

# CONCISE

Communication role on perception and beliefs of EU Citizens about Science

## Reliability of sources

Findings from the citizen consultations  
in Poland

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# CONCISE

## Communication role on perception and beliefs of EU Citizens about Science

### Agenda

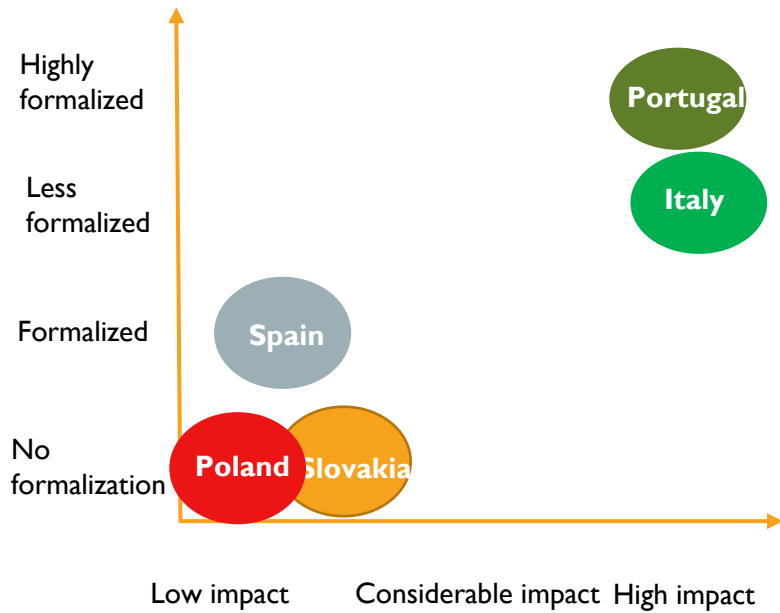
1. Locating science in society - Poland
2. Sources of information: reality versus expectations
3. What is the Polish path to increase trust in science?



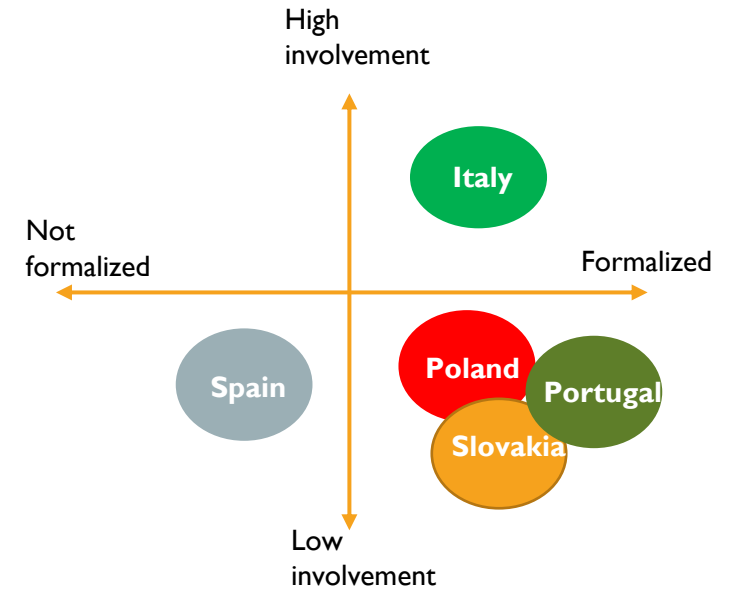
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# Locating science in society

