



The Future of Truth

9 December, 2017, Gothenburg, Sweden

Post-Event Summary

"Truth: That which is revealed by the scientific method. Humankind's greatest invention."

Nobel Laureate David Gross



**Nobel
Week
Dialogue**

Science & Society




"Science needs democracy. Science and democracy are allies. Without a belief in the freedom of enquiry, science will be hampered."

Professor Helga Nowotny


Seven Nobel Laureates were joined by thought-leaders and delegates for a day of inspiring discussions on one of the hottest topics of our time: the Future of Truth. The diverse array of panellists brought perspectives from art, science, politics and more, sharing insights and challenging preconceptions. Discussions on stage ranged from trust in media and the causes of terrorism to the value of the scientific method and these continued in the breaks to create an atmosphere of excitement.

Silent panels were a new feature introduced for 2017 and they proved highly fruitful. Participants received headsets to tune into any of the three sessions taking place in 'The Square'. This allowed them to move between the panels and lectures without even leaving their seat.

 *"Accountability is essential for sustaining trust, and rebuilding it, says @zeynep at #NobelDialogue. I agree. Lack of accountability is extremely detrimental and to focus on responsibility is a way forward." /Nina Wormbs (@NinaWormbs)*

Following the success of the pop-up dialogue in 2016, this year's event began with an informal session at Clarion Hotel Post on 8 December. A lively discussion on "The truth – can we seek it, reveal it, create it?" took place for an hour in central Gothenburg.

We reached 1.5 million people through our digital channels. Two of the sessions were also streamed live on Facebook with over 100 000 people watching from all over the world.

 *"Most powerful speech I have ever heard. Shirin Ebadi, Nobel Peace Prize Laureate 2003, here in Gothenburg #NobelDialogue" /Kata (@Kata_archery)*

We are proud to work with our partners to meet the Nobel Week Dialogue's objective of stimulating debate on topical themes grounded within the Nobel Prize awarded achievements. The 2017 NWD was delivered in partnership with Carl Bennet AB, City of Gothenburg, Ericsson and Region Västra Götaland with support from Sten A Olsson foundation for Research and Culture.



Seven Nobel Laureates and numerous world-renowned experts

The event brought together a wide range of world-renowned experts, including seven Nobel Laureates.

Nobel Laureates

- **Steven Chu, 1997 Physics Laureate.** Steven developed the theory of laser cooling of actual, multilevel atoms, and has recently focused on new solutions to our energy and climate challenges.
- **Peter Doherty, 1996 Physiology or Medicine Laureate.** Peter received the Prize for discovering how the immune system recognises virus-ridden cells. Still active in research, he is now based at the University of Melbourne.
- **Shirin Ebadi, 2003 Peace Prize Laureate.** Shirin is an Iranian lawyer, former judge and human rights activist. She received the Prize for her struggle for democracy and human rights - especially those of women and children.
- **David J. Gross, 2004 Physics Laureate.** David received the Prize for his work on the strong nuclear force. He is Chancellor's Chair Professor of Theoretical Physics at the Kavli Institute for Theoretical Physics.
- **Michael Levitt, 2013 Chemistry Laureate.** Michael received the Prize for developing computational programs to model chemical processes. He is interested in the application of scientific methods to all walks of life.
- **Joseph E. Stiglitz, 2001 Economic Sciences Laureate.** Awarded the Prize for analyses of markets with asymmetric information, Joseph's work focuses on income distribution, asset risk management, corporate governance and international trade.
- **Frank Wilczek, 2004 Physics Laureate.** Frank is a theoretical physicist whose current interests include axions, anyons, and time crystals. He received the Nobel Prize for his work on the strong nuclear force.



"This is how I ended my panel. No easy way out. We have to step up, as people, to rebuild new institutions, to fix and hold accountable older ones, but, above all, to defend humane values. Human to human. #NobelDialogue"/Zeynep Tufekci (@zeynep)

Experts from Science and Society

- **Alice Bah Kuhnke, Ministry of Culture and Democracy.** Alice, a member of the Green Party, holds the position as Minister for Culture and Democracy in the Swedish Government.
- **Daniel Birnbaum, Moderna Museet.** Director of Moderna Museet in Stockholm, Daniel is also contributing editor of Artforum in New York and has curated several large exhibitions.
- **Simon Blackburn, University of Cambridge.** Simon is a Fellow of Trinity College, Cambridge, and the retired Bertrand Russell Professor of Philosophy at the University of Cambridge.
- **Robbert Dijkgraaf, Institute for Advanced Study.** Director and Leon Levy Professor of the Institute for Advanced Study, Robbert is a mathematical physicist with interests in string theory and the advancement of science education.
- **Orlando von Einsiedel, Grain Media.** Orlando is co-founder of UK film production company Grain Media. He directed the Academy Award winning documentary, The White Helmets, about volunteer Syrian rescue workers.



