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Mike S. Schäfer is a full professor of science communication and director of CHESS – Center for Higher Education and Science Studies at the University of Zurich. His research examines how science-related topics such as climate change, artificial intelligence, biotechnology, and public health are communicated in digital media environments and how these communication processes shape public opinion, trust, and societal debate. He has published widely on science communication, climate communication, and the changing relationship between science and society. He is an elected member of acatech, the German National Academy of Science and Engineering, and regularly advises academic and public institutions on questions of science communication and public engagement.