

CONCISE

Communication role on perception and beliefs of EU Citizens about Science

Communicating the science of climate change: channels, sources and trust

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Communication role on perception and beliefs of EU Citizens about Science

- 2 years
- 5 countries
- 9 partners
 - 5 Universities
 - 2 NGOs
 - 2 SMEs



UNIVERSITAT DE VALÈNCIA



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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.

METHODOLOGY

CONCISE

- 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)



DEBATING CLIMATE CHANGE

- **How Citizens are informed:**

- Do you remember any news about climate change? What was it about?
- Do you remember in what situation you have heard/read/seen it?

- **Reliability of sources:**

- 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?

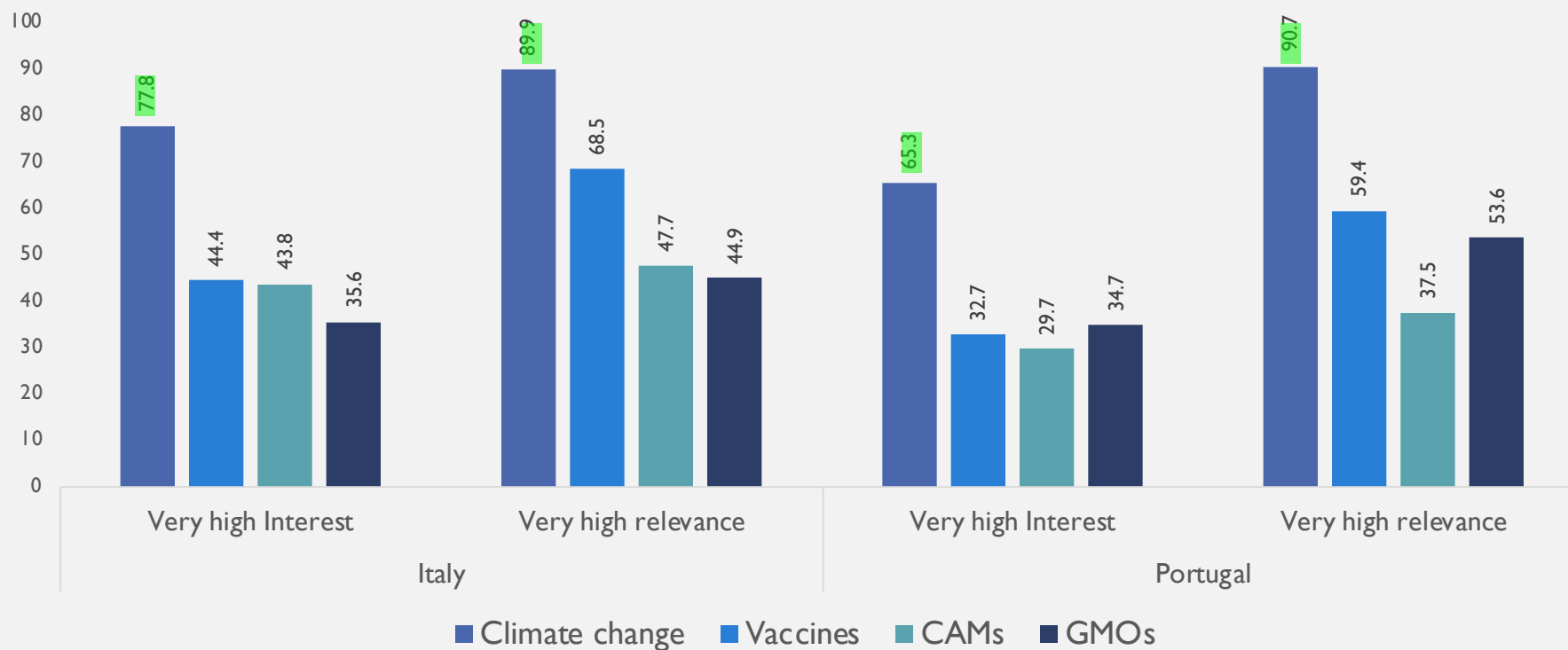
- **Proposals to improve scientific communication:**

- What would you change to make information about climate more interesting/
complete/reliable?