- **Emma Frans, Karolinska Institutet.** A researcher and science communicator, Emma writes a science column in one of Sweden's largest morning newspapers and has a Twitter following of more than 55,000.
- **Mattias Fyrenius, Nobel Media.** Mattias is CEO of Nobel Media, which handles and develops all media related activities connected to the Nobel Prize and spreads knowledge about the Nobel Prize awarded achievements.
- **Maggie Haberman, New York Times.** Maggie is a White House correspondent for the New York Times. She covers various aspects of the Trump administration, who she has reported on since his candidacy in June 2015.
- **Michael Hayden, Chertoff Group.** Michael was previously Director of the CIA and NSA, where he was on the frontline of tackling global change, terrorism and the growing cyber challenge.
- **Anish Kapoor, Sculptor.** An award-winning sculptor, Anish represented Britain at the 44th Venice Biennale and won the Turner Prize in 1991. Born in Bombay, he lives and works in London.
- **Katherine Maher, Wikimedia Foundation.** Executive Director of the Wikimedia Foundation, Katherine is a longtime advocate for free and open societies, and an expert in leveraging technology for social impact.
- **Joanna Natasegara, Film Producer and Director.** Joanna is best known for producing the Academy Award winning documentary, The White Helmets. Her work is global in scope and she often collaborates with organisations and international leaders.
- **Helga Nowotny, ETH Zurich.** Helga is Professor Emerita of Science and Technology Studies and a founding member of the European Research Council.
- **Karin Pettersson, Aftonbladet.** Political Editor-in-chief of Aftonbladet, Scandinavia's biggest daily newspaper, Karin's interests include the impact of technology on democracy.
- **Bo Rothstein, University of Gothenburg.** Bo holds the August Röhss Chair in Political Science at the University of Gothenburg where he also co-founded the Quality of Government Institute.
- **Adam Smith, Nobel Media.** As Chief Scientific Officer for Nobel Media, Adam has played a key role in putting together the Nobel Week Dialogue. His background is in scientific research and science publishing.
- **Laura Sprechmann, Nobel Media.** Laura is Deputy CEO as well as Director of Partner Relations, responsible for collaborations that enable Nobel Media to spread knowledge and inspire global audiences.
- **Zeynep Tufekci, University of North Carolina.** Zeynep is an Associate Professor at the University of North Carolina and a contributing opinion writer at the New York Times. Her work revolves around the social impact of technology
- **K. VijayRaghavan DBT, Ministry of Science and Technology.** VijayRaghavan is Secretary to the Government of India, Ministry of Science and Technology, Department of Biotechnology, the funding agency for all life sciences and biotechnology in India.
- **Peter Wolodarski, Dagens Nyheter.** Peter is the Editor-in-chief of Dagens Nyheter, Sweden's leading daily, and appears frequently on national television and radio.



"If you don't make mistakes you're not working on a hard enough project. Great reminder from Nobel Laureate Frank Wilczek #NobelDialogue" /Elisabet Hearn (@elisabethearn)

Record number of participants

The 2017 Nobel Week Dialogue had a record number of 1,658 participants. To manage the audience flow during the day we used a separate room with live streaming where 49 participants watched the morning sessions. All participants were given the opportunity to get seats in the main hall before lunch. The possibility to sign-up for afternoon tickets resulted in an additional 198 participants joining the dialogue for the last sessions. This enabled us to have a nearly full venue during the entire event.

Demographics

Statistics based on the registration.

Gender

52.5 % Women
47 % Men
0.5 % Other

"Would you attend another Nobel Week Dialogue?"

