



Ca' Foscari  
University  
of Venice

**PROJECT ACRONYM AND TITLE:** QUEST - QQuality and Effectiveness in Science and Technology communication

**FUNDING PROGRAMME:** H2020 Science with and for Society

**CALL:** H2020-SwafS-19-2018-2019

**SCIENTIFIC FIELDS:** Science of complex economic, human and natural systems

**HOST DEPARTMENT:** Department of Environmental Sciences, Informatics and Statistics

**SCIENTIFIC RESPONSIBLE:** Fabiana Zollo

**FINANCIAL DATA:**

Project total costs	Overall funding assigned to UNIVE
€ 1,194,227.50	€ 168,431.25

**ABSTRACT:**

Science Communication (SciCom) plays a key role in addressing today's societal challenges. To be effective, it must be conceived as multi-directional communication, involving scientists, policy-makers, journalists, other communications actors and citizens. On one side, scientists produce research results but are not always equipped to communicate efficiently to the public and to policy-makers. On the other, journalists and other communications actors act as the interface between science, citizens and other audiences, although they may face challenges in fully comprehending the scientific message. Citizens will have a varied perception of the information received but limited knowledge and tools impeding a qualitative assessment. The variety of means of communication existing today makes communications faster and easier, but that increases the complexity of these interactions and the challenge to communicate "sound" science. We also need to consider that much of today SciCom passes through the digital sphere, as the advent of digitalization has changed the way in which information flows and opinions are shaped, also regarding science. Social media are one of the key representatives of these modern means of communication, deserving a special focus. In this context, the challenge faced by SciCom is in finding effective, non-hierarchical ways to exchange these diverse forms of knowledge, by making SciCom stakeholders interact in a constructive way through the different media. QUEST aims at facing this challenge with a multi-step approach that will: (1) understand the dynamics of today SciCom (2) design tools to evaluate SciCom quality (3) experiment best practices and proposing innovative ways for SciCom (4) promote SciCom training (5) build an engaging SciCom community. The focus will be on (a) journalism (b) Social media (c) Museums, recognized as having the highest impact in this context. Climate change, vaccines and Artificial Intelligence are used as case studies.

Planned Start date	Planned End date
01/01/2019	31/01/2021

**PARTNERSHIP:**

<b>1</b>	<b>VENICE INTERNATIONAL UNIVERSITY</b>	<b>Italy</b>	<b>Coordinator</b>
<b>2</b>	<b>UNIVERSITA CA' FOSCARI VENEZIA</b>	<b>Italy</b>	<b>Partner</b>
<b>3</b>	<b>NORGES TEKNISK-NATURVITENSKAPELIGE UNIVERSITET NTNU</b>	<b>Norway</b>	<b>Partner</b>
<b>4</b>	<b>CITY UNIVERSITY OF LONDON</b>	<b>United Kingdom</b>	<b>Partner</b>
<b>5</b>	<b>TALLINN UNIVERSITY</b>	<b>Estonia</b>	<b>Partner</b>
<b>6</b>	<b>WAN-IFRA FR</b>	<b>France</b>	<b>Partner</b>
<b>7</b>	<b>THE PROVOST, FELLOWS, FOUNDATION SCHOLARS &amp; THE OTHER MEMBERS OF BOARD OF THE COLLEGE OF THE HOLY &amp; UNDIVIDED TRINITY OF QUEEN ELIZABETH NEAR DUBLIN</b>	<b>Ireland</b>	<b>Partner</b>
<b>8</b>	<b>AGENZIA PER LA PROMOZIONE DELLA RICERCA EUROPEA</b>	<b>Italy</b>	<b>Partner</b>