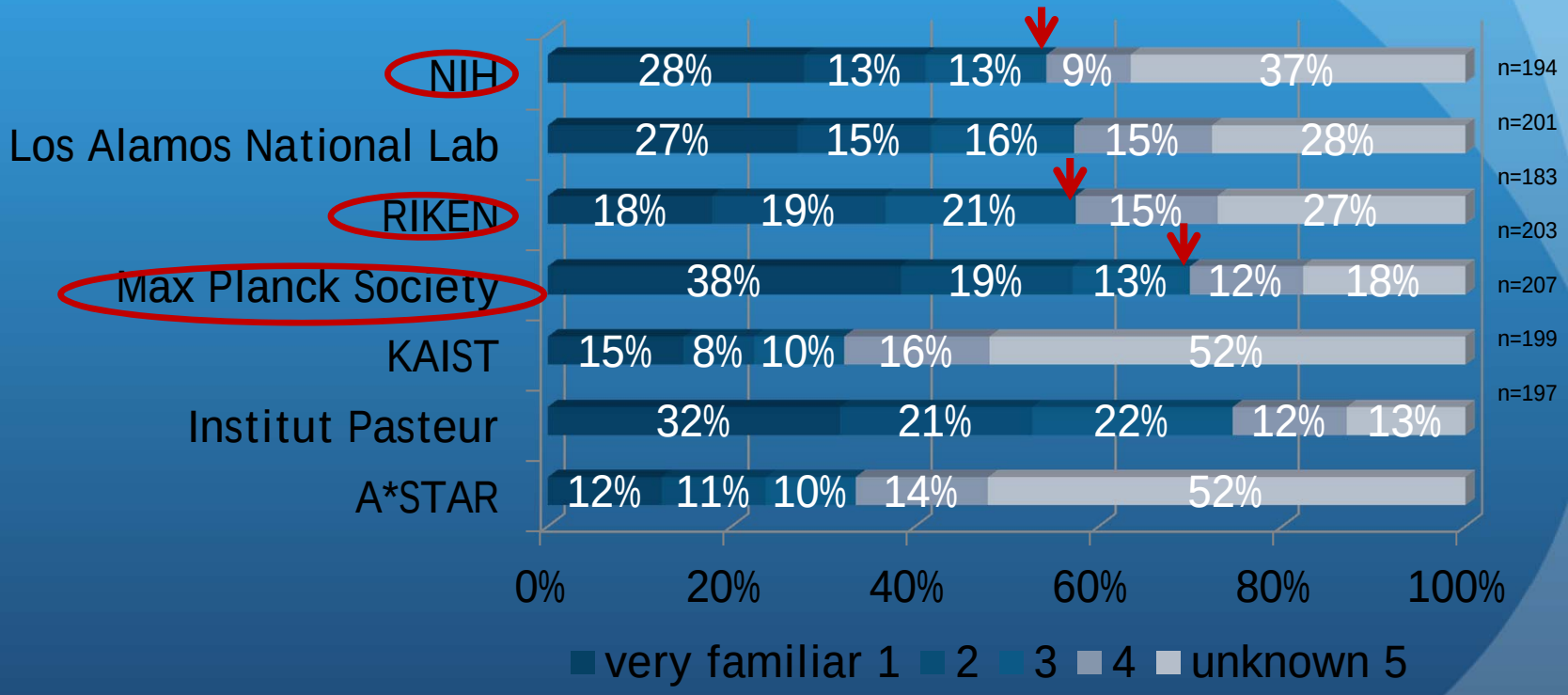
優れた研究成果の紹介を通じて

知名度をマックスプランク並みに上げ

世界でもトップクラスの研究機関であると認識してもらうこと

理研の国際的知名度

Please rate your awareness of the following institutions from 1 (very familiar) to 5 (totally unknown)



ESOF2010（トリノで開催）の
理研ブースで行ったアンケート調査より

対象

- （直接的）将来理研で働こうと考えている、あるいは働く可能性がある若い研究者やチームリーダークラスの研究者
- （間接的）マスメディア
  - 研究者
  - 研究協力関係を結ぶ可能性のある大学や研究機関
  - 資金供与団体
  - 各種賞の授与団体

（参考）マスメディアへの記事掲載が研究活動に及ぼす効果についての見聞

- アメリカでの調査：大学病院を持つ研究機関で、記事掲載数増加と病院の来院数に相関がある
- イギリス／ISIS広報室長：“研究者は、マスメディアによって最新の研究情報を知り、共同研究者探しに役だっているという調査がある”

Annual Meeting Reports

Does Press Coverage of Journal Articles Really Matter?

Moderator:
Patty Baskin
GeneReviews
Seattle, Washington

Speakers:
Ivan Oransky
The Scientist
Philadelphia, Pennsylvania

Ginger Pinholster
American Association for the Advancement of Science
Washington, DC

Reporter:
Kathleen Kite-Powell
Emory University
Atlanta, Georgia

Journals commonly produce press releases on a few of their articles. If mass-media coverage draws attention to a journal article, more MDs and PhDs will read it, increasing the likelihood that they will subscribe, and advertiser visibility will improve. Those possibilities are important enough that journals use clipping services to monitor their presence in the press.

When Ivan Oransky, deputy editor of *The Scientist*, looked for quantitative proof that increased citations result from extra journal publicity and press coverage, he found only two references: a 1991 Phillips study in the *New England Journal of Medicine*, cited 79 times, and a 2002 article by Kiernan in *Science Communication*, cited twice. Phillips's data, obtained during the 1978 *New York Times* strike, used earmarked *New England Journal of Medicine* articles that had no added publicity, because the paper wasn't distributed. That control was compared with coverage in a normal period. Publicity was found to be more important than earmarking, inasmuch as high citation levels in the first year were absent during the strike period. Kiernan's study followed *New England Journal of Medicine* and other journal articles covered by 2 dozen newspapers, including the *The New York Times*, and three major television networks. For 563 articles covered, 116 citations resulted; 2092 articles without coverage generated 90. Oransky's answer: Publicity works. If articles have press coverage, a citation add-on effect often results.

Ginger Pinholster, of the American Association for the Advancement of Science (AAAS), publisher of *Science*, said that press outreach is important because its mission is to foster communication that advances science, serving the global community. AAAS distributes a weekly tipsheet to more than 5000 reporters, sends notices to 350 collegiate press officers, and disseminates press releases via EurekAlert! (www.EurekAlert.org). Press coverage improves author, subscriber, and association-member recruitment. Author recognition increases exposure to future collaborators and funders. Paleontologist Matt Lamanna was quoted regarding funding and the effect on his dean and institution: "I chalk up a lot of my success to that [first graduate] paper and its press coverage."

Mainstream print science journalism is declining, said Pinholster. When BBC-Reuters polled adults globally, 82% considered national television their most trusted news source. Continued declines in US readership have spawned newspaper layoffs. Many have completely dropped science and medical writers. According to environmental reporter Andrew Revkin, *The New York Times* is the last remaining refuge for US science journalists. But not all print is dying. US Spanish-language dailies recently passed a circulation of 1.7 million. No circulation problems exist overseas, nor are they likely in such hotspots as China, with 200,000 science graduates (versus 50,000 in the United States). Because foreign papers could increase press outreach, AAAS now translates press packages.

In 2005, Pinholster charted story counts against citations of journal articles covered by National Public Radio, *The New York Times*, and ABC-TV. *The New York Times* had the highest story count, doubling citations. For two studies covered in all three media, citations had a 10-fold increase. Medical subjects get the biggest press pickup and the most citations. Eysenbach (*PLoS Biology*, May 2006) compared 1280 non-open-access with 212 open-access articles. The latter were twice as likely to be cited. Pinholster concluded that *New York Times* placement remains prestigious, but television and Internet ties are increasingly productive.

Pinholster observed that many "hot papers" do not have headlining themes; "even if not publicized, a paper is not doomed to obscurity." Severalfold increases in journal article downloads occur for only some press releases. Thus, article content matters. The audience noted that "editor's choice" sections in journals might increase citations. Pinholster stated that "credible or extensive press coverage seems to help boost citations for meritorious papers simply by making the work more accessible."

Oransky said that because 25% of conference presentations are not published, conference coverage is "too much, too soon" (Schwartz, Woloshin, and Baczek, *JAMA* 2002). Responding to questions on broadcast journalism and spin, Pinholster admitted that AAAS chooses contacts carefully. Second-tier media or public television could provide more than the 3-minute sound byte. Oransky said that in deciding whether to trust press releases, one must consider the source. Finally, reporters might not use press releases, because they don't offer a scoop. Many reporters don't even read the journal articles. Oransky quipped, "If you really want to have a horrible day, read my inbox."

- 2007年サイエンスエディター協会誌／年会報告

➢The Scientistの副編集長Ivan Oransky氏の調査「論文がメディアにカバーされると、引用数増加効果がある」
➢Science誌のGinger Pinholster氏の調査「記事になると引用数が倍増する」
つまり、研究者はマスメディアでの報道で、研究成果を知り、興味を持って原著にあたっている

戦術

- 間接的なコミュニケーション
  - ウェブサイトコンテンツの拡充
  - 出版物の発行
- 間接的であり直接的なコミュニケーション
  - プレスリリースの作成と配信
- 直接的なコミュニケーション
  - メディア対応
  - 科学イベント等の利用

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» Support for university students and researchers click
» Research infrastructure and resources support click
» Normal research activities resume click NEW
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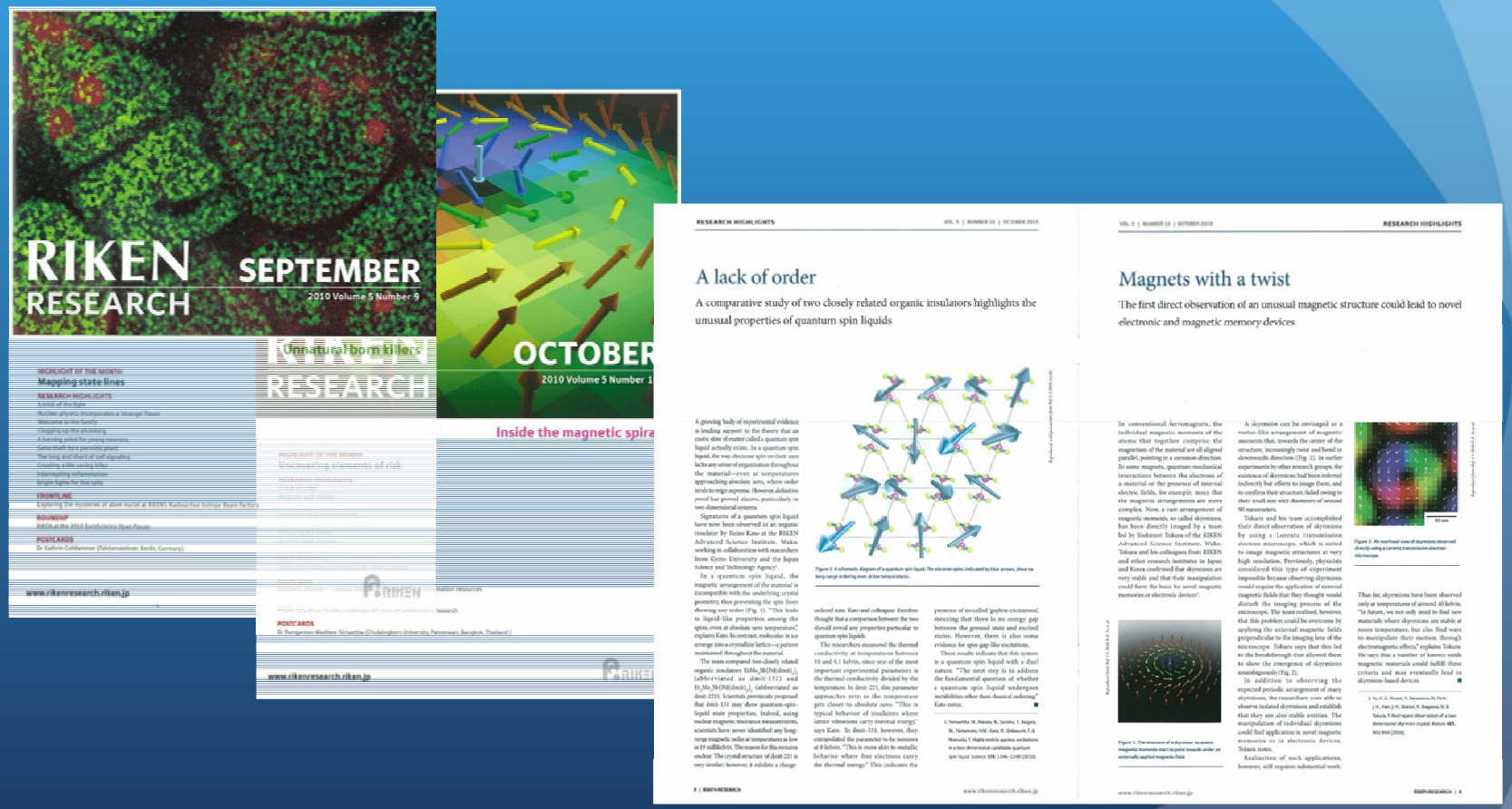
2011.06.24 Mechanism for stress-induced epigenetic inheritance uncovered in new study
2011.06.15 A better way to remember
2011.06.07 First X-ray lasing of SACLA
2011.05.31 Web interface defines new paradigm for life science data sharing
2011.05.19 HeliScopeCAGE: A new gene expression analysis technique on a single molecule sequencer
News
Back Number
2011.06.29 RIKEN strengthens ties with China: Beijing Representative Office and new MOU
2011.06.24 Opening of KRIBB-RIKEN Collaboration Research Center for Chemical Biology
2011.06.24 52nd Fujihara Award: Dr. Yoshinori Tokura, RIKEN ASI Department Director and Dr. Takuzo Aida, RIKEN ASI Group Director
2011.06.20 Supercomputer "K computer" Takes First Place in World
2011.06.16 Dr. Wakana Kubo won MMS Award of Tanaka Precious Metals Research Grants
2011.06.09 FY 2011 three-day shutdown
RIKEN RESEARCH
Weekly Research Highlights
(1) Making holograms look more real (24 June 2011)
(2) Awaiting orders to retaliate (24 June 2011)
Highlight of the Month
A diamond ring sparks a paradigm shift (03 June 2011)
Key Technology of National Importance
◆ SACLA (X-ray Free Electron Laser)
◆ K computer

RIKEN RESEARCH

特色

- 2006年7月に立ち上げ
- 所外の海外出版社に制作を外注
- ウェブサイトへの記事掲載が先行
  - 毎週金曜日に新しい記事をライブ
  - メールアラート登録者にお知らせ
- 1か月に1回、ウェブサイトの記事を集めて編集し、冊子体を作成

RIKEN RESEARCH冊子体



xx Researchの先駆け

RIKEN RESEARCH

A*STAR Research：シンガポールA*STARの広報コンテンツ

AIMResearch：東北大学原子分子材料科学高等研究機構(AIMR)の広報誌

宣伝

- Nature、Scienceのメールアラートに広告掲載（毎月）
- 国際科学イベントで登録を募る（年１～2回）
- 研究者が学会等に出張する際に冊子を持参して配布してもらう

アニュアルレポートとミニパンフレット


RIKEN
ANNUAL REPORT
2009–2010
Science Serving Society
RIKEN
2009–2010
AT A GLANCE
Science Serving Society
THE YEAR IN REVIEW

英文プレスリリース

2007年より和文プレス英訳でなく
論文からネイティブライターによる書き起こし

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Research Updates

Home > Press Release > 2011 > Research Updates: First X-ray lasing of SACLA

First X-ray lasing of SACLA

Next-generation facility up and running with powerful new X-ray laser

PDF: 22KB

June 7, 2011
RIKEN

RIKEN and the Japan Synchrotron Radiation Research Institute (JASRI) have successfully produced a first beam of X-ray laser light with a wavelength of 1.2 Angstroms. This light was created using SACLA, a cutting-edge X-ray Free Electron Laser (XFEL) facility unveiled by RIKEN in February 2011 in Harima, Japan. SACLA (SPring-8 Angstrom Compact free electron LAser) opens a window into the structure of atoms and molecules at a level of detail never seen before.

The use of ultra high-intensity X-ray free electron laser light to explore the miniature structure of matter, until recently inconceivable, is today transforming how we visualize the atomic world. By providing much shorter wavelengths and higher intensities than other lasers, XFEL enables researchers to directly observe and manipulate objects on an unrivalled scale, opening new research opportunities in fields ranging from medicine and drug discovery to nanotechnology.

One of only two facilities in the world to offer this novel light source, SACLA has the capacity to deliver radiation one billion times brighter and with pulses one thousand times shorter than other existing X-ray sources. In late March, the facility marked its first milestone with beam acceleration to 8GeV and spontaneous X-rays of 0.8 Angstroms.

Only three months later, SACLA has marked a second milestone. On June 7, SACLA successfully increased the density of the electron beam by several hundred times and guided it with a precision of several micrometers to produce a bright X-ray laser with a wavelength of only 1.2 Angstroms (a photon energy of 10 keV). This matches the record of 1.2 Angstroms set at the only other operational XFEL facility in the world, the Linac Coherent Light Source (LCLS) in the United States.

With experiments soon to commence and user operations at the facility to begin by the end of fiscal 2011, this new record offers a taste of things to come with SACLA's powerful beam, the world's most advanced X-ray free electron laser.

For more information, please contact:

RIKEN Harima Research Promotion Division

〈2009年より〉情報配信会社、ResearchSEAと契約：
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Meet Medical Xpress: PhysOrg.com transfers medical section into a separate site. Read more

First X-ray lasing of SACLA

June 17, 2011

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Tags

free electron laser, linac coherent light source, electron beam, coherent light, x rays, laser light, free electron, light

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- RIKEN, JASRI unveil 'SACLA', Japan's first X-ray free electron laser Apr 11, 2011 | not rated yet | 0
- Next-generation light source gets boost from powerful new analysis technique Nov 08, 2010 | not rated yet | 0
- Highest X-ray energy used to probe materials Jul 22, 2010 | not rated yet | 0

制作体制

- 2007年度下半期
  - 日本在住の所外の英語ネイティブフリーランスエディターをコアに、3人の外人ライターを加えた執筆チームを組織
    - 英語ネイティブ3人、ネイティブに近いマレーシア人1人
    - エディターはサイエンスライターだったが、他の3人は技術翻訳者。トライアルを実施し、ライティング能力のある人を選別。
  - 論文から書き起こし

- 2009年度～2012年度
  - 外務部翻訳チームに所属する日本語がわかる英語ネイティブの翻訳者がライター兼務
  - 日本語プレスリリースを基にリライト

メディア対応

*New York Times*の常連寄稿者で著名なサイエンスライター、Sandra BlakesleeにRIKEN RESEARCHの記事執筆を依頼

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Special Announcements

Coming to grips with 'monkey business'

Sandra Blakeslee, a science writer for The New York Times who specializes in the brain sciences, recently interviewed Atsushi Iriki of the RIKEN Brain Science Institute (BSI), Wako, Japan. Iriki, who helped pioneer the field of cognitive neurobiology, heads the Laboratory for Symbolic Cognitive Development and directs the Intellectual Brain Function Research Group at BSI, is an adjunct professor at Tokyo Medical and Dental University and The University of Tokyo, as well as being a visiting senior fellow of University College London and a member of the Science Council of Japan. In the interview, Iriki shares the story of the genesis of his career and his views on human evolution.

As a high school student, Atsushi Iriki wanted to understand what makes humans so different from other creatures. How did the human brain evolve its intellectual capacities? What makes *Homo sapiens* so exceptionally sapient?

Iriki's first thought was that it must be language. As a bilingual speaker, he found that when he thought about something in English, and then thought about the same thing in Japanese, he would sometimes reach a different conclusion. "We think with language and we think with our brain," he said in a recent media interview. "That made me eager to study the neuroscience of language."

Alas, that was in 1978, long before our understandings of functional neuroanatomy could even come close to meshing with linguistic theory. Undeterred, Iriki made it his goal to help establish a new science of neurolinguistics. Reasoning that language is a function of the mouth, he decided to study dentistry. He explored tongue and tooth sensations, the anatomy of chewing, and eventually, for his postdoc at Rockefeller University in New York, how the brain's sensory and movement systems are tightly interconnected via feedback loops.

From that unconventional beginning, Iriki went on to shed new light on the evolution of human intelligence by revealing the neural precursors of intelligent behavior in monkeys and other animals. Most notably, Japanese macaques have mental correlates for language, tool use, arithmetic, social reciprocity and other hallmarks of the human intellect.

Q: In 1990, you were back in Japan where you started what you call 'monkey business'. What were you looking

Recent Highlights

- Embracing superficial imperfections
- Stopping malignancy in its tracks
- Making holograms look more real
- Awaiting orders to retaliate

Special Announcements

- Toward a more responsible approach to research
- Nurturing Originality
- Mohamad Mahathir, former Prime Minister of Malaysia, awarded RIKEN Honorary Fellowship

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Science誌の東京特派員、Dennis Normile氏に
脳科学総合研究センターの利根川センター長の取材依頼

世界科学ジャーナリスト会議で知り合ったフランス人ジャーナリストに売りこみ、La Recherche誌に取り上げてもらう

科学イベントへの参加

◆AAAS年会出展

◆ESOF隔年会出展

◆WCSJスポンサーシップ

ご静聴ありがとうございました