98.5 % answered YES!
*in the post-event survey**

Age

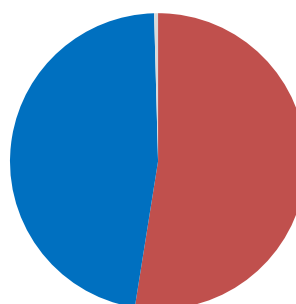
47 % 18-30
42 % 30-60
11 % 61+

Occupation

40 % Students (whereof 88 % Graduate/Undergraduate, 6.5 % PhD/post Doc and 5.5 % High school)
18 % Experts/researchers
20 % Industry
1.5 % Press
15 % Public sector
5.5 % Retired

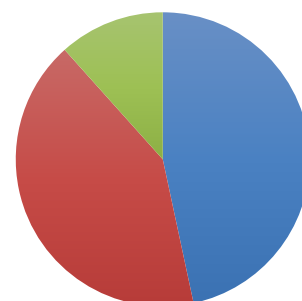
There were 36 nationalities represented, the majority from Sweden (90 %), Germany, USA, United Kingdom, Spain and Poland.

Gender



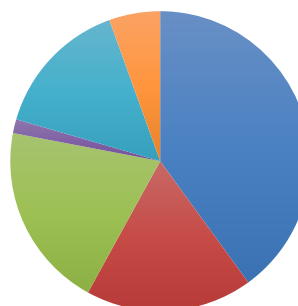
Female Male Other

Age



18-30 31-60 61+

Occupation



Students Experts/researchers
Industry Press
Public sector Retired

* After the event, all participants are asked to answer a survey. By 19 December, 2017 we had received 600 answers.



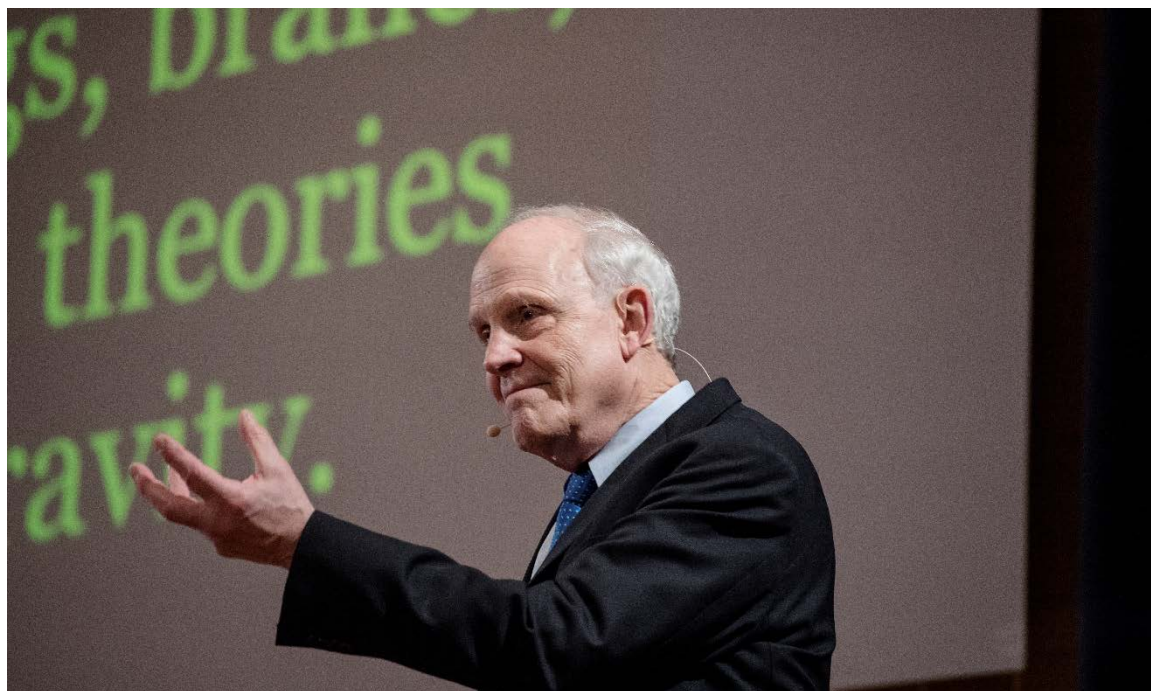
Student liaison officers

A group of eight students from Chalmers, the University of Gothenburg and the University of Borås were recruited as 'Student liaison officers'. During the event, they assisted the panellists back stage. They also acted as ambassadors for Nobel Week Dialogue by assisting in spreading information about the event to students for example in the University's digital channels. The students got an opportunity to meet inspiring people and see a high-level event from behind the scenes.



