



# Ernährungs Radar

**Would you like to help provide correct knowledge about nutrition and food?**

Then take part in the project and submit your documents by **18.02.2024!**

## 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 [ernaehrungsradar@uni-bayreuth.de](mailto:ernaehrungsradar@uni-bayreuth.de)



# Ernährungs Radar

## Time schedule

<b>15.01. – 18.02.2024</b>	<b>Application selection procedure for project participation: Interested students can submit documents for participation request</b>
19.02. – 17.03.2024	Requests for participation from students are assessed internally
18.03. – 21.03.2024	Feedback to students <ul style="list-style-type: none"><li>• Acceptance or cancellation of participation</li><li>• Comments on the video script in case of acceptance</li></ul>
22.03. – <b>04.04.2024</b>	Revision of the video script by students according to the comments; <b>submission of the revised script</b>
<b>08.04. – 13.04.2024</b>	<b>Media week:</b> 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 19.07.2024	Submission of the final video version

## Documents required for participation request

- 1) **Curriculum vitae** (approx. 1 page)
- 2) **Letter of motivation** to participate in the project (1/2 – 1 page)
- 3) **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)
- 4) **Video script** on a topic in the field of nutrition / food (see Appendix B, C, D)

→ Send to [ernaehrungsradar@uni-bayreuth.de](mailto:ernaehrungsradar@uni-bayreuth.de) by **18 February 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



# Ernährungs Radar

## 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



### Journalistic Writing (½ day)

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



### Interview Training (1 day)

- 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



### Video Training (4 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



# Ernährungs Radar

## Anhang 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.

Please also provide us with a contact e-mail address with which we can reach you in the long term regarding the publication of your media content (if applicable, also after exmatriculation).

Please let us know if you would like your name to be mentioned in the publication of your media content:

- a) My name **should be** mentioned.
- b) My name **should not be** mentioned.
- c) My name can be mentioned, but it is not necessary.

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

Name (first name, last name)	
Name of university	
Name of study programme	
Degree you are aiming for (Bachelor/Master)	
Contact email address	
Mention of you name in the publication of your media content (a / b / c):	
Date, Signature	



# Ernährungs Radar

## Anhang B: Explanations for creating a video script

Video script	Hints and tips
<b>General information</b>	<ul style="list-style-type: none"><li>• Choose a topic from the area of nutrition/food (Appendix C can help with the choice of topic)</li><li>• 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)</li><li>• 1 – 2 pages in total, approx. 500 – 1000 words</li><li>• Video script is the basis for an explainer video (approx. 3 – 5 minutes)</li></ul>
<b>Headline</b>	<ul style="list-style-type: none"><li>• Brief description of the topic, possibly as the main question, to generate excitement/interest</li></ul>
<b>Introduction to the topic</b>	<ul style="list-style-type: none"><li>• What is the video about (approx. 1 - 3 sentences), use as introductory text for video</li></ul>
<b>Text</b>	<ul style="list-style-type: none"><li>• Organise the topic into individual questions (key questions)</li><li>• Explain facts and prove them by citing references</li><li>• Clearly state which facts are known and indicate where there are still uncertainties and a need for further research</li><li>• Use sentence structures that are as simple as possible</li></ul>
<b>References</b>	<ul style="list-style-type: none"><li>• List the literature references used below the text of the video script (note: Appendix D Brief guide to literature research)</li><li>• References are not included in the requested number of pages or words.</li></ul>
<b>Visualisation</b> (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"><li>• The video script text is recorded as a video (so-called talking head) so that the speaker can be seen presenting the content.</li><li>• In the post-production stage, visualisations are inserted to support the understanding of the content (e.g. photos, graphics, charts, animations).</li><li>• Images available from the project's image database, create images yourself (e.g. with presentation software), be careful with free image databases (copyright)</li></ul>
<b>Video examples</b>	<ul style="list-style-type: none"><li>• Previously published videos are available at: <a href="https://www.ernaehrungsradar.de/e-tutor/">https://www.ernaehrungsradar.de/e-tutor/</a></li></ul>



# Ernährungs Radar

## Appendix C: List of possible exemplary topics

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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))

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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?

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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"?

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Understanding science and nutrition: We all eat and we are supposedly experts for nutrition but much conflicting information is present in media! How do you distinguish between correct information/coherence and false depiction/opinions? Representation of proven coherences and gaps/missing evidence? Term uncertainty in science? Communication of facts and coherences? Expressiveness of studies/data sources?

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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?

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

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

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

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

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Secondary plant substances are part of our daily diet. According to current knowledge, they are not essential for humans, but have an influence on a large number of metabolic processes. It is estimated that 5,000 - 10,000 occur in the human diet. Which compounds are known and how do secondary plant substances affect health? Illuminate positive effects, but also negative effects (e.g. pyrrolizidine alkaloids).

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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?

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

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Toxins in food: Occurrence, formation, effects in the body

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

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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?

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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?

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

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

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Simplified food labelling (e.g. Nutri Score)

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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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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?

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Vitamin D levels in humans: Does supplementation make sense?

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Selenium levels in humans: Does supplementation make sense?

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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?

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Influence of diet on the risk of Alzheimer's disease

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# Ernährungs Radar

## 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/](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.
- Database of trustworthy scientific journals:  
<https://jcr.clarivate.com/jcr/home?app=jcr&Init=Yes&authCode=null&SrcApp=I C2LS>
- 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](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](https://www.bvl.bund.de/DE/Home/home_node.html)
- Robert Koch Institute [https://www.rki.de/DE/Home/homepage\\_node.html](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.