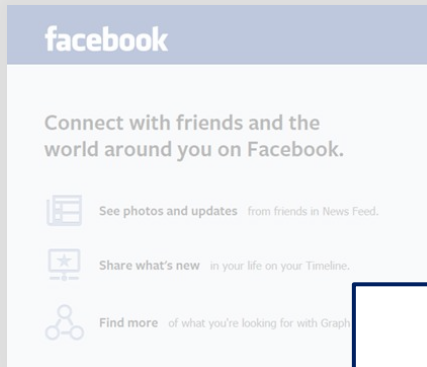




Communication with the Public after Fukushima – Social Media and Conventional Media

Christian Stieghorst and Gabriele Hampel



Important impact of the social and conventional media on:

- the public beliefs, opinions and attitudes
- political decisions
- acceptance of NPP and even research reactors affected by public debate in modern media





I. General aspects of social media and conventional media in risk communication

- New media compared to conventional media
- Opportunities and risks of social media

II. Social media and conventional media after Fukushima

- Coverage of different nuclear accidents compared to Fukushima

III. Symposium “Radiation protection – one year after Fukushima” of the FS

IV. Public relations for the Research Reactor TRIGA Mainz after Fukushima



The dissemination and receipt of information:

Conventional media: TV and radio news, newspapers, magazines

Social media: blogs, video blogging (YouTube), microblogging services (Twitter), social networks (Facebook), etc.

Aspect	Conventional media	Social media
Reach	(mostly) regional, national	global
Accessibility / Usability	production requires equipment, skills	reduced to a minimum
Recency	time lag between occurrence and publishing	nearly instantaneous
Permanence	articles cannot be altered	editing possible
Quality	comparatively narrow range	comparatively wide range

Tendency: web presence of conventional media with integration of multimedia content and social media components (e.g. “like” buttons, commentary functions, ...)



Some opportunities and risks of social media (respective to broadcasting news):

- **Objectiveness vs. emotional, irrational and abusive content**
("shitstorm": "Anglicism of the Year" in Germany (2011), "Word of Year" in Switzerland (2012))
- **More up-to-date coverage vs. journalistic carefulness**
Twitter: water landing in the Hudson River, 2009
SMS / social media: false report caused mass panic in India, 2012
- **Moderated linear broadcasting vs. extensive, interactive content**
Wide range of information, but:
"Who leads the user to high quality content?"
- **New possibilities for conventional media!**
More space for discriminating / detailed articles
Multimedia content, discussions, correction of mistakes
Breaking news on newspaper websites



Fukushima coverage in comparison with former nuclear accidents (S.M. Friedman 2011):

1979 Three Mile Island coverage:

- Era before internet / cell phones
- Reporters with often marginal knowledge about radioactivity
- Language gap between scientists, engineers and journalists
- Hardly any explanation of radiological context
- Task Force¹: incomplete, “abysmally inadequate”

1986 Chernobyl coverage:

- Controlled press (first *extensive* Soviet public report on May 6, 1986)
- Rare informations within the first two weeks, speculations
- Limited effort to explain radioactivity (few glossaries, graphics)
- Germany: gap between coverage and information needs (BfS)
- USA: “*just as much a mess as ever*” (D. Rubin, former head of the Task Force¹), “*fair reporting of Chernobyl with a few excesses*” (Atomic Industrial Forum)

¹ *President's Commission: Report Of The Public's Right To Information Task Force*



2011 Fukushima coverage:

- Short after the accident: high activity in blogs, Twitter, Facebook etc.
Japan: fastest growing of Facebook worldwide, many tweets on Twitter
More blogs were written in Japanese than any other language
Google returned ~75 million results for „Fukushima“ (4 month after the accident)
- Radiation coverage more extensive and even better because of the emphasis of background informations / explanations (S. M. Friedman)
- High amount of information: *“the problem wasn’t getting expert sources; it was vetting expert sources”* (P. Sandman, former member of the Task Force)
- Today everyone could create “news”, specialty reporters are needed for vetting sources, but: In many cases, the number of those specialists which work for a newspaper is decreasing!
- Active citizen participation / news selection worldwide

Similarities:

- Inaccurate information short after an accident, language gap, specialized reporters rare

“The ruthless 15-Seconds-ultimatum in press, radio and television”
(*Jörg-Michael Junginger*, media advice media training (tv radio print), PR-
advice, crisis communication, Germany)

„Who is telling you, that journalists are not right?“
(*Thomas Petersen*, Institut für Demoskopie Allensbach, Germany)





Symposium of the FS „radiation protection one year after Fukushima

Session 1: Comments of the experts

Contributions of *Wolfgang Weiss*, UNSCEAR,
Renate Czarwinski, IAEA / IRPA, *Martin Sogalla*, GRS and others

Session 2: Reactions of the public

Contributions of media trainers and pollster

Session 3: What did we learn?

