



**Universität
Zürich** UZH

CHES Kompetenzzentrum
für Hochschul- und Wissenschaftsforschung

CHES lecture

**Dienstag, 22. März 2016
18.00 – 20.00 Uhr
mit anschließendem Apéro**

**Alte Kantonsschule
Rämistrasse 59, RAA-G-01**

**Prof. Dr. Martin W Bauer, Professor of Social
Psychology and Research Methodology,
London School of Economics,
Editor «Public Understanding of Science»**

**«Learning from Resistance – Towards a Social
Psychology of Techno-Scientific Mobilisation»**

**Respondent: Prof. Dr. Mike S. Schäfer,
Professor für Wissenschafts-, Krisen- und
Risikokommunikation und Vorsitzender des
CHES Leitungsausschusses**

Martin W Bauer discusses the key theoretical ideas of his recent books 'Resistance – and the Practice of Rationality' and 'Atoms, Bytes & Genes – public resistance and techno-scientific responses. Tarde (1890) famously argued that creativity and invention have none or little regularity, while the diffusion of new ideas and practices follows the 'laws of imitation'. This idea remains influential in the model of diffusion of innovation and the linear model of science as it translates into engineering and, eventually, marketing. Bauer argues that this only applies when there is no resistance in the process which, however, is rare. More common are efforts of mobilisation for change processes that encounter resistance, and resistance changes the process: focussing attention where needed; enhancing the 'bodily self-image', evaluating ongoing mobilisation and urging strategic adaptation and alterations to the plan. Martin Bauer illustrates this with observations on the development of biotechnology in Brazil, US and Europe since the 1990s and its impact.

Martin W Bauer read Psychology and Economic History (Bern, Zurich and London) and is Professor of Social Psychology and Research Methodology at the London School of Economics. Former Head of the LSE Methodology Institute, and a Research Fellow of the Science Museum, he currently directs the LSE's MSc Social & Public Communication, edits the Journal Public Understanding of Science, and is a regular academic visitor to Brazil. He was a recent Member of a European Commission Committee to define indicators of RRI (Responsible Research & Innovation) and he advises national and international agencies (UK, Brazil, OECD) on measuring attitudes to science. He investigates science in common sense through theory building, comparative attitude, media monitoring and qualitative enquires. Publications include 'The Culture of Science' (Routledge, 2012, with Shukla & Allum); 'Journalism, Science & Society' (Routledge, 2007; with Bucchi); 'Biotechnology - the Making of a Global Controversy' (Cambridge, 2002; with Gaskell); and papers in Nature, Science, Nature-Biotechnology, Genetics & Society, PUS, STHV, SSS, IJPOR, SciComm and DIOGENE.

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