Climate Change Perceptions: preliminary analysis from Portugal and Italy

Participants indication of personal interest and social relevance of scientific topics in Italy and Portugal (%)

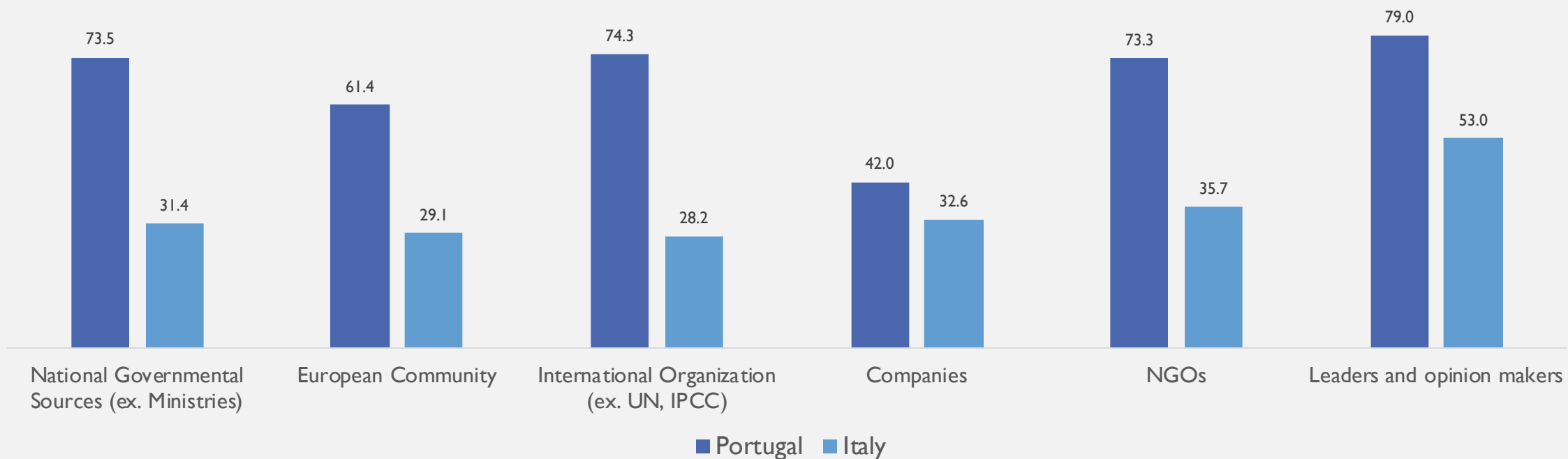


Quantitative analysis

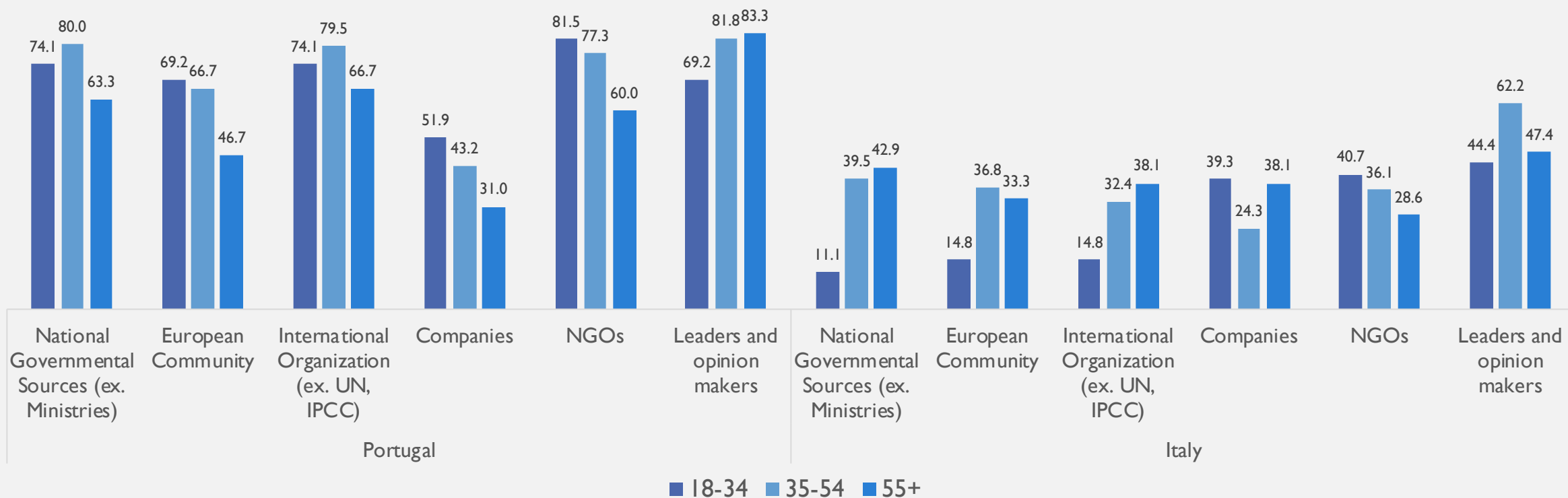