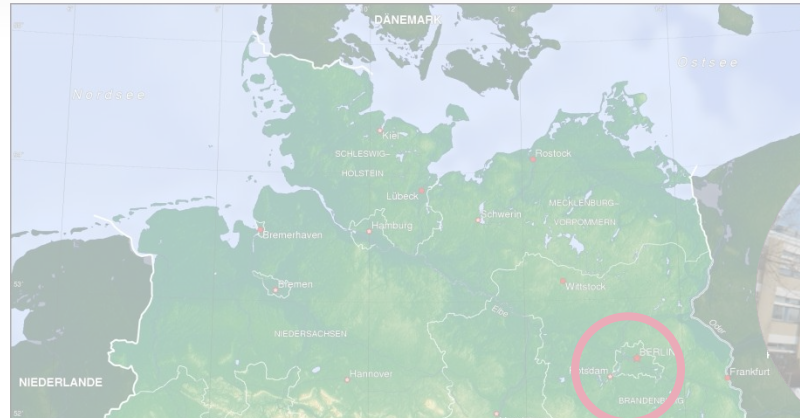
Session 4: Long term consequences of the Fukushima accident?

Evening lectures for the public

- „Media coverage und risk perception“
- „The Fukushima-Daiichi accident and its impacts on humans and the environment“



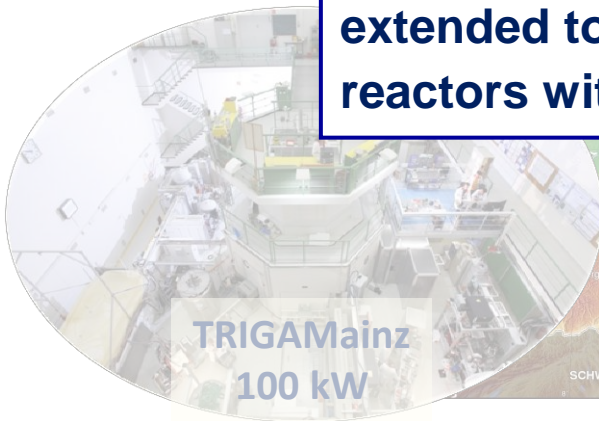
Research reactors in Germany



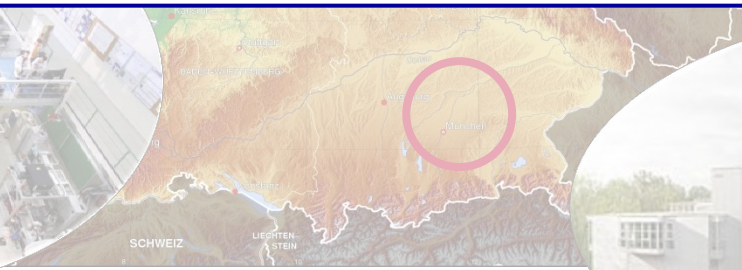
BER II, Berlin
10 MW

June 2011, decision of the Federal Council of Germany:

Facility specific **safety re-assessment** will be extended to all nuclear facilities including research reactors with a thermal power **higher than 50 kW !**



TRIGA Mainz
100 kW



FRM II, Munich
20 MW



Acceptance of NPP and even RR affected by public debate

Public relations are important:

- Discussions on the utilization of research reactors, their research projects and benefits for the society
- Importance of education, training and research in nuclear safety
- A differentiated consideration between power and research reactors
- 24th of Aug. /13th of Sep. 2012: invitation of the organization against NPP
- Installation of an internet web-page for the TRIGA Mainz

PMG · Presse-Monitor®

Sonderpressespiegel TRIGA

27.08.2012

Frankfurter Rundschau

Allgemeine Zeitung

Wormser Zeitung

Rhein-Zeitung

Mainzer Forschungsreaktor: Universität geht in die Offensive und lädt Parlamentarier ein

"Evakuierung nicht erforderlich"

MAINZ (mjj). Nach Berichten über mangelnden Schutz vor Flugzeugabstürzen hat die Universität Mainz gestern Vertreter der Anti-Atom-Bewegung und der Grünen zu einer Führung durch den Triga-Forschungsreaktor geladen. Geschäftsführerin Gabriele Hampel sagte,

dass man einen Fragenkatalog der Reaktorsicherheitskommission zu Extremereignissen beantwortet habe. Danach seien selbst im Fall eines Flugzeugabsturzes keine Evakuierungsmaßnahmen der näheren Umgebung erforderlich. Der Uni-Bericht werde derzeit von Gutach-

tern des TÜV Rheinland überprüft, mit Ergebnissen rechne man bis Oktober. Der Triga-Reaktor ist mit einer Leistung von 100 Kilowatt der kleinste der insgesamt drei deutschen Forschungsreaktoren.

