

From whom do beekeepers really take advice?

A large-scale COLOSS survey from 2020 and 2025.

Linde Morawetz^{1*}, Lotta Fabricius Kristiansen^{2*}, Alison Gray³, Ondrej Vencalek⁴, COLOSS B-RAP/Monitoring consortium⁵, Robert Brodschneider⁶

¹Austrian Agency for Health and Food Safety, Vienna, Austria, linde.morawetz@ages.at, ²Swedish University of Agricultural Sciences, Skara, Sweden, lotta.fabricius@slu.se,

³University of Strathclyde, Glasgow, UK, ⁴Palacky University Olomouc, Czech Republic, ⁵COLOSS, Switzerland, ⁶University of Graz, Austria. *Contributed equally to the work

Data collection

- two online surveys conducted by the COLOSS B-RAP/Monitoring consortium in 2020 and 2025.
- results show all European countries