



USALDUS=ELLUJÄÄMINE?!

Kust tuleb ja kuhu kaob usaldus ning kuidas jääda ellu?

TEADLASE PILGU LÄBI: KES ON VÄÄRT USALDUST?

Agata Gurzawska, teadlane ja VERITY projekti teaduskoordinaator: *The ecosystem of trust in science: the role of stewards of trust / Usalduse ökosüsteem teaduses: usalduse hoidjate roll.*

Margit Sutrop, filosoof ja poliitik (Riigikogu liige), **Külliki Seppel**, sotsioloog ja kommunikatsiooniuurija: *Kas me teame, millel põhineb usaldus teaduse vastu?*

Kati Orru, kestlikkuse sotsioloogia kaasprofessor ja **Kristi Nero**, kriisisotsioloogia nooremteadur: *Ühiskonna kriisikindlusest ja kerksusest ning usalduse rollist selles.*

Kati Orav, visuaalne lihtsustaja: *Kuidas meil läheb? Eredad taipamised ja elamused.*

A decorative graphic of a network with blue nodes and connecting lines, overlaid on a dark blue background.

The ecosystem of trust in science: the role of stewards of trust

Dr. Agata Gurzawska, Trilateral Research IE

03/10/2024 Trust = Survival?! Tartu University Museum



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01 Trust in science = Survival?!



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Images source: Shutterstock

Are we living in a post-science society?

01 Trust in science = Survival?!



- During the COVID-19 pandemic, **more than three-quarters of people globally** said they trust science (80%) and scientists (77%)
(Wellcome Global Monitor, 2020).
- Levels of trust in science have **increased** globally since 2018
(Wellcome Global Monitor, 2020).
- Among the European Union citizens, 86% think the overall influence of science and technology on society is **positive**
(European Commission, 2021).
- Trust in SCIENTISTS is high (Cologna et al., 2024).
- **Trust in science ≠ following science-based recommendations.**

02 Challenges

A blurred background image showing several people in a laboratory or office setting, possibly engaged in a discussion or experiment.

1. Nature of science

2, Interdependence of science, politics and economy

3. Changing research environments

4. Changing ecosystem of trust in science

1. Nature of science

- **Uncertainty and complexity** are intrinsic features of science
- Misunderstanding about the nature of science and scientific evidence and, consequently, mistrust



2. Changing research environments

- Globalisation of research
- New forms of research collaborations
- Multi-, trans- and interdisciplinary research
- Use of technology
- Collaboration among actors with different agendas, objectives and (commercial) interests
- Research ethics and integrity
- **Are we ready?**



