



The Academy of Science of South Africa (ASSAf)
cordially invites you to a webinar on

Information and communications technology (ICT) in Science - Towards empowered South African citizens

Science engagement plays a pivotal role in bringing trusted information to the public, however, not all communities are accessible in South Africa and science engagers are in short supply. Alternative ways need to be explored as to how to empower citizens and equip them with knowledge to make informed decisions. Informed and knowledgeable citizens can in turn contribute to a more developed citizenry, where the concept of development involves several dimensions of transformation, including the creation of wealth (that is, rapid and sustained economic growth) and its distribution in a fashion that benefits a broad spectrum of people rather than a small elite (that is, a reduction in social inequality) (Shrum, 2001).

The following will be addressed as part of the webinar:

- Can ICT assist in making trusted scientific information accessible to all?
- Which challenges does the country face in achieving success in this regard?
- Are there any success stories on how ICT has positively impacted on a more scientifically engaged citizenry?
- What needs to change if we want to succeed in utilising ICT for increased science engagement?

Date: 15 July 2021

Time: 10:30 to 12:30

Register: [Click here](#) to register

Join a panel of practitioners as they share their experiences on how ICTs can support science engagement. Also gain expert advice from companies working in AI and ICT on how new opportunities can be maximised.



Bonamelo Moloi

Bonamelo Moloi represents Bluecloud AI and he is the CIYA Champion. CIYA is an artificially intelligent social media advertising platform that offers brands the opportunity to listen into and respond to consumer's real-time micro moments, behaviours and conversations on Twitter, Instagram, Facebook & LinkedIn using Artificial Intelligence, to deliver mass, hyper personalised and targeted communication that no other existing platform can perform.



Chris Moumakwe

Media personality, known as Chris Mocks, started out as a model, which he believes inspired him to become the kind of man he is in the community today. He started an NGO called Edbook Media that managed to achieve 2.3 million hits in a space of 2 years without any support from the government or any private sector. He works together with main stream TV productions giving students/talents a platform to explore the world of media.



Ina Smith

Ina Smith specialises in the adoption of open science and open access publishing in the global South, with specific emphasis on Africa. She holds a Masters' Degree and has vast experience working in open access. She is planning manager at ASSAf, and a DOAJ Ambassador for the southern Africa region. In 2014 she received the LIASA President's Acknowledgement for Exceptional Contribution.



Susan Veldsman

Susan Veldsman is Director of the Scholarly Publication Unit at ASSAf, where she is, i.e. responsible for driving the Open Science agenda, to raise the visibility, discoverability and accessibility of South African scholarly journals, improve the quality of SA research output, and support the development of policy frameworks in order to facilitate optimal use and access to publicly funded research. She received the Electronic Publishing Trust (EPT) award for her outstanding contribution to the promotion of Open Access in Developing Countries.



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