

SOCIAL NETWORK AS A SOURCE OF SCIENCE INFORMATION

Universitat de València (Spain)

Path of trust for better science communication

Organization:



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UNIVERSITAT DE VALÈNCIA
ScienceFlows



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Spain 2020 population is estimated at **46.8 million** people at mid year according to UN data.



There were **42.40 million** internet users (91% penetration) in Spain in January 2020.

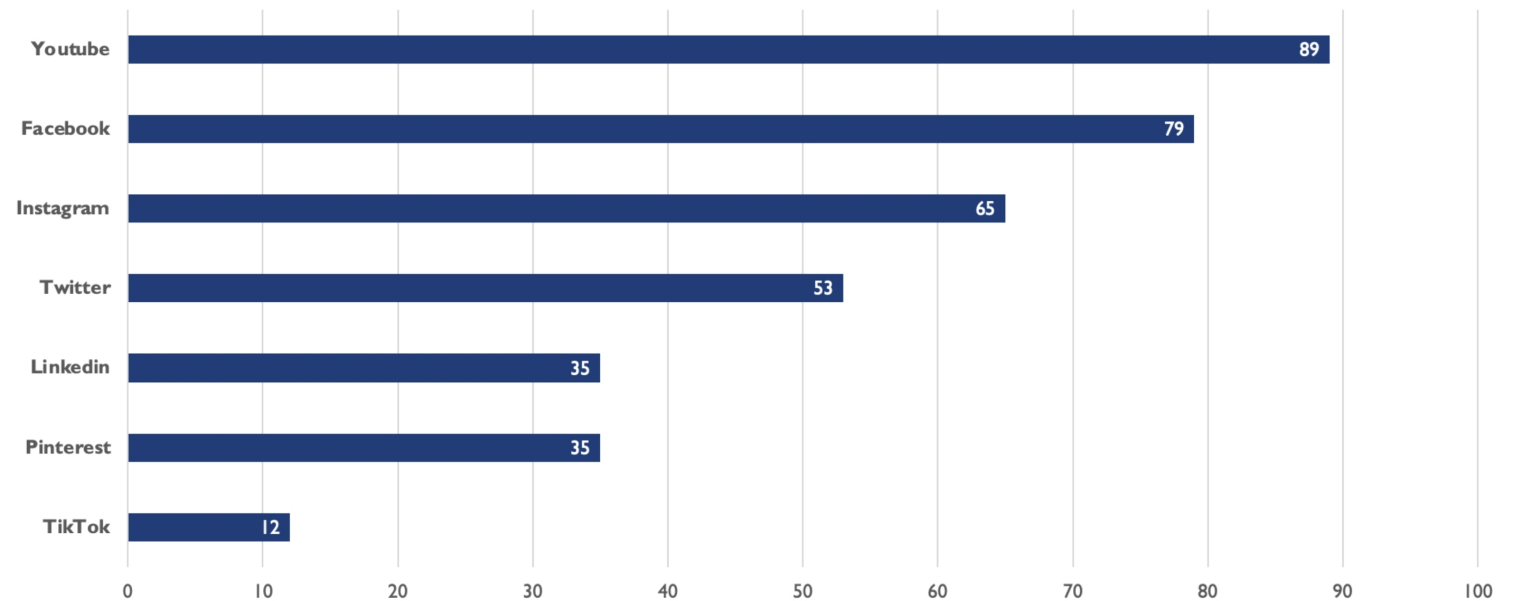


There were **29.00 million** social media users (62% penetration) in Spain in January 2020.



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OPEN SOCIAL NETWORKS IN SPAIN

