

Creativity and Risk Communication:

Building trust and education through Social Media Networks

International Symposium
One substance - one assessment?
The next 20 years

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Risk Communication advisor



Source: Andrew Steele, Scientist and writer



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Chromatic adaptation is the ability of the human eye to adapt to changes in lighting. This in order to preserve the appearance and colors of an object.

Source: Andrew Steele, Scientist and writer

We cannot be sure of reality and it always depends on
how we look at it.

Sometimes social networks work similarly: we believe, we feel that it is true (the information), but it all has to do with our abilities (and limitations) to understand reality.

What was happening in the world 20 years ago?



In 12 of the 15 countries of the European Union, euro banknotes and coins are put into circulation.



The new euro coins cause allergies among the population.

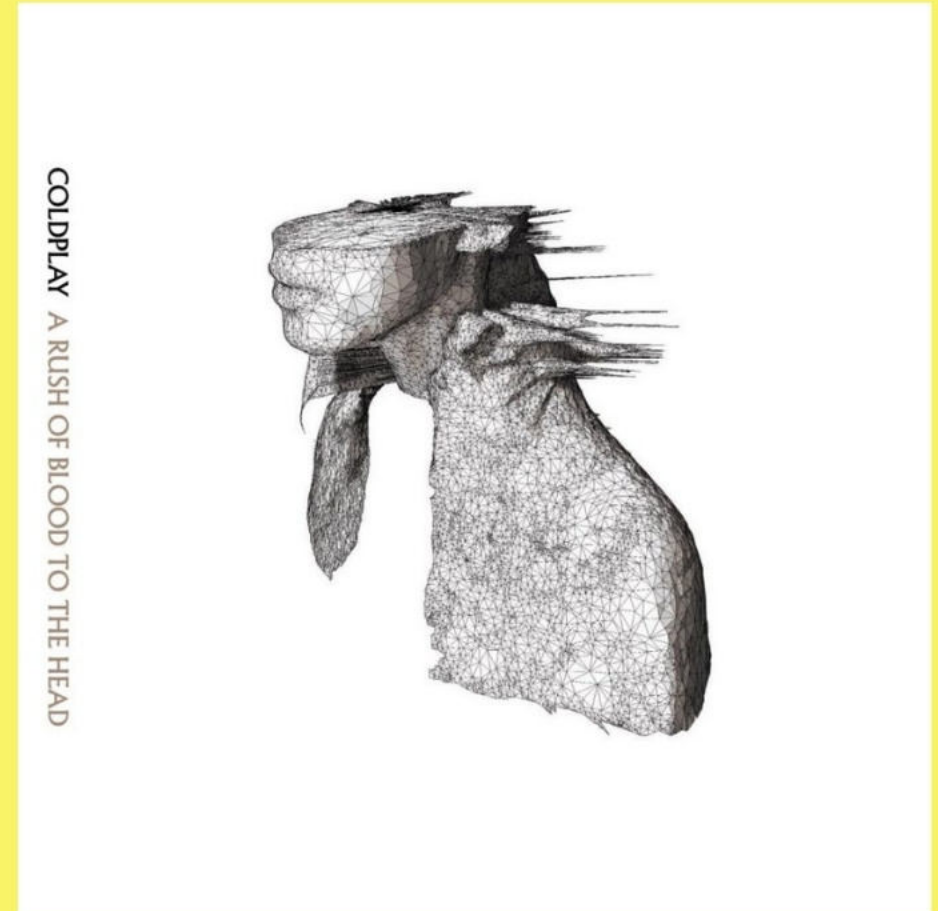




The Nokia 6610 was the sensation.

Source: Pinterest

Coldplay released their acclaimed 'A Rush of Blood to the Head'.



Source: Parlophone records



Source: en.wikipedia.org

"Asereje" from the group "Las Ketchup" becomes a worldwide success.

Most of our memories are located in the space of emotion. 20 years have passed and almost all of us remember these events.

emotion + feelings = memories

If these elements produce emotions, feelings and pleasant memories, why not use them as material for risk communication?

Creativity!

We cannot wait for a crisis to generate information exchange between expert officials and citizens.

we have to do it before in a preventive, educational and even entertaining way...

An important space to do this is in Social Networks.

because people are there...

Social Networks can be a space to start building trust.

but it depends (so much) on how we do it...

A first step is to know how Social Networks work.

With the good, the bad and the ugly that social networks have...



