



Yang Lin: female, associate research librarian, deputy director of the Center for Science and Culture Communication in the National Science Library of Chinese Academy of Sciences (NSL, CAS). She graduated from School of Journalism & Communication, Peking University, and received her Ph.D. She has served as a visiting scholar of the Chinese Academy of Sciences in the Department of Communication at Cornell University in the United States. She studied and exchanged as a visiting scholar of the Chinese Academy of Sciences in the Department of Communication at Cornell University. She is mainly engaged in scientific communication theory and practice research and research on the construction of characteristic science communication resources. She has published more than 20 academic papers and 19 news reports in the field of science communication. She has hosted and participated in many research projects, such as the "Chinese Academy of Sciences Academician Library Construction" project of the Chinese Academy of Sciences, "National Scientific Research Institute Science and Culture Communication Model Research" project of the China Association for Science and Technology, "Chinese Academy of Sciences Science and Technology Innovation Annual Series Tour Exhibition" project of Bureau of Science Communication the Chinese Academy of Sciences, the National Science Library of Chinese Academy of Sciences frontier projects in the field of young talents, "Study on the development model of science and culture communication of the National Science Library based on the new media environment". She has won the "First China Excellent Publication (Thesis) Award" (second author) and concurrently served as the reviewer of the "Chinese Journal of Scientific and Technical Periodicals".

Research direction: Science communication is an important way to improve the scientific literacy of the public. The law of the transfer of science centers is closely related to the intensity of scientific communication. Countries with strong scientific communication will inevitably become science centers of the world. Along with the development of new media and big data environment, science communication has gradually changed from the stage of "public understanding science" to the stage of "public participation in science", and it has been increasingly valued by all countries in the world. Based on the characteristics of national scientific research institutions and drawing on domestic and foreign achievements, this research direction combines theoretical research and practical operation of scientific communication to carry out a series of research, including: new concepts, new methods and new models of science communication suitable for the needs of the public and the development of scientific research institutions; changes in scientific dissemination of public demand mechanisms; system architecture and construction mode of characteristic science communication resources; the construction concept, planning and design, construction process, normative system, data application and communication mechanism of the science communication platform.

Representative Academic Papers Directory:

1. Yang Lin; Xiao Dongfa. Creation of the Chinese Publishing Museum. Preserving the imprint of the Eastern Civilization. Chinese Editors Journal, 2016(1): 79-82
2. Jia Hepeng; Wang Dapeng; Yang Lin; Wang Wei. Collaboration between mass media and scientific journals in the scientific communication system. Chinese Journal of Scientific and Technical Periodicals, 2015 (5) : 445-450

3. Yang Lin; Gong Huiling; Chen Zhaohui; Li Wu; Tian Rui. Microblog Communication Model of Library's Science Culture——A Case Study on the National Science Lib. Library and Information Service, 2012(13):74-78

4. Yang Lin. The integration of library and digital publishing. Publishing Research, 2012 (3) : 47-49

5. Yang Lin; Xiao Dongfa. University Series' Publishing in Commercial Press and Its Historical Significance. Publishing Journal, 2012(2):22-25

6. Tian Rui; Chen Zhaohui; Yang Lin. Research on the APP Mobile Services of Libraries Based on the Handheld Terminal. Library Development, 2012(7):36-40

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