

Role of Science Communication in Beliefs, Perceptions and Knowledge of Science and Technology among European Citizens

“EOS4.4 Science to Action: Communication of Science - Practice, Research and Reflection”

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Science With and For Society

Trustworthiness of science information sources (*Italian Science in Society monitor*, 2019)

	Highly/quite trustworthy		Little/Not trustworthy		DK	
	2010	2018	2010	2018	2010	2018
Public lectures by researchers	76,6	81,6	14,4	16,5	9,0	4,7
Popular science magazines	74,3	75,1	18,5	15,2	7,2	6,6
TV science programmes	67,3	71,9	29,7	23,8	3,0	2,3
Radio science programmes	53,5	64,1	29,5	24,2	17,0	8,8
Newspapers' S&T pages	60,6	65,4	34,9	27,6	4,5	6,3
Researchers' blogs	65,2	65,7	19,8	27,9	15,0	6,6

But...

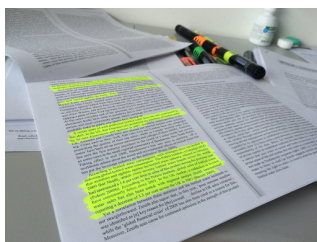


The Project

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



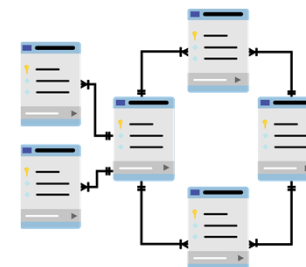
Literature review



Public Consultations



Quantitative and Qualitative Analysis



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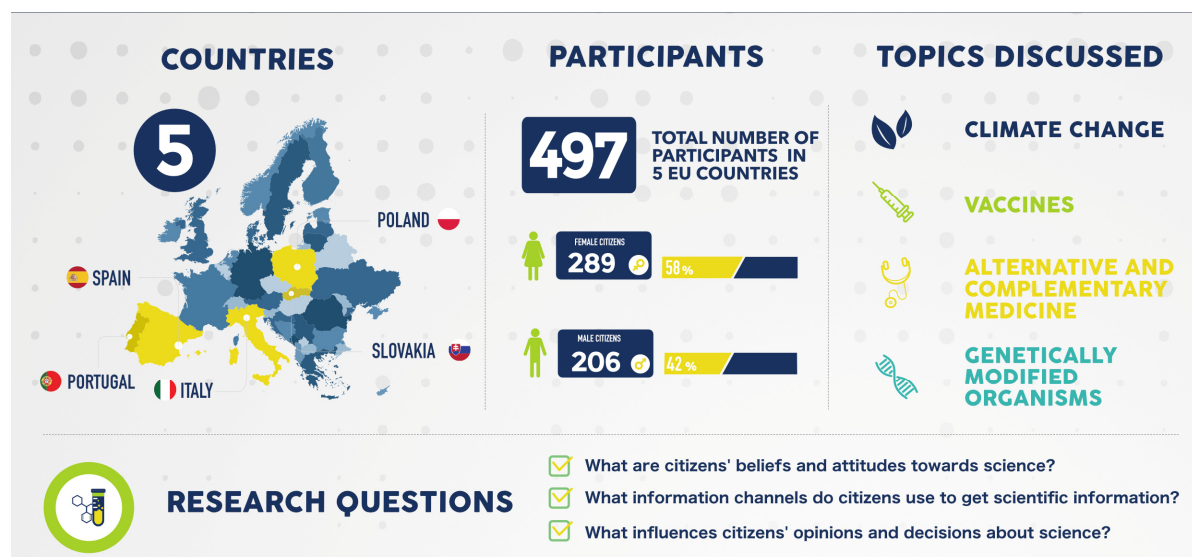
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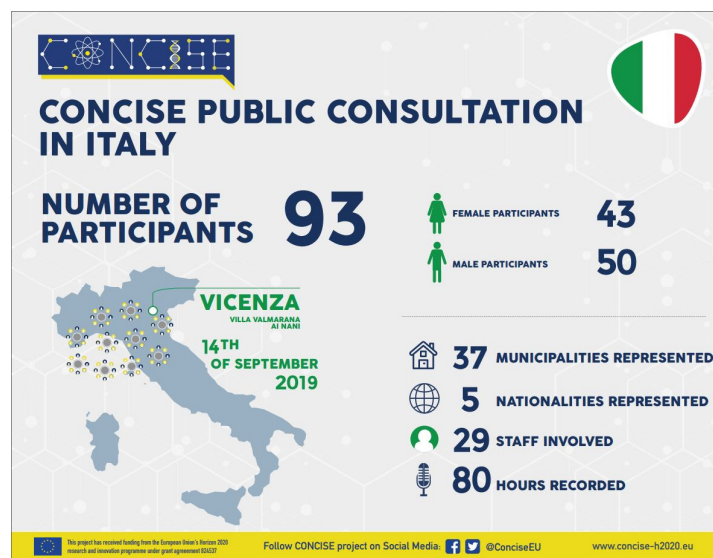
Public Consultations



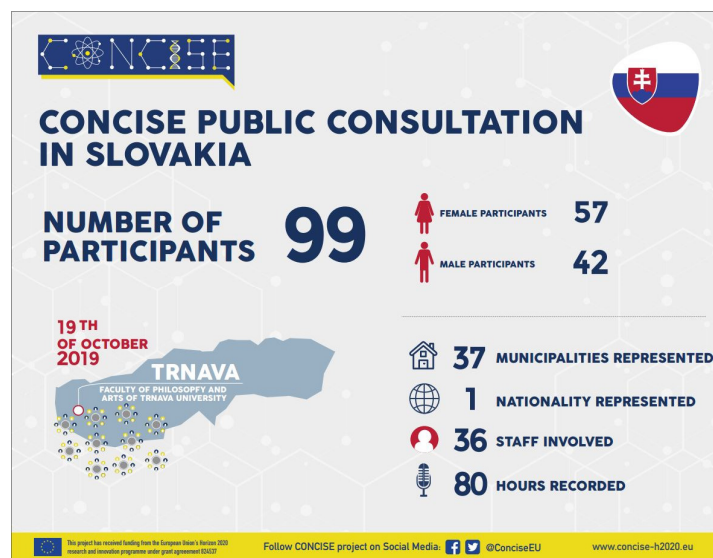
Public Consultations in Numbers



Italian Public Consultation



Slovak Public Consultation



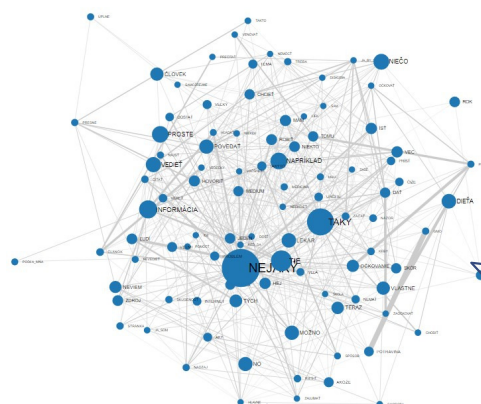
I would prefer to discuss in a small circle when talking about
Complementary and Alternative Medicine"



Preliminary findings of Slovak Qualitative analysis

A base of one's conviction is often own experience

Frequent comparison of the access to information in the former socialist regime and current democratic state



Demand for clear, concise communication from experts and government

Increased number of information require more critical approach from citizens and the reform of the educational system

General trust in medical authorities when in doubt

Findings: quantitative analysis

Interpersonal relationship are still relevant for participants:
speak, watch, search, read and listen are the main verbs cited
during the discussions

In general, the media role is of
entertaining stimulating curiosity

When people talk on Public Science Communication
they are considering Communication as a whole

Medical communication are the most
relevant for people and expecially the role
of experts such clinicians are at the centre
of the debate



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Conclusion

Off line and Online domain

Issues does matter
(GMOs, Vaccines, Cchange, CAM)

Reliability perception:

Low Awareness:

limited access to
information processes

High Awareness:

inadequete
communication

adequete
communication

Institution-experts

No misleading,
authoritativeness

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Thanks for your attention!

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