

Media literacy in a media-rich ecology

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Digital Science: Citizens' Perceptions of Science in Portugal

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The CONCISE project

- Title: Communication role on perception and beliefs of EU Citizens about Science
- Funding: European Commission, H2020 – SwafS
- Duration: December 2018 – November 2020
- Coordinator: Carolina Moreno, University of Valencia
- Consortium: 5 countries, 9 partners



The problem

- Public perceptions and opinions of scientific issues seldom match scientists' perceptions and opinions (also among themselves)
- Citizen practices (consumption, voting, health) are affected by knowledge of scientific issues
- Scientific information reaches the public through many different channels and sources
- Fake news, misinformation, distrust of experts have complicated further the relations between science and society

CONCISE objectives

1. To increase our understanding of how beliefs, perceptions and knowledge of science and technology related issues originate among EU citizens;
2. To review the existing structural obstacles that scientist and other R&I stakeholders, including policy makers, currently face when attempting to communicate science successfully;
3. To evaluate the existing models for teaching science communication to communicators and scientists in Europe;
4. To enable active citizen participation in scientific research process, in line with the concept of responsible research and innovation (RRI), by employing a public consultation methodology;
5. To measure the positive or negative perception of citizens participating in the public consultation on a selection of stories related to science.

CONCISE methodology

- Consultations with 100 citizens in each participating country, ensuring a diverse sample
- Discussion of 4 topics: climate change, GMO, vaccines and complementary medicine
- Issues for debate: how citizens perceive science communication, how individuals make decisions on science-related matters, which information sources they use and find more credible
- Table discussions (qualitative data) + semi-quantitative activity (survey) for each topic
- + semi structured interviews with science communicators and experts in Europe (30)



What do we expect?

Science communication:

- Increase the impact of publicly funded research;
- Make good use of expertise and research (added value);
- Add evidence base for policy;
- Design a model of SC.

Citizens' participation:

- Contributory-collaborative project;
- Protocol for public consultations;
- Citizens' participation impact on the SC model design.

Debating: 4 topics – 4 sessions

Script (eg. climate change): where | trust | recommendations

- Do you remember any news about climate change? What was it about?
- When you see news on the effects of climate change on television, do you think you can do something to stop it?
- Do you remember in what situation you have heard/read/seen it?
- Is climate change a topic on which you deliberately search for information? Why/why not?
- If you receive information about climate change that you consider interesting, what do you do?
- Can you think of someone who is a reference for climate change? Why her/him?
- What would you change to make information about climate more interesting/complete/reliable?

Questionnaires - 1

Question 1: In the last year, have you read information about climate change/GMO/CAM/vaccines from this source?

	<i>Often</i>	<i>Occasionally</i>	<i>Rarely</i>	<i>Never</i>
National Governmental Sources (ex. Ministries, National Health Institutes)				
European Community				
International Organization (ex. WHO, UN, IPCC)				
Companies				
NGOs				
Leaders and opinion makers				
Others (specify).....				

Questionnaires - 2

Question 2: How credible are these information sources according to you regarding climate change/GMO/CAM/vaccines?

	<i>Extremely</i>	<i>Moderately</i>	<i>Slightly</i>	<i>Not at all</i>
National Governmental Sources (ex. Ministries, National Health Institutes)				
European Community				
International Organization (ex. WHO, UN, IPCC)				
Companies				
NGOs				
Friends and relatives				
Leaders and testimonials				

Questionnaires - 3

Question 3: Frequency with which you have access contents related to proposed in the media online

	<i>Every day</i>	<i>2 or 3 times a week</i>	<i>Once a week</i>	<i>Once a month</i>	<i>Never</i>
General Websites					
Information websites					
Youtube					
Twitter					
Facebook					
Instagram					
Blog					
Others (specify)					

Questionnaires - 4

Question 4: Frequency with which you have access contents related to proposed in the media mainstream

	<i>Every day</i>	<i>2 or 3 times a week</i>	<i>Once a week</i>	<i>Once a month</i>	<i>Never</i>
General newspapers					
Science popular magazine					
Science museum/exhibition					
Friends and relatives					
TV programmes					
Radio programmes					

Social media and headlines

1. This headline presents climate change in a _____ light:

- Positive
- Negative
- Neutral

2. This headline would motivate you to click on it and read further?

- Yes
- No

3. Would you give a like to the headline?

- Yes
- No

4. Would you share this content with your contacts?

- Yes
- No

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 Público 
@Publico

Alterações climáticas: Como se lida com a subida das águas do mar?



Como se lida com a subida das águas do mar?
A subida das águas do mar é uma das principais preocupações quando se fala de alterações climáticas. É um reflexo do degelo e da subida da ...
publico.pt

10:11 PM · 25 de out de 2019 · [AutoTweetPublico](#)

2 Retweets 9 Curtidas

   

Digital science - analysis

Access

- What sources and channels are used?
 - What is the perception about the role of social media?
 - Are there differences among participants with dissimilar social backgrounds?
- Trust
 - What is the degree of trust in different digital and social media platforms?
 - What are the drivers of trust/distrust?
- Recommendations
 - What is the role of digital science in terms of SC?
 - What suggestions for digital science?

Next steps:

- Quantitative analysis of the questionnaires;
- Qualitative analysis of the discussions;
- Understanding collective representations;
- National results – policy briefs;
- International comparison – different patterns?;
- Proposing a model of SC.

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