



PARMA
SUMMER SCHOOL
26 – 28 SEPTEMBER 2023, Parma

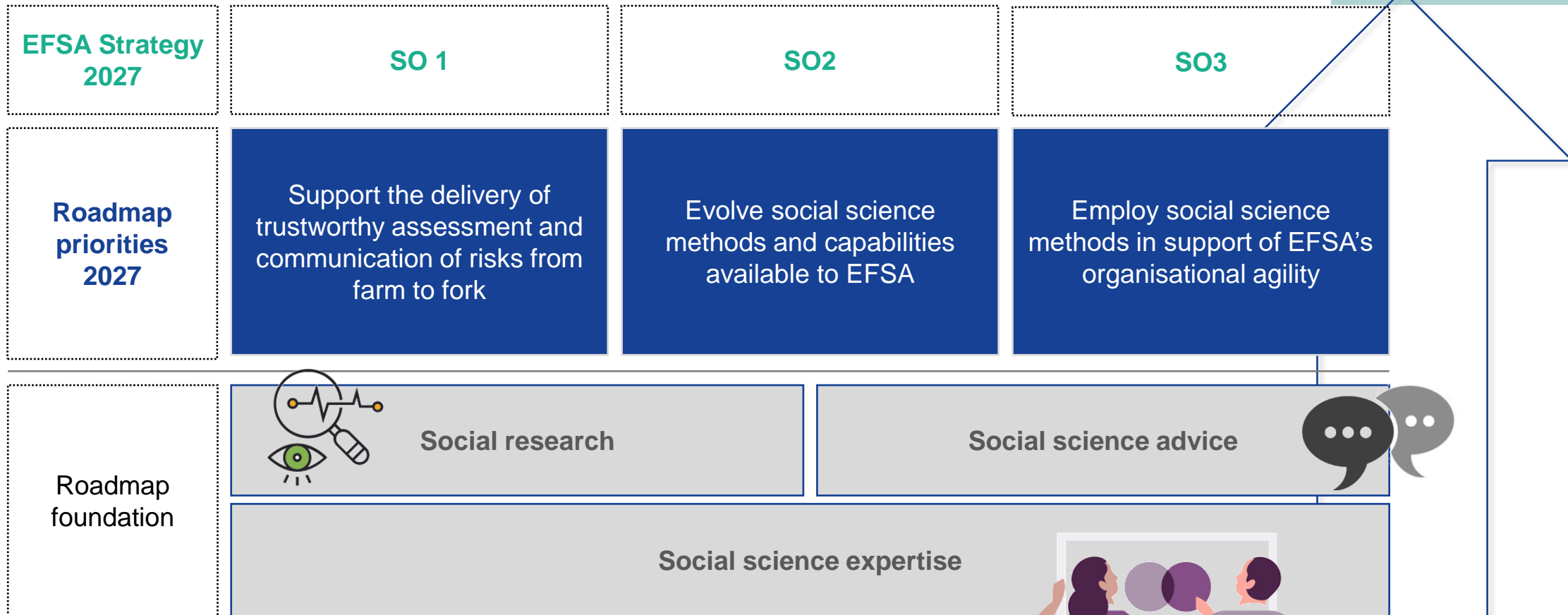
Innovative food products

Eurobarometer and other tools for gathering citizens' perception

Joana S. Lourenço & Giorgia Zamariola
Social Scientists, Communication Unit, EFSA