Nobel Laureate lecture inspiring students

New for 2017 was a lecture arranged on the day before Nobel Week Dialogue in collaboration with Chalmers and the University of Gothenburg. David J. Gross, 2004 Laureate in Physics, held a lunchtime lecture entitled “The Frontiers of Fundamental Physics”. 240 students attended the lecture including many international students. Professor Gross inspired the audience and answered questions on a range of subjects including new views of a multidimensional universe and whether humanity’s appetite for new discoveries was changing. He ended his lecture by quoting the text on German mathematician David Hilbert’s grave; “We must know, we will know!”



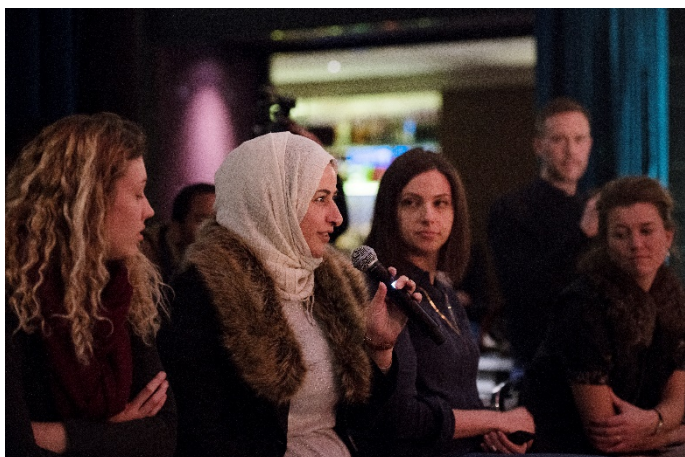
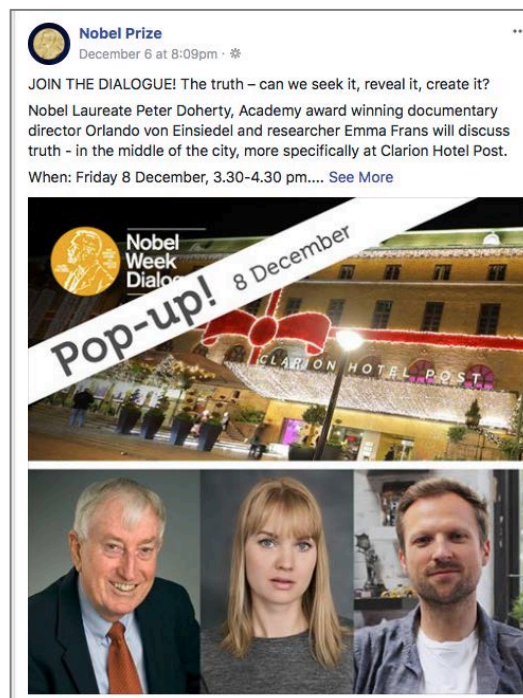
Pop-up dialogue as appetiser

Like last year, there was a pop-up dialogue arranged on the day before the Nobel Week Dialogue. The pop-up was held on the 8 December at Clarion Hotel Post, in the heart of Gothenburg. It is a busy place, which made the pop-up easy to access for an interested audience.

The purpose was to give the audience a sneak peek of the engaging discussions that would follow at the Nobel Week Dialogue and spread the messages to a wider audience. The title for the one-hour long meeting was “The truth – can we seek it, reveal it, create it?”

Information about the seminar was spread in the hotel’s digital network and around the hotel, as well as pushed in the Nobel Prize digital channels.

The panel consisted of Nobel Laureate Peter Doherty, Academy award winning documentary director Orlando von Einsiedel and researcher Emma Frans, and the discussion was moderated by Laura Sprechmann, deputy CEO of Nobel Media. The panellists spoke about the role of truth in their work, as well the need for scientists to better communicate with the public and their discussion was met with many questions from the engaged audience.



