



Public trust in science: What can universities do to support this?

Dr. Marina Tulin – 14 June 2022

EUA webinar series



TRESCA project

Aim

Foster public trust in science communication

Key outputs

- Science communication YouTube video
- Misinformation widget
- Research with citizens, researchers and policymakers



Trustworthy
Reliable and
Engaging
Scientific
Communication
Approaches

www.trescaproject.eu



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 872855

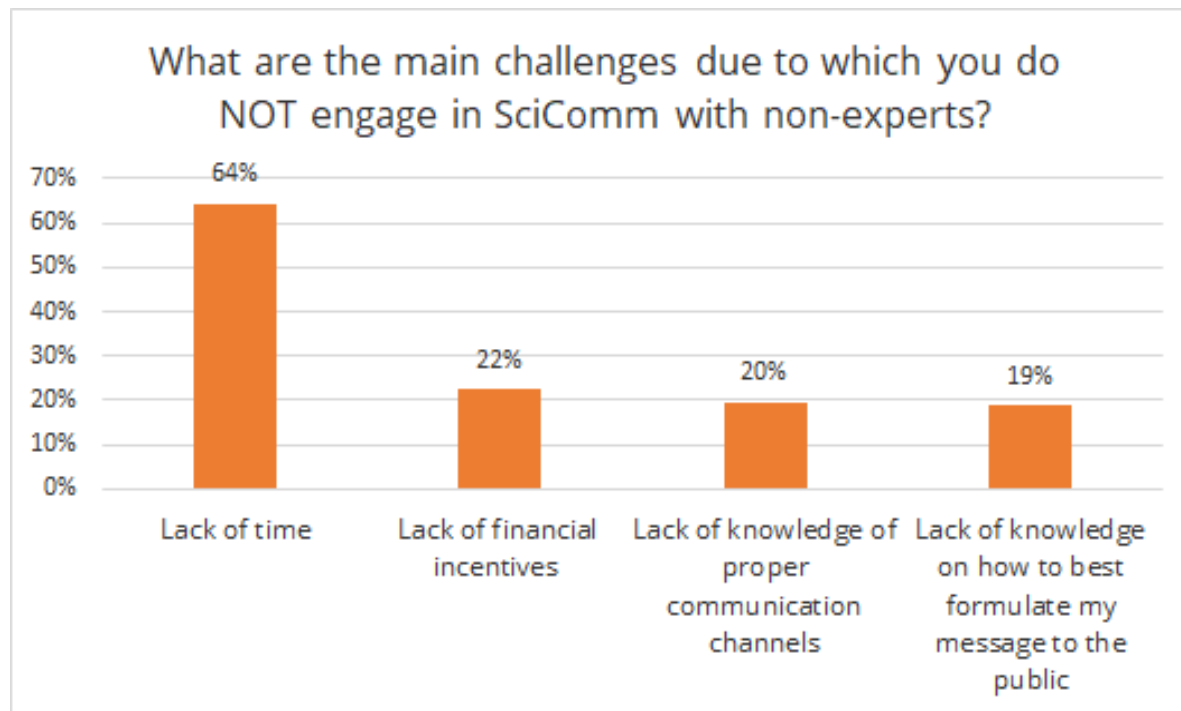
How can science communication foster public trust in science?

- Show how scientific findings are relevant to people's lives
- Be authentic, transparent and vulnerable
- Give people space to form their own opinions



What can universities do to support this?

- Study on dis/incentives to engage in SciComm
- Survey among 236 researchers in Europe



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Thank you!

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