EFSA's social science roadmap

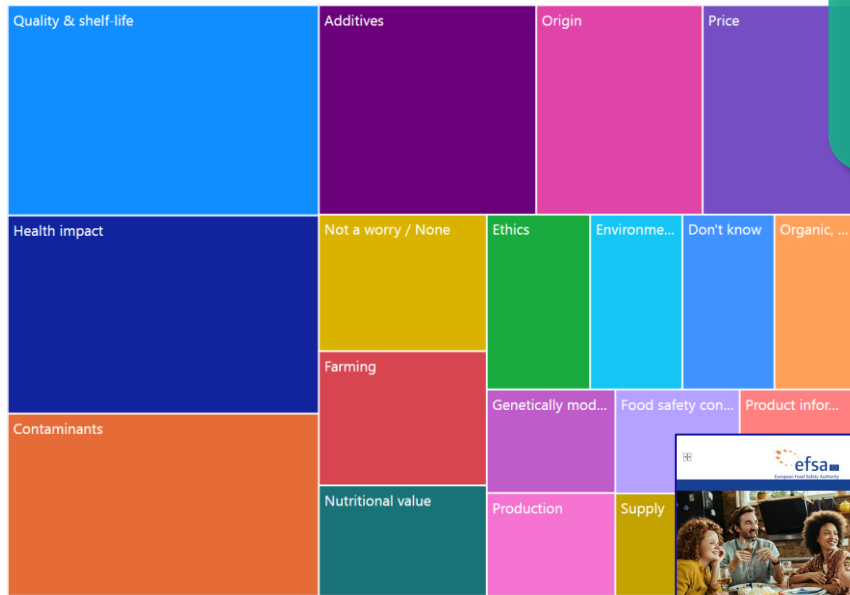


Innovative food products

<https://www.efsa.europa.eu/sites/default/files/event/mb190619/mb190619-i9.pdf>

Social research | Understanding our audiences

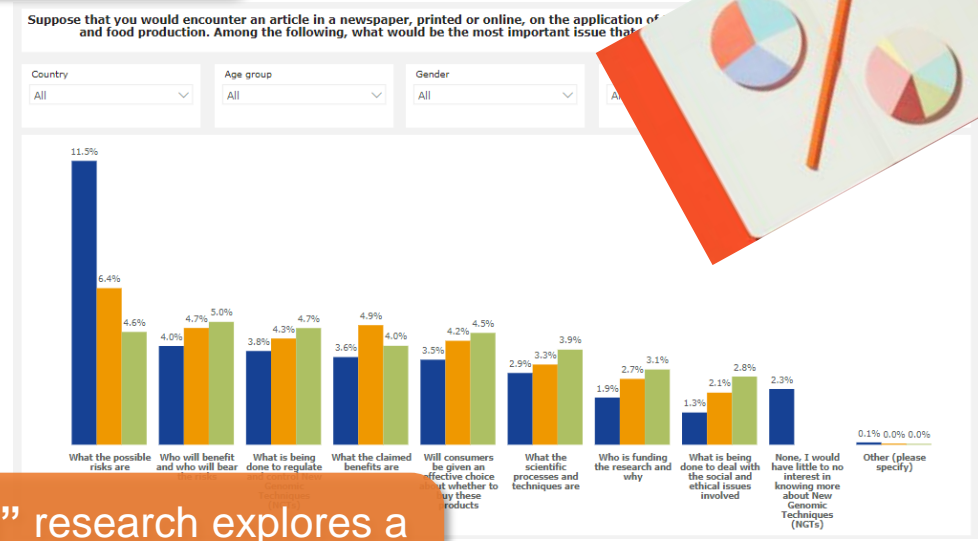
QC2 When thinking about possible problems or risks associated with food and eating, could you tell me in your own words what concerns you the most?



2022 Eurobarometer on Food Safety in the E.U.



“Strategic” research helps us inform communication planning and the choice of topics



“Targeted” research explores a specific topic or an audience to respond to existing needs

Eurobarometer survey

26,509 citizens in EU27 (typically 1K/country)



Survey face-to-face (F2F) or F2F and online (CAWI)



Recruited through probability sampling > Nationally representative samples



21 Mar – 20 April 2022 (Data collection)



5/6 months (from q're implementation to data delivery and reporting by contractor)

Repeated every 3 years > 2019 / 2022 / 2025 (expected) > Trend data



<https://www.efsa.europa.eu/en/corporate/pub/eurobarometer22>

Find
out
more

**EXAMINES EUROPEANS'
PERCEPTIONS OF AND
ATTITUDES TOWARDS FOOD
SAFETY**

EB 2022: Overview

Factors determining food choices

FS personal interest

...

Views on risks associated with food and eating (unprompted)

Awareness of FS topics

Concerns about FS

Perceptions of what to consume to have a healthy diet

Concerns about FS vs. healthy eating

Perceptions of One Health

Sources of information on food risks

Reasons not to engage with FS

Trust in sources of information on food risks

Awareness of the EU food safety system

Innovative food products

Foodborne disease outbreak case study:

Behavioural response

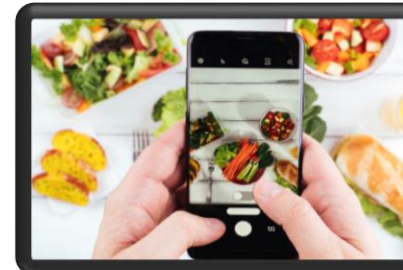
> Reasons not to change
> Type of behavioural changes