Source: United Artist

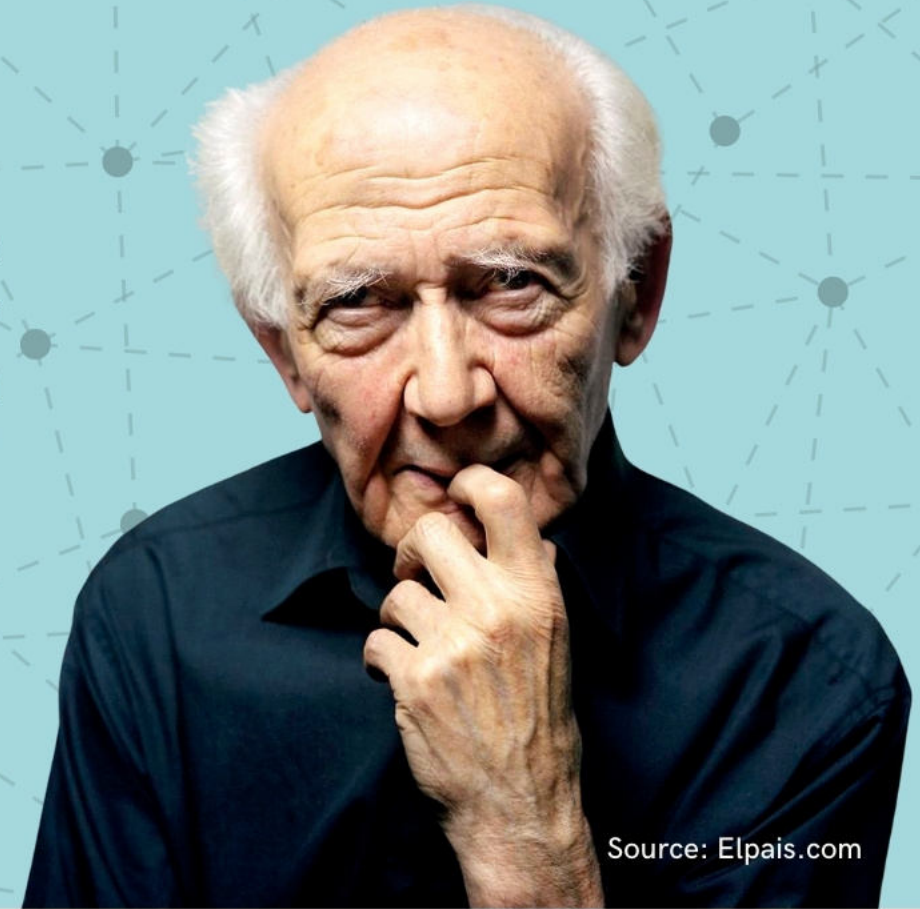
**Social Networks are usually
a space where content of
three types is shared:**

Ethical and moral appreciation
Social discontent
Humor

Social Networks affect the perception of risk.

"the internet that was originally promoted under the idea that it would connect us with others, today connects us only with the same people, with tautological reflections of ourselves"

Zygmunt Bauman
Sociologist



Source: Elpais.com

Social Networks affect the perception of risk

Paul Resnick and his team at the University of Michigan School of Information study the bubbles of information that create opinion and therefore perception.

Sometimes we deliberately select news filters (LinkedIn), but online material is also filtered based on what circles of friends or contacts (Facebook or Twitter) discuss.

Filters will isolate people in information bubbles only in part of their own choosing.

Ironically, then, the proliferation of search engines, news aggregators, and feed-ranking algorithms is more likely to perpetuate ignorance than knowledge.

Social Networks affect the perception of risk

The amount of information that circulates through social networks is unmanageable.

The availability of a huge amount of information makes it difficult to detect its "quality".

Many times, depending on the degree of "indignation", it produces more or less meaning in the recipient and can build their opinion.

Social Networks affect the perception of risk.

What can we do?

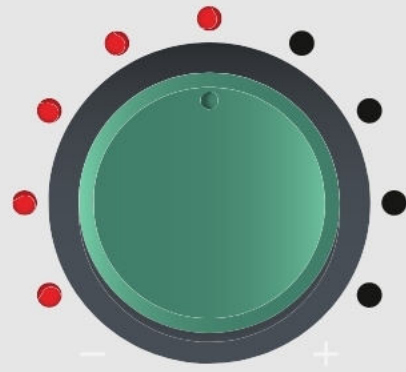


Social Networks affect the perception of risk

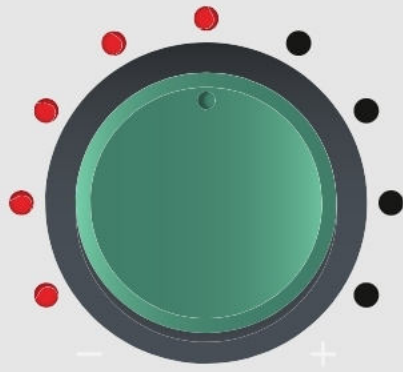
Create community through the elements that make up the perception...

