

# 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. buble public sphere
- Knowledge society vs. undermining the science

Journalists as the key intermediaries between science and the public





## SSH can contribute to achieve:







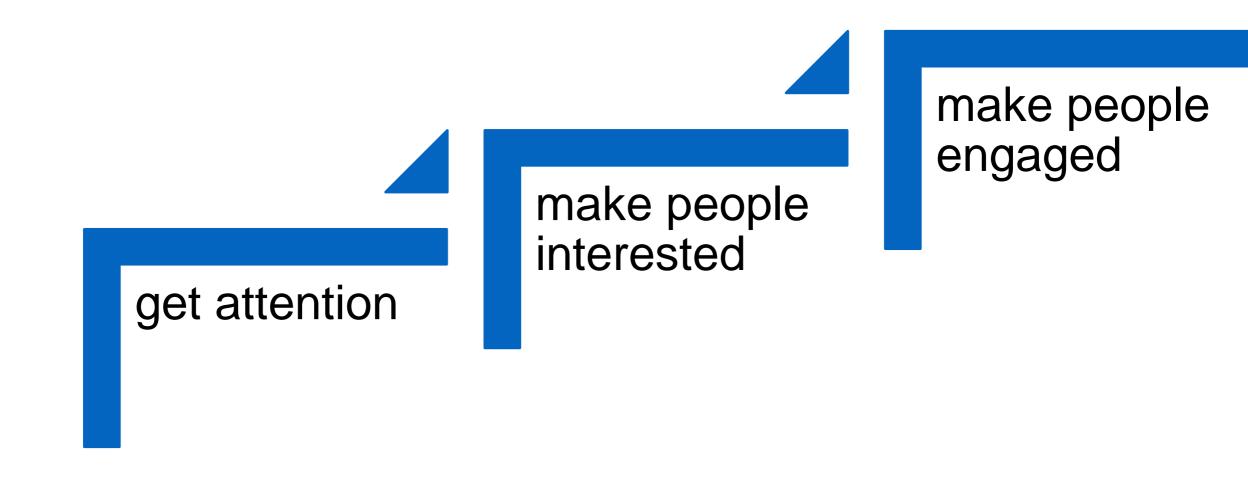
# Building expertise &credibility

- 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







#### 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

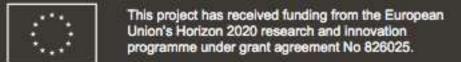




# Thank you for your attention

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