Citizens and food safety



Understanding awareness and risk perceptions

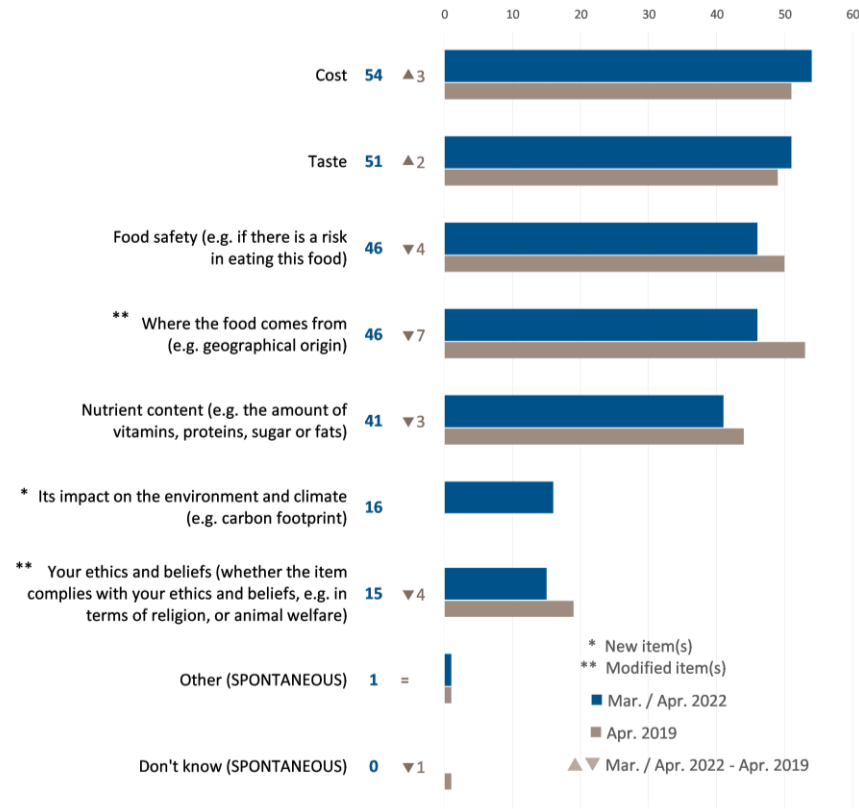


Engaging with the EU FS system



Trend data: An example

QC1T When you buy food, which of the following are the most important to you? Firstly? And then? (% - EU)



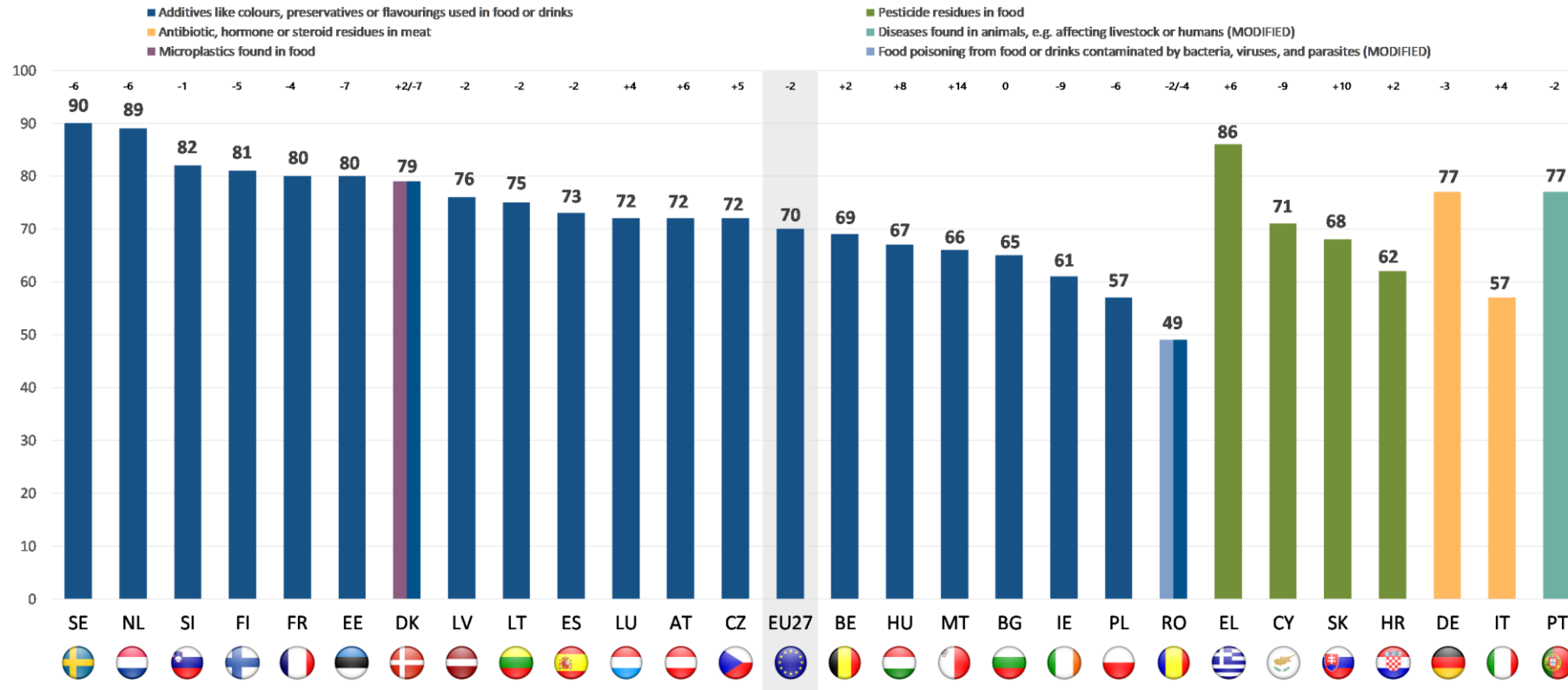
Close to half of Europeans indicate that FS is an important factor in their food-purchasing decisions.

