



Communication role on perception and beliefs of EU Citizens about Science



Project website Deliverable 4.2



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Programme of the European Union

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Grant Agreement n. **824537**

Coordinating person: **Carolina Moreno, Universitat de València (UEV)**

Duration in months: **24 months**

Estimated project costs: **1,198,337.50 Eur**

Requested grant: **1,198,337.50 Eur**

Participant No *	Participant <u>organisation</u> name	Type of organization	Country
1 (Coordinator)	University of Valencia	University	Spain
2	Observe 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

Project start date: **1st December 2018**

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Revision story

Version	Date	Modified by	Comments
V2	27 February 2019	Isabel Mendoza	Including comments coming from E. Gastón and A. Delicado

Dissemination Level

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. Project website

This deliverable (4.2) is part of Concise Project Workpackage 5 – Dissemination and communication.

The project website is available at the address <https://concise-h2020.eu/> and it is online since January 2019.

All partners contributed to the structure and initial content published.

The technical implementation was done by Danmar Computers. The page is also being hosted on servers provided by this partner.

Technically, the page is running on linux-class system, with industry-standard components. The page has been developed using modern CMS (Content Management System).

As of the time of writing, the page consists of the following sections, which might be expanded in the future as needed:

- **Home** - it's a loading page, shows a large banner with project name and short overview for the public audience,
- **About the project** – more in-depth description of the project, its purpose, the goals and objectives,
- **Who we are** – listing all project partners, their logos, description and contact data. Second item on this menu shows all project collaborators.
- **Public consultations** – page showing planned consultations, it will be updated regularly as each consultation gets closer
- **Blog** – this will contain posts showing various events from the project life as well as content that may be of interest to our audience
- **Contact** – web form, allowing visitors to reach out project consortium with any questions or comments.

The project logo in the top header is visible at all times, as well as Horizon 2020 footer. To facilitate and encourage social media interactions, live Twitter feed is displayed along all the pages.

The privacy policy is in place, explains the purpose of cookies as well as GDPR note on the contact page.

All traffic to the page is encrypted – using standard TLS encryption, what helps to ensure privacy of all visitors. The current HTTP/2 protocol is used as well.

The page is optimized for SEO (Search Engine Optimization), which will facilitate popular search engines to index and showcase the website when searching to keywords related to project topics and goals.

The page is also built with mobile devices in mind, it was tested for readability and speed.

For the purpose of measuring page views, downloads and visitors, Google Analytics has been added and configured. Data from Google Analytics will be used as source to measure page reach and popularity.

Communication role on perception and beliefs of EU Citizens about Science

CONCISE's main objective is to learn the role science communication plays on the origin of beliefs, perceptions and knowledge concerning scientific issues. To achieve this aim, CONCISE will carry out five citizen consultations in Lisbon (Portugal), Valencia (Spain), Vicenza (Italy), Trnava (Slovakia) and Lodz (Poland), with the participation of a total of 500 citizens. This will allow the CONCISE team to gather testimonies from different EU regions, that will provide CONCISE with comparable and reliable information on the general perceptions of EU citizens in regard to the four science "hot" topics under study:


- Vaccines
- Use of complementary and alternative medicines
- Climate change
- Food safety

CONCISE researchers aim at gaining a deeper insight into the public understanding of science and identify current science communication models. The public consultations will also reveal indicators that will help improve science communication. Similarly, they will allow understanding:

- How citizens perceive science communication
- How individuals make decisions on topics such as vaccination
- Which information sources are used to access science information

The CONCISE consortium includes well renowned science journalists, the most relevant association of Spanish science communicators, scientists of different areas and disciplines, including social and natural sciences, experienced educators, and SMEs.


Tweets by @ConciseEU

 Concise European Project
Retweeted

 **TeRRIFICA project**
@TeRRIFICA_
#Citizen dialogues on #climate change organized within the framework of the project @ConciseEU #H2020 via @ccupf. You can participate here ccs.upf.edu/dialogos-ciudadanos

 **Dialogos ciudadan...**
Estamos buscando ...
ccs.upf.edu

Feb 22, 2019

 Concise European Project
Retweeted

 **UVadivulga**
@UVadivulga

Desde el @ccupf se organizan estos diálogos ciudadanos sobre vacunas y cambio climático en el marco del proyecto @ConciseEU #H2020. Puedes participar aquí ccs.upf.edu/dialogos-ciudadanos

Figure 1 Home page displayed within desktop browser



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- Vaccines
- Use of complementary and alternative medicines
- Climate


[Privacy & Cookies Policy](#)

Figure 2 Home page displayed on the mobile device screen



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

Figure 3 The page footer (visible in all sections).