The Square

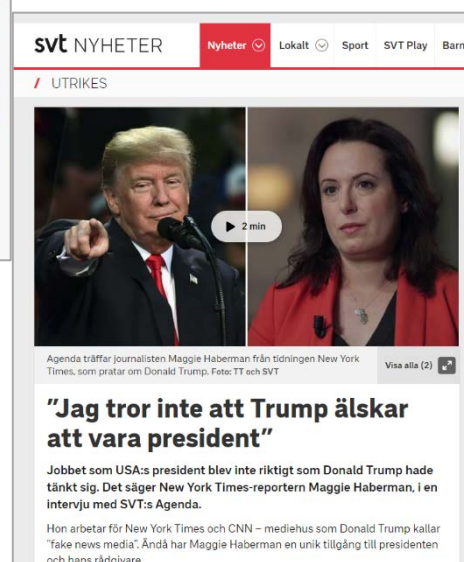
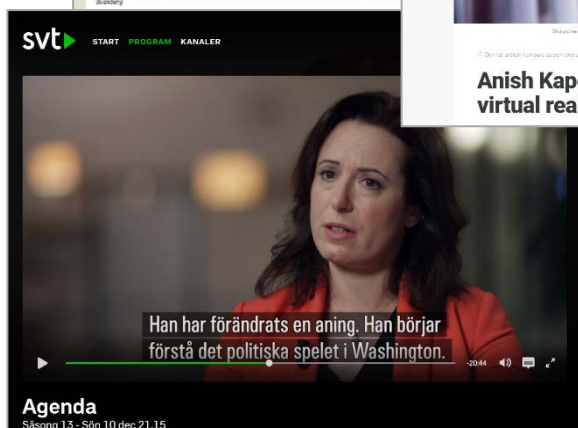
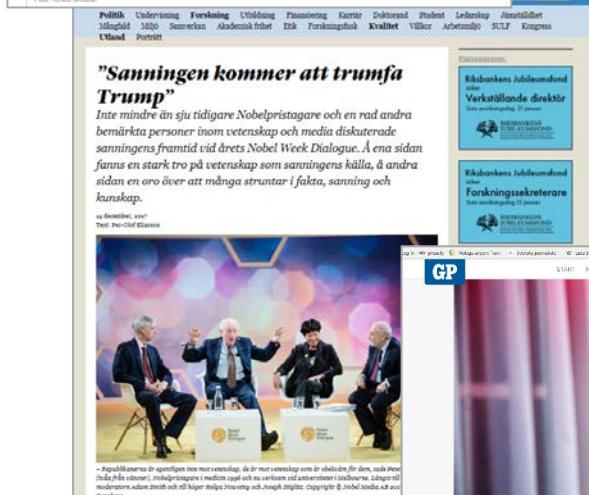
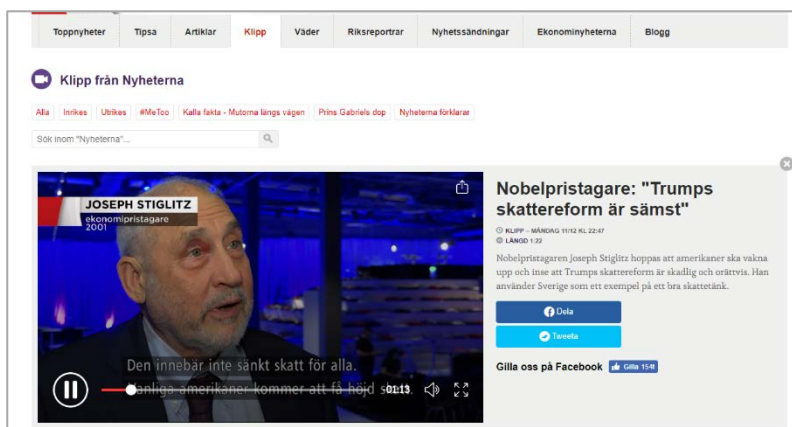
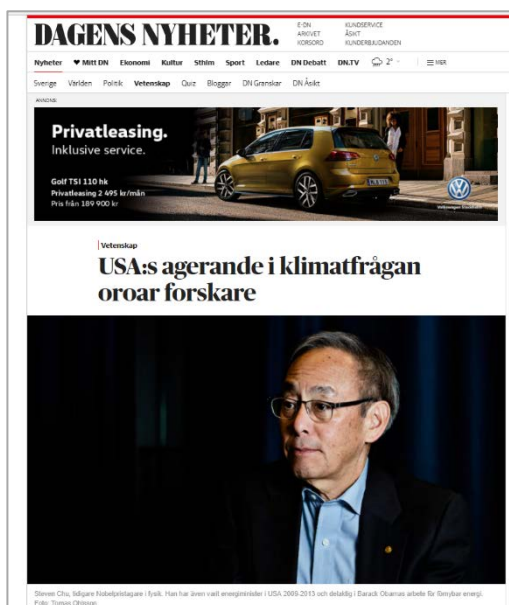
Another premiere for the 2017 Dialogue was the afternoon sessions held on 'The Square'. The participants could choose between the three sessions going on simultaneously simply by changing channel in their earphones. The participants' survey showed very positive response for this innovative format with an average grade of four on a scale from one to five, and nine out of ten would like to attend another meeting using this technique.