Cost of food weighs more heavily in 2022 than in 2019, becoming the main factor influencing food purchases.

Base: those who know at least one topic in QC3 (26,132)

Country-level data: An example

QC3 Please tell which of the following topics you have heard about. (MULTIPLE ANSWERS POSSIBLE)
(% - The most mentioned answer by country)



Insight example: The where and why of information

QC7T Which of the following are your main sources of information about food risks? Firstly? And then? (% - EU)



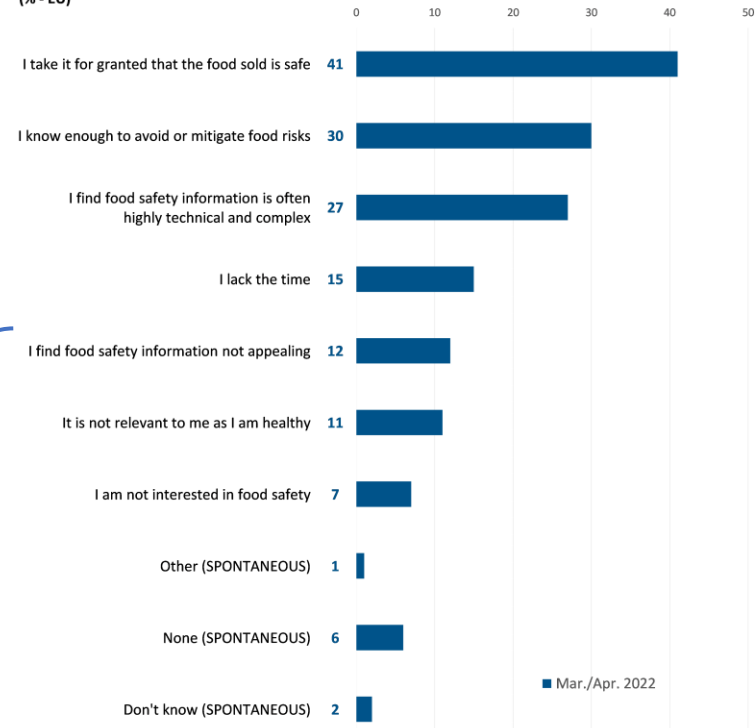
The high-scoring TV



The 3 answers to think about

Sources of info

QC9 Sometimes people do not pay attention to information about food safety (i.e. risks associated with eating certain foods) and this can happen due to several reasons. Which of the following reasons apply to you? Select up to three. (MAX. 3 ANSWERS) (% - EU)

