

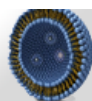
[Search](#)

- [Ille C. Gebeshuber](#)
- [Sign Out](#)



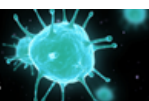
**Advancing Nano- & Micro-  
Particle Analysis**

Drug Delivery  
Particles



Extracellular  
Vesicles

Viruses  
& Vaccines



FIRST GENERAL CATALOGUE OF NANOMATERIALS

- NANOMETALS

- NANOWIRES

- NANORODS



PlasmaChem

MADE IN GERMANY

Fluorescent labels and dyes  
Click Chemistry reagents



- affordable price  
- free technical support  
- quick turnaround



Your 5% discount code:  
nanopap

Since 2007

**Nanopaprika.eu - The International NanoScience Community**

"Spicy world of NanoScience"

- [Home](#)
- [Me](#)
- [News](#)
- [Certified members](#)
- [Members](#)
- [Phys.org](#)
- [Nanoclast](#)
- [Nanosafety](#)
- [FQ-News](#)
- [PhD&Postdoc pos., Jobs](#)
- [Research Groups](#)
- [Papers](#)
- [NanoEvents](#)
- [Send us](#)
- [Invite](#)
- [About us](#)
- [Contact](#)

nitcharacter  
PhysicoChemical Analysis Services

Zeta Potential  
SEM  
XPS  
coulo

Particle size  
Particle Properties  
TEM  
DLS

**Now Invent.**™

**AMERICAN  
ELEMENTS**

[www.americanelements.com](http://www.americanelements.com)

- [← Back to NANOPOSTER 2014 - 4th Virtual Nanotechnology Poster Conference](#)
- [All NANOPOSTER 2014 - 4th Virtual Nanotechnology Poster Conference Pages](#)

## P14-13 Introducing discourse analysis to nanotechnology

S.B. Karman 1,2,\*; S.Z.M. Diah 1; O. Futterknecht 3 and I.C. Gebeshuber 1,3

1 Institute of Microengineering and Nanoelectronics, Universiti Kebangsaan Malaysia, 43600 UKM Bangi, Malaysia;

2 Department of Biomedical Engineering, University of Malaya, 50603, Kuala Lumpur, Malaysia;

3 Institute of Applied Physics, Vienna University of Technology, Wiedner Hauptstrasse, 8-10/134, 1040 Wien, Austria, Europe

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 approx. 100 articles that appeared since 2004 are mainly positive or neutral in the Science & Technology categories, and negative concerning Health.

[Liked it!](#)  
[1 member likes this](#)

[Share](#) [Twitter](#) [Facebook](#)

Like 0

Comment



Full member

LINK 📧 📺 T B I 🔗 U ☰ ☰ ☰ “ ☰ ☰ ☰ HTML

[Follow](#) – Email me when people comment

© 2014 Created by [Dr. András Paszternák, founder.](#)

[Badges](#) | [Report an Issue](#) | [Terms of Service](#)

[Buy motherboard](#) at [www.buymotherboard.net](http://www.buymotherboard.net)

Safari Power Saver  
Click to Start Flash Plug-in

倒數計時 12

facebook 帳號登入

限量領取! 15

[Members Online \(13\)](#)  
[Main Room](#)