02 Challenges

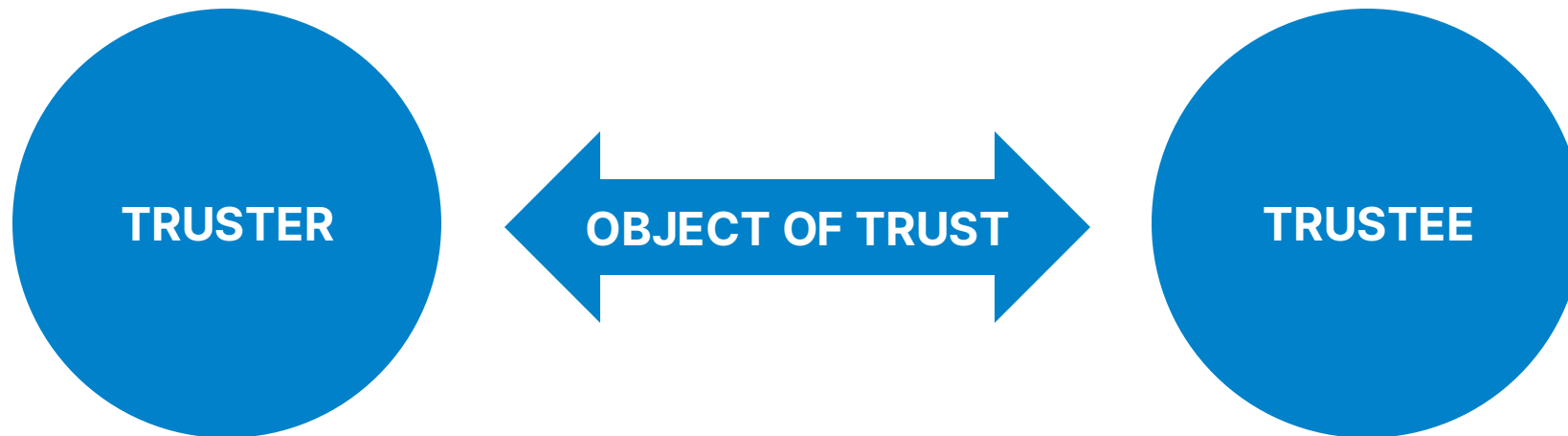
3. Interdependence of science

- Intertwined with **politics** and **economy**
- 'Economisation' and 'trivialisation' of science
- **Eroding trust in institutions**



4. Changing ecosystem of trust in science

- **TRUST: confidence in someone or something** (Goldenberg, 2021)



02 Challenges



- The transition from an 'information age' towards a '**reputation age**' (Origi, G.,2017. *Reputation*. Princeton University Press)
- Shift from institutional trust to a new form of **distributed trust**
- Information network, where **trust is co-governed by 'new' stakeholders as Stewards of Trust**

**Trust is moving into the hands of the many.
The traditional ecosystem of trust is broadening.**

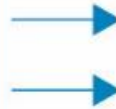
02 Challenges

ECOSYSTEM OF TRUST IN SCIENCE

TRUSTER



Individual factors
Intermediate factors
Socio-cultural factors
Technological factors



Diverse public

- Individuals
- Groups

TRUST IN SCIENCE

As a phenomenon

- Trust in scientific actors and institutions
- Trust in science as an enterprise
- Trust in scientific method and process
- Trust in scientific results
- Trust in science infrastructures
- Trust in the science ecosystem

TRUSTEE

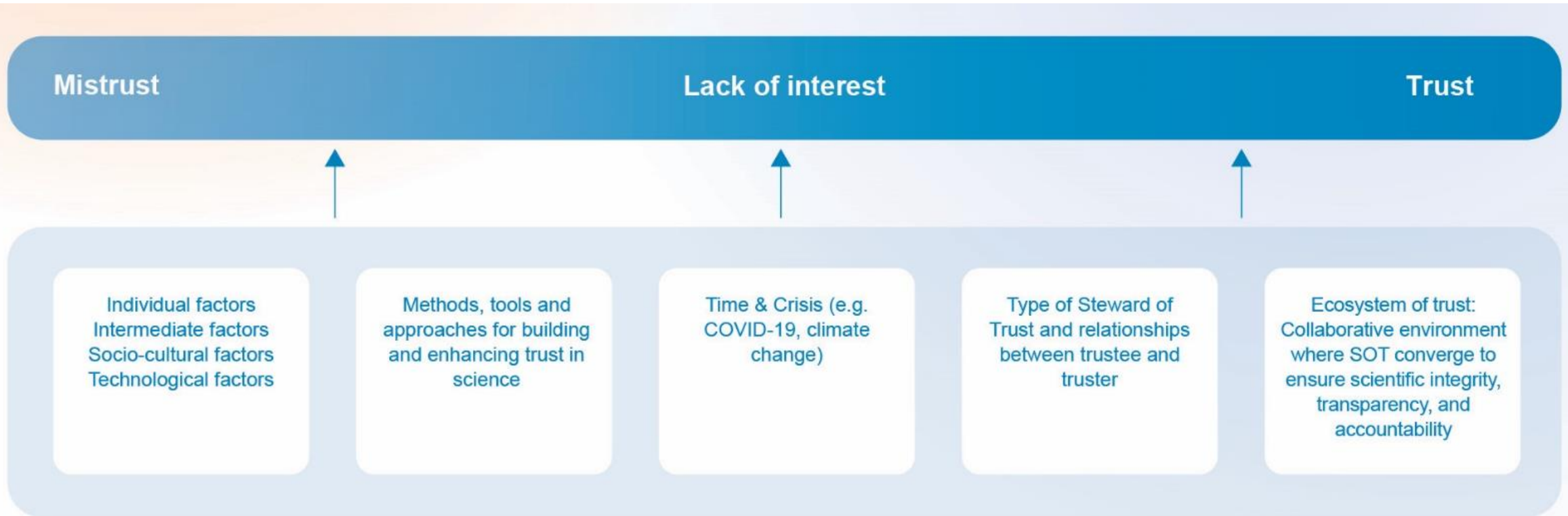


Stewards of trust:

- Traditional Stewards of Trust
e.g. policy makers, RFOs, RPOs, RECs
- Non-traditional Stewards of Trust
e.g. social media, industry, CSOs, community leaders, influencers



02 Challenges



- 1. Who to trust?**
- 2. What to trust?**
- 3. How is trust built?**

- **Systematic literature reviews based on the PRISMA protocol**
 - Analysis of 83 articles to identify factors associated with trust in science
 - Analysis of 19 articles assessing the effects of interventions on societal trust in science, research, and innovation.
- **Thematic analysis of the EU project outputs**
 - 59 EU projects under the Horizon 2020 – SwafS Programme.
- **Social Network Analysis**
 - Analysis of the 'CoVaxxy' dataset that contains the COVID-19 vaccine-related tweets. Sample size: 14.500 tweets.
- **Interviews and focus groups**
 - 17 focus groups and 31 interviews with stakeholders including academics, policymakers, CSOs, industry representatives, EU project managers and citizens.
- **Vignette Survey Study**
 - Sample size: 155 respondents.

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- **Vignette Survey Study**
 - Sample size: 155 respondents.
- **Special focus on health and environment research**

05 Working findings

Interviews and focus groups

Who do people trust?

- Scientists and Researchers
- Higher Education Institutions
- Opinion Leaders
- Governments and Policy makers (to some extent!)



05 Working findings (cont.)

Vignette Survey Study

What do people trust? How is trust built?

- Group 1: younger, more educated, urban
- Group 2: older, less educated, rural
- Different methods for enhancing trust in science: science communication, co-creation of science, benefit sharing and use of social media.

Benefit sharing:

Imagine that there is a new wind farm planned where you live. The wind farm will take the form of an energy cooperative. Local residents will be able to become a member of this cooperative and be the co-owners of the wind farm. The benefits generated by the wind farm will be distributed locally to the members of the cooperative. There will be annual dividends (distribution of the profits) to the cooperative members. How do you think this new wind farm will affect your life in the next years?



05 Working findings (cont.)

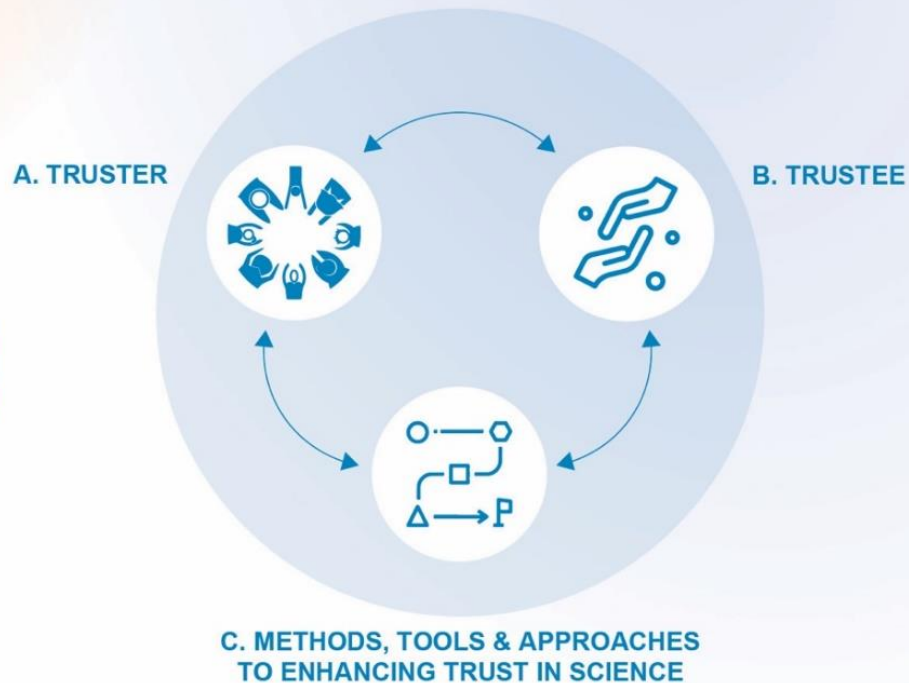
Vignette Survey Study

What do people trust? How is trust built?