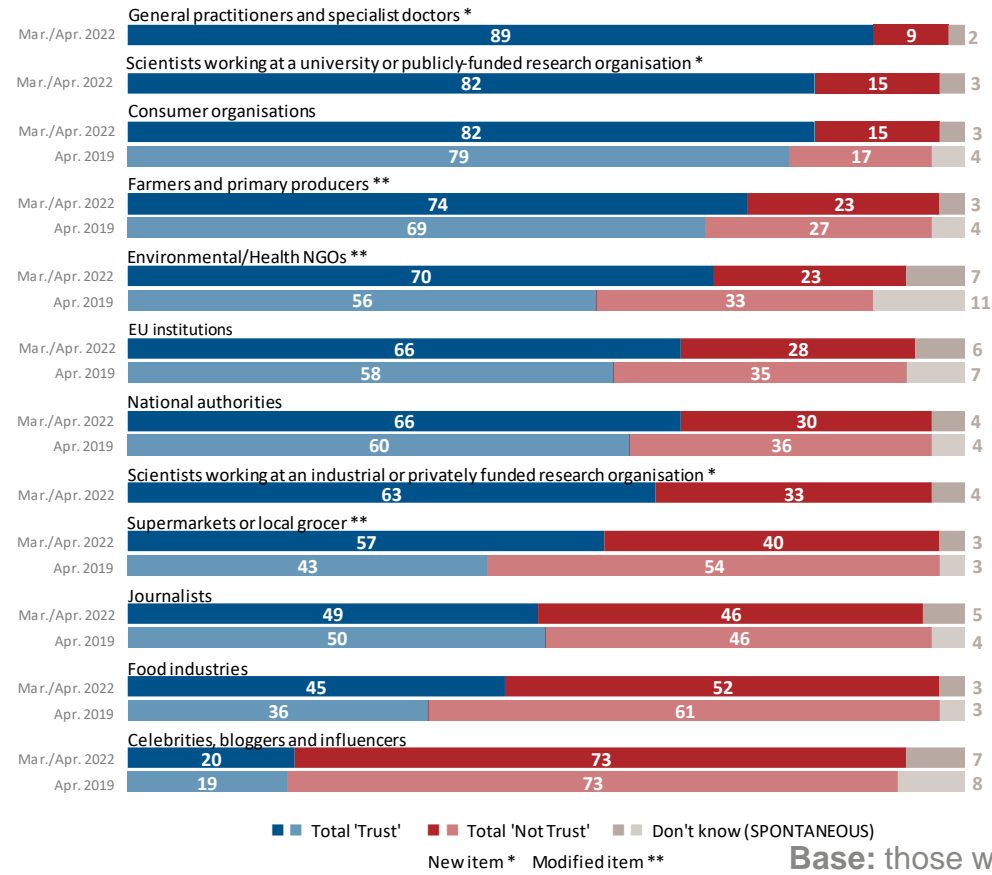


Reasons not to engage

Base: all respondents (26,509)

Insight example: Most trusted sources

QC10 Please tell to what extent you trust the following sources or not for information on food risks. (% - EU)



Doctors, scientists working at public organisation and consumer organisations top the charts.

National authorities and EU institutions enjoy trust of 2 out of 3 Europeans in **2022** – improvement since **2019**.

Base: those who know at least one topic in QC3 (26,132)

Use of findings

Eurobarometer data **used to guide EFSA's communication strategies** > monthly planning, selection of campaign topics and target audience segmentation

JOURNAL OF RISK RESEARCH
<https://doi.org/10.1080/13669877.2023.2197613>

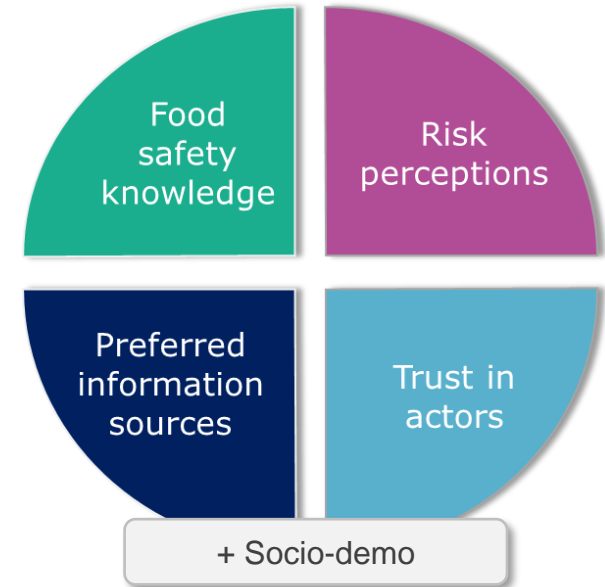


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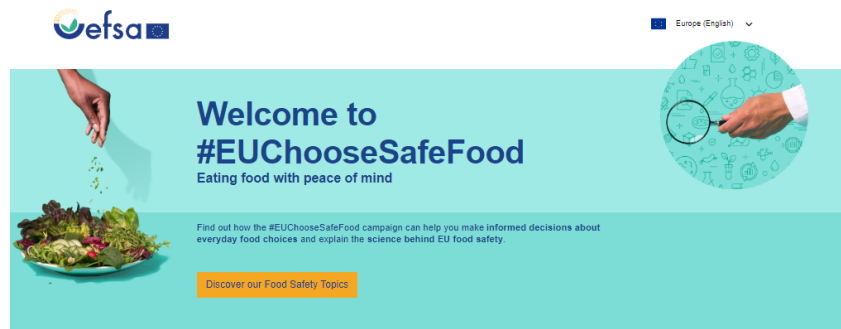
Societal insights in risk communication planning – a structured approach

Domagoj Vrbos^a, Giorgia Zamariola^a, Laura Maxim^b, Giulia Nicolini^a, Paul Ortega^a, James Ramsay^a, Matthias Rasche^a, Claire Rogers^a, Luca Schombert^a, Anthony Smith^a and Barbara Gallani^a