What are those elements?

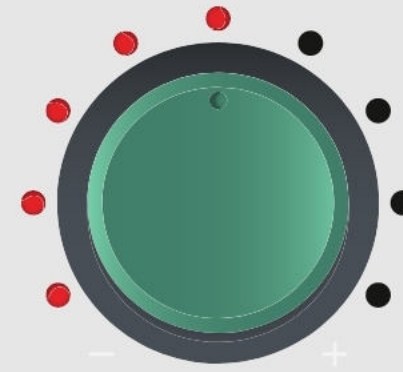




What we know



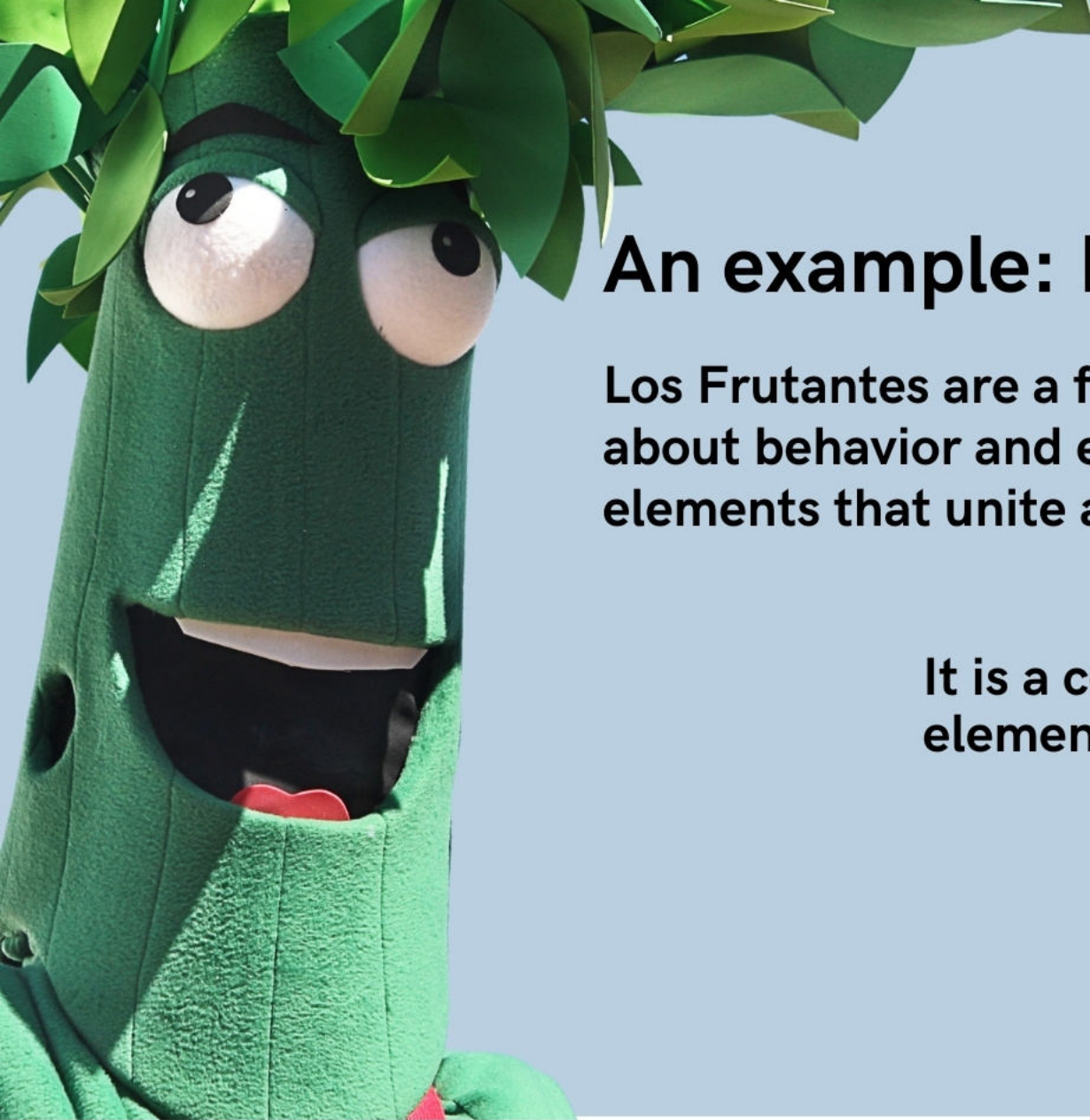
What we feel



What we value

An example: Los Frutantes





An example: Los Frutantes

Los Frutantes are a fruit and vegetable band that spreads content about behavior and eating habits through songs and stories with elements that unite adults and children.

