



Communication

R&D communication: How can scientifically founded facts be communicated in a credible, sustainable, target group oriented, and effective manner?

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Key words

Science communication, communication from authorities, attitudes towards science, media use and media usage patterns, information behaviour, consumer behaviour, communication tools, communication guide

Aim of the study

The aim of the project is threefold: (i) illustrating the communicative environment in which the FSVO (Federal Food Safety and Veterinary Office) operates when it communicates on certain topics (nutrition, pollutants in the home, animal husbandry in private households, professional animal husbandry); (ii) showing how certain target groups (young 18- to 25-year-olds, families, senior citizens, private and professional animal owners) inform themselves about these topics; (iii) showing how communication offers by the FSVO cover the information needs of certain topic-specific target groups (young vegans, vegetarians, and meat eaters; private and professional animal owners). The application-oriented goal of the project is to create a communication toolbox. The research results are summarised in the toolbox to make them usable for the concrete communication of the Federal Office.

Material and methods

Following data collections have been conducted: Communication field analysis on the topics of the Federal Office; secondary analysis: publics for scientific information and types of media use; representative population survey based on online interviews; quantitative target group surveys among 1) young vegans and vegetarians, 2) young meat eaters, 3) private animal owners in family households, 4) private pet owners in senior citizens' households; qualitative group discussions among young people and families; qualitative online groups with young people; qualitative one-on-one interviews with farmers and professional contacts of the Federal Office. The data were analysed using statistical data analysis (factor analysis, cluster analysis, latent class analysis) and qualitative analysis.

Results and significance

The topics of the Federal Office can be classified according to different categories. This enables a differentiated communicative processing of the topics. The central result is a target group model with communication types. The communication types are differentiated according to their topic-related information needs (level of knowledge and attitudes), and their information behaviour. Depending on the topic, certain media types, communication content, and formats are useful to inform these communication types in a target group oriented and effective way.

Publications, posters and presentations

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Project 6.18.01

Project duration November 2018 – December 2021