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Caminhos para a Independência**"

Publicações do Evento

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APOIO:



ORGANIZAÇÃO:



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FeSBE2022 ANIME AND MANGA AS SCIENCE POPULARIZATION INSTRUMENTS: THE POWER OF ASIAN CULTURE AS A GATEWAY TO SCIENTIFIC TOPICS

Science communication is an important approach to making scientific knowledge available to wider audiences. However, to be effective, it should not just aim to explain scientific content in a simplified manner, but also relate to the general public through their interests. Lately, one interest gaining popularity worldwide is Eastern media, such as Asian written and audiovisual productions. Thus, our objective is to use Asian media to discuss scientific topics, in order to popularize science to children, teenagers, and young adults, who are one target audience of these cultural products worldwide. Scientific themes have been addressed in articles about anime, manga, games, and other Eastern productions published by collaborators of “Minuto Otaku”, an online platform focused on debating Asian media through forums, articles, videos and podcasts. These texts are written by authors with diverse scientific and life backgrounds. The articles’ impact was analyzed according to the metrics provided by the platform (reach, clicks, comments, and engagement). Currently, the website contains more than 15 articles uniting popular culture and scientific thematic, emphasizing psychology, philosophy, sociology, and education. Those articles were written based on series of different popularity levels. The mean access rate was 132 users, accounting for less than 0.02% of main page traffic. Although far from the most accessed article on the site (± 50.000 reads), creating this kind of material may still have potential, as the popularization of Asian media productions creates a new space to disseminate science. These cultural products can be approached scientifically, and thus be used to interest the public, which can identify and problematize different subjects within these materials. Further research is needed to assess these articles’ effectiveness in communicating science, comparing metrics from specific themes and utilizing qualitative methods, such as content analysis.