It is a communication strategy based on elements of perception...

An example: Los Frutantes

What we know: famous musicians, musical styles, funny characters...

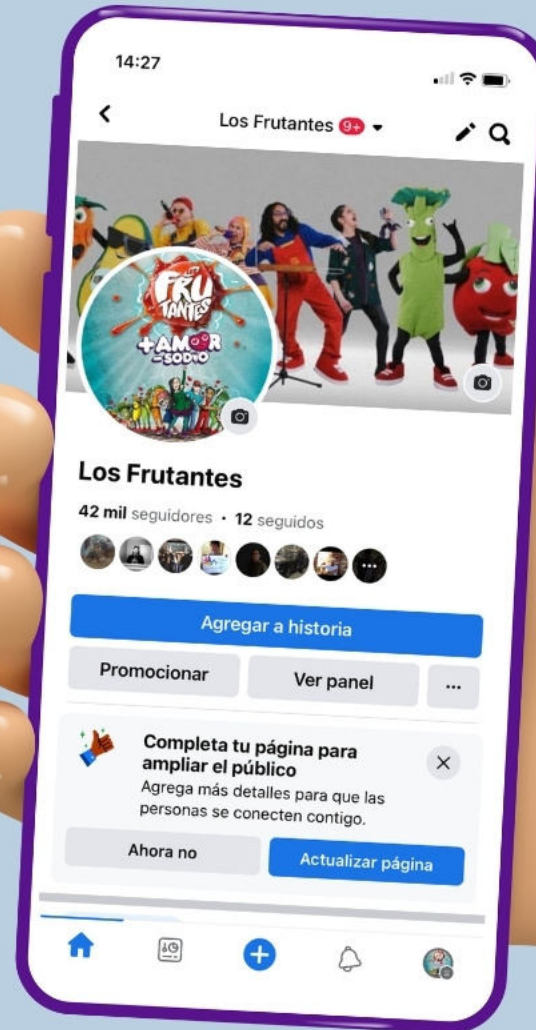
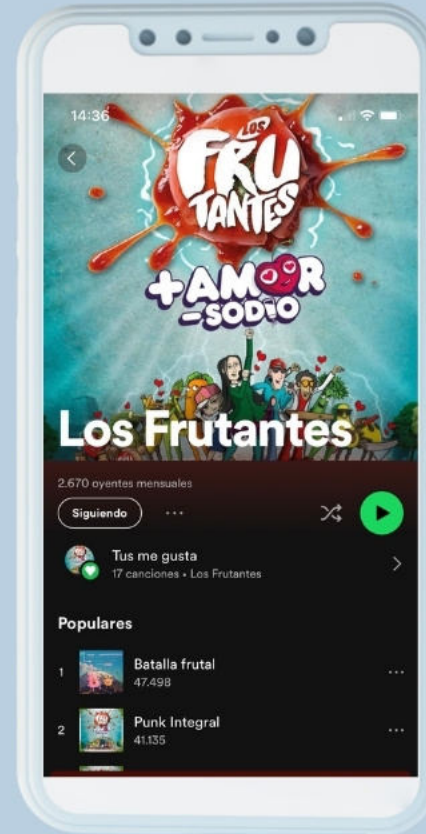
What we feel: music takes us to another moment of our lives, generally pleasant.

What we value: we started talking about healthy eating because it was something that already had a value in our society, unlike food safety.

Perception

We create "content" mixing past, present and future.

