

# Curriculum Vitae 2022

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## Introduction

I am a science communication researcher, lecturer, educator and trainer at Stellenbosch University in South Africa, where I work towards the development of an evidence base for effective public communication of science and public engagement in an African context. My research interests focus on the role of researchers in public engagement, the communication of contested topics rooted in science, science communication in new media ecosystems, as well as creative approaches to science communication and engaging diverse audiences in public dialogue about science.

## Education

- 2018 PhD Science and Technology Studies, Stellenbosch University  
Thesis: *Factors influencing the public communication behaviour of publicly visible scientists in South Africa*
- 1989 MSc: University of Pretoria, *Cum Laude*
- 1987 Journalism Hons: Stellenbosch University, *Cum Laude*
- 1986 BSc Hons: Stellenbosch University, 1986, *Cum Laude*
- 1984 BSc Agric: Stellenbosch University, 1984, *Cum Laude*

## Career timeline

- 2015–present Senior lecturer, Stellenbosch University
- 2005–2014 Southern Science, independent science consultancy (owner)
- 2001–2005 Science communication manager  
South African Agency for Science and Technology Advancement
- 1989–2001 Communication manager, National Research Foundation

## Career overview

With more than 25 years of experience in the field of science communication practice, capacity building, teaching and academic research, I have earned local and international recognition as one of the pioneers in this field, in South Africa and globally.

As a science communication strategist, I was employed at managerial level at the National Research Foundation for 15 years. Following that, I worked as a communication strategist for a diverse range of clients in the higher education sector for about 10 years. I managed strategic communication and media liaison for the South African Square Kilometre Array Project during the time that South Africa successfully competed to host this telescope.

After joining Stellenbosch University in 2015, I completed my PhD within three years, while also teaching and supervising postgraduate students. Since then, I have established myself as a researcher and educator in the emerging field of public science communication and public engagement with science.

## Teaching in South Africa

At Stellenbosch University, I teach several postgraduate modules related to science communication and public engagement with science. Students following these modules are enrolled for master's or PhD studies in the field of Science and Technology Studies (STS) at the Centre for Research on Education, Science and Technology (CREST). These modules deal with the history, theory, and evidence-based practice of these fields. I am also a member of the teaching team on a postgraduate certificate in research management, where I teach the module on institutional science communication.

In 2015, I developed and launched an online short course in science communication, offered over a period of 12 weeks. Since then, I have revised and expanded the course. It has been offered six times, with close to 500 students from across Africa and beyond, successfully completing the course by the end of 2021. To date, the course has generated income of R2.36 million for Stellenbosch University. The 2022 edition of this course will run from July to September.

## International teaching

**I regularly receive invitations to present guest lectures and longer courses at universities abroad, as well as science communication training and workshops, both in-person and online. Below are a few recent and forthcoming examples.**

**2022 (September):** Invited as member of the international teaching staff at Venice International University for a Graduate Seminar on Science Communication, San Servolo, Venice, Italy

**2022 (March):** Workshop on science storytelling for the African Doctoral Academy

**2021 (March):** Invited lecturer at Africa Asia Communications Forum (AACF)

**2021 (September):** Invited lecturer at the Africa Centre for Scholarship (Emerging Scholars Initiative) between Stellenbosch University and the University of Rwanda Joint School (science communication)

**2021 (September) and 2022 (June):** Invited lecturer at 'Fonds Wetenschappelijk Onderzoek', Belgium (science communication masterclass)

**2021 (March):** Invited lecturer at the Marie Curie Alumni Association (Science communication as an integral part of a research career)

**2019–2021:** Series of invited guest lectures at the University of Leiden, The Netherlands (science communication in South Africa)

## Leadership roles

**I am recognised around the world as one of the leaders in the field of science communication and public engagement with science. Below, I list some of the leadership positions that I currently hold.**

**2022–2025:** Appointed a deputy editor of the *Journal of Science Communication* (JCOM), published by SISSA Medialab, Italy

**2022:** Invited to join the Advisory Board of the Wissenschaft im Dialog (WiD) Transfer Unit, operated by WiD and the Berlin Brandenburg Academy of Sciences and Humanities (BBAW).

