



Communication role on perception and beliefs of EU Citizens about Science



Video from public consultation in Vicenza (Italy) Deliverable 2.7



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Participant No *	Participant <u>organisation</u> name	Type of organization	Country
1 (Coordinator)	University of Valencia	University	Spain
2	Observa Science in Society	NGOs	Italy
3	Trnava University	University	Slovakia
4	FyG	SME	Spain
5	Danmar	SME	Poland
6	Instituto de Ciências Sociais da Universidade de Lisboa	University	Portugal
7	AECC	NGOs	Spain
8	University of Lodz	University	Poland
9	Universitat Pompeu Fabra	University	Spain

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PU	Public	X
CO	Confidential, only for members of the consortium (excluding the Commission Services)	

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1. Summary of the project

CONCISE aims to generate a European-wide debate on science communication, involving a wide array of stakeholders, from media outlets to policy makers, from scientists to business companies, from science communicators to civil society organisations. CONCISE aims at providing qualitative knowledge through citizen consultation on the means/channels (media and social networks, life experience, relatives, religion, political ideology, educational system...), by which EU citizens acquire their science-related science knowledge, and how this knowledge influences their beliefs, opinions, and perceptions.

For this purpose, CONCISE will explore the understanding of 500 citizens (representing the 500 million EU citizens), regarding four selected topics: vaccines, complementary and alternative medicine use (CAM), genetically modified organism (GMO), and climate change. CONCISE will carry out a citizen consultation in five countries: Lisbon (Portugal), Valencia (Spain), Vicenza (Italy), Trnava (Slovakia) and Lodz (Poland), with the participation of 100 citizens in each country (selected volunteers and representatives of different social groups, considering gender, age, educational level, ethnic minorities, impaired people, and professional careers). Their understanding and position on these four scientific topics will be evaluated, validated, compared and analysed, in order to publish the results in open access by the CONCISE team. Citizen opinions will be recorded; transcript and analysed with a corpus linguistics software in order to get different indicators that will help all stakeholders to have a more direct and fruitful communication, avoiding the danger of discourses that generate distrust and misunderstandings. CONCISE results will be scalable and its methodology could be applied to other European countries in order to increase the communication of science in terms of quality and quantity all over Europe.

To reach CONCISE's overall goal, the following sub-objectives have been established:

- **OBJ1.** To increase our understanding of **how beliefs, perceptions and knowledge of science- and technology-related issues originate** among European citizens (WP1).
- **OBJ2.** To **review the existing structural obstacles** that scientists and other R&I stakeholders, including policymakers, currently face when attempting to communicate science successfully (WP1).
- **OBJ3.** To **evaluate the existing models for teaching** science communication to communicators and scientists in Europe, and to analyse how to elaborate an action plan, including recommendations and the issues that should be explored (WP1).
- **OBJ4.** To enable **active citizen participation** in scientific research processes, in line with the concept of responsible research and innovation (RRI), by employing a public consultation methodology (WP2).
- **OBJ5.** To measure **the positive or negative perception** of citizens participating in the public consultation on a selection of stories related science (WP3).
- **OBJ6.** To **disseminate actively** the project results and activities, exploring new well-defined communication strategies (WP4).

- **OBJ7.** To **review and assess the work** carried out, such as the project **outcomes**, and to ensure that the consortium partners comply with their contractual obligations (WP5).

2. Video from public consultation in Vicenza (Italy)

This deliverable (2.7) is part of Concise Project Workpackage 2 – Citizen public consultation.

The source material was recorded during Public Consultation event which was held in Vicenza, Italy, on 14th September 2019.

Participants who did not give their consent for video recording had specific badges and were excluded from the filming.

The material was recorded using Panasonic GH7 camera with several accessories, like tripods, external microphones and camera stabilised support (so called gimbal).

In total, 11,1GB of material was recorded, with summative length of 58:33 minutes.

Technical specification of the source video files:

```
General
Format : MPEG-4
Format profile : Base Media / Version 2
Codec ID : mp42 (mp42/avc1)
Overall bit rate mode : Variable
Overall bit rate : 27.3 Mb/s

Video
ID : 1
Format : AVC
Format/Info : Advanced Video Codec
Format profile : High@L4.2
Format settings : CABAC / 2 Ref Frames
Format settings, CABAC : Yes
Format settings, Reference frames : 2 frames
Codec ID : avc1
Codec ID/Info : Advanced Video Coding
Bit rate mode : Variable
Bit rate : 27.2 Mb/s
Maximum bit rate : 36.9 Mb/s
Width : 1 920 pixels
Height : 1 080 pixels
Display aspect ratio : 16:9
Frame rate mode : Constant
Frame rate : 50.000 FPS
Color space : YUV
Chroma subsampling : 4:2:0
Bit depth : 8 bits
Scan type : Progressive
Bits/(Pixel*Frame) : 0.262
Color range : Limited
Color primaries : BT.709
Transfer characteristics : BT.709
Matrix coefficients : BT.709
Codec configuration box : avcC

Audio
ID : 2
Format : AAC LC
```

Format/Info	: AAC Low Complexity
Codec ID	: mp4a-40-2
Duration	: 42 s 720 ms
Source duration	: 42 s 773 ms
Bit rate mode	: Constant
Bit rate	: 128 kb/s
Channel(s)	: 2 channels
Channel layout	: L R
Sampling rate	: 48.0 kHz
Frame rate	: 46.875 FPS (1024 SPF)
Compression mode	: Lossy

The video editing followed a scheme which was established earlier and discussed among partners. It was decided that video length should be around 7 minutes, to keep high attention, but at the same time provide overview of the event.

The general editing script was established as follows:

- Image still, presenting project and event, including project number and EU funding acknowledgement.
- General establishing shoots, with hardcoded subtitles explaining specific event, venue and other specificities
- Welcome by the host representative (excerpts)
- Overview shoots showing feel of the event, people discussing, venue, sitting arrangements and so on
- Interviews with selected participants, more specifically answers to the following questions:
 - From where do you get information about climate change?
 - What should the information you receive about climate change be like?
 - Where do you get the information about vaccines from?
 - What should be information you receive about the vaccines be like?
 - Where do you get the information about GMO from?
 - What should be information you receive about the GMO be like?
 - Where do you get the information about alternative medicine from?
 - What should be information you receive about alternative medicine be like?
- Interview with the event organizers, answering the following questions:
 - What was the biggest challenge in gathering the audience and organizing the consultations?
 - Is it beneficial to organise such consultations?
 - Are you happy with how the event went?

The video ends with the still, the same as opening one.

The video is edited in original language (language of the country hosting the event) with subtitles for viewers with hearing impairment and also with subtitles in English.



Fig 1 Introduction still



Fig 2 Introduction scene with the subtitles



Fig 3 Welcome by the host



Fig 4 General establishing scene



Fig 5 Interview – answers about specific questions



Fig 6 Interview – answers about specific questions



Fig 7 Interview with the organizers after the event

3. Publishing and promoting the deliverable video

All consultation videos are available on the YouTube channel specifically created for the project: <https://www.youtube.com/channel/UCknvIhikPEzwYpYNohNXM2g>

This specific video is available under address: <https://youtu.be/FhNr7wuxt2w>

The videos will be also promoted by other means, like project social media channels, partners social media channels and so on.