An example: Los Frutantes

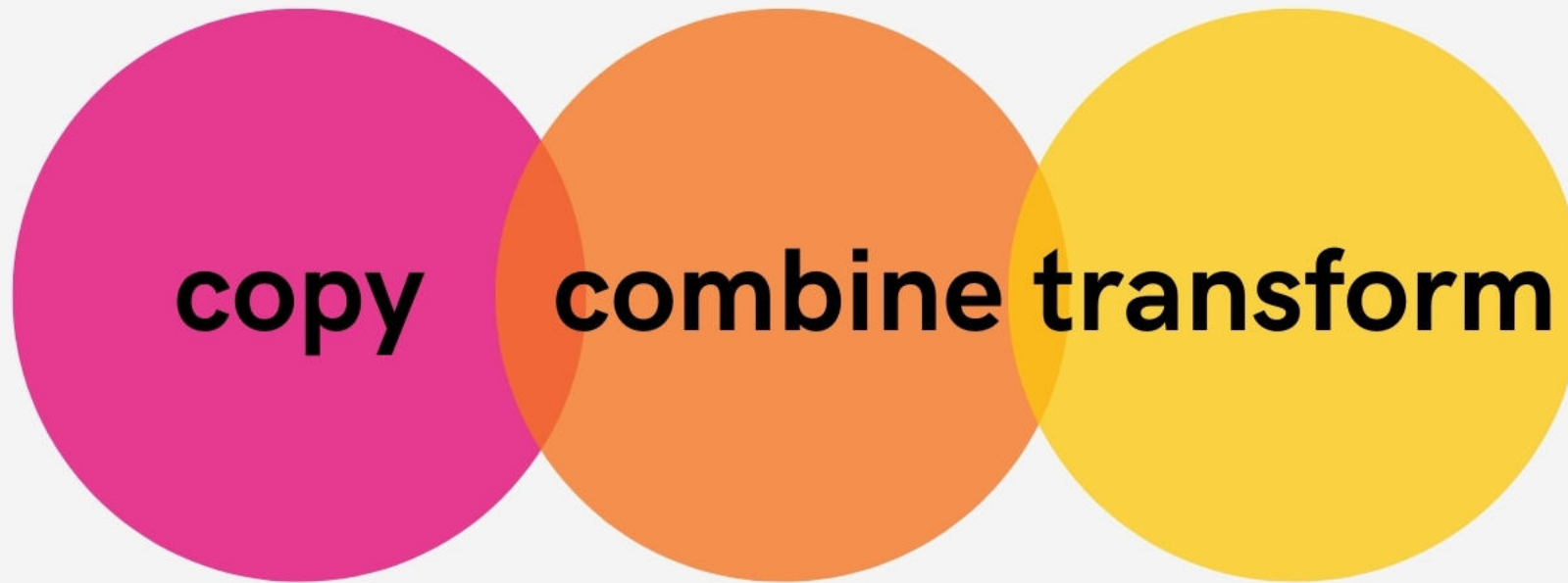




Creating educational content based on user interests and perceptions helps **build trust**

To do so, it is important to stimulate **creativity** in the development of **communication strategies.**

What is creativity?



Creativity process

Among the common coincidences of the mental operations of the creative process we distinguish: **Memory, perception**, the ability to associate ideas, data processing, analogies and other psychological aspects such as **intuition, emotions and feelings**.

Edward de Bono

Creativity process

How can we use creativity in risk communication?

If we think of situations or elements that people recognize and associate them with elements linked to risk situations that we want to communicate, we can begin to develop new, entertaining and useful content for audiences.

Another examples of our work use memes, comics, animations, music, games, etc.

Some examples and experiences



Comics to learn more about pathogenic microorganisms.



¿Qué es Resistencia a los Antimicrobianos?

Se produce cuando las bacterias, los virus, los hongos y los parásitos **resisten los efectos de los medicamentos** lo que dificulta su tratamiento y hace que las enfermedades de personas y animales sean más difíciles de curar.

Es un fenómeno natural, más común en bacterias, y el mal uso de los antibióticos acelera su aparición.

PERSONAJE: NANO de Achipia.

Gobierno de Chile

Development of characters to speak on social networks about antimicrobial resistance.



Did you put the raw meat in the cooler with enough ice?

