P14-13 Introducing discourse analysis to nanotechnology

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Prof. Ille C. Gebeshuber is a European Physics Professor currently working in Malaysia. She is expert in biomimetics, tribology and nanotechnology. She has a diverse team of researchers and PhD students, with whom she enjoys to go on expeditions to the deep virgin rainforest, and learn from living nature how to develop better engineering practices for a sustainable future for all. In current research projects the group develop biomimetic nanostructural coloration from benign materials, thinks about new ways of doing science, performing education and resource
management to successfully address the major problems we are currently facing and establish a tree of knowledge that is accessible for people from all level of education and field of specialisation.

Nanoscience and nanotechnology as well as green technology are fields with high potential for the development of completely new ways of doing engineering, with major societal implications. This work applies the discourse method, a method that has long been known in the social sciences, to nanoscience and nanotechnology as well as green technology, and potential combinations. The analysis is based on respective articles that appeared in the online version of one of the major daily newspapers in the world, the Austrian Kronen Zeitung. Articles are grouped into the categories Science & Technology, Biology and Health, and attributed as being positive, neutral or negative towards the topic. The apprx. 100 articles that appeared since 2004 are mainly positive or neutral in the Science & Technology categories, and negative concerning Health.

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