

Credibility of scientific expertise and decision-making

New challenges for health risk governance in a changing world

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ABSTRACT BREAK OUT SESSION - TUESDAY 2ND FEBRUARY 2021

4 - Risk communication in the digital and fake news age

Brice Laurent (CSI), chairman, Lynn Frewer (Newcastle University), Dominique Cardon (médialab/SciencesPo), Jocelyn Raude (EHESP)

The dynamics of public controversies has recently been affected by the increasing role of social media and other digital tools. These devices facilitate the circulation of information to ever wider groups of publics. In this context, public bodies have identified new challenges related to the trustworthiness of risk communication.

This session considers this situation as an impetus to explore the mechanisms through which the credibility of risk communication is manufactured, online and offline. It discusses case studies related to particular domains (vaccines, food products), types of use of digital tools, and theoretical approaches to risk communication. These case studies will provide elements to examine the following questions: how are digital media used to communicate risks? How are risks defined in the digital world?

Do new social movements, and possibly new risk-related concerns, emerge through the use of digital media? More generally, these questions will lead us to discuss the contemporary challenges of public trust, and the need to redefine the ways and means of public expertise.



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