*"The Square was fantastic. A great idea and so interesting being able to choose between so many short lectures, panel discussions and conversations."
(from participants' survey)*



Media coverage

The media coverage from the 2017 Nobel Week Dialogue was very positive. Interviews were made both before, during and after the event which resulted in a large amount of reporting with a broad variety of angles. Articles have been published in DN, DI, GP as well as coverage in radio and TV. Also, several international media joined the event and reported during the day. Since we faced two challenges with regards to media this year (the event was held in Gothenburg, making it difficult for the international press covering the Nobel Week to join, and it was arranged on a Saturday when most journalists don't work) the result must be considered very good. For the full list see the Appendix.



Reaching beyond the event in digital channels

Via our digital channels, we reached over 1.5 million individuals when we highlighted content on the Nobel Week Dialogue.

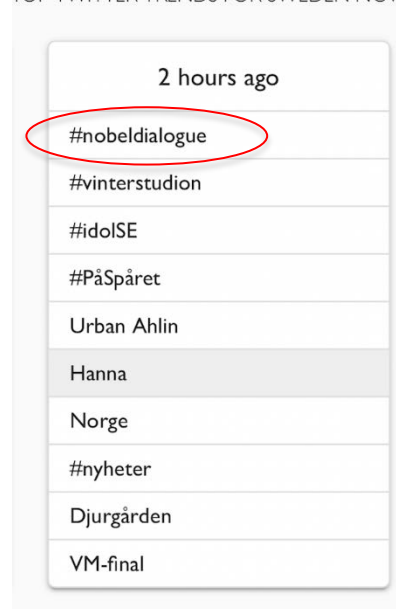
Before the event, we shared content linked to Nobel Week Dialogue in the Nobel Prize digital channels reaching over half a million people. We also targeted information about the actual event to audiences around Gothenburg in order to increase the interest to participate in the event.

The live stream of the event was available on nobelprize.org and two of the sessions were also streamed live on Facebook with over 100 000 people watching from all over the world.

The message of the discussions was also extended beyond the Nobel digital audience through both Nobel Laureate Sir Fraser Stoddart and several of the panellists, such as Nobel Laureate Frank Wilczek, Editor-in-chief of Dagens Nyheter Peter Wolodarski and Professor Zeynep Tufekci, sharing our posts and other content during the day. Together they reached over 650 000 people.



TOP TWITTER TRENDS FOR SWEDEN NOW

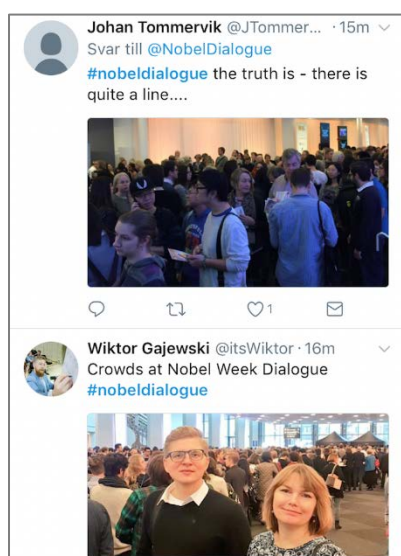
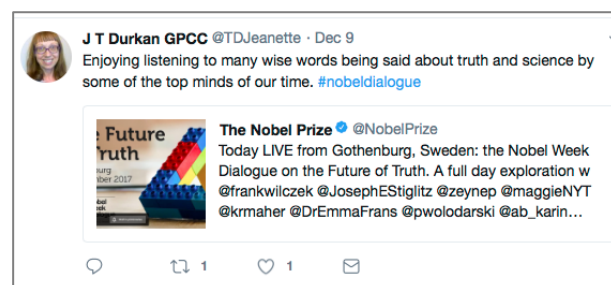


Engaging a digital audience

To raise engagement prior to the Nobel Week Dialogue, we asked our 3.9 million Nobel Prize Facebook users to share who they trust the most. Over 100 000 people saw the posts and many shared their thoughts.

