

Task 5.3

Interaction with the civil society, including use of social media for stakeholder communication

Lead: ISS

Partners: ExB members, IRSN, ISS, VUJE; LTP: NMBU/NRPA

Collect the perception of radiation risk amongst a wide range of people who are not radiation specialists.

Use data collection to provide a better understanding of radiation risk to a wider general audience and to identify the areas requiring further research to improve the available evidence base.

Following establishment of the stakeholder group and building of web resources, we will consider exploiting social media and related tools such as Twitter, LinkedIn and Facebook to provide alternative communication channels to reach a wider audience of stakeholders.

Monitoring of use and impact will inform decisions on future development of social media and web based communication channels.

To those purposes a public facing survey will be planned and posted on the CONCERT web site.

CONCERT TG 5.3

Will provide a public eSurvey for better understanding of radiation risk to a wider general audience

To be launched in June 2016 (month 12)

Will exploit social media (Twitter, LinkedIn and Facebook) for providing alternative communication channels to reach a wider audience of stakeholders.

Which is the best way to realise it?

OPERRA eSurvey experience would be a good starting point

PRIORITIES FOR RADIATION PROTECTION RESEARCH: ANALYSIS OF THE OPERRA STAKEHOLDER SURVEY



The earlier OPERRA project was successful in implementing an e-survey of stakeholder opinion that was addressed to a well-informed scientific audience but also included non-scientists.

Sub-Task 4.3.2 ISS task leader

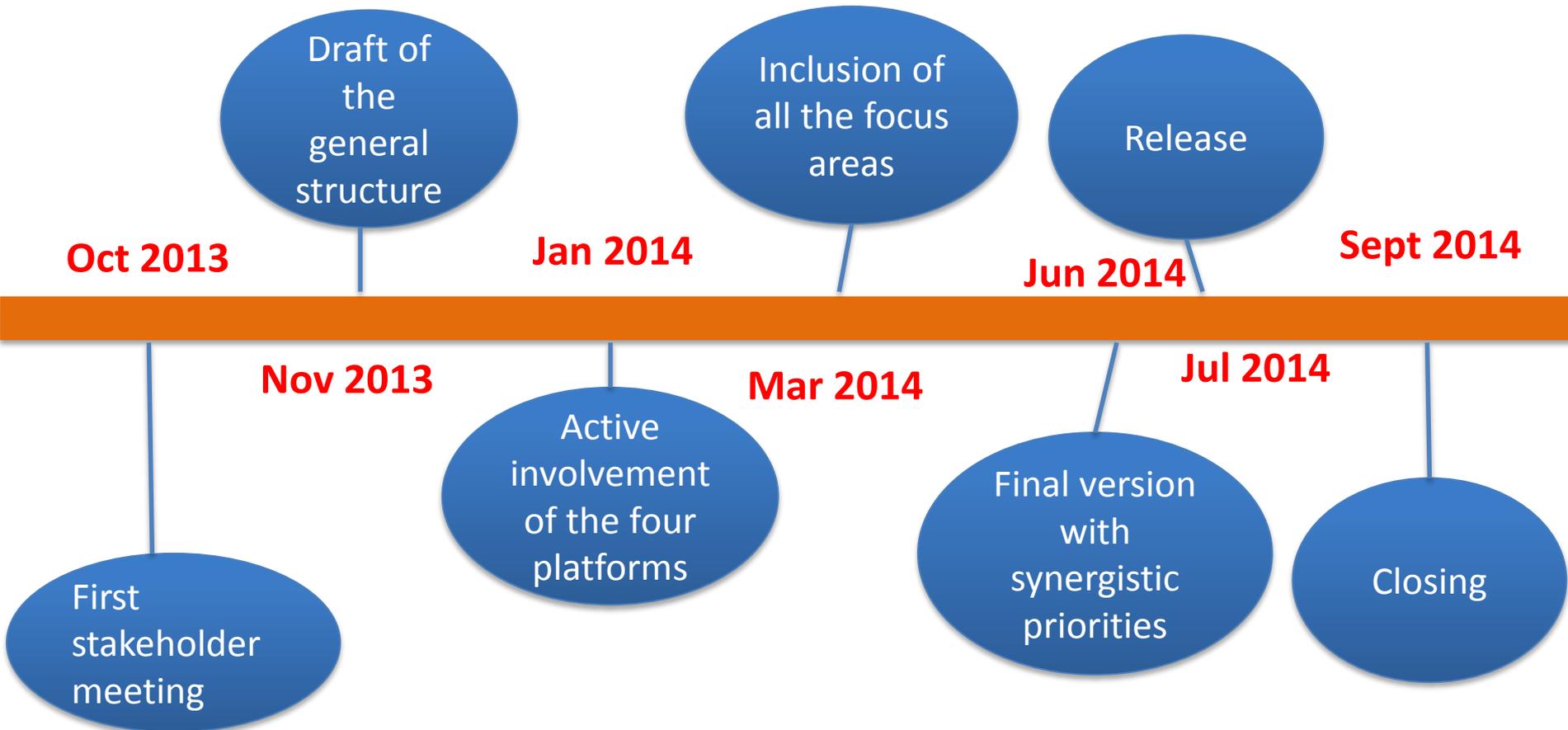
Authors: Perko T.(SCK•CEN), Turcanu C.(SCK•CEN), Sirkka L. (STUK)