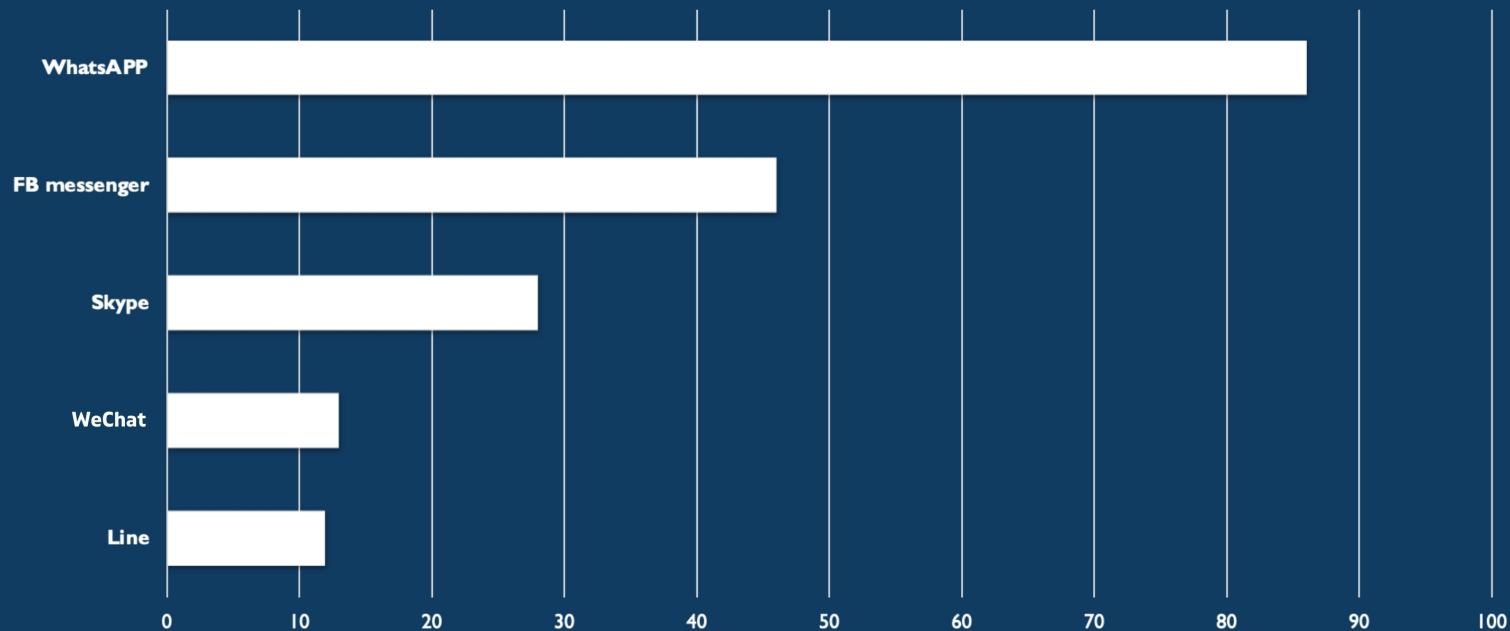


Social networks as a source of science news

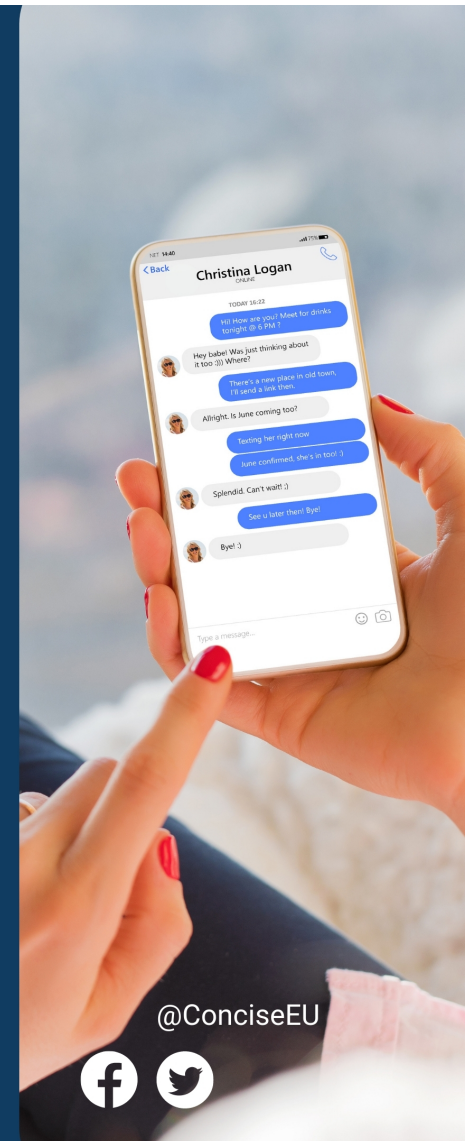


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PRIVATE SOCIAL NETWORKS IN SPAIN