^aCommunication and Partnership, European Food Safety Authority (EFSA), Parma, Italy; ^bLaboratoire Interdisciplinaire, Centre National de la Recherche Scientifique (French National Centre for Scientific Research, CNRS), Paris, France



Source: [Technical Assistance in the Field of Risk Communication \(2021\)](#)

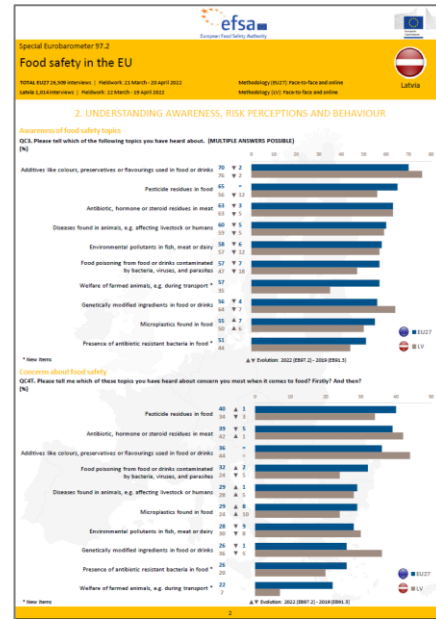


Product examples

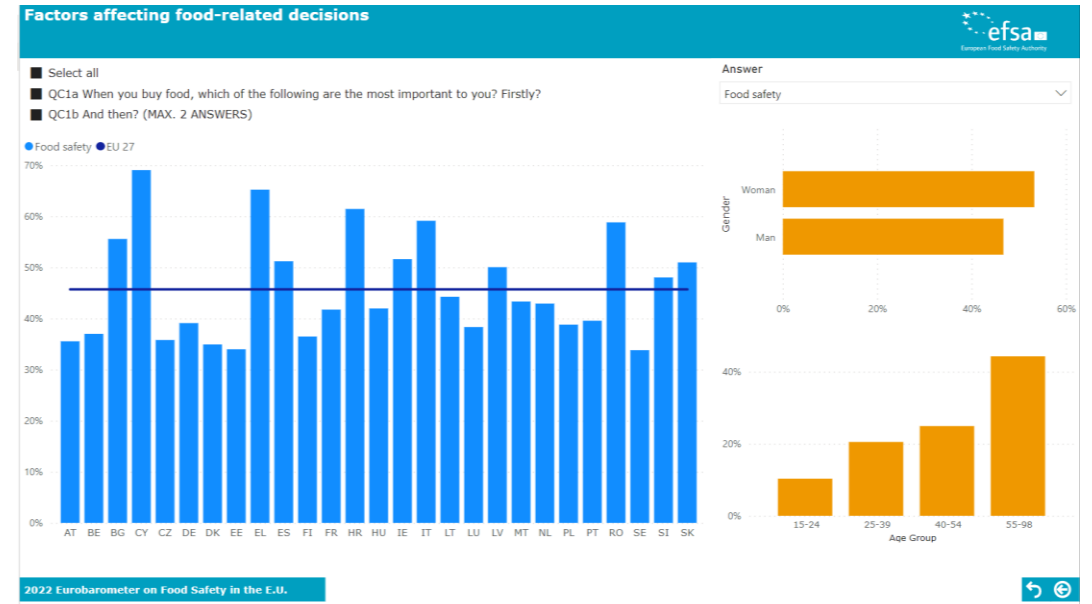
Report



Country factsheets



Dynamic dashboard



Flash poll survey

8,600 citizens in 24 countries (EU27
minus LU, CY, MT (300-500/country)



Online (CAWI)



Recruited from online research panels



3-5 days (Data collection)

10 – 15 days (from q're implementation to
raw data delivery)



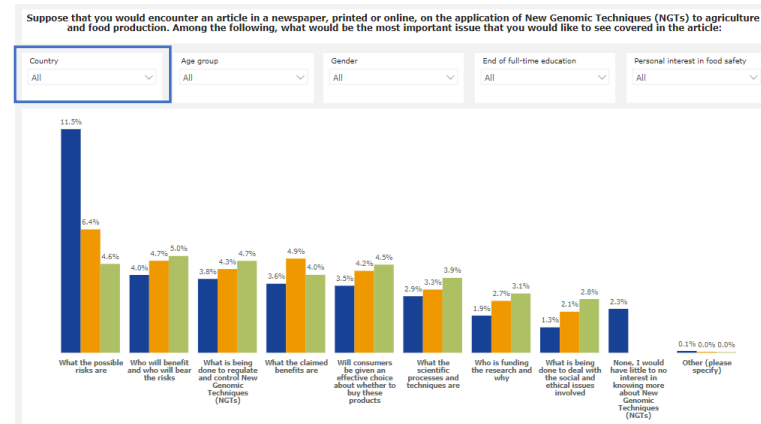
One-off > Focus is on responding to
existing needs & deliver results at short
notice



