



Module on *“Mass Media and Social Media: Move Towards Mutual Understanding”*

**Dialogues with journalists reporting about
IR issues in general (including emergencies)
ROUNDTABLE OF TRANSVERSAL FINDINGS**

**RICOMET Tues. 11:30-12:30 Claire Mays, EAGLE
partners and Dialogue participants – Media
professionals**





A European 'Coordination Action' 2013-16

- In Europe today, institutions, media and the general public exchange information about ionizing radiation and associated risks
 - Nuclear energy, but also medical applications, natural radioactivity...
- EAGLE aims to clarify information and communication strategies, to support informed societal decision-making.
- **RICOMET Book of Abstracts: pages 18-19**



Module 'WP2' Overall Objectives inside EAGLE 1/2

- Analyze **how institutional sources deliver** public information about ionizing radiation risks through traditional and new media.
 - Understand the **role of new media**, especially social media in the circulation of information.
- Investigate **how media professionals view** the information delivery, and what is the **dynamic** with their own practices, goals, and constraints.
- Consider together the **context** and the **outcomes for civil society and the general public.**



Module 'WP2' Overall Objectives inside EAGLE 2/2

- Identify areas for **mutual adjustment** and improvement, in the interest of a better informed and empowered public.
- Propose **pragmatic recommendations** to the European Commission.
 - Concrete actions that can be funded by Europe



Module 'WP2' Activities in brief

2013 Multi-Stakeholder Workshop: Framed the issues.

2014 National Encounters: In 4 Member States (Fr, Po, Ro, Slo) a small group of practitioners from information sources and media took a step back to **analyze goals and performance.**

2015 International Encounter: The resulting network considers findings and **points towards practical recommendations.**

Here at RICOMET! Now and at 13:30- 2 workshops

2016 Multi-Stakeholder Workshop: Will assess EU-level **priorities,** to elaborate and refine recommendations.

Go online to obtain our reports! (deliverables)

D2.1 Overview of Mass & Social Media Treatment of IR Topics, including post-Fukushima

= Review of existing research, and best practice profile for social media ([online now](#))

D2.4 *Outputs of national-level dialogues for discussion*

= *Transversal Summary + Fully detailed reports of National Encounters* ([online early July 2015](#))

D2.5 *Outcome of Dialogues: Agreed recommendations and guidelines for developing media relations for IR communication*

= *Refined recommendations after multi-stakeholder discussion in 2016* ([online in one year](#))



Module 'WP2' National Encounters in 2014 (15)

- France, Poland, Romania, Slovenia
- Small mixed groups convened 1-2 times by EAGLE
 - 8-12 persons
 - Source Institutions and Media Representatives
- Bottom-up approach
- ½ day – 1 day joint analysis:
 - Published materials (articles, videos, websites...)
 - Respective views, practices, expectations, experiences



Sample Transversal themes from the dialogues (variations were seen in each country)

- Mass media specifics – Profit before education?
 - Language and format issues (Fr)

 - Crisis vs. Everyday communication (Ro)

 - Trust and Confidence - Verification of sources and development of risk culture
 - Nuclear industry promotion vs. citizen centered risk communication (Po)

 - Mediated communication (PR agencies, media experts) vs. Direct communication (Si)
 - Training and Capacity building
- ionizing radiation risks* **training**
communication decision-making informed behaviors
education