

科 普 研 究

KEPU YANJIU

2010年12月 第5卷 第6期 总第(029)期 卷终

目 次

理论探索

- 我国科技计划项目科普化模式和实施过程初探 姜联合 袁志宁 马 强(5)
危机情境中影响科学普及效果的因素分析：心理学视角 朱冬青 谢晓非(14)
对内蒙古地区医院医学科普挂图的调查分析 包红梅 刘 兵(20)
江苏省公民科学生活能力调查简介及结果分析 王有志 梅 伟 冯步云(30)
从内蒙古地区大学生科学素养调查看科学素养的性别差异 聂馥玲 任玉凤(38)
科普展览巡展的社会效益评估指标体系研究 张志敏(45)
试论我国大众传媒科技传播与普及的特点 伍正兴 王章豹(50)
科普教育电视节目创作中的思维模式和叙事结构

- 以大型系列节目《身边的奥秘》为例 刘 晓(54)
提升执政者素质的“苏州模式” 王大鹏 高宏斌(60)
对青少年开展地震科普教育的实践与体会 马玉宏 赵桂峰 周 云 崔 杰(64)

科技类博物馆专题

- 全国科技馆现状与发展对策研究 郑 念(68)
关于将人类学理论运用于少数民族地区科技馆建设的若干思考 刘 巍(75)

史海探幽

- 赫胥黎的科学普及思想 游清徽(80)

思得集

- 思量“因果关系” 尹传红(86)

人 物

撬动数字地球

- 阿瑟·克拉克和他的人造通讯卫星网 李兴春(92)

新闻快递

- 科技群英齐聚八闽 共议经济发展方式转变与自主创新 (封二)
科学松鼠会“升级” 双管齐下致力科普 (44)

- 众专家科博会共话科普资源共建共享 (94)

- 首届国际纳米艺术展在苏州举行 (封三)

SCIENCE POPULARIZATION

KEPU YANJIU

December 2010 Vol. 5 No. 6 General Issue 29 Final Issue

Contents

Theory Exploration

Discuss on Science Popularization Mechanism of Science and Technology Projects in China	Jiang Lianhe Yuan Zhining Ma Qiang(5)
The Determinant Factor Analysis of Science Popularization in Crisis: The Psychological Perspective	Zhu Dongqing Xie Xiaofei(14)
Investigation and Analysis of Popular Medical Poster in Some Hospitals in Inner Mongolia	Bao Hongmei Liu Bing(20)
An Introduction to and Analysis of Jiangsu Province Survey about the Citizen's Ability to Live Scientifically	Wang Youzhi Mei Wei Feng Buyun(30)
Investigation on Gender Difference in Scientific Literacy of University Students in Inner Mongolia	Nie Fuling Ren Yufeng(38)
On the Index System of Evaluation on Social Effects of Travelling Exhibition for Science Communication	Zhang Zhimin(45)
The Features of Public Communication or Popularization of Science & Technology in the Mass Media of Our Country	Wu Zhengxing Wang Zhangbao(50)
On Thinking Pattern and Narrative Structure in the Creation of TV Programs for Science Education: A Case Study of <i>Miracles Around Us</i>	Liu Xiao(54)
Suzhou Mode of Promoting the Scientific Literacy of Cadres and Civil Servants	Wang Dapeng Gao Hongbin(60)
Practice and Experience of Carrying on Earthquake Science Popularization Education to Young People	Ma Yuhong Zhao Guifeng Zhou Yun Cui Jie(64)

Science and Technology Museum Column

Studies on the Current Condition and Development Strategy of the Museum of Science and Technology in China	Zheng Nian(68)
Some Considerations about Applying Anthropological Theories on Constructions of Science and Technology Museums in Minority Regions	Liu Wei(75)

History

Huxley's Thoughts on Science Popularization	You Qinghui(80)
---	-----------------

Essay

Consideration on the "Causality"	Yin Chuanhong(86)
--	-------------------

People

Lever up Digital Earth —— Arthur Clark and His Network of Man-Made Communications Satellite	Li Xingchun(92)
--	-----------------

Newsletter

Science and Technology Talents Gathered in Fujian and Discussed on the Transformation of Economic Development Mode and Independent Innovation	(Inside Front Cover)
Science Squirrels "Upgrades" and Devotes to Science Popularization in Dual Ways	(44)
Experts Gathered in Scientific and Technological Fair and Talked about the Construction and Sharing of Science Popularization Resources in Joint Efforts	(94)
First International Nano Art Exhibition Held in Suzhou	(Inside Back Cover)