During the Dialogue, we streamed two sessions via Facebook Live and we encouraged the viewers to tell us they were watching from. This showed that the audience and interest for this dialogue truly is global. We had viewers from Japan, India, Egypt, Sudan, Morocco, South Korea, Scotland, the Philippines, Sweden, Uganda, Jordan, Singapore, Tibet, Romania, USA, South Africa, Nigeria, Puerto Rico, Pakistan, United Kingdom, Afghanistan, Mexico, Australia, Latvia, Canada, Germany, Italy, Angola, Peru, Tunisia, Brazil, Vietnam and many other parts of the world.

The editorial team also live-reported on Twitter, and published quotes from panellists and images during the meeting.



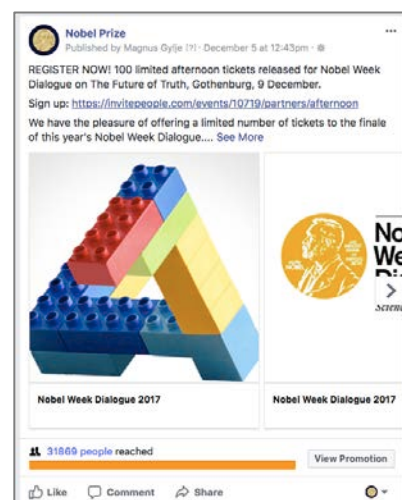
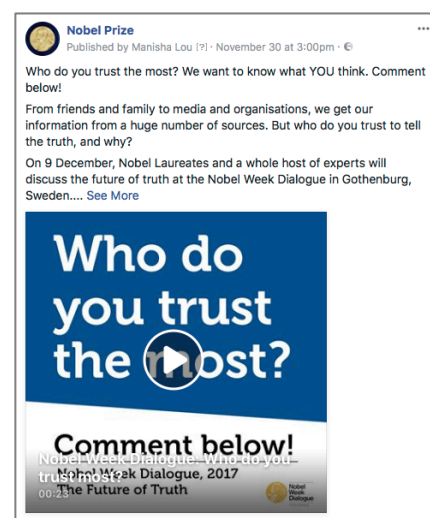
The dialogue continues

The dialogue is not over – quite the opposite. The thoughts and ideas of the participants will be highlighted for a long time in the Nobel Prize digital channels and give the global audiences a possibility to continue to take part of the conversation. The sessions will be available separate on the Nobel Prize YouTube-channel.

Creating interest and registrations

Activities started in spring 2017 and increased during autumn 2018.

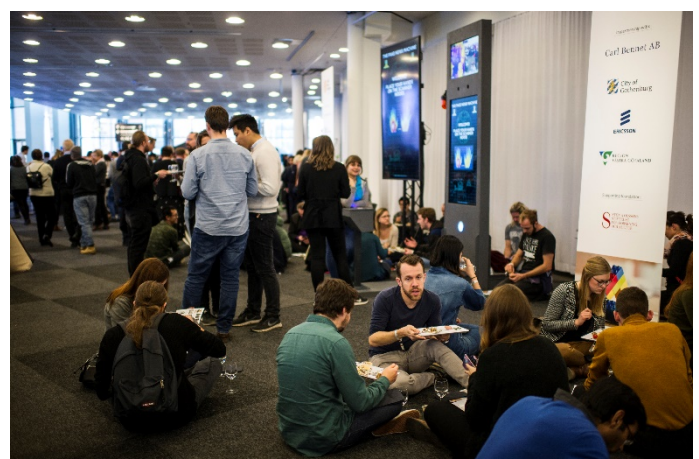
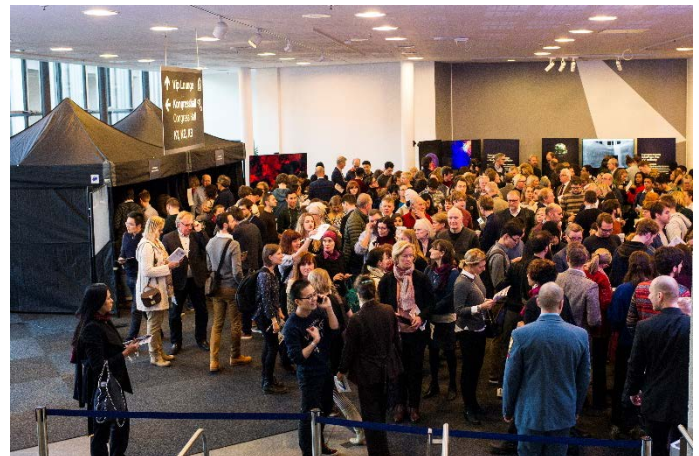
- Digital campaign films on social media
- Marketing campaign on buses and trams
- Bought digital marketing on Facebook towards selected target groups
- Promo materials shared by universities and partners in their channels
- Advertising in event calendars
- Flags outside the venue during the event days