**2021–2023:** Chair of the Scientific Programme Committee for the 2023 conference of the Public Communication of Science and Technology (PCST) Network Conference, Rotterdam, The Netherlands

**2021–2023:** Appointed to GlobalScape Advisory Board (EU Research project on science communication in a global context, 2021–2023)

**2020–2023:** Co-leader of the international working group to establish a new 'PCST Teaching Forum' in support of postgraduate teaching in the field

**2020:** Invited member: Advisory Board for the 'Bonn Research Centre for Interdisciplinary Science Communication and Digital Society', Bonn, Germany

**2020:** Invited to join the Advisory Board of the Centre for Evidence-based Healthcare, Stellenbosch University, South Africa

**2020:** Invited as expert to join a Delphi study on quality dimensions for digital science communication, EU-project RETHINK (H2020)

**2020:** Appointed as member of Editorial Advisory Board of Quest, a popular science magazine produced by the Academy of Science of South Africa

**2003–2004:** Chair of the Scientific Committee of the global PCST Network

**1998–present:** Executive member of the Scientific Committee of the global PCST Network

## International science communication think tanks & review panels

Since joining Stellenbosch University in 2015, I have been invited to participate in several global networks and think tanks focused on advancing science communication practice and research. Some examples are listed below.

**2022 (November):** Invited by the *Robert Bosch Stiftung* as participant in the 17th Berlin Debate on Science and Science Policy on the topic of “Public Engagement: Anchoring science in society and society in science”, Berlin, Germany

**2022 (September):** Invited as expert participant at the Rockefeller Foundation Conference on science communication lessons learned during Covid-19, Bellagio, Italy; Invited as guest lecturer at a graduate seminar on science communication at Venice International University

**2020:** Invited to join the European Cooperation in Science and Technology (COST) Cross-Cutting Activity (CCA) on Science Communication

**2020:** Invited by ‘Science in Dialogue’, Germany, as expert interviewee for their research project on ‘Evaluation in Science Communication’

**2019:** Invited participant at the International School of Mind, Brain and Education, focused on the topic of Scientific Culture, at the Ettore Majorana Foundation and Centre for Scientific Culture, Erice, Italy

**2018:** Invited participant at the Science Communication Training Summit, a joint initiative of the Alan Alda Center for Communicating Science; the Chan Zuckerberg Initiative (CZI) and The Kavli Foundation, San Francisco, USA

## Recognition & awards

I am grateful for the local and international recognition, as well as some awards that bear testimony to my contributions to science communication research and scholarship.

**2022:** Awarded DFG/TWAS Fellowship to spend three months at Hamburg University, Germany

**2020:** Featured as one of the researchers in the ‘Women at the heart of STEM’ social media campaign, implemented by the National Research Foundation of South Africa

**2019:** Honorary life membership of the PCST Network, awarded to individuals who have made a distinguished contribution to the international science communication community

**2018:** Media Excellence Award, Stellenbosch University

**2015:** Winner of the National Science and Technology Forum (NSTF) Award for the category: Communication for outreach and creating awareness

## High-level conference presentations

In addition to offering numerous workshops and talks within South Africa (with a focus on staff and students at Stellenbosch University), I frequently present at international conferences, mostly by invitation. Below are some examples.

**2022 (February):** Presentation at 'Annual Meeting of the American Association for the Advancement of Science (AAAS)': *[Science communication: A perspective from South Africa]*

**2022 (January):** Presentation at 'India Science Festival': *[Tracing the journey: From top scientists to science media stars during the Covid-19 pandemic]*

**2021 (November):** Presentation at the 'Science & You' conference, Metz, France *[Exploring cartoonist's representations of the Covid-19 pandemic]*

**2021 (October):** Joint presentation at an international conference of the Association of Internet Researchers (AoIR) *[The Conversation, Ten Years On: Assessing the Impact of a Unique Scholarly Publishing Initiative]*

**2021 (September):** Two joint presentations at the Future of Journalism Conference *[How science PR influences affect science journalism in South Africa; and Exploring media representations of Covid-19 through the lens of editorial cartoonists in South Africa]*

**2021 (June):** Invited presentation at AESIS (Network for Advancing and Evaluating the Social Impact of Science) *[Case study of South Africa's Salim Abdool Karim during the Covid-19 crisis in South Africa]*

