CommOCEAN 2026
Plenary 2:
‘Use of new technologies in ocean science communications’
Wednesday 2 September
15:15-16:00

SPEAKERS:

- **Lolita Couchene, Advocacy Officer / Spokesperson, Nausicaa – National Sea Center: ‘From Data to Plate: Digital Tools for Sustainable Seafood Communication in Mr. Goodfish 3.0’**
- **Xuefei Shi, Independent Researcher: ‘Ocean Literacy in the Age of AI/S: Reading Maritime Data Critically’**
- **Sølve Jozeph Westli, Creative Director, Aurora Vortex Studio: ‘The Changing Ocean Immersive Experience’**

Moderator: Yves Aubert, University of Bergen

PLENARY SESSION 2
Wednesday 2 September
15:15-16:00

Lolita Couchene, Advocacy Officer / Spokesperson, Nausicaa – National Sea Center: 'From Data to Plate: Digital Tools for Sustainable Seafood Communication in Mr. Goodfish 3.0'

Translating scientific knowledge of sustainable seafood into actionable information for consumers remains a persistent communication challenge. Between complex data and everyday choices, professionals such as fishmongers, retailers and restaurateurs play a key role.

This presentation explores how the European project Mr. Goodfish 3.0 positions its new application as a communication interface between science, professionals and consumers. Rather than targeting only end-users, the tool is also designed to support professionals engaged in the Mr. Goodfish approach by providing accessible, science-based recommendations that can be directly relayed to the public. Developed through co-creation across multiple European pilot sites, the application integrates data on seasonality, stock status and ecosystems into user-friendly guidance adapted to diverse contexts. It thus reshapes communication flows, enabling professionals to act as informed relays of sustainability messages. We will explain how the application addresses these challenges by providing coherent, science-based recommendations adapted to diverse professional practices and cultural contexts, while supporting trustworthy communication from scientists to professionals and ultimately to consumers.

Highlighting the role of digital tools in these interactions, this contribution argues that strengthening actors across the entire chain is essential to advancing ocean literacy and fostering more sustainable consumption patterns

PLENARY SESSION 2
Wednesday 2 September
15:15-16:00

Xuefei Shi, Independent Researcher: 'Ocean Literacy in the Age of AI/S: Reading Maritime Data Critically'

AIS tracks and AI-assisted maritime dashboards are now widely used to communicate maritime risk and geopolitical tension around illegal fishing, dark fleets, and blockage. These tools can make distant ocean spaces visible, but they can also create false certainty when maps and classifications are shared without context. This presentation asks what ocean literacy should mean when ocean communication is increasingly mediated by AIS, satellite data and non-human agency.

The presentation introduces "critical ocean data literacy" as such a practical extension. It argues that ocean communicators need to understand not only marine systems, but also how ocean data is produced, processed, visualised and turned into public claims. AIS does not speak for itself, and vessel tracks require interpretation through technical limits, ecology-regulation regimes, and local knowledge.

The presentation will use annotated visual examples, including AIS-based fisheries/shipping narratives and contested interpretations of vessel behaviour. It will show common communication risks in the age of AI/S such as treating observation as evidence of intent, hiding data gaps, and presenting algorithmic outputs as neutral facts. It offers a practical checklist to address these risks by disclosing data provenance, distinguishing signal from inference, marking uncertainty, triangulating with ground knowledge, and explaining alternative explanations.

PLENARY SESSION 2
Wednesday 2 September
15:15-16:00

Sølve Jozeph Westli, Creative Director, Aurora Vortex Studio: 'The Changing Ocean Immersive Experience'

The Changing Ocean Immersive Experience is a permanent installation at Bergen Aquarium, with a portable VR edition developed for pop-up events. Through 360° film and immersive sound, audiences travel from Bergen's city fjord to the continental shelf, down to 3,000 metres depth, and back up through the water column. Along the way, they encounter both marine restoration and human impact: the cleaning of Store Lungegårdsvann and Puddefjorden (a lake and fjord, respectively in central Bergen), bottom trawling, cod spawning, and underwater soundscapes from the LoVe Ocean observatory outside Lofoten and Vesterålen.

The presentation will show how immersive storytelling can strengthen ocean literacy and citizen engagement by making complex marine science easier to understand, feel, and remember. I will present examples of how audiences with very different backgrounds — school pupils, students, researchers, and public officials — responded to the experience, and what this suggests about immersion as a communication tool.

The session will focus on practical lessons from developing and presenting the work in both a permanent public installation and a VR pop-up format. It will highlight how emotional connection, spatial storytelling, and multi-sensory communication can help reach broader audiences and create stronger engagement with ocean–climate issues.