Comunicazione della scienza ed era digitale: un caso di studio nell'ambito della sclerosi multipla

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Science Communication and Digital Era: A Case Study Related to Multiple Sclerosis

Abstract: The paper analyses a public communication case study of pilot clinical trial results – related to multiple sclerosis disease – to experts and lay public, and to their fast spread among patients through Internet – especially through social network. The paper first focuses on the ethical standard of communication of the research's results, then describes the case and examines two issues: the lack of objectivity in reporting obtained data; and the arising of a new scenario of public communication and interaction among citizens/patients thanks to Internet. The paper in the end highlights the relevance in the present digital era that the researcher/doctor fulfils strictly the criterion of objectivity when she disseminates to peers and lay public.

Keywords: Science communication, Clinical trials, Responsible conduct of research, Internet, Multiple sclerosis

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