**2021 (May):** Invited plenary keynote speaker at the International PCST Conference, presented online from Aberdeen, Scotland *[A tale of two scientists: Reflections on Christiaan Barnard and Salim Abdool Karim as celebrity figures in science]*

**2021 (May):** Co-author of a paper presented at the annual conference of the International Communication Association (ICA) *[Novel Interfaces in Science Communication: Comparing Journalistic and Social Media Uptake of Articles Published by The Conversation Africa]*

**2021 (April):** Invited panellist at the Swedish-South African Forum for Science Communication *[Science and the media; impacts of Covid-19]*

**2021 (March):** Paper presented at 'ScienceTalk'21' *[When scientists become media stars]*

**2020 (November):** Presentation at the SA-Sweden University Forum (SASUF) conference *[South Africa's COVID-19 story, as told by South African cartoonists]*

**2020 (September):** Invited presentation at the European Citizen Science Association Conference *['Spikey blobs with evil grins: How SA cartoonists portray the novel coronavirus']*

**2020 (March):** Invited keynote presentation at the Sustainable Biotech Innovation Symposium, Somerset-West, South Africa *[The science of why people do (or don't!) care about your science message]*

**2018 (December):** Panel chair and presenter at Science Forum South Africa, Pretoria *[Universities as beacons of engagement in South African society]*

**2019 (January):** Invited keynote speaker at the 'Wellcome Trust Africa-Asia Communications Forum', Durban, South Africa *[Science communication research –What do we know? How can we use it?]*

**2017 (July):** Invited keynote speaker at a symposium on 'Research in Science Communication', Oswaldo Cruz Foundation, Rio de Janeiro, Brazil  
*[Presenting a world map of science communication research]*

**2016 (February):** Organiser and speaker at the annual meeting of the American Association for the Advancement of Science (AAAS), Washington DC, USA  
*[Building Capacity for Science Engagement in Africa]*

**2014:** Chair at the opening session of the 14<sup>th</sup> International Conference on Public Communication of Science and Technology; Salvador, Brazil

**2008:** Organiser of the Wellcome Trust international public engagement seminar at the Africa Centre, a rural research centre in northern KwaZulu-Natal, South Africa

**2004:** Chair of the 8<sup>th</sup> International Conference (PCST-2004), June 2004, Barcelona, Spain

**2002:** Host and chair of the 7<sup>th</sup> International Conference on Public Communication of Science and Technology (via the global PCST Network), Cape Town, South Africa

**2002:** Session chair and lead presenter on science communication in South Africa; at the annual meeting of the AAAS, Boston, USA

**2001:** Invited paper at the 'Pathways to Science' conference, Swedish Research Council, Stockholm, Sweden *[Public Understanding of Science in South Africa]*

## Webinar presentations during the Covid-19 pandemic

**The Covid-19 pandemic presented science communication researchers with exceptional opportunities to reflect on the science-society relationship and to launch new collaborative research projects. Below, I list some of the online meetings where I was invited to present.**

**2022 (March):** Invited talk for the South African Council of Natural and Allied Scientific Professions (SACNASP) reflecting on 'Reflections on science communication in the age of pandemics'

**2021 (October):** Invited by the German Academy of Sciences Leopoldina and the Academy of Science of South Africa as panel member to discuss 'Science communication in times of Covid-19'

**2021 (October):** Invited to represent South Africa (as guest speaker) at the BRICS science popularisation forum (a meeting between science communicators in Brazil, Russia, India, China and South Africa)

**2021 (September):** Series of online talks about institutional science communication for the Southern African Research and Innovation Management Association (SARIMA)

**2021 (September):** Invited speaker at joint school between Stellenbosch University and University of Rwanda

**2021 (May):** University of Cape Town Summer School webinar on *Pandemic Perspectives: COVID-19 and the media*

**2021 (March):** Africa Health Research Institute: *Exploring the ethics of science communication and public engagement with science*

**2021 (March):** Online conference of the Marine and Coastal Educators' Network, presentation: *Teaching of science communication*

**2020 (November):** PCST webinar: *Teaching in science communication in an online environment*

**2020 (November):** Presentation during book launch: 'Science Communication: An Introduction.' UK: World Scientific Publishing [*Bringing equity & diversity into science communication teaching*]

**2020 (May):** PCST webinar on 'Science communication and the Covid-19 crisis' [*When scientists become media stars – A case study of Prof Salim Abdool Karim*]

## Editorial roles

**Below, I list some of my current and recent roles in terms of scholarly publishing in the field of science communication.**

**Since 2022:** Deputy Editor at JCOM (*Journal of Science Communication*)

**2021–2022:** Guest editor on a special edition for *Frontiers in Communication* and *Frontiers in Ecology and Evolution*, on 'Helping scientists to communicate well for all considered'

**2019:** Guest editor: Special edition of *Journal of Science Communication* on 'Storytelling: the soul of science communication'

**Since 2019:** Editorial Board of *Quest*, a popular science magazine produced by the Academy of Science of South Africa (ASSAf)

**Since 2018:** Advisory Board of the journal *Science Communication*

**Since 2017:** Editorial Advisory Board of the journal *Public Understanding of Science*

## Current research projects & grant funding

**2022–2023:** Understanding the global (postgraduate) science communication education landscape – analysing master's level courses and curricula in the field of science communication (Global study; PCST Teaching Forum in partnership with GlobalScape Project. Initiator and co-leader)

**2022–2023:** When families visit a science museum: Understanding family interactions and conversations at science museums (A collaborative study with the Ozwaldo Cruz Foundation, Brazil, with Luisa Massarani; Principal investigator in South Africa)

**2021–2022:** Covid diaries and visible scientists during the Covid-19 pandemic (R30 000 grant from Sub-Committee A, Stellenbosch University); followed up by global projects about visible scientists during COVID-19. (Principal Investigator)

**2021–2022:** Investigating the landscape of science journalism in South Africa: Impacts of Science PR and Covid-19 (Collaborative project with Professor Suzanne Franks, City, University of London, with R250 000 grant to Stellenbosch University; research collaborator)

**2020–2021:** Media representations and narratives of the novel Coronavirus/Covid-19: A case study through the lens of editorial cartoonists in South Africa (with Professor Herman Wasserman, University of Cape Town), with an international comparison working with Professor Emma Weitkamp (The University of the West of England) and Dr Michelle Riedlinger (Queensland University of Technology; Principal investigator)

**2021–2022:** Draw-A-Scientist: A field experiment to study the Play Africa “I’m a Scientist” educational enrichment programme (Principal investigator)

**2020–2022:** Measuring the effect of a training intervention on conservation scientists’ attitudes, perceptions and skills in terms of popular science writing (R150 000 grant funding from the Oppenheimer Research Centre; Principal investigator)

**2019–2022:** A longitudinal analysis of *Nature* and *Science* to analyse changes and trends in the normative acceptance of the public communication of science (Principal investigator)

**2019–2021:** *The Conversation Africa* as an online platform for science engagement (R30 000 grant from Sub-Committee A, Stellenbosch University) (Joint principal investigator)

**2019–2022:** Honeybush tea in South Africa – history and information needs of role players (R230 000 grant from the Department of Science and Innovation, via the Agricultural Research Council; Principal investigator)

## Postgraduate student supervision

### PhD supervision

**Since 2020:** Elisabeth Rademan: Cancer in the news: An investigation into pseudoscience in cancer reporting via South African online news media

*Three more students have provisionally been accepted for PhD study under my supervision and are currently being supervised to prepare for the doctoral admissions committee in August 2022.*

### MPhil supervision

#### 2021

- Marnell Kirsten: The weighted sum of deprivations: Understanding ‘risk’ and ‘vulnerability’ in relation to two COVID data visualisation platforms
- Aasima Gaffoor: Stellenbosch University academics and their use of Twitter to communicate science
- Dimpho Lephaila: The use of science and scientific expertise by South African environmental NGOs when engaging the public about climate change
- Maruchane Macauley: A comparative study of genetically modified food attitudes, perceptions, knowledge and interest among postgraduate students of the South African public

#### 2020

- Grethe Bestbier: Measuring the effects of a training intervention on environmental scientists’ skills and perceived self-efficacy in popular science-writing

