

Risk perception of the topic nanotechnology: Analysis of Internet fora

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Most people's experiences with nanotechnology are through the media. Nonetheless, consumers are already collecting concrete experience with diverse nanoproducts. There are frequently discussions in internet fora or web blogs about the potential benefits but also the risks that consumers perceive in conjunction with nanoproducts. Internet fora are virtual fora for the exchange of ideas, opinions and experience. Web blogs are websites which periodically receive new inputs or comments. Not only purchase recommendations or other tips are provided on nanoproducts on these fora. Through the consumers perception frames of nanotechnology are developed as well – almost in passing.

Hence the project "Risk Perception of the Topic Nanotechnology: Analysis of Internet Fora" is to examine how the subject nanotechnology is taken up in various formats of computer-based communication like Internet fora and web blogs, which argumentation patterns and images shape the discussions and how consumers discuss concrete nanoproducts and product groups.

Project management agency

BfR

Department: Risk Communication

Unit: Risk research, perception, early detection and impact

Co-operation partners

zebralog

Institute for Technology Assessment and Systems Analysis (ITAS)

Project Term

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