



Ernährungs Radar

Media Week **07. – 12.10.2024**

Submit your documents by **12.07.2024** and help to provide correct knowledge about nutrition and food.

Goals



- ▶ **Scientifically sound information on nutrition / food** presented comprehensibly with the help of explanatory videos
- ▶ To act on **fake news and myths**
- ▶ Publication on **www.ernaehrungsradar.de**

Requirements: Offer for students

- ▶ ... of a study programme related to **nutrition or food**
- ▶ ... with an affinity for **new media and scientific content**
- ▶ ... who submit a **video script on a specific topic**

Participation



Benefits



- ▶ **Free media training** (German / English)
- ▶ **Support** with equipment (media lab), software recommendations, media and scientific expertise
- ▶ **Certificates** for completed media training



Questions at any time to carolin.fechner@uni-bayreuth.de



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Time schedule

13.05. – 12.07.2024	Interested students can submit documents for participation request
15.07. – 30.08.2024	Internal assessment of student participation requests
02.09. – 06.09.2024	Feedback to students <ul style="list-style-type: none">• Acceptance or cancellation of participation• Comments on the video script in case of acceptance
09.09. – 04.10.2024	Revision of the video script by students according to the comments; submission of the revised script
07.10. – 12.10.2024	Media week: Participation in various media training sessions including the production of your own explainer video; submission of the first video version (each training day: 10 am – 5 pm)
until 17.01.2025	Submission of the final video version

Documents required for participation request

- 1) **Curriculum vitae** (approx. 1 page)
- 2) **Declaration of consent** for the use of submitted research, text, photo, video and audio files (see Appendix A: Scan of the printed, filled out and signed document)
- 3) **Video script as Microsoft Word file** on a topic in the field of nutrition / food (approx. 1 page) (see Appendix B, C, D)

→ Send to carolin.fecher@uni-bayreuth.de by **12 July 2024**

Support for the preparation of documents for participation request

- Appendix A: Declaration of consent for the use of submitted research, text, photo, video and audio files
- Appendix B: Explanations for creating a video script
- Appendix C: List of possible exemplary topics
- Appendix D: Brief guide to literature research



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Media week: Media training and production of explainer videos



Speech Training (½ day)

- Theory + basics of vocal function
- Practical exercises, individual and group training
- Body language/posture when speaking



Interview Training (1½ days)

- Theory of conducting interviews with practical examples
- Presentation of different types of interviews, questions, and possible answers
- Practical exercises on presentation and posture in the interview



Journalistic Writing (½ day)

- Clear language
- Journalistic genre
- Getting to the point
- Formulate comprehensibly and accurately
- Practical exercise: Journalistic optimisation video script



Video Training (3½ days)

- Theory: production elements, camera perspectives, script, video screen, light and sound
- Copyright images and melody/music
- Construction of a video set
- Shooting your own explainer video in front of a neutral background or green screen
- Video editing with DaVinci Resolve
- Inserting animations or embedding graphics
- Delivery of the first video version

Training location:
Akademie für Neue Medien
(Bildungswerk) e.V.
Rentamtsgäßchen 2
95326 Kulmbach



Certificate of participation
with details of the training content
completed



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Appendix A: Declaration of consent for the use of submitted research, text, photo, video and audio files

With my signature

- I give my consent that my research, text, photo, video and/or audio files may be published and/or further used within the framework of the project Ernährungsradar. The rights of the files from project work remain with the Akademie für Neue Medien and the University of Bayreuth.
- I confirm that I will not publish the explainer video produced myself before it is published on the Ernährungsradar.

Please print out this page, fill in the following details, sign it, scan it and send it to carolin.fechner@uni-bayreuth.de as part of your documents for your participation request:

I would like to be added to the WhatsApp group to exchange information with other participants. My mobile number is: _____

I would like to be added to the email distribution list for the Ernährungsradar project. I will then receive all information about participation until I actively unsubscribe. Other participants will see my e-mail address and my choice of topic.

Name attribution: When publishing the explainer video on the knowledge portal Ernährungsradar:

- my name **should** be mentioned.
- my name **should not** be mentioned.
- my name **can** be mentioned, but it is not necessary.

