

Research project IZSve 04/14

Food safety on the web 2.0: creation of an institutional blog as a tool for an effective risk communication

Project coordinator: Licia Ravarotto

Web 2.0 has transformed the way people communicate and inform themselves: users can now easily create contents on their own and share them with all users, mainly through social networks and blogs.

Communication practice in the field of food safety has been influenced too: literature reports that the Internet has become a key channel for consumers to seek food risks information and to talk about food practices but, on the other hand, the risk of spreading misinformation has increased.

For these reasons, Institutions dealing with food safety should listen to the web, considering it as a favored tool to map citizens' behaviour in relation to seeking and sharing information on food safety issues in a perspective of health promotion.

This research project has a twofold outcome: first, it intends to describe how Italian consumers talk and report about food preparation and consumption by means of the web listening activity and the analysis of the online conversations on food risks. Second, basing on what emerged by the process of web monitoring, a specific communication tool (a food blog) will be produced to guide people towards a safer and responsible relationship with food. Microbiological, chemical and nutritional risks will be particularly addressed, to fill the gaps in knowledge and improve risk mitigation.