



Trustworthy media, impactful knowledge

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”We need reflection, imagination, and knowledge.

We need media and journalism to make these all impactful.”

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Paradoxes

- Democracy vs. disinformation and fake news
- Public sphere vs. bubble public sphere
- Knowledge society vs. undermining the science

Journalists as the key intermediaries between science and the public



SSH can contribute to achieve :



Building expertise & credibility

- Think how social science can be used to address societal concerns as energy poverty, injustice, lack of acceptance
- Use evidence (scientific and policy reports, scientific papers)
- Provide the source of information



Energy in media & journalism

get attention

make people
interested

make people
engaged



How to do it?

The need to get information out quickly and make a powerful message :

- Related to people's life
- Local context
- Group language
- People +action



Avoid

- Overtalked narratives in apocalyptic tone
- It is not enough to be aware of dangers, but we need to cope with them.



#make people the change

- Give more positive examples
- Find the heroes and introduce them to the world
- Discuss how your audience can benefit from energy solutions (energy communities, new patterns of energy ownership)



Be constructive in your critics

- Give voice to the excluded
- Help people imagine a better future
- Discuss the possible unintended consequences of designed policies



Thank you for your attention

- Hope you enjoy the project resources we offer to you.





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