**GENERATE QUICK INSIGHTS
AMONG EU CITIZENS ON A
SPECIFIC TOPIC**

FP Nov 2021 > New Genomic Techniques (NGT)

Interest / awareness
 Topics there is most interest in
 GM worry
 Knowledge
 Perceived impacts by areas / overall / by socio-demographics



- Survey questions
- EU averages
- Compare country by country



Home > Press corner > European Green Deal: sustainable use of natural resources

Available languages: English

Press release | 5 July 2023 | Brussels

European Green Deal: more sustainable use of plant and soil natural resources

JOURNAL OF RISK RESEARCH
<https://doi.org/10.1080/13669877.2023.2197615>

Routledge
 Taylor & Francis Group

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Participatory versus analytic approaches for understanding risk perceptions: a comparison of three case studies from the field of biotechnology

Leonie Dendler^a, Mariana Morais^a, Jan Nikolas Hargart^a, Joana S. Lourenço^b, Domagoj Vrbos^b, Paul Ortega^b, Kamila Sflugier Tollik^b, Georgios Alaveras^b, Barbara Gallani^b, Michelle Patel^c, Laura Broomfield^c and Ortwin Renn^d

^aDepartment Risk Communication, German Federal Institute for Risk Assessment, Berlin, Germany; ^bCommunication and Partnership Department, European Food Safety Authority, Parma, Italy; ^cScience, Evidence and Research Directorate, FSA, UK; ^dResearch Institute for Sustainability - Helmholtz Center Potsdam, Germany (RIFS)



Use of findings > Concern assessment



EFSA Flash poll

Online survey (CAWI)
Nov 2021
8,900 respondents
24 MSs (EU27 minus LU, CY, MT) and
Norway



Social media listening

Twitter data in 5 languages
Jan-Dec 2021
2.07K posts
EU27

Special Eurobarometer Wave EB97.2

EFSA EB on Food Safety

Face-to-face survey
Mar-Apr 2022
26,509 respondents
EU27



Food Safety
New techniques in biotechnology

MEDIA COVERAGE

Desk research

20+ scientific papers and reports
(New genomic techniques, Gene/Genome
editing, (Bio)Technology, risk perception,
attitudes, etc.)
EFSA's Media coverage 2020-1



Concern assessment |
New Genomic Techniques
(NGTs)

NGTs > Hazard and socio-cultural context

NGTs are perceived as a hazard that is:



- Natural - **Non-natural/man-made**
- Certain - **Uncertain**
- Known - **Unknown**
- Observable - **Not observable**
- Controllable - **Uncontrollable**
- Short-term - **Long-term**
- Voluntary - **Involuntary**

- Not fatal - Fatal
- Not severe - Severe
- Affecting a low - high number of people
- Not probable - Probable
- Easy - Difficult to reduce

The socio-cultural context is perceived as being characterised by:



- **Small** - Large **volume of information**
- No dispute - **Dispute**
- No stigma - **Stigma (towards GMO)**

- No conflict - Conflict
- Low - High concern
- Low - High outrage
- High - Low trust
- No dramatisation - Dramatisation

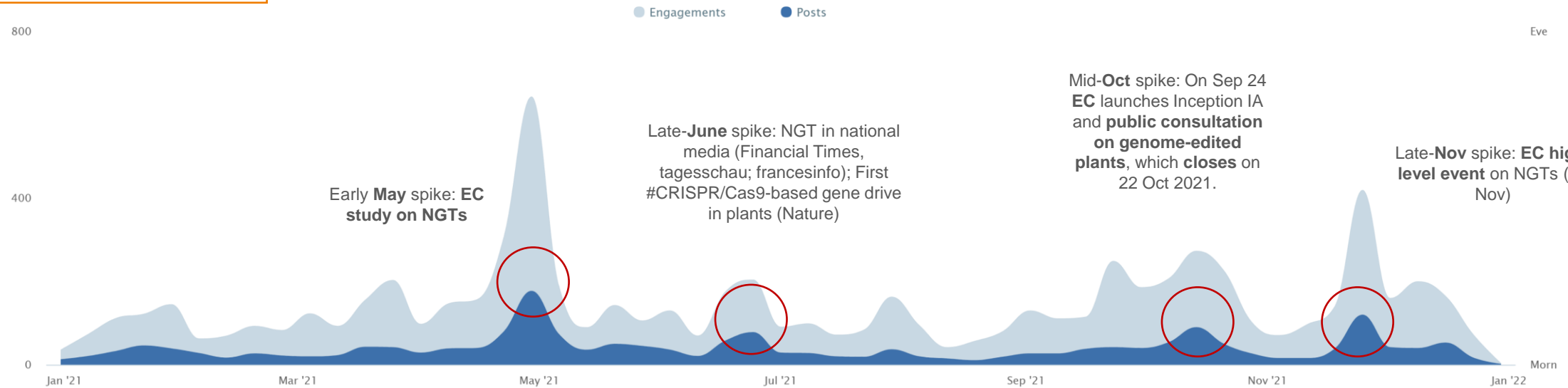


The risk profile assessment is based on binary scales going from low perceived risk to high perceived risk, e.g., a (perceived) natural substance triggers lower risk perception than a (perceived) man-made substance

Source:
[Scientific report of EFSA on Technical assistance in the field of risk communication](#)

NGTs > Social media listening data

Mentions By Volume
Jan 01, 2021 00:00 – Dec 31, 2021 23:59



Search on NGTs EU27 from Jan - Dec 2021

Search ran in 5 languages (DE, EN ES, FR, IT) and several keywords used.

Source: **PULSAR**



NGTs > Knowledge-Perception

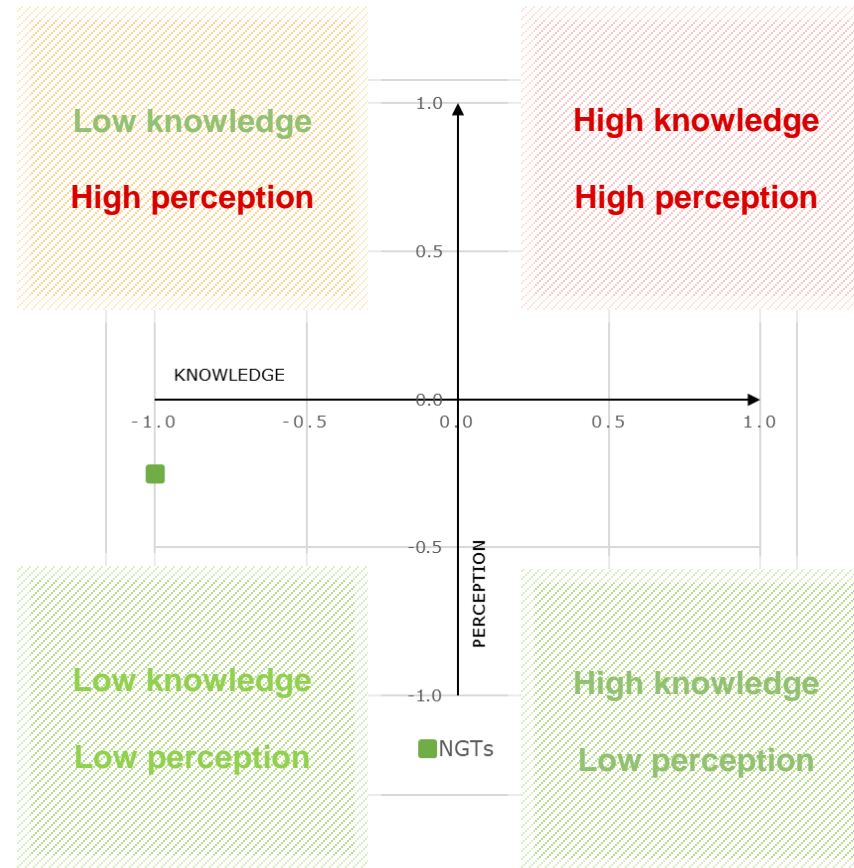
NGTs

KNOWLEDGE = -1

- Self-reported awareness: Low (-1)
- Self-reported knowledge: Low (-1)
- Objective knowledge: Low (-1)
- Social media volume: Low (-1)

PERCEPTION = -0.25

- Self-reported concern: Medium (0)
- Self-reported importance: Medium (0)
- Self-reported interest: Low (-1)
- Social media sentiment: Neutral (0)



Enlightenment function

Confidence-building function

Risk-reduction function

Cooperative decision-making function

JOURNAL OF RISK RESEARCH
<https://doi.org/10.1080/1369857.2023.2197613>
 ROUTLEDGE Taylor & Francis Group
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^aCommunication and Partnership, European Food Safety Authority (EFSA), Parma, Italy; ^bLaboratoire Interdisciplinaire, Centre National de la Recherche Scientifique (French National Centre for Scientific Research, CNRS), Paris, France

Source:
[Societal insights in risk communication planning – a structured approach](#)

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