Neutrons for Service of the Society

MMM --- The initiative of the research reactors Mainz, München, Mol

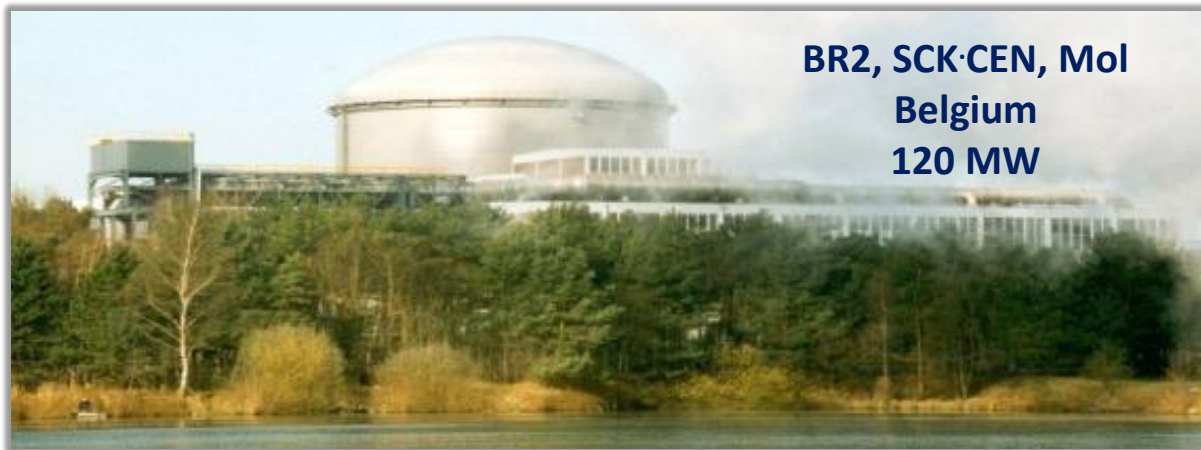


**TRIGA Mainz
Germany
100 kW**



**FRM II, Munich
Germany
20 MW**

***Message of www.research-reactors.org :
“Neutrons of research reactors provide an excellent service to the society”***



**BR2, SCK·CEN, Mol
Belgium
120 MW**

***Released on
August 2011***



- New media:
 - Media scene has dramatically changed, new media has become important
 - New opportunities: more space for detailed information, interactive content,...
 - New problems: glut of information, wide spectrum of quality,...
 - ... and old problems: language gap, often insufficient number of specialized journalists, radioactivity is a controversial / emotional topic for many people,...
- Symposium of the FS
- Public relations at the research reactor TRIGA Mainz



N. Morgan; G. Jones; A. Hodges: *"Social Media". The Complete Guide to Social Media From The Social Media Guys.*

S. M. Friedman: *Three Mile Island, Chernobyl, and Fukushima: An analysis of traditional and new media coverage of nuclear accidents and radiation*, Bulletin of the Atomic Scientists, 67(5) pages 55-65, 2011

Report of the Public's Right to Information Task Force (1979) Staff Report to the President's Commission on the Accident at Three Mile Island. Washington, DC: US Government Printing Office.

Bundesamt für Strahlenschutz (BfS): *Tschernobyl – 20 Jahre danach.*

http://www.bfs.de/de/bfs/publikationen/broschueren/ionisierende_strahlung/tschernobyl/tschernobyl.html

T. Petersen: „*Who is telling you, that journalists are not right?*“, International Journal for Nuclear Power, 57(6) pages 380-386, 2012

<http://www.telegraph.co.uk/technology/twitter/4269765/New-York-plane-crash-Twitter-breaks-the-news-again.html> ,
accessed January, 2014

http://www.nytimes.com/2012/08/20/world/asia/india-asks-pakistan-to-help-investigate-root-of-panic.html?_r=0,
accessed January, 2014

http://en.wikipedia.org/wiki/Social_media , accessed December 2013 – January 2014

<http://www.research-reactors.org>

A blue-tinted photograph of an operating room. The image shows several surgical lights hanging from the ceiling, casting a bright glow. The background is filled with various pieces of medical equipment and structural elements of the room. A semi-transparent white horizontal band is overlaid across the middle of the image, containing the text.

Thank you for your attention !