No. I carry the meat in my backpack

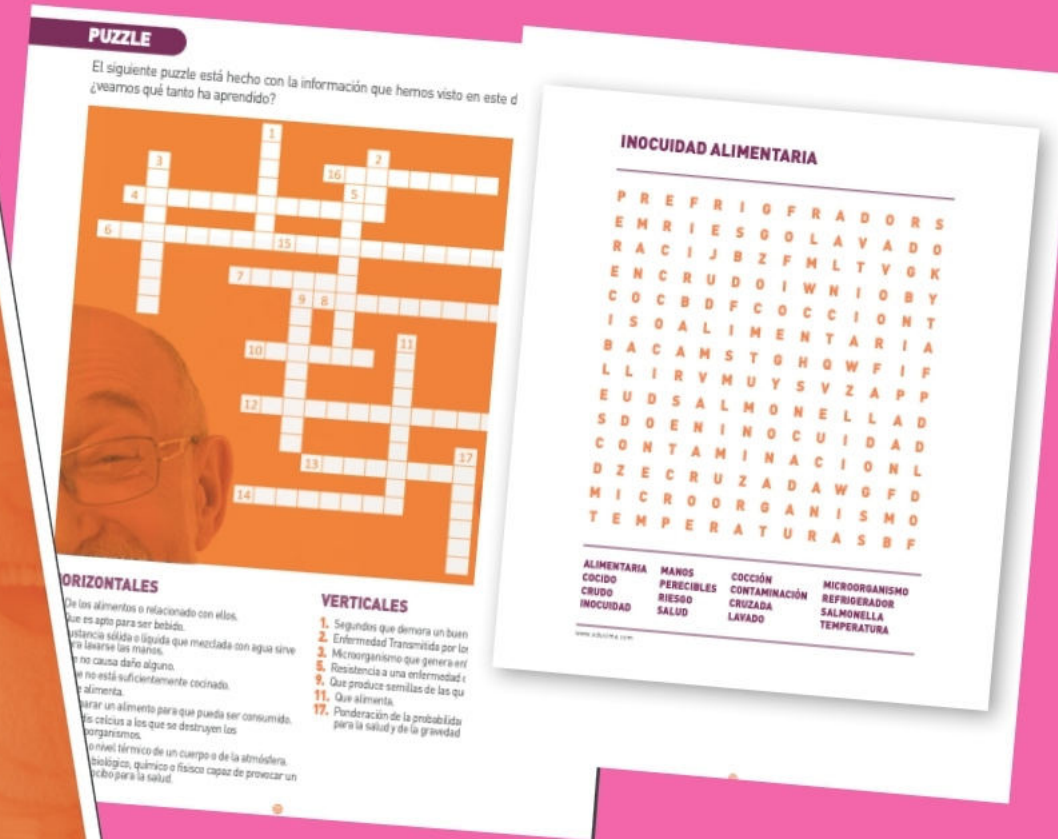
Use of memes with content associated with food safety to generate interaction with audiences.



Development of characters and video animations for the social networks of the BfR.



Storybook on food safety: we wrote 5 stories that deal with the keys to food safety, microorganisms, antimicrobial resistance with music included to read together with children and adults.



We developed a book on food safety aimed at the elderly with cognitive stimulation exercises.

Results

an alert community to support risk management

	2018	2019	2020	2021	2022
Facebook	7.410	8.279	9.531	9.830	9.986
Instagram	1.134	2.040	3.611	4.094	4.627
LinkedIn	0	623	3.035	4.268	6.054
Twitter	4.587	5.320	5.959	6.173	6.608
	13.131	16.262	22.136	24.365	27.275

It is important to say that to obtain these numbers of followers, social media companies have not been paid.

Risk Communication day by day

Preventive-educational communication

critical thinking

Communication for consensus

involvement

Crisis or emergency communication

understanding of
responsibilities

Adapted from Lundgren y Mc Makin

Conclusions

What was happening in the world 20 years ago?

- Everything that has happened in the world and has happened to us in life is a wonderful resource for the development of content on Social Networks.
- Bringing this closer to risk communication is the great challenge for generating trust.
- And it is possible to do this by stimulating creativity working closely between communicators and scientists, because there is no one who is not creative, I swear!
- In Social Networks the interactivity is the clue is possible to summarized in the following: immediacy, personalization, expansion, non-linearity and participation.
- Through these resources we can make a contribution to the necessary risk literacy.

Do not forget that creativity also has a method...



Fuente: Hey Jude, compositores: Paul McCartney y John Lennon

Special thanks:

Nilsson Carvallo

Eduardo Espinosa

Tomás Vio

Diego Varela

Anja Conrad

Wiebke Berndt

Frederic Mueller

Ann Katrine Hermann

Solveig Schreiber

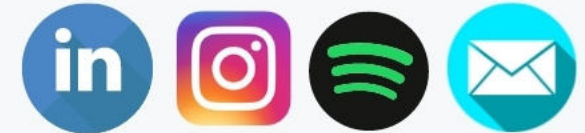
Torsten Herold

Sebastian Frese

Aldewin Bedoya



¡Muchas gracias!



Claudio Canales

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