

## How does the public build their opinions and beliefs related to scientific issues?

Isabel Mendoza Poudereux  
University of Valencia

ScienceFlows



VNIVERSITAT  
DE VALÈNCIA

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824537.

H2020- Swafs-Call-19: Taking stock and re-examining the role of science communication

## Communication role on perception and beliefs of the EU citizens about science

### CONCISE



<https://concise-h2020.eu/>



<https://twitter.com/conciseeu>



<https://www.facebook.com/ConciseEU>



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# CONCISE

Communication role on perception and beliefs of EU Citizens about Science

- Almost 1.2 million EUR
- 2 years
- 5 countries
- 9 partners
  - 5 Universities
  - 2 NGOs
  - 2 SMEs



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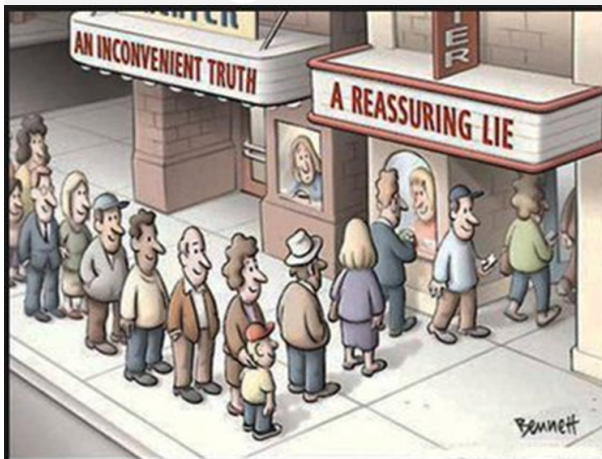
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# Background

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For the public it may be difficult to distinguish genuine scientific claims from pseudoscientific ones, lacking scientific evidence.



It must be urgently acknowledged that the communication of facts alone, as in the deficit model, is mainly reaching an already engaged audience.



Future science communication efforts should learn to address the scientific controversy.



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The use of communication channels without personal engagement dilutes the effectiveness of the message and makes feedback difficult.



The power of anecdotes comes from the relationship that exists between the receiver and the provider of the message about science-related stories.

# Objectives

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- ❑ The main objective of CONCISE is to know the origin of beliefs, perceptions, attitudes, point of views and knowledge about specific issues related to science and technology among European citizens.
- ❑ Identify the channels by which they are informed, i.e. through media and social networks (celebrities, politicians, scientists, religious leaders, etc.), or personal contact (closely relatives and extended family, friends, workmates, acquaintances, neighbors, etc.).



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**How can we learn what or who influences them to determine their attitudes towards a specific scientific issue?**



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**WE ASK THEM**



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# Citizen consultations

CONCISE will explore the understanding of 500 citizens on:

- Vaccines
- CAM
- GMOs
- climate change.



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## Criteria of the sample

# CONCISE



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  - ❖ University: 28.5%, Eurostat 2016
  - ❖ Secondary and tertiary/non-tertiary: 37.5%, Eurostat 2016
  - ❖ Less than primary, primary and lower secondary: 34%, Eurostat 2016



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- + **People with disabilities:** 14% (Disability statistics, Eurostat, 2011)



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- + **People with disabilities:** 14% (Disability statistics, Eurostat, 2011)
- + **Cultural minorities:** according to Turton and Gonzalez (1999), in Europe there are cultural identities and ethnic minorities such as the Kvens, Jews, Tatars, Romani and Gypsies, among others. Because gypsies are a cross-national ethnic-minority in each one of the countries where the consultation will be held, a representative sample of gypsy citizens will be selected.



Turton, D., & Gonzalez, J. (1999). *Cultural identities and ethnic minorities in Europe*. Universidad de Deusto.



