



NEWSERA- Citizen Science as the new paradigm for Science Communication

Citizen science (CS) offers an important service for both science and society. Success hinges on the participation of key stakeholders (interdisciplinary scientists, public sector, industry, CS organisations and society), which is indispensable. However, there is a wide range of specific science communication instruments and strategies available for every target group, and constant feedback for each stakeholder group is required. The EU-funded NEWSERA project will analyse and evaluate the complex science communication strategies directed at the stakeholders in CS programmes all over Europe, creating a new paradigm in science communication. Four pilot case studies will be conducted under the new platform, taking into consideration the quality, quantity and reliability of science communication.

Citizen science (CS) initiatives are changing the paradigm of science communication (SC). Not only the embedded bottom-up methodology takes into account people's needs, aligning science to society, but empowers citizens to become science communicators. Moreover, launching a citizen science project requires the creation of a complex ecosystem, in which the participation of quadruple helix stakeholders (interdisciplinary scientists; public sector; industry; CSOs and society at large) is usually a must. This poses a challenge in terms of science communication due to: 1) the wide variety of specific science communication tools and strategies to be used for each target group, and 2) the required continuous feedback to each stakeholder group to maintain the engagement throughout the project.

NEWSERA will analyse and evaluate the complex and multidirectional science communication strategies, including digital and non-digital ones, addressed to quadruple helix stakeholders in citizen science projects across Europe as the new paradigm for science communication. An assessment of the initial state-of-the-art of science communication in citizen science projects will be carried out. 4 pilot case studies will be selected from ongoing EU projects mapped under the EU-Citizen.Science platform, taking into account not only the quantity, quality, reliability and effectiveness of the communication, but also psycho-social factors such as the perception and trust on science communication and, in consequence, on science. One further case study will be addressed to science journalists. Innovative strategies will be co-designed for each stakeholder group in our Citizen Science Communication Labs to test the new concepts of Citizen Science Communication and Citizen Science Journalism, to reinforce the interface between science-society-policy and increase trust in science, while advancing the state-of-the-art in science communication.

UNIPD Team Leader: Federico Neresini

Department: Department of Philosophy, Sociology, Education and Applied Psychology

Coordinator: Science for Change, SL (Spain)

Other Participants:

University of Padova (Italy)

FCiências.ID - Associação para a Investigação e Desenvolvimento de Ciências (Portugal)

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