Social networks as a source of science news





CLIMATE CHANGE



VACCINES



GMOs



CAM



Social networks as a source of science news



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Social networks as a source of science news



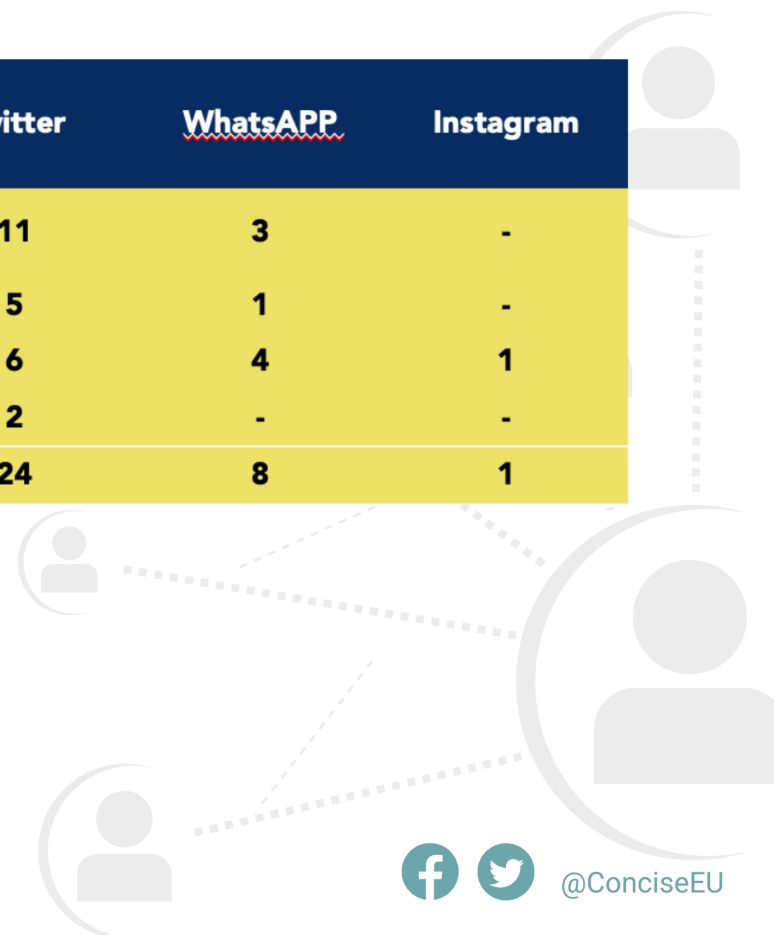
Tlab Most Used Words	Social networks	YouTube	Facebook	Twitter	WhatsApp	Instagram
Climate change	x	x		x		
GMOs		x				
Vaccines						
CAM						