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## Tentative agenda of the whole consultation

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### CONCISE PUBLIC CONSULTATION AGENDA

8:30 – 9:15	Registration and welcome
9:15 – 9:30	Introduction
9:30 – 9:45	Presentations (ice break activity)
9:45 – 10:45	Focus group discussion 1
10:45 – 11:15	Semi-quantitative activity 1
11:15 – 12:00	Coffee break (provided by CONCISE partners)
12:00 – 13:00	Focus group discussion 2
13:00 – 13:30	Semi-quantitative activity 2
13:30 – 14:30	Lunch break (provided by CONCISE partners)
14:30 – 14:45	Presentations (ice break activity)
14:45 – 15:45	Focus group discussion 3
15:45 – 16:15	Semi-quantitative activity 3
16:15 – 16:30	Coffee break (provided by CONCISE partners)
16:30 – 17:30	Focus group discussion 4
17:30 – 18:00	Semi-quantitative activity 4
18:00 – 18:15	Closing

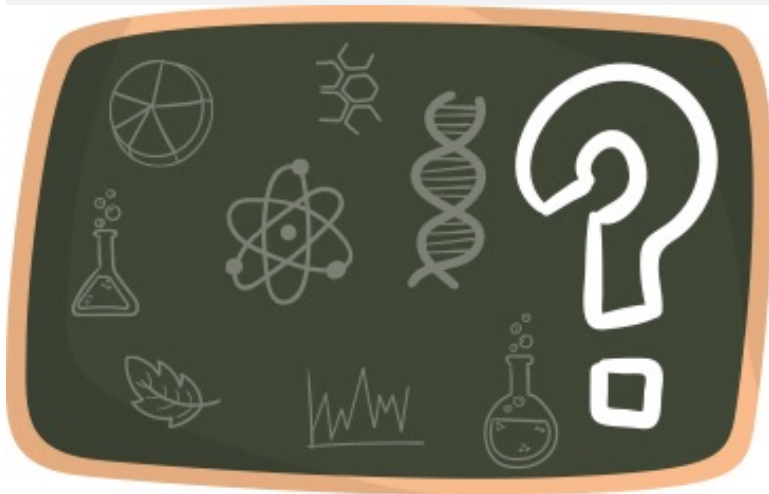
We will select 100 representative citizens per country:

- Vicenza (Italy)
- Lodz (Poland)
- Trnava (Slovakia)
- Valencia (Spain)
- Lisbon (Portugal)

At Barcelona, we held the pilot consultation last March.



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In each of the consultations a total of 100 citizens will participate, they will be organized in subgroups of 8-10 people and the different discussions will be carried out in parallel.

**Activity** : Reliability test of headlines.

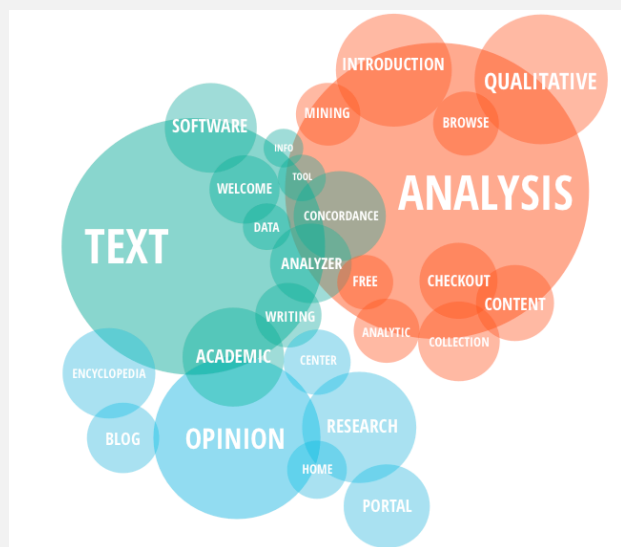
**Activity** : Trust ranking of sources and channels.

**Activity** : Frequency ranking of sources.



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# Expected results of the consultations



The respondents' opinions will be recorded, transcribed and analysed with a corpus linguistic software in order to **identify indicators** that will help science communication researchers, playmakers, scientists, science journalists and the audience.



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# Pilot was held in Barcelona in March 2019

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## Discussion of the Focus Group II

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## Outcomes expected from citizen debates

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- Making science stories accessible to the public
- Scientists understand that citizens are part of the science communication.
- Increase the participation of scientists in media.
- Increase debate between citizens and scientists.
- Improve the different types of democratic participation in science and technology, through mechanisms such as deliberative conferences, science shops, citizens' science, etc.
- Make it easy to share information in different format.
- Build the story in such a way that is attractive and true to the public.



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We are recruiting CITIZENS

**CONCISE**

**WE ARE RECRUITING CITIZENS!**

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**Thank you**

**Ďakujem**

**Dziękuję**

**Danke**

**Gràcies**

**Obrigado**

**Grazie**

**Gracias**



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