

# THE SILENT BUZZ of GEOSCIENCES

The Challenge of Geosciences  
Communication in the Italian Framework

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A "resistance" to science, that, for people with little or poor scientific knowledge, swings between pseudoscientific simplifications which, unfortunately, the web is variously "dotted" [Quattrocioni et al. 2014]

**WE SUSPECT**  
 in the Italian framework, this raises from a sort of original sin

in a country where there is no longer a National Geological Survey

or as the sociologue Franco Ferrarotti would say, pre-scientific traditions [Peppoloni, 2011].

Geologists and Geology are the authoritative interpreters of natural processes and risks, holders of the scientific knowledge that, when explained and shared, allows people and decision makers to better cope with risks, and enable Disaster Resilience.

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**Whenever an emergency happens the sophisticated mechanism of risk communication get jammed. The pervasiveness and speed of information, which runs on web and falls on traditional media, has the effect of a flood, bringing to light fractures and fragilities of the communication. A process that seems difficult to innovate and to reframe, so to respond to changing demand of information.**



**THE CHALLENGE FOR THE GEOSCIENTISTS COMMUNITY**

DEVELOP A COORDINATED COMMUNICATION APPROACH FOR GEOSCIENCES AS AN ETHICAL IMPERATIVE, AND AS A PRE-REQUISITE TO RISK AND EMERGENCY COMMUNICATION.

The "logos" of Geology and the geological "narrative" are fundamental in the anthropocene, allowing to shift the focus back on the human/environment interaction. Geologists are often ignored, as bearers of uncomfortable messages, but it is unquestionable the importance of Earth Sciences and the social role of the Geologist (Geoethics) for Disaster Resilience.

**BREAKING NEWS**

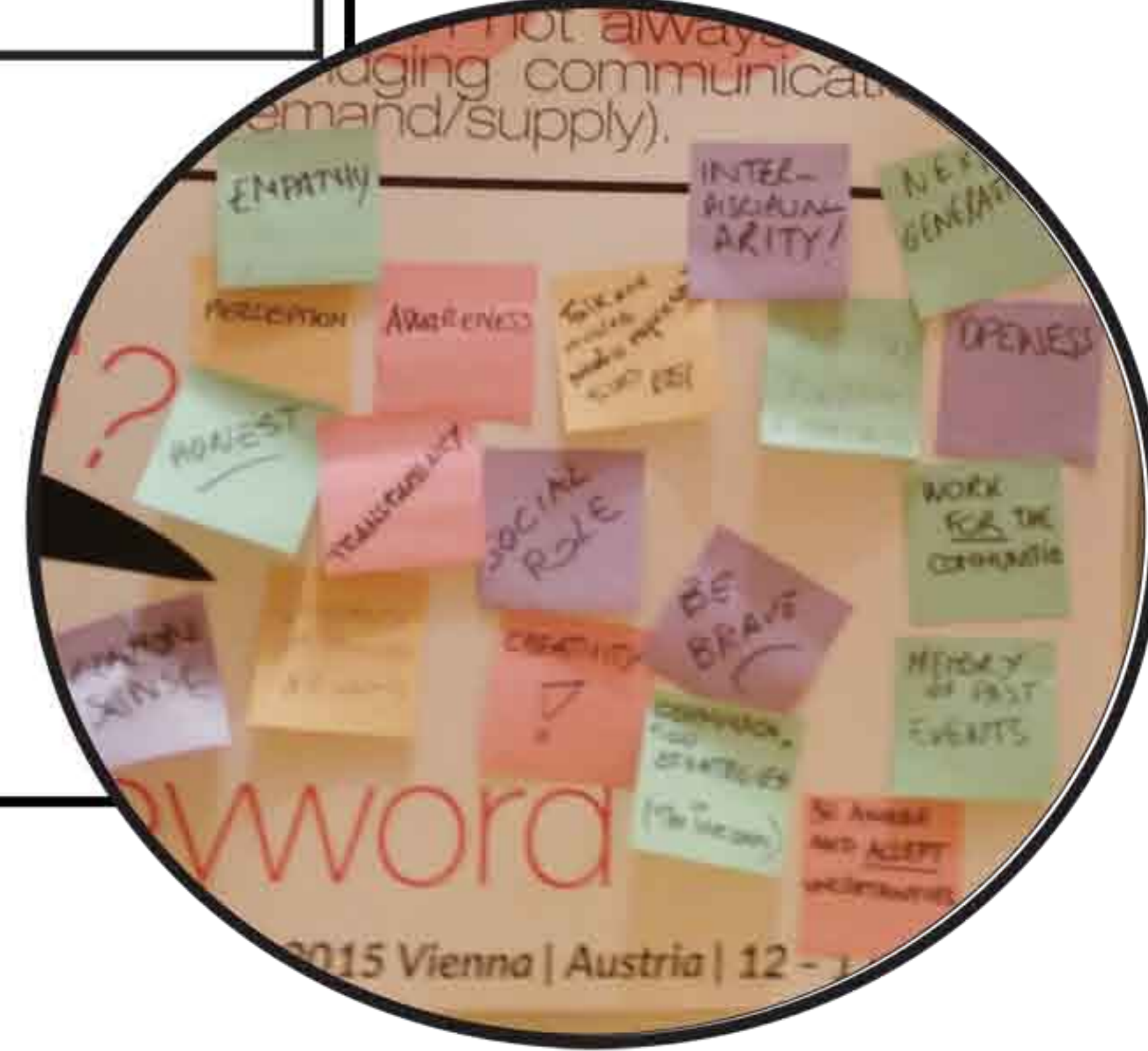
We envisage a lack of a socio-historical memory of risk, as the effect of imperfect and poorly coordinated communication. Moreover, disaster communication has been probably too often focused on information when an emergency occurs, rather than on explicit scientific knowledge on environmental dynamics and their interaction with human activity (preparedness).

**IS THERE A RESPONSIBILITY RELATED TO THE OPEN ACCESS TO SCIENTIFIC KNOWLEDGE? IS THERE A RESPONSIBILITY OF THE "SILOS" EFFECT OF THE ACADEMIA OR OF THE OTHER INSTITUTIONS?**

The evolution of web 2.0, is changing the pattern of the relation between disaster cycle and information demand: social media users become both producers and consumers of information, where the institutional information not always succeeded in bridging communication gap (demand/supply).

**GEOETHICS?**

post-it  
your #keyword



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