



**University of  
Zurich<sup>UZH</sup>**

**IKMZ – Institute of Communication and Media Research**

**The IKMZ Speaker Series presents:**

# **"Communicating planetary health: wicked problems in science communication."**

**Dr. Julia Serong**

**Director of the Munich Science Communication Lab (MSCL) at LMU Munich**

**Monday, 12.12.2022**

**16:15-17:15**

**Room AND 3.46**

Abstract: This talk introduces the concept of Planetary Health and discusses its relevance and potential for science communication research. The concept of Planetary Health is associated with the hope of better understanding and communicating the complex relationships between climate change, environmental degradation, loss of biodiversity, and the detrimental effects on human health. Planetary Health thus describes both a field of research and a movement at the intersection of science and society. Our societies are currently facing global challenges that offer no clear solutions. Some of these issues have become known as the “wicked problems”. Addressing the climate crisis is one of the most pressing wicked problems of the present and future. Science communication research is expected to develop science communication models that are adequate for those “wicked problems”, that convey the complexity and uncertainty of the scientific process while offering strong engagement and pathways for action. In this respect, research on communicating planetary health can also contribute to revising current science communication models.



Dr. Julia Serong is Research Director of the Munich Science Communication Lab (MSCL) at LMU Munich, Germany. The MSCL is an interdisciplinary initiative of planetary health research, science communication practice, and communication research. There she leads the research program on "Communicating Planetary Health". She received her PhD (Dr. phil.) in communication science from Freie Universität Berlin, Germany. Her research focuses on science communication about environmental and health issues, science journalism as well as media ethics.