Engaging activities between sessions – including world premiere of VR work by artist Anish Kapoor

The participants were treated to various activities related to the theme in the breaks. Most notably the world premiere of the first work in virtual reality by internationally acclaimed artist Anish Kapoor. Another VR experience for the participants was the visualisations of the 2017 Nobel Prize in Physiology or Medicine and the 2017 Nobel Peace Prize.

Other activities included a robot programming station, a 'fake news machine' and a quiz in which participants were asked whether statements were true or false.





Appendix

Published media as of 2017-12-20

SVT Agenda

- Interview with Maggie Haberman

<https://www.svtplay.se/video/16238098/agenda/agenda-sasong-13-10-dec-21-15?start=auto&tab=2017> (Approx 15 min in to the programme)

SVT Nyheter

- "Jag tror inte att Trump älskar att vara president"

<https://www.svt.se/nyheter/utrikes/jag-tror-inte-trump-alskar-att-vara-president>

TV4 – nyheterna

- Nobelpristagare: "Trump's skattereform är sämst"

<http://www.tv4.se/nyheterna/klipp/nobelpristagare-trumps-skattereform-%C3%A4r-s%C3%A4mst-3948110>

DI

- Exministern om Trump: Värre än mina värsta farhågor. (Interview with Steven Chu.)

<https://www.di.se/nyheter/exministern-om-trump-varre-an-mina-varsta-farhagor/>

DN

- USA:s agerande i klimatfrågan oroar forskare

<https://www.dn.se/nyheter/vetenskap/usas-agerande-i-klimatfragan-oroar-forskare/>

- Interview with Peter Doherty (Not yet published)

GP

- Anish Kapoor skapar mardrömsfärd i virtual reality

<http://www.gp.se/kultur/anish-kapoor-skapar-mardr%C3%B6msf%C3%A4rd-i-virtual-reality-1.4909753>

- Anish Kapoors virtuella universum väcker yrsel, vanmakt – och fascination

<http://www.gp.se/kultur/anish-kapoors-virtuella-universum-v%C3%A4cker-yrsel-vanmakt-och-fascination-1.4909877>

TT (Published digitally in around 40 different newspaper)

- Anish Kapoor premiärvisar VR-konst i Göteborg

<https://www.metro.se/artikel/anish-kapoor-premi%C3%A4rvisar-vr-konst-i-g%C3%B6teborg-xt>

Universitetslärares

- "Sanningen kommer att trumfa Trump"

<https://universitetslararen.se/2017/12/14/sanningen-kommer-att-trumfa-trump/>

It's nice that

- Anish Kapoor's first VR work will depict "the body falling into itself"

<https://www.itsnicethat.com/news/anish-kapoor-vr-into-yourself-fall-art-051217>

News 18

- Artist Anish Kapoor Debuts a Virtual Reality Exploration of the Self

<http://www.news18.com/news/lifestyle/artist-anish-kapoor-debuts-a-virtual-reality-exploration-of-the-self-1601659.html>

Several Chinese sites have published this text, for example:

- http://nb.ifeng.com/a/20171211/6219901_0.shtml
- <https://read01.com/ggDDy0d.html#.WjluFXiaUk>
- http://taian.dzwww.com/jj/201712/t20171211_16286483.html

Expressen

- Interview med Peter Doherty (Not yet published)

SvD

- Interview with Zeynep Tufekci (Not yet published)

DI Weekend

- Interview with Maggie Haberman (Not yet published)
- Interview with Michael Hayden (Not yet published)

SR – Klotet

- Interview with Steven Chu (Not yet published)
- Interview with Peter Doherty (Not yet published)

Fokus

- Interview with Joseph Stiglitz (Not yet published)

Der Standard

- Interview with Bo Rothstein
<http://derstandard.at/2000070461962/Was-die-Wissenschaft-gegen-Fake-News-tun-kann>



See you in Stockholm 2018



See you next year in Stockholm!

9 December, 2018



**Nobel
Week
Dialogue**

Science & Society

In partnership with:

Carl Bennet AB



City of
Gothenburg



Supporting foundation:

