

# Curriculum Vitae 2024

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I am an associate professor of public engagement with science at Stellenbosch University in South Africa, where I do research, teach, and supervise postgraduate students.

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, creative approaches to science communication and engaging diverse audiences in public dialogue about science. I participate in several international research collaborations with research partners around the world. Through my research, I strive towards developing an evidence base for effective public communication of science and public engagement in an African context.

I joined Stellenbosch University in 2015 after working in science communication practice in the science sector for over 25 years. In 2018, I obtained my PhD from Stellenbosch University on the *factors influencing the public communication behaviour of publicly visible scientists in South Africa*.

In addition to my academic work at Stellenbosch University, I also teach guest lectures and provide training workshops worldwide. At present (2024), I also serve in the following roles:

- Deputy editor of the *Journal of Science Communication* (JCOM)
- Advisory Board of the Wissenschaft im Dialog (WiD) Transfer Unit (Germany)
- Advisory Board of the Centre for Evidence-Based Healthcare (Stellenbosch University)
- Advisory Committee of SciComm ThinkLabs, Foundation for Advancing Science and Technology (FAST), India
- IMPRIMA (Implementing Primaquine Single Low Dose in Africa) Project Steering Committee

In 2015, I won the South African National Science and Technology Forum (NSTF) Award for Communication for Outreach and Creating Awareness. I am an honorary life member of the PCST (Public Communication of Science and Technology) Network, which is awarded to individuals who have distinguished contributions to the international science communication community.

## Selected research publications (published since 2020)

- 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
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- 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
- 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
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- 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
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- Joubert, M.**, Guenther, L. & 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
- Joubert, M.**, Van Zuydam, L. & Franks, S. (2023). The impact of COVID-19 on science journalists in South Africa: Investigating effects, challenges, quality concerns and training needs. *Journal of African Media Studies*, 15(1) 111–129
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- Kiprijanov, K.S. & **Joubert, M.** (2023). Science Communication. In: Thorsten Philipp & Tobias Schmohl (eds). *Handbook of Transdisciplinary Learning (Bielefeld: Columbia University Press)*, pp 317–327
- 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. & **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

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- Riley, J., **Joubert, M.** & 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
- 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*, 39: 136–147
- Wasserman, H., & **Joubert, M.** (2024). Covid-19 in the Mass Media Through the Lens of South African Editorial Cartoons: An Exploratory Study. *Journalism Practice*, 18(1), 48–75
- Weingart, P; **Joubert, M.** & Connoway, K. (2021). Public engagement with science—Origins, motives and impact in academic literature and science policy. *PLOS ONE*, 16(7): e0254201