

Trust and mistrust in Science Communication

Giuseppe Pellegrini
Observe Science in Society



Overview

Public Consultation in Italy

Topics and trust-mistrust continuum

Scientists, experts and trust



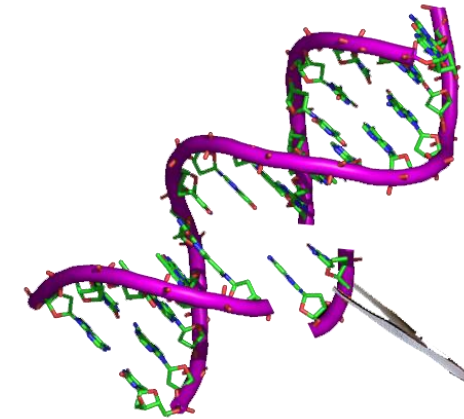
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824537".



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Topics and Trust



- Main questions on trust



Vaccines

Sources and channels: Doctors, scientists, tv, newspaper

Actions: traditional media, family circles and friends

Critical points: experts different positions, media inaccuracy



Complementary Alternative Medicine

Sources and channels: Doctors, herbalists, Pharmacists, Internet, tv, newspaper

Actions: personal relationship, CAM experts

Critical points: diseases severity, conflicting opinion in digital media, fake news



Climate Change

Sources and channels: Television, newspaper, Internet experts and testimonials

Actions: search for competent experts

Critical points: scarce institutional information, fake news



GMOs

Sources and channels: Internet, social relationships

Actions: multiple web sources, traditional media

Critical points: excessive tones, private economic interests



Conclusion

Topics and public orientation

Health does matter

Offline on line

Traditional media

Trust and public communication

