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**Guidelines for the evaluation of science and technology  
communication capability**

科技传播能力评估指南

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## Foreword

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1. Structure and Drafting Rules of Standardization Documents". Drafting. Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents. This document was proposed by the Ministry of Science and Technology of the People's Republic of China. This document is under the jurisdiction of the National Technical Committee on Standardization of Science and Technology Evaluation (SAC/TC580). This document was drafted by: China Association for Science and Technology Science Communication Center, China National Institute of Standardization, and China Association for Science of Science and Technology Policy Research. Science and Technology Evaluation Center of the Ministry of Science and Technology, Chinese Academy of Social Sciences Evaluation Institute, China Society for Technology Economics, and China Science and Technology Innovation (Beijing) Science and Technology Achievement Evaluation Center Heart, Beijing August Melon Technology Co., Ltd., Beijing Tangying Zhongxian Culture Communication Co., Ltd., Guangdong Yousai Technology Co., Ltd., Nanning Normal University Universities, Beijing Daoxiangyuan Management Consulting Co., Ltd., Nanjing University of Aeronautics and Astronautics, and Xi'an High-tech Enterprise Association. The main drafters of this document are. Li Zhaohui,

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1.Scope This document establishes the general principles and evaluation criteria for assessing science and technology communication capabilities, and provides an evaluation indicator system and basic evaluation procedures. guide. This document is intended to guide institutions involved in science communication management, services, and research in conducting assessments of national and regional science communication capabilities. Activity.

## 4 General Principles

The assessment of science communication capabilities needs to strengthen its focus on scientific and technological innovation, and should reflect the dissemination of scientific and technological information, scientific and technological achievements, scientific methods, and innovation. Given the characteristics of cultural dissemination, scientific thought dissemination, and spiritual transmission, the indicators should be indicative, distinctive, applicable, and compliant, and the evaluation should be based on data and information from the source. It should be collectable, quantifiable, analyzable, and verifiable.

## 5 Evaluation Principles

5.1 Objectivity Evaluation agencies should use evaluation indicators as the basis and standard, and conduct evaluations in a realistic manner based on the basic characteristics of the evaluation object.

5.2 Impartiality Evaluation agencies should treat all evaluated entities equally during the evaluation process. The evaluation process should be objective and impartial, free from the influence of personal subjective biases. The sound must conform to the following principles.

- a) Evaluation activities should be based on objective facts to form evaluation results;
- b) Evaluation activities should not use pre-set conclusions as evaluation results.

5.3 Scientific validity The evaluation indicator system and basic evaluation procedures should be standardized and reasonable, the evaluation results should be verifiable, and the evaluation process should be repeatable.

5.4 Reliability When conducting an assessment of science communication capabilities, the data sources should be representative, authoritative, accurate, and reliable.

5.5 Independence The evaluation activities should be independent, meaning that the evaluation agency should not be subject to interference from relevant administrative

authorities and should not engage in any favoritism or improper dealings with various stakeholders. In constructing the evaluation indicator system and conducting the evaluation work, the correlation between the indicators should be minimized as much as possible to avoid obvious biases. Inclusive relationships.

## 6 Evaluation Indicator System

**6.1 Overview** The evaluation index system for science and technology communication capabilities adopts a three-level indicator hierarchy. The first-level indicators include value guidance, organizational mobilization, and content. The evaluation is structured around five dimensions: construction capability, brand operation capability, social influence, and more. Each primary indicator is further subdivided into several secondary and tertiary indicators. In actual assessment... During the activity, the three-level indicators can be adjusted appropriately according to changes in the evaluation object and evaluation purpose.

### 6.2 Value Leadership

**6.2.1 Overview** Value leadership refers to the ability of science communication to guide the direction of scientific and technological development and promote the transformation and value enhancement of scientific and technological achievements. The ability to drive and demonstrate mainly includes two secondary indicators: academic leadership and achievement leadership. Each secondary indicator has a tertiary indicator.

**6.2.2 Academic Leadership** Including but not limited to the following three-level indicators.

- a) Scientific papers published in journals and conferences;
- b) Science and technology book publications;
- c) Granted patents and registered copyrights;
- d) International standards, national standards, industry standards, local standards and group standards published in the field of science and technology communication.

**6.2.3 Results-Driven Development** Including but not limited to the following three-level indicators.

- a) Promotion of information on technology achievement platforms;
- b) Identification and registration of technology contracts related to scientific and technological achievements;
- c) Contract amount for technology transfer.

### 6.3 Organizational Mobilization Capacity

**6.3.1 Overview** Organizational mobilization capacity refers to the organizational, mobilization, and execution capabilities possessed in science communication in terms of

organizational structure, resource allocation, and activity dissemination. The strength mainly includes four secondary indicators. organizational development, infrastructure support, government support, and activity implementation. Each secondary indicator has tertiary indicators.

6.3.2 Organizational Development Including but not limited to the following three-level indicators.

- a) Science and technology associations, societies, research institutes, and other science and technology-related organizations;
- b) Science and technology communication management agencies;
- c) Science and technology think tanks;
- d) National and regional key laboratories related to science communication;
- e) Science and technology communication intermediary service organizations.

6.3.3 Supporting Facilities Including but not limited to the following three-level indicators.

- a) Science and Technology Exhibition Hall (including online virtual exhibition hall);
- b) Science communication education and training bases (including bases for the education of the spirit of scientists);
- c) Scientists Museum;
- d) Traditional media organizations in the science and technology sector (including radio and television stations, publishing houses, newspapers, and magazines);
- e) Technology-related new media platforms;
- f) Technology-related incubators.

## 6.4 Content creation capability

6.4.1 Overview Content creation capability refers to the ability to produce and control content in science and technology communication, including content quality and dissemination channels. The system has two secondary indicators. public acceptance and publicity/reporting. Each secondary indicator has a tertiary indicator.

6.4.2 Public Acceptance Including but not limited to the following three-level indicators.

- a) Average click frequency per user for technology-related information content on media platforms;
- b) The activity level of media platform accounts involved in the exchange and feedback of technology-related information content;
- c) Public acceptance of the technology dissemination information content of media