

Expert's talk (about energy)

Prof. Dr. Cees van Woerkum

Energy symposium 2013: challenges in energy

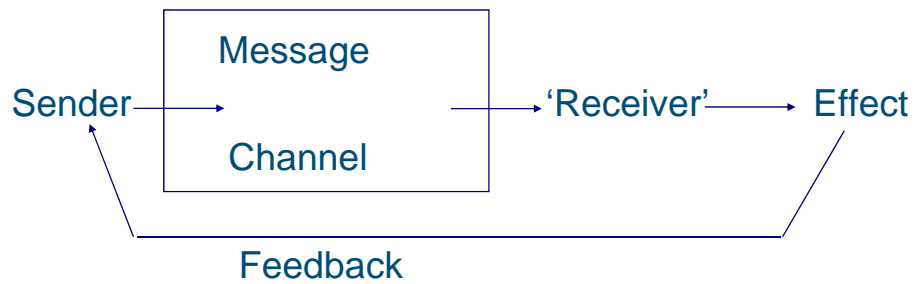


Themes:

- Developments in communication (relevant for expert's communication)
- How do experts cope with these developments?

1. The explosive growth of the sending system -> what about the receiver?

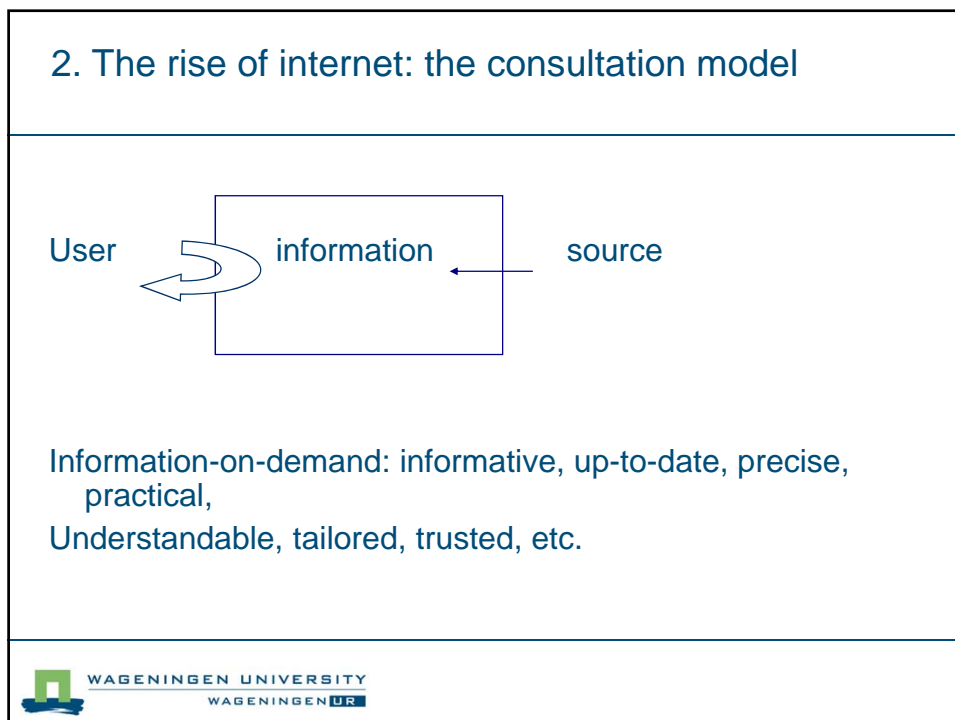
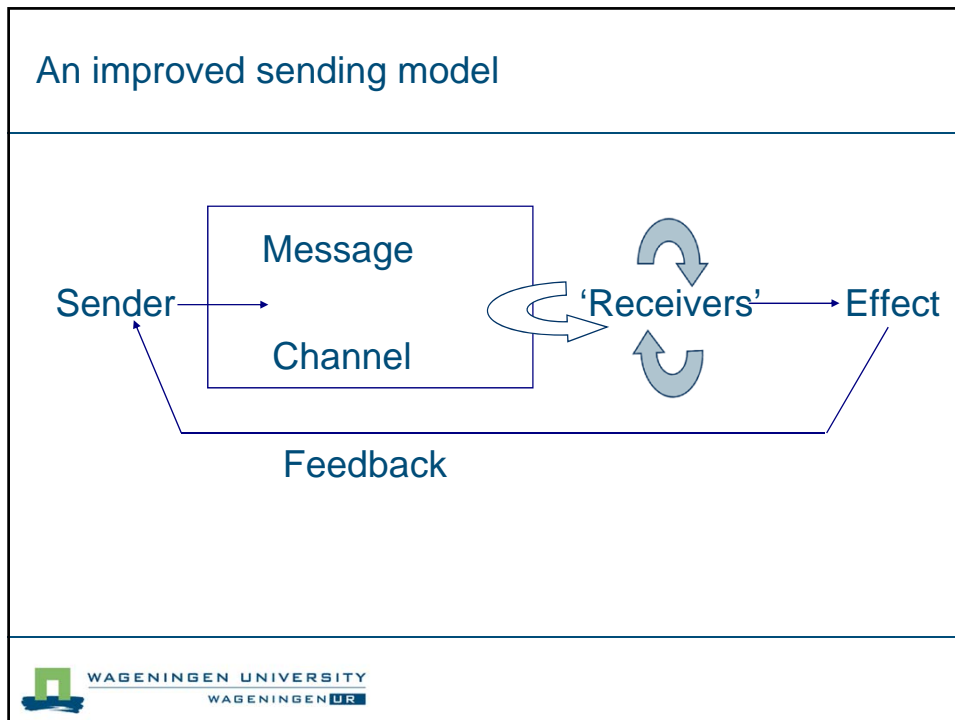
The classical model under fire.



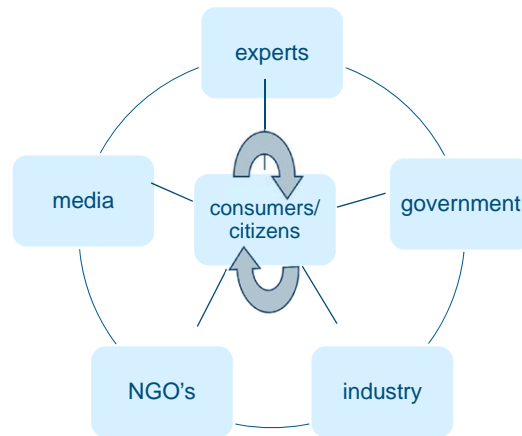
Problems with the classical model:

- There is no transport
- There is no receiver
- 'Receivers' construct meaning, they frame
- 'Receivers' are not isolated: social construction

Conclusion: you cannot control with communication



Web 2.0: the user becomes a producer and participant



Science is bound to operate in a very dynamic system

How do experts react?

- A lot of experts are still in the sending mode
- But interaction becomes the standard

A lot of experts

- show tolerance to the public side
- but feel that they have 'exclusive admission to a superior knowledge domain'
 - exclusive? the public is using science
 - superior? hard and soft impacts

A condition for interaction

the exploration of other knowledge domains