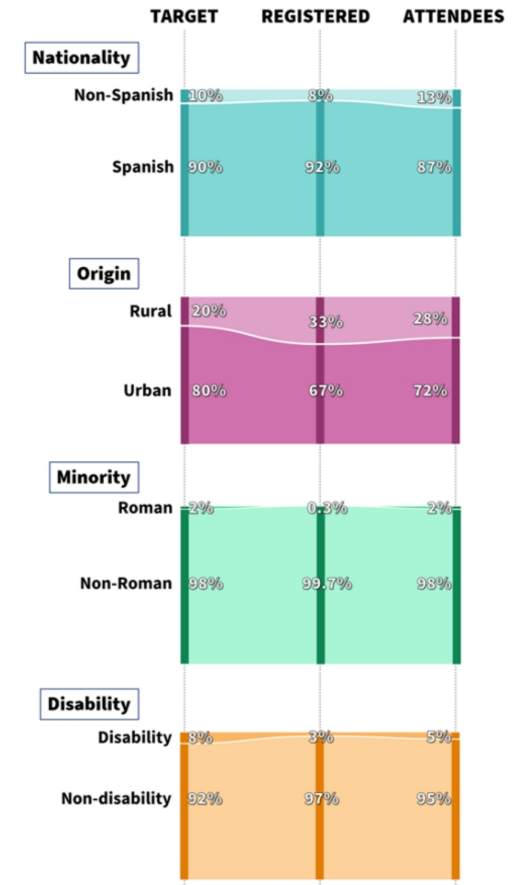
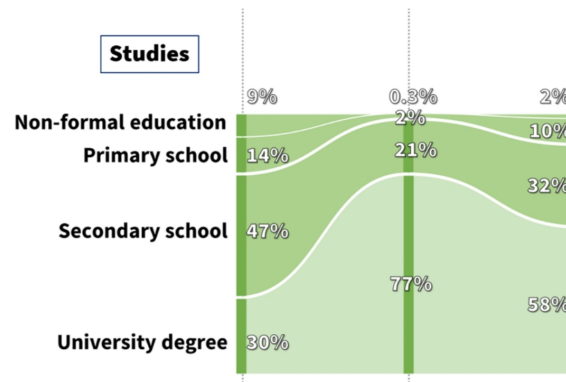
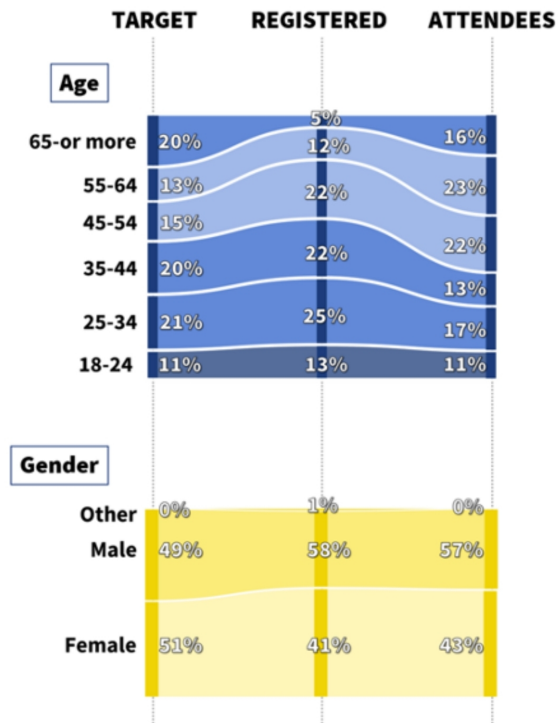


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Social networks as a source of science news

Nvivo	Social networks	Youtube	Facebook	Twitter	WhatsApp	Instagram
Climate change	45	3	5	11	3	-
GMOs	17	4	1	5	1	-
Vaccines	28	3	5	6	4	1
CAM	15	1	-	2	-	-
	105	11	11	24	8	1

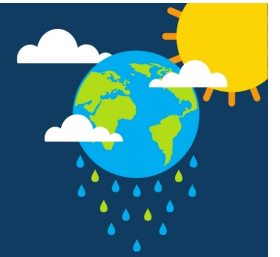




Social networks as a source of science news



CLIMATE CHANGE



Information is perceived as abundant, sometimes excessive and, at the same time, scarce.

Sometimes contradictory, most of the time politicized. The excess of information ("informative chaos"), speeches of denial, fake news, the mixture of the results of scientific studies with excessively simplified examples and opinion, cause confusion and deactivate critical, informed and active discourse.



GENETICALLY MODIFIED ORGANISM (GMO)

Twitter (low quality information, in general). They are followers of scientific influencers, specialists in this subject, such as JM Mulet and Francisco Mujica (CRISPR).

Wikipedia. Searches on effects, companies, multinationals, techniques.

YouTube influencers



Google Scholar those who have scientific training



Social networks as a source of science news



VACCINES



When they spontaneously remember who informs them about vaccines, they affirm that they receive information through word of mouth, popular magazines, mainstream media, the Internet and social networks (Twitter, Facebook)

People who preferably use the Internet as a source of information (blogs, websites, alternative media) are the ones who express the most doubts about the benefits of vaccines.

Those who most actively seek information about vaccines were those who had young children and said that WhatsApp was closely linked to fake news.



COMPLEMENTARY AND ALTERNATIVE MEDICINE (CAM)



Social networks as a source of science news

Social networks: It is considered that there is an excess of explicit or covert advertising about CAM

Blogs: those that present testimonials are the most followed.

Radio podcasts are also concerned with this topic.

The conversation is unanimous about the perception that there is a lot of **misinformation**, because citizens do not have the analytical tools to differentiate information from (misleading) advertising.



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