[HOME](#)
[ABOUT THE PROJECT](#)
[WHO WE ARE](#)
[PUBLIC CONSULTATIONS](#)
[BLOG](#)
[CONTACT](#)

ABOUT THE PROJECT

CONCISE is a European funded project (H2020 – SwafS, GA n. 824537) that brings together partners from five European countries: Spain, Italy, Portugal, Poland and Slovakia.

CONCISE intends 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 citizen consultations 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; transcribed 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 specific 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.
- **OBJ2.** To **review the existing structural obstacles** that scientists and other R&I stakeholders, including policymakers, currently face when attempting to communicate science successfully.
- **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.
- **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.
- **OBJ5.** To measure **the positive or negative perception** of citizens participating in the public consultation on a

Tweets by @ConciseEU



TeRRIFICA project
@TeRRIFICA_

#Citizen dialogues on #climate change organized within the framework of the project @ConciseEU #H2020 via @ccupf. You can participate here ccs.upf.edu/dialogos-ciudadanos




Diálogos ciudadanos...

Estamos buscando ...


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Feb 22, 2019



UVadivulga
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Diálogos ciudadanos...

Estamos buscando ...

ccs.upf.edu

Feb 21, 2019



Buscamos voluntarios para participar en la primera de las consultas #ConciseEU.

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Figure 4 About the project section

PARTNERS

ScienceFlows

Universitat de València

The *Universitat de València* was founded in 1499 and, initially, was dedicated to the study of medicine, humanities, theology and law. Nowadays, it is a modern European university covering almost every branch of knowledge. Given the wide range of studies available, as well as its humanistic dimension, it is now one of the largest, oldest and most diverse universities in Spain.

The university has 45,800 undergraduate and 8,600 postgraduate students. On its three campuses (Blasco Ibañez, Burjassot-Paterna and Els Tarongers), there are over 3,300 teachers and researchers in 90 departments, 17 institutes and other research units, assisted in their work by over 1,700 administration and service staff. Its libraries house approximately 1.5 million books, are subscribed to more than 26,000 journals and provide 4,300 reading places for almost 60,000 users. Along with the human resources, the size and cutting-edge equipment of its facilities guarantee the quality of a vast scientific and technological offering at the service of society.

The *Universitat de València* has experience in the development and management of more than 150 European projects in the following frameworks: the RTD European (I-VII) Framework Programmes, HORIZON 2020, Lifelong Learning Programme (Erasmus, Socrates, Leonardo) and Erasmus+, acting both as a co-ordinator and partner institution.

The research areas of the UVEG ScienceFlows team are focused on the public

Tweets by @ConciseEU

Concise European Project Retweeted

TeRRIFICA project @TeRRIFICA_

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Figure 5 Partners section

Kick-off meeting of the project

POSTED ON JANUARY 25, 2019 BY PAWEŁ

On December 13th and 14th, the kick-off meeting of the European project CONCISE (*Communication role on perception and beliefs of EU Citizens about Science*) was held at the House of Science from CSIC, in Valencia (Spain).

The importance of the CONCISE project lies in the search for a standard of indicators to improve scientific communication. To this end, researchers of the consortium will carry out public citizen consultations in five different countries (Spain, Portugal, Italy, Poland and Slovakia) where the opinion of 500 volunteer citizens will be recorded. The consultations will be transcribed and analysed with a corpus linguistic software to identify different markers that will help the research staff in scientific communication, the political and scientific communities, science journalists and the general public, to communicate more directly and effectively, and thus avoid misleading speeches that generate distrust and misunderstandings. CONCISE is focused on four specific topics of current relevance: vaccines, the use of complementary and alternative medicines, climate change and genetically modified organisms. However, its results will be scalable and its methodology can be applied to other scientific subjects and to European countries to promote, both qualitatively and quantitatively, scientific communication throughout Europe.

The great diversity of this consortium will allow to discuss and investigate at a European level the role of science communication in society taking into account the media, policy makers, scientific personnel, disseminators and social entities. To do this, the partners will analyse the channels through which EU citizens acquire their scientific knowledge and how these influence beliefs, perceptions and opinions.



Figure 6 Part of the blog section – showing kick-off meeting blog post

Tweets by @ConciseEU

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TeRRIFICA project @TeRRIFICA_

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Feb 21, 2019

Concise European Project @ConciseEU

Buscamos voluntari@s para participar en la primera de las consultas #ConciseEU. Organizada por @ccupf, será el 21 y 22

3. Promoting the CONCISE project website

The page - and all individual subpages – contains keywords and so-called meta descriptions, which enable indexing by search engines. This will help visitors to find the page through popular search engines.

All partners have been advised to include project website address on their organization's web pages.

Page is interlinked with Social Media channels, which also will be helpful in popularising the page content.