- Joanne Riley: Exploring young South African scientists' motivations and perceptions of public science communication and engagement

## 2019

- Rejoyce Gavhi-Molefe: Scientists' motivation to participate in science festivals, with special reference to Scifest Africa in South Africa
- Corné Lamprecht: News values and risk messages: lessons learned from news coverage during South Africa's deadly listeriosis outbreak
- Marlese Nel: A longitudinal analysis of *Nature* for published items relating to the public communication of science
- Hannah Keal: 'The science is not settled': an analysis of anti-vaccine rhetoric on a South African Facebook page

## 2015–2018

- Ansa Heyl: Science communication vs. public relations: The potential effect of university press releases and the changing media landscape on science journalism in South Africa
- Noxolo Moyake: Benchmark Mapping of Public Science Engagement in South Africa's National System of Innovation
- Beatrice Biney-Nyamekye: Using social media to disseminate research findings among researchers and the public: Views and practices from the University of Ghana
- Heather Ndlovu: Status and strategies of public science communication by academics at the National University of Science and Technology, Zimbabwe

## Books

McWilliams, S., Allison, M., Joubert, M., Lofgren, I., Suldovsky, B., eds. 2022. *Helping Scientists to Communicate Well for All Considered: Strategic Science Communication in an Age of Environmental and Health Crises*. Lausanne: Frontiers Media SA. doi: [10.3389/978-2-88976-811-0](https://doi.org/10.3389/978-2-88976-811-0)

## Research articles

### 2023

Joubert, M.; Guenther, L.; Metcalfe, M.; Riedlinger, M. et al. (2023). 'Pandem-icons' — exploring the characteristics of highly visible scientists during the Covid-19 pandemic, *Journal of Science Communication*, 22(1)A04. <https://doi.org/10.22323/2.22010204>

Wasserman, H. & Joubert, M. (2023) Covid-19 in the Mass Media Through the Lens of South African Editorial Cartoons: An Exploratory Study, *Journalism Practice*, online first: DOI: 10.1080/17512786.2023.2174578

## 2022

- Connoway, K., Keal, H., Van Lill, M. & Joubert, M. (2022) Increasingly polarised or finding common ground? Exploring pro- and anti-vaccine rhetoric on two South African Facebook pages, *Journal of Science Communication*, 21(05) A04
- Franks, S., Joubert, M., Wells, R. and Van Zuydam, L. (2022) Beyond Cheerleading: Navigating the Boundaries of Science Journalism in South Africa, *Journalism Studies*, online first: DOI: 10.1080/1461670X.2022.2141820
- Joubert, M., Guenther, L. and Rademan, L. (2022) Expert voices in South African mass media during the COVID-19 pandemic. *South African Journal of Science*, 118(5/6), Art. #12480
- Kirsten, M. & Joubert, M. (2022). Visualising “the vulnerable”: Understanding vulnerability to COVID-19 in relation to the South African COVID-19 Vulnerability Index (SA CVI). *Communicare*, 41(2) 103-117
- Lamprecht, C., Guenther, L. and Joubert, M. (2022) ‘Polony panic’: News values and risk messages in news coverage of the South African listeriosis outbreak of 2017–2018, *Health, Risk & Society*, 24(1–2) 67–91
- Riley, J., Joubert, M. and Guenther, L. (2022) Motivations and barriers for young scientists to engage with society: perspectives from South Africa, *International Journal of Science Education, Part B*, 12(2) 157–173

## 2021

- Gavhi-Molefe, R., Jensen, E. & Joubert, M. 2021. Why scientists agree to participate in science festivals: A perspective from Scifest Africa. *International Journal of Science Education Part B*, 11(2) 127–142
- Guenther, L. & Joubert, M. 2021. Novel interfaces in science communication: Comparing journalistic and social media uptake of articles published by The Conversation Africa. *Public Understanding of Science*, 30(8) 1041–1057
- Smit, I.P.J.; Joubert, M.; Smith, K.; Van Wilgen, N.; Strydom, T.; Baard, J. & Herbst, M. 2021. Fire as friend or foe: The role of scientists in balancing media coverage of fires in National Parks, *African Journal of Range & Forage Science*
- Weingart, P; Joubert, M and Connoway, K. 2021. Public engagement with science—Origins, motives and impact in academic literature and science policy. *PLOS ONE* 16(7)