Name (first name, last name)	
Name of university	
Name of study programme, degree you are aiming for (Bachelor/Master)	
University contact email address	
Private contact email address (for long-term contact, if video publication takes place after university graduation)	
Date, Signature	



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Appendix B: Explanations for creating a video script

Video script	Hints and tips
General information	<ul style="list-style-type: none">• Choose a topic from the area of nutrition/food (Appendix C can help with the choice of topic)• Narrow down the topic well so that it can be explained coherently in the video script (appropriate amount of facts, present the facts clearly, limit the level of detail)• Approx. 1 page or approx. 500 words• Video script is the basis for an explainer video (approx. 3 – 5 minutes)
Headline	<ul style="list-style-type: none">• Brief description of the topic, possibly as the main question, to generate excitement/interest
Introduction to the topic	<ul style="list-style-type: none">• What is the video about (approx. 1 - 3 sentences), use as introductory text for video
Text	<ul style="list-style-type: none">• Organise the topic into individual questions (key questions)• Explain facts and prove them by citing references• Clearly state which facts are known and indicate where there are still uncertainties and a need for further research• Use sentence structures that are as simple as possible
References	<ul style="list-style-type: none">• List the literature references used below the text of the video script (note: Appendix D Brief guide to literature research)• References are not included in the requested number of pages or words.
Visualisation (Is implemented in the media training, but it is useful to include ideas / hints in the video script or to create complex illustrations in advance).	<ul style="list-style-type: none">• The video script text is recorded as a video (so-called talking head) so that the speaker can be seen presenting the content.• In the post-production stage, visualisations are inserted to support the understanding of the content (e.g. photos, graphics, charts, animations).• Images available from the project's image database, create images yourself (e.g. with presentation software), be careful with free image databases (copyright)
Video examples	<ul style="list-style-type: none">• Previously published videos are available at: https://www.ernaehrungsradar.de/e-tutor/



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Appendix B: Explanations for creating a video script

Explainer videos already published (or publication planned)

Strategies and options for reducing sugar consumption

Nudging – How the surroundings influence our eating behaviour

How does our diet affect the climate?

Algae as an improvement in food diversity

Protein quality – Is animal protein better than that from plant sources?

Insects – An option for a climate-friendly diet?

Meat substitutes - Better for health than meat products?

Climate protection and health with every bite – Planetary Health Diet

What are superfoods and how healthy are they really?

Mediterranean diet – heart-healthy food that tastes good!



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Appendix C: List of possible exemplary topics

Sugar tax / "healthy" value added tax (VAT): Taxation of foods with added sugar, further relevant food components, existing concepts, social discussion, situation in Germany and in other countries (e.g. in Great Britain (sugar tax is established))

How food affects our gut microbiome: which foods or food components have a positive effect, which harm the gut microbiome and why is this relevant?

Health and Nutrition Claims: Health-related and nutrition-related statements on food. How are these legally regulated? Which claims are allowed, which are not? Who is responsible? What about claims "on hold"?

Consumer protection: Bisphenol A (BPA) is part of plastic items and food packagings

Research area nutrition communication: What has happened so far and how could it be done differently? Why is nutrition communication considered a failure? Who is actually communicating about nutrition? And how does this communication reach us or not?

Sustainable food delivery: How can the food delivery business be made more sustainable? What possibilities do I have as a customer to support this?

Alternative food networks, short food supply chains: How do such systems work? What are the special features?

Transparency in the food value chain: What opportunities exist to make our supply chains more traceable?

Cholesterol: Vital or harmful (summary of cholesterol metabolism and how it can be influenced by food)

Vertical Farming: In addition to organic farming, other concepts with high technological progress are taking on an increasingly important role in food production. Closed, controllable plant production systems such as plant factories or the cultivation of herbs in supermarkets are used in vertical farming systems to produce plant products seasonally independently. Are such systems a serious alternative for the production of fresh food?

Inflammatory processes and nutrition: the central role of inflammatory processes in diseases, influence of nutrition on inflammatory processes

How does food adulteration occur and what can we do about it?

Problems of world nutrition: over-supply in industrialised countries vs. under-supply in developing countries. How do our actions influence the nutritional conditions in developing countries and what can we do about it?

Hemp as trend ingredient in food: in the past many plant components used in Europe (feed, oil, protein source), today as trend in the food sector - Products? Benefit? Health effect of advertised CBD oils? THC concentration in hemp-containing foods?

Gluten-free diet: When does it make sense? (Coeliac disease and the gluten-free diet trend)

Microplastics in food: State of research? To what extent are our products contaminated (which products more, which less)? What is the impact of microplastics?

Simplified food labelling (e.g. Nutri Score)

Semaglutide: drug is used for diabetes and interferes with insulin metabolism, but is now also approved for weight loss (slimming injection)



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Appendix C: List of possible exemplary topics

Does wheat make you ill? This is claimed in some publications and spelt is sometimes recommended instead, but is there really a difference between wheat and spelt?

Vitamin D levels in humans: Does supplementation make sense?

Selenium levels in humans: Does supplementation make sense?

Use of fats and oils in hot and cold dishes: What has a healthy nutritional composition? What can be heated to high temperatures? What information on the packaging can help with the selection?

Influence of diet on the risk of Alzheimer's disease

Ultra-processed foods and NOVA classification

Does in-vitro meat have a future? - What is needed for the cell cultures (calf serum)? Can cell culture be realised on a large scale? Can costs be reduced in the future? Are fungal and plant proteins ultimately a realistic alternative to meat?

Updated dietary recommendations of the German Nutrition Society (DGE) 2024: What has changed compared to the DGE's 10 rules? How can you implement the recommendations in your daily diet?

Food quality and safety: Consumers are increasingly concerned about food quality, additives, plant protection product residues and genetic engineering in food. Is this concern justified, or is our food quality and safety actually of a very high standard?

High protein: trendy foods with added protein. Who needs extra protein in their diet? Are such foods really helpful in building muscle? How healthy is the composition of these foods?

Detox diets purify the body: Is that true?

Food poverty - How social inequalities affect nutritional opportunities in Germany

Food and the microbiome

What sugar alternatives are there? How natural are they really? How are they produced? Are they healthier than household sugar or just more expensive?

Intermittent fasting: What forms are there? What does science recommend? Additional benefits of changing your diet?

Alkaline foods: What is meant by alkaline foods? What are the propagated benefits of an alkaline diet? What are the myths?

Undesirable substances in food: contaminants and residues

Food additives: What do e numbers on food packaging mean? Are additives contained if no e numbers are indicated on the packaging? Why are additives applied? Are additives safe (authorisation, withdrawal of authorisation in the present case titanium dioxide E 171)?

...



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Appendix D: Brief guide to literature research

Procedure for literature research and citation

- 1) Define search terms according to the topic
- 2) Conduct a search in suitable portals
- 3) Check search results and select suitable literature
- 4) Write text and cite appropriate literature, create bibliography in parallel with software (e.g. Citavi).

Types of literature and procedure for literature selection

Scientific articles

- Articles from scientific journals have been checked by the journal and by independent scientists (so-called reviewers) before publication (so-called peer review) and are trustworthy. These articles can be cited.
- Portals for searching:
 - PubMed: <https://pubmed.ncbi.nlm.nih.gov/>
 - Web of Science:
<https://www.webofscience.com/wos/woscc/basic-search>
 - Scientific publisher Elsevier:
 - Scopus: <https://www.scopus.com/home.uri>
 - ScienceDirect: <https://www.sciencedirect.com/>
 - What is the difference between ScienceDirect and Scopus data? ScienceDirect contains full text articles from journals and books, primarily published by Elsevier, but including some hosted societies. Scopus indexes metadata from abstracts and references of thousands of publishers, including Elsevier."
https://service.elsevier.com/app/answers/detail/a_id/28240/supporthub/dataasaservice/p/17729/
 - OpenAgrar: <https://www.openagrar.de/content/index.xml>
 - ...



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Appendix D: Brief guide to literature research

Quality of scientific journals

- In general, check whether an interesting article has been published in an established scientific journal, as there are very large differences in quality between journals.
- Journal Impact Factor (JIF)
 - The JIF provides a statement about the frequency of citations of articles in a journal and thus gives an indication of whether a journal is established in a particular field.
 - There are also established journals that do not report a JIF (e.g. PLoS ONE), because these factors do not provide any information on the actual scientific quality.
- Attention: There are fraud journals / predatory journals
 - These journals try to appear as scientific journals. However, the articles are not checked by independent scientists (no peer review). The scientific quality of the articles cannot be guaranteed and they should not be cited.

Scientific articles and other documents via Google Scholar:

<https://scholar.google.com/>

- Grey literature

Google Scholar also displays content that has not been published in scientific journals. This can be, for example, documents from authorities of various countries, from the European Food Safety Authority (EFSA), from the Food and Agriculture Organization of the United Nations (FAO), from the World Health Organization (WHO) or from The World Bank. Here it must always be questioned whether the content is neutral and presents scientific facts or whether the content is not neutral and represents a certain political position that does not represent scientific facts.
- Attention: Fraud journals / predatory journals can also appear here!



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Appendix D: Brief guide to literature research

German Federal Authorities / professional societies / scientific institutes – Germany
Information prepared for the general public can be found on the websites of these organisations.

- Bundeszentrum für Ernährung: <https://www.bzfe.de/>
- Federal Ministry of Food and Agriculture
https://www.bmel.de/DE/Home/home_node.html
- Federal Ministry of Health <https://www.bundesgesundheitsministerium.de/>
- Federal Statistical Office <https://www.destatis.de/DE/Home/inhalt.html>
- German Federal Institute for Risk Assessment
<https://www.bfr.bund.de/de/start.html>
- Federal Office of Consumer Protection and Food Safety
https://www.bvl.bund.de/DE/Home/home_node.html
- Robert Koch Institute https://www.rki.de/DE/Home/homepage_node.html
- Max Rubner Institute: Federal Research Institute of Nutrition and Food
<https://www.mri.bund.de/de/home/>
- Johann Heinrich von Thünen Institute: Federal Research Institute for Rural Areas, Forests and Fisheries <https://www.thuenen.de/de/>
- Julius Kühn-Institut: Federal Research Centre for Cultivated Plants
<https://www.julius-kuehn.de/>
- German Society for Nutrition <https://www.dge.de/>
- German Society for Epidemiology <https://www.dgepi.de/>
- ...

Attention: There are also fictitious institutes that only have a scientific appearance!

European and international governmental organisations

Information prepared for the general public can be found on the websites of these organisations.

- European Food Safety Authority (EFSA) <https://www.efsa.europa.eu/en>
- Food and Agriculture Organization of the United Nations (FAO)
<https://www.fao.org/home/en>
- World Health Organization (WHO) <https://www.who.int/>
- United States Food and Drug Administration (FDA) <https://www.fda.gov/>
- United States Environmental Protection Agency (EPA) <https://www.epa.gov/>
- ...

Attention: There are also non-governmental organisations (NGOs) that present opinions as facts!



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Appendix D: Brief guide to literature research

Reference books

Reference books contain trustworthy and secure knowledge and provide an overview, but do not shed light on new scientific findings. When using reference books as literature, it is always important to check whether the book is actually a reference book and whether the author has expertise in the subject area (e.g. through scientific publications or work in scientific institutions).

In summary: tips on the use of literature

Documents from authorities, professional societies, scientific institutes, recognised government organisations

Here, information from various scientific sources is summarised and interpreted as well as own studies are conducted. Information of these organisations can be used as sources for the project Ernährungsradar, as they put different scientific findings from studies into context and have high quality standards.

Information from non-governmental organisations (NGOs) instead should not be cited, as they often contain opinions that are not based on scientific facts.

Journal articles

When using journal articles as literature, facts should always be cited from so-called primary scientific literature, i.e. the information is quoted from the original publication. Scientific articles always cite other specialist literature in order to place one's own research in the context of previous findings. Information that you want to cite yourself should always be looked up in the original source to make sure that there has been no misinterpretation by other authors. Review articles summarise several scientific articles on a specific topic and provide information on the current state of research. Such review articles can be used to find relevant primary scientific literature (= original articles) and to quote from this original literature. The conclusion on the current state of research can be quoted from review articles themselves.