- We are diverse and different!
- Different audience & different methods
- Benefit sharing for all!
- Science communication and co-creation are important methods to enhance trust in science in Group 1, but they are not as effective in Group 2
- Use of social media had almost no overall impact on both groups. And even negative!

06 Trust in science = survival

ECOSYSTEM OF TRUST



Actions needed:

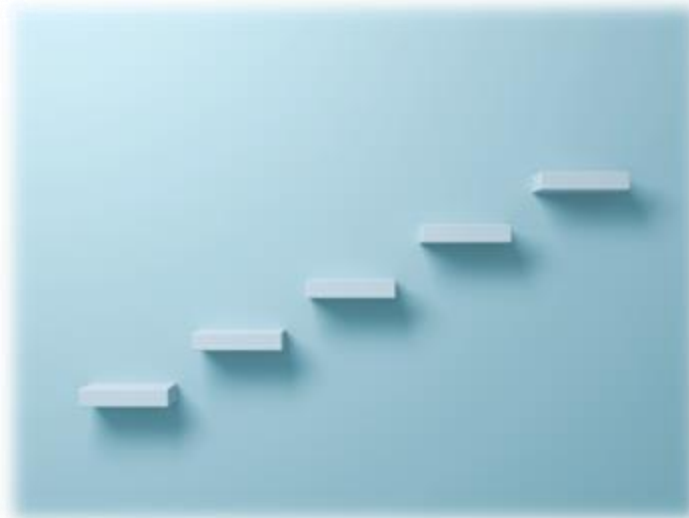
1. Redefine the ecosystem of trust in science
2. Shared and individual responsibility of Stewards of Trust
3. Collaboration between all stewards of trust

TRUST

a 'glue' facilitating social interaction and cooperation


(Govier, 1997; Nguyen, 2022; Whitbeck, 1995)

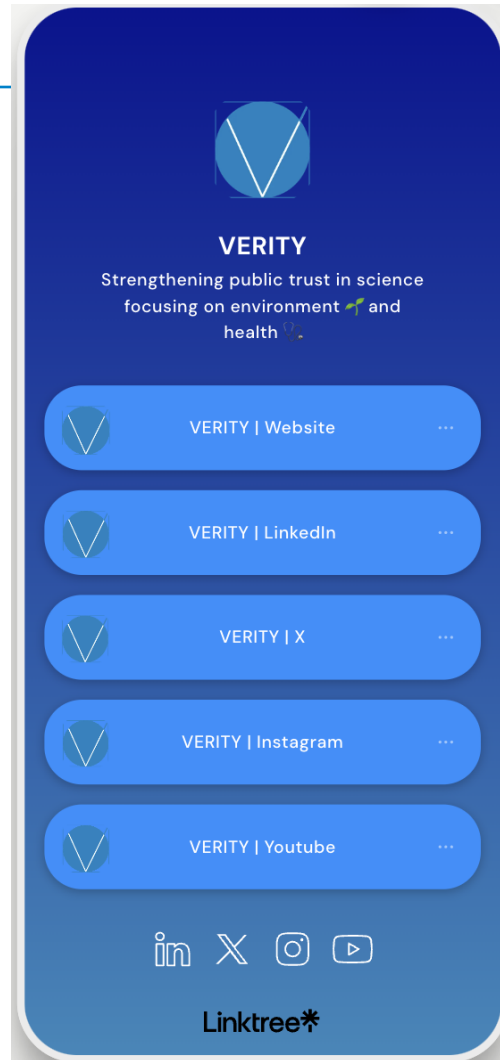
- **Co-creating recommendations for Stewards of Trust**
 - Co-creation workshops Autumn 2024
 - Social Media Experiment Winter 2025
 - Scenario-building workshop for validation Spring 2025
 - Final conference



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Thank you!



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