Contributors to the preliminary report: Bouffler S. (PHE), Salomaa S. (STUK), Grigioni M. (ISS), Meskens G. (SCK•CEN), Rollinger F. (IRSN), Impens N. (SCK•CEN), Palma A. (ISS), Pecchia I. (ISS)

217 responders to the 6 focus areas related to platforms' SRA, Education & Training and Risk Perception

OPERRA eSurvey experience

Development Timeline



Lessons

Experience gained in writing, running and analysing the eSurvey

- A simpler and more discriminating way to rank priorities would be beneficial (eg, top 3 or 5 ranked priorities).
- The survey was too complex to encourage a majority of completions (completion rate ~ 50%).
- Analysis output from ZEF was not as readily usable as expected.
- The real importance of the initiative could have been underestimated, as well as the impact on future calls.
- An effective way to encourage responses from outside the MELODI/MENA community is needed.
- Alternative survey tools as used by SCK or available through Google may be of use.
- The time window of the release was probably too short.
- The information about the diffusion of the e-survey to all the members of the Associations is missing: failure in controlling the real number of recipients.
- The answers could sometimes reflect the opinions of people belonging to the same groups, and for this reason sharing the same interests and ideas, thus influencing towards some specific topics

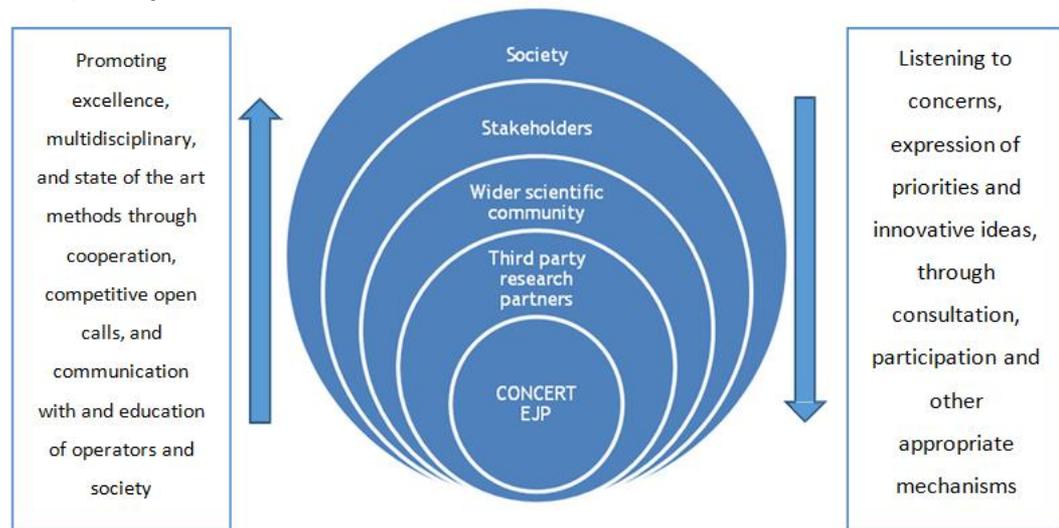
Suggestions for possible improvements

- A more efficient promotion of the e-survey before its release by targeting specific stakeholders or groups. In addition to e-mails, a direct contact with stakeholders could be useful, i.e. during meetings by means of short presentations/announcements focussed on Stakeholder (thanks to their specificity) to stress the importance of the initiative.
- Questions should be more precise, relying on specific keywords for each area for a better understanding.
- A greater identification of overlapping focuses of interest among different areas including different platforms, in order to minimize the number of questions specific for each area as much as possible.
- The length of the window selected to respond to the e-survey should be optimised.
- The possible involvement of experts in technical issues for communication and dissemination.

Concert eSurvey

Interaction with the civil society, including social media for stakeholder communication

- Publicly- orientated: the earlier OPERRA project was successful in implementing an e-survey of stakeholder opinion that was very much aimed at a well-informed scientific audience but also included non-scientists; in this task a more public facing e-Survey will be developed, ensuring coordination with survey activities proposed in WP3.
- eSurvey should be more 'user friendly'
- Exploiting alternative communication channels (social media and related tools such as Twitter, LinkedIn and Facebook) to provide information to a wide audience of stakeholders.



eSurvey to a wider general audience

- Definition of general audience in Concert
- How to implement a public eSurvey to interface with wider general audience (e.g. how many questions and focus areas)
- After establishing the stakeholder community (Task 5.2), how render the eSurvey friendly for them ?
- How to stimulate stakeholder's feedback ?

-Social media for stakeholder communication

- How to exploit the social networks as alternative channels?
- Which tool (Twitter?, LinkedIn?, Facebook?,...) could be judged to be most useful to provide STKHs communication ?