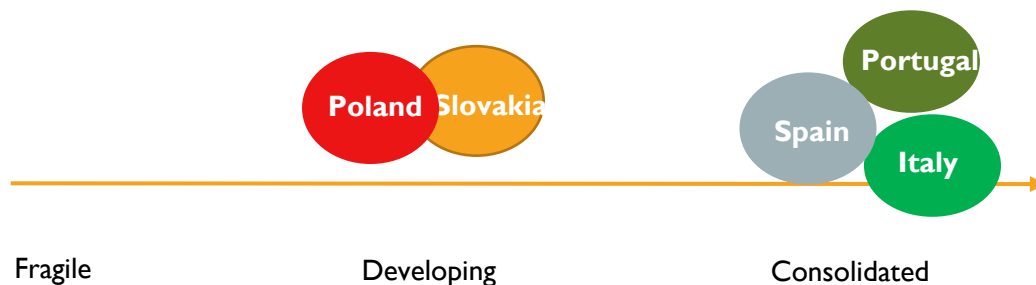
The use of science in policy-making



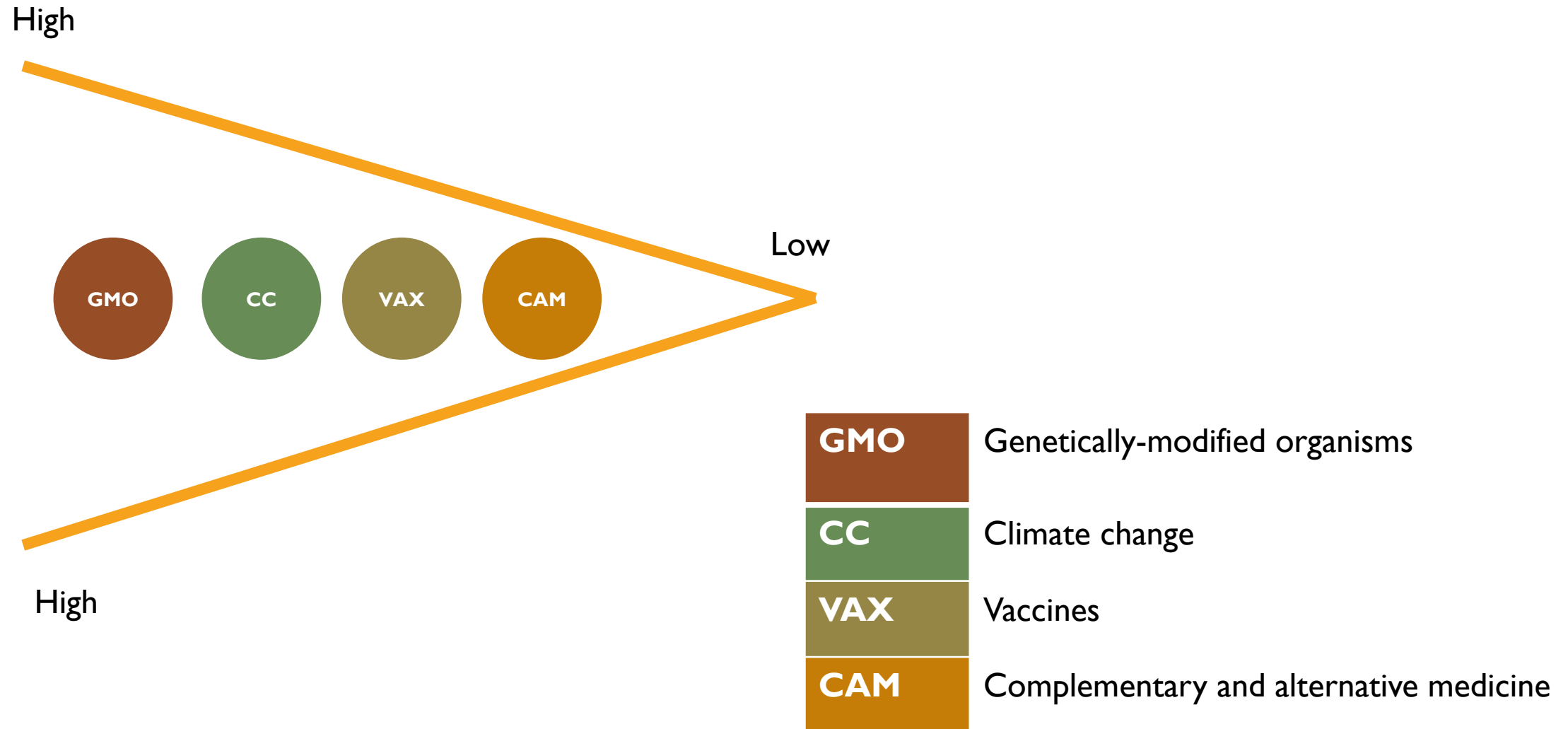
Models of public involvement in science and technology decision-making



Distribution of countries on three categories of 'science communication culture'



# Declared use of scientific sources by the Poles



# Sources of information – reality versus expectations

*as is*

*to be*

GMO

scientists,  
governmental institutions,  
politicians

scientists, science journalists,  
nutritionists,  
more information on public TV

CC

opinion leaders (celebrities)  
international institutions  
politicians

scientists,  
educators, teachers,  
more information on TV

VAX

doctors, nurses, pediatricians  
local institutions, eg. health  
clinics, pro and anti-vaccination  
movements, posters, leaflets

scientists, doctors, nurses, pediatricians,  
local institutions, eg. health clinics,  
decision-makers (should deal with the  
anti-vaccination movements), posters,  
leaflets

CAM

family,  
friends,  
acquaintances

scientists,  
medical institutions, doctors,  
legislation



# What contributes to higher reliability of information?

- providing a source
- the credibility of the author
- the prestige of the institution the author is affiliated with
- verification of the findings by a few independent sources

Citizens expect most of all simple, understandable language, operating on facts, presenting the content objectively with adjustments to various audience groups (by age, level of education, place of living, profession).

Citizens expect variety of formats to present scientific content: serious formats (debates, articles), traditional advertising formats, entertaining formats (comics, fairy tales), better use of visualizations techniques for presenting the content (infographics, videos), information and social campaigns. Both: traditional and digital media should be used for popularization of science.

# What is the Polish path to increase trust in science? Discussion



Thank you for your attention.

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