- Portugal and Italy -

- Frequency of the use of sources
- Trust
- Frequency of the use of channels (websites, social media, TV, museums)

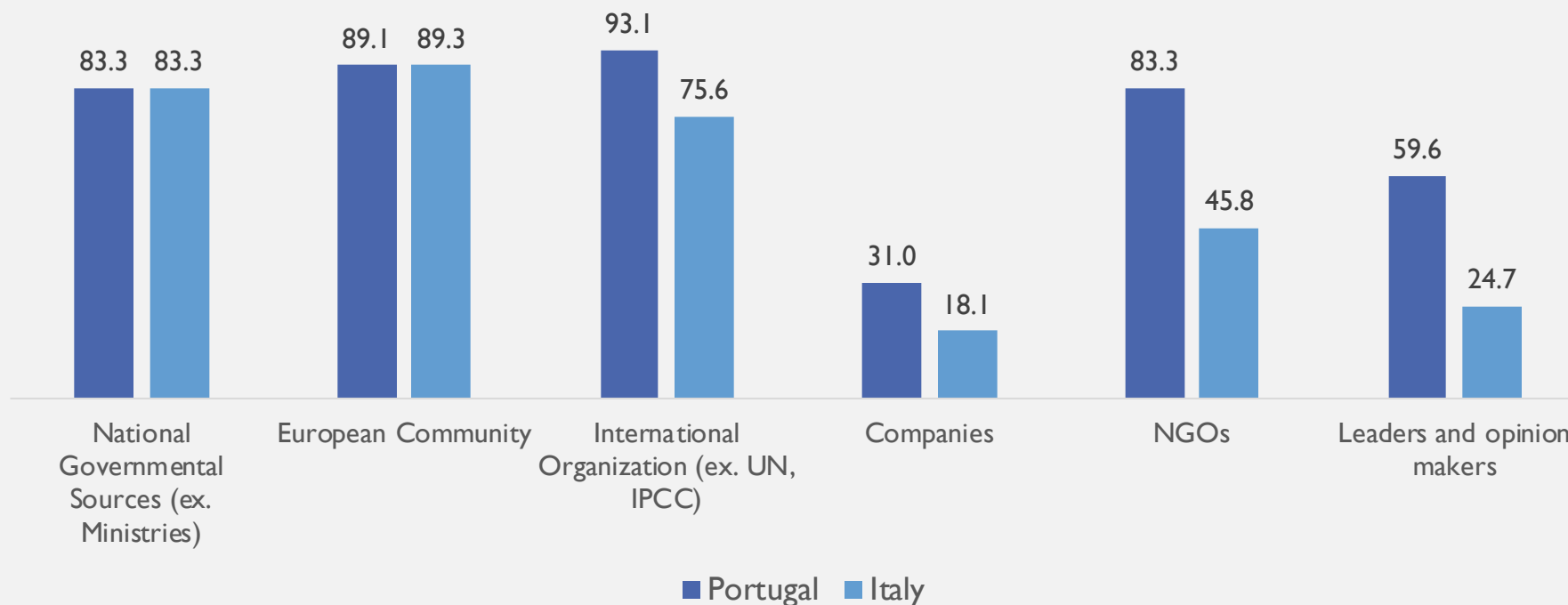
Participants that have occasionally or often accessed information about climate change from these sources in the last year (%)



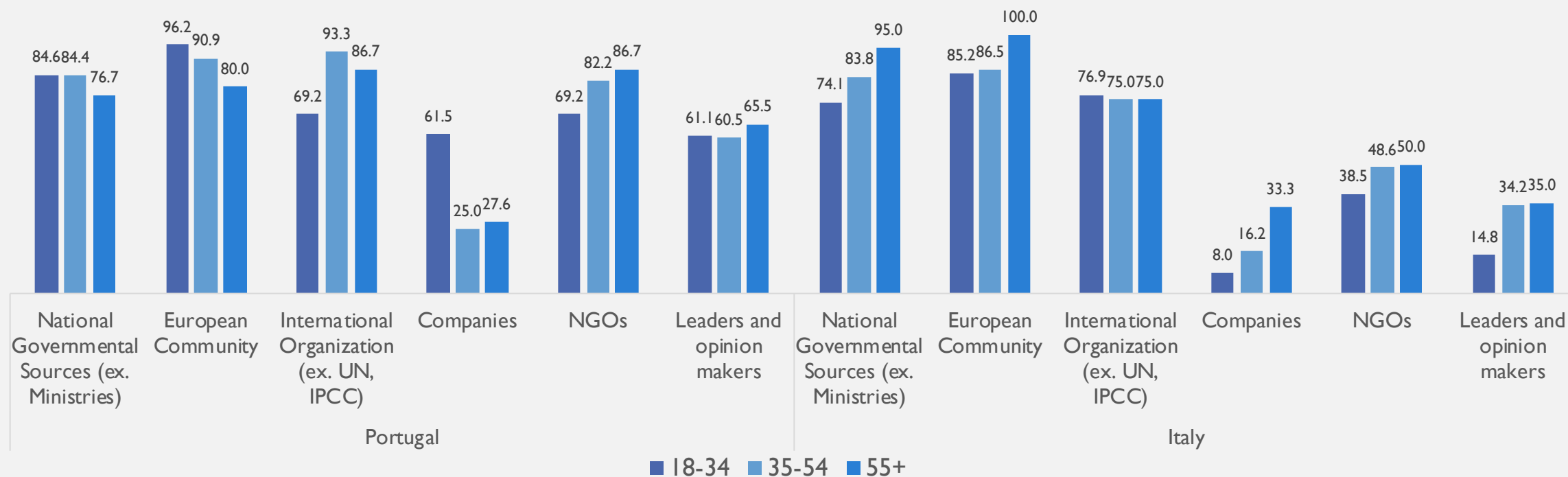
Participants that have occasionally or often accessed information about climate change from these sources in the last year, by age group (%)



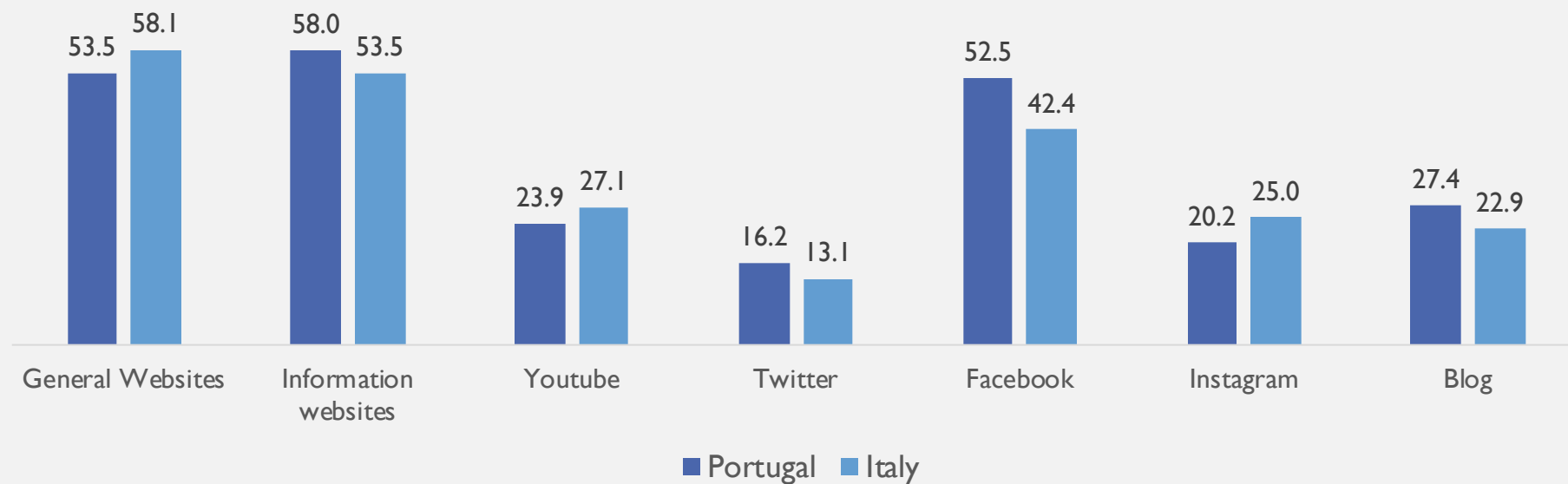
Participants that consider these information sources moderately or extremely credible (%)



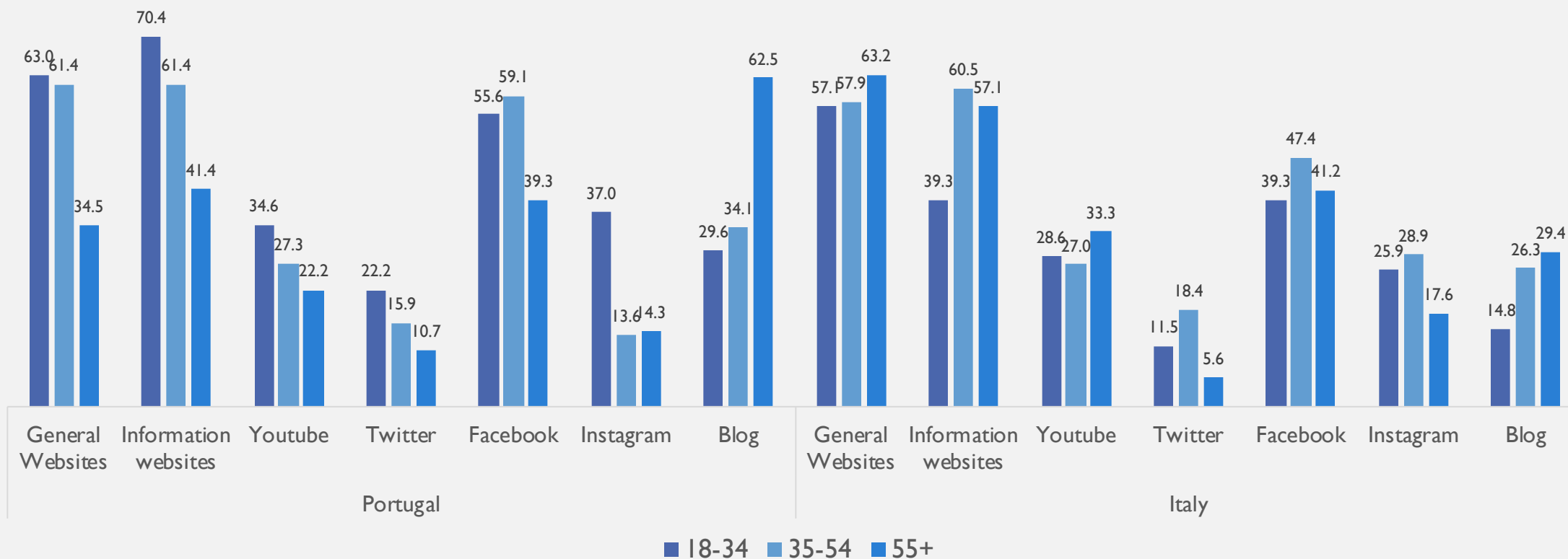
Participants that consider these information sources moderately or extremely credible (%)



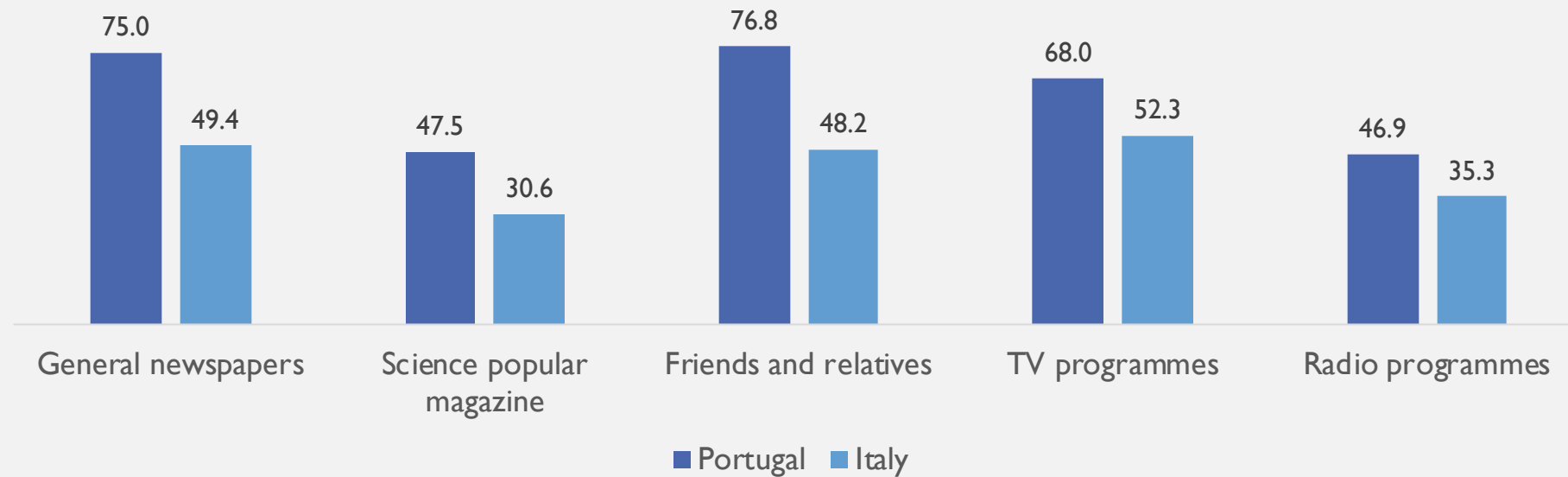
Participants that access contents related to climate change on these media online at least once a week (%)



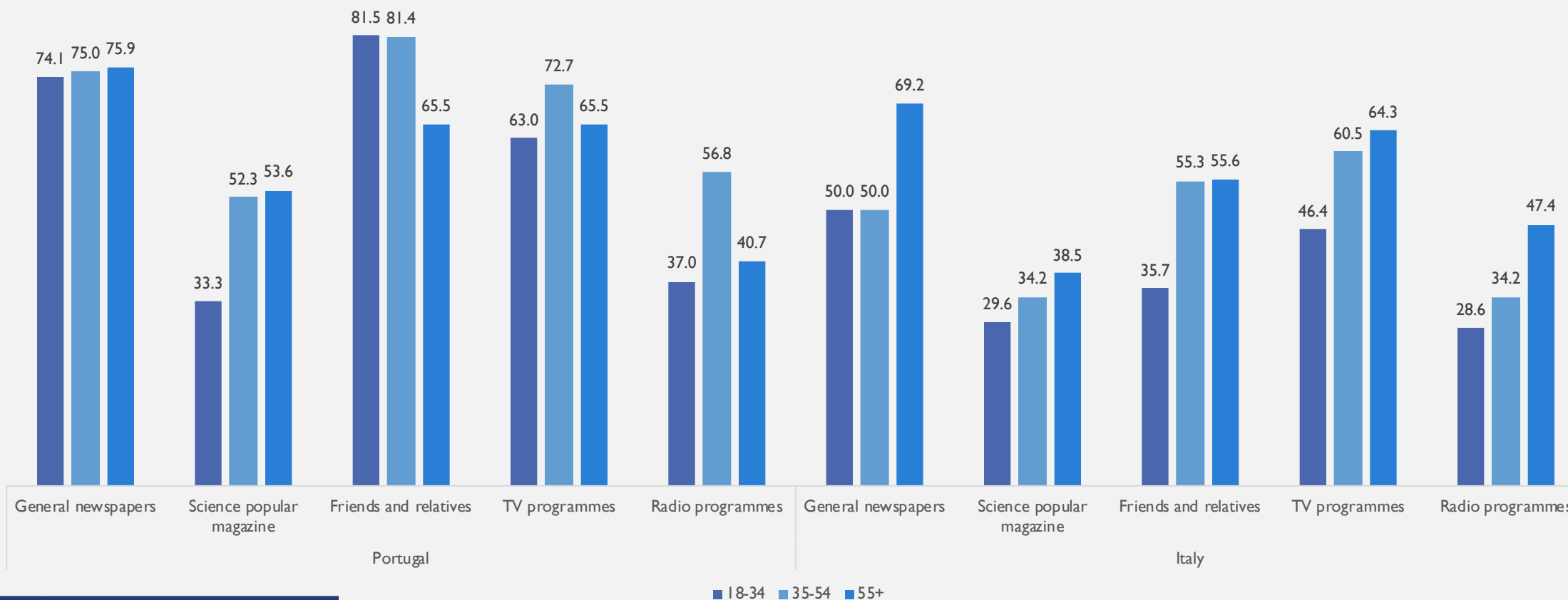
Participants that access contents related to climate change on these media online at least once a week, by age group (%)



Participants that access contents related to climate change on these mainstream media at least once a week (%)

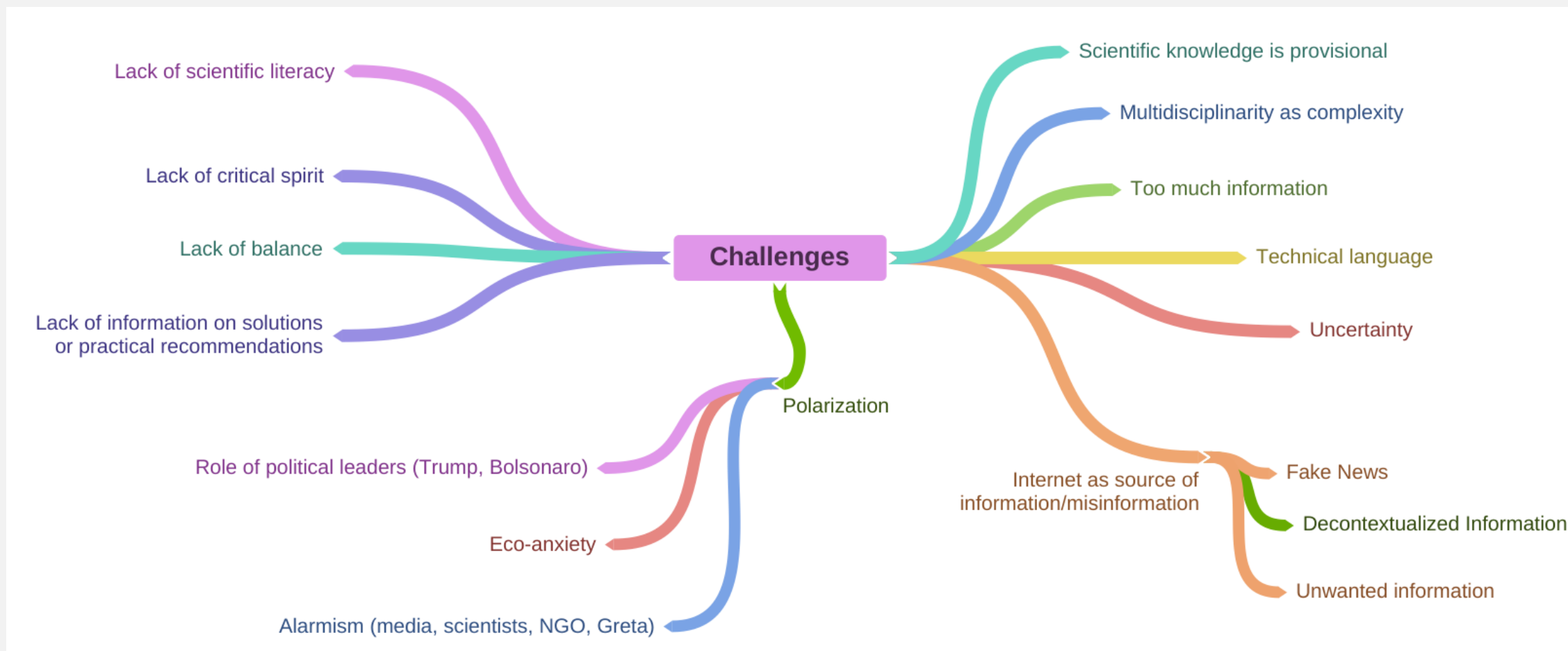


Participants that access to contents related to climate change on these mainstream media at least once a week, by age group (%)



Exploratory qualitative analysis of the discussions - Portugal -

Challenges of scientific information on climate change



“This is like navigating a turbulent sea with only one oar, sometimes we don’t know where we are going”

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