## 2020

- Heyl, A., Joubert, M. & Guenther, L. 2020. Hype and churnalism in science communication – Comparing university press releases and journalistic articles in South Africa. *South African Journal for Communication Theory and Research*, 46(2): 126–145
- Joubert, M. & Makunga, N. 2020. *Science and pseudoscience: A perspective from South Africa*. In: A.M. Dijkstra, L. de Bakker, F. van Dam & E. Jensen (eds). *Science Communication: An Introduction*. UK: World Scientific Publishing, pp 242–247
- Joubert, M. & Mkansi, S. 2020. *South Africa: Science communication throughout turbulent times*. In: T. Gascoigne; B. Schiele, J. Leach, M. Riedlinger, B. Lewenstein; L. Massarani & P. Broks (eds). *Communicating science: a global perspective*. Brisbane, Australia: Australian National University Press. Australian National University Press, pp 771–800

- Joubert, M. & Wasserman, H. 2020. Spiky blobs with evil grins: Understanding portrayals of the coronavirus in South African newspaper cartoons in relation to the public communication of science, *Journal of Science Communication*, 19(07) A08
- Joubert, M. 2020. From top scientist to science media star during COVID-19 – South Africa's Salim Abdool Karim. *South African Journal of Science*, 116(7/8)
- Metcalfe, J., Riedlinger, M., Bauer, M. W., Chakraborty, A., Gascoigne, T., Guenther, L., Joubert, M., Kaseje, M., Herrera-Lima, S., Revuelta, G., Riise, J. & Schiele, B. 2020. 'The COVID-19 mirror: reflecting science-society relationships across 11 countries'. *Journal of Science Communication*, 19(07) A05
- 2019**
- Guenther, L., Weingart, P. & Joubert, M. 2019. *Bridging a gap? Mapping the science coverage of South African newspapers*. In: M.W. Bauer, P. Pansegrau & R. Shukla (eds.). *The Cultural Authority of Science: Comparing across Europe, Asia and the America*. UK: Routledge, pp 122–136
- Joubert, M. & Costas, R. 2019. Getting to Know Science Tweeters: A Pilot Analysis of South African Twitter Users Tweeting about Research Articles. *Journal of Altmetrics*, 2(1)
- Riedlinger, M., Metcalfe, J., Baram-Tsabari, A., Entradas, M., Joubert, M. & Massarani, L. 2019. Telling stories in science communication: case studies of scholar-practitioner collaboration. *Journal of Science Communication*, 18(5), N01
- Weingart, P. & Joubert, M. 2019. The conflation of motives of science communication – causes, consequences, remedies. *Journal of Science Communication*, 18(03) Y01
- Weingart, P., Joubert, M. & Falade, B. (eds.) 2019. *Science Communication in South Africa: Reflections on Current Issues*. African Minds. Cape Town
- 2018**
- Guenther, L. & Joubert, M. 2018. Support for research in climate change and nuclear energy, but less so for fracking: Born-free South Africans' attitudes towards scientific controversies. *African Journal of Science, Technology, Innovation and Development*, 10(1), 114–124
- Joubert, M. 2018. Country-specific factors that compel South African scientists to engage with public audiences, *Journal of Science Communication*, 17(04):C04
- Joubert, M. 2018. Reflections on the first human heart transplant and its impact on medicine, media and society. *Public Understanding of Science*, 27(1), 110–114
- Meyer, M., Guenther, L. & Joubert, M. 2018. The Draw-a-Scientist Test in an African context: Comparing students' (stereotypical) images of scientists across university faculties. *Research in Science & Technological Education*, 37(1)
- 2017**
- Guenther, L. & Joubert, M. 2017. Science communication as a field of research: identifying trends, challenges and gaps by analysing research papers. *Journal of Science Communication*, 16(02) A02
- Joubert, M. & Guenther, L. 2017. In the footsteps of Einstein, Sagan and Barnard: Identifying South Africa's most visible scientists. *South African Journal of Science*, 113(11/12)

## Essays, reviews & editorials

- Suldoovsky, B., Allison, M., Joubert, M., Lofgren, I. and McWilliams, S. 2022. Editorial: Helping scientists to communicate well for all considered: Strategic science communication in an age of environmental and health crises. *Frontiers in Communication*. 7:970331. doi: 10.3389/fcomm.2022.970331
- Joubert, M. 2019. [Radio, like you've never read it before](#). *South African Journal of Science*, 115(1/2)
- Joubert, M. 2019. [Scaling new heights in Switzerland](#). *Journal of Science Communication*, 18(04) R01
- Joubert, M; Davis, L; Metcalfe, J. 2019. [Storytelling: the soul of science communication](#), *Journal of Science Communication*, 18(5), E1
- Joubert, M. 2019. [Beyond the Sagan effect](#). *Nature Astronomy*, 3: 131–132
- Riedlinger, M., Barata, G., Medvecky, F. & Joubert, M. 2018. PCST Roundtable: [The role of professional science communication associations in supporting science communicators and legitimising communication practices](#). In: *Proceedings of the 2018 International Conference on Public Communication of Science and Technology*, Dunedin, New Zealand
- Joubert, M. 2017. [Chris Barnard: South Africa's fallible king of hearts](#). *South African Journal of Science*, 113(11/12)
- Joubert, M. 2003. [Science Communicators Experience the Beat of African Drums](#). *Science Communication*, 24(4):503–508.

## Popular research outputs & articles

- 2022\_06. [The science of stories, and the stories of science](#). *Quest* Vol. 18 No. 2
- 2022\_09. [Harvesting SA's honeybush secrets](#). *Veld & Flora*.
- 2022\_03\_24. [South African media treat fire as foe – its ecosystem benefits get lost in the blaze](#). *The Conversation*.
- 2021\_06\_28. [South African scientists explain why they make time for science festivals](#). *The Conversation*
- 2021\_02\_10. [How the emoji could help democratise online science dialogue](#). *The Conversation*
- 2020\_12\_01. Exploring a novel tool for sharing science; Stellenbosch University research publication: '[Research at Stellenbosch University: Showcasing research excellence](#)'
- 2020\_07\_28. [Networking to grow science communication as a field of teaching](#). *Public Understanding of Science Blog*
- 2020\_04\_14. [Three key drivers of good messaging in a time of crisis: expertise, empathy and timing](#). *The Conversation*

- 2020\_05\_07. [Comics and cartoons are a powerful way to teach kids about COVID-19.](#)  
*The Conversation*
- 2020\_03\_09. [False information fuels fear during disease outbreaks: there is an antidote.](#)  
*The Conversation*
- 2020\_02\_27. [Equipping scientists with the skills to engage public audiences.](#)  
*Public Understanding of Science Blog*
- 2019\_07\_16. [Professional territorial tensions at the 2019 World Conference of Science Journalists \(or, perhaps, communicators?\).](#) *PCST blog.*
- 2019\_04\_07. [New policy commits South Africa's scientists to public engagement. Are they ready?](#) *The Conversation*
- 2019\_02\_13. [Why anti-vaccine beliefs and ideas spread so fast on the internet.](#)  
*The Conversation*
- 2018\_05\_27. [White men's voices still dominate public science. Here's how to change this.](#)  
*The Conversation*
- 2017\_11\_29. [How an historic heart transplant created a celebrity scientist 50 years ago.](#)  
*The Conversation*
- 2017\_11\_01. [How politics influenced the first human heart transplant.](#)  
*Public Understanding of Science Blog*
- 2016\_11\_02. [Science needs to start speaking to people's everyday lives in Africa.](#)  
*The Conversation*
- 2016\_08\_23. [Scientists have much to gain by sharing their research with the public.](#)  
*The Conversation*
- 2016\_08\_11. [People-powered science in Africa: a boost for democracy and knowledge.](#)  
*The Conversation*
- 2016\_08\_03. [Science communication is on the rise – and that's good for democracy.](#)  
*The Conversation*
- 2015\_12\_11. [Recognise scientists who engage with the public.](#)  
*Mail & Guardian online*

**Lifeology flashcard courses that I authored:**

- [The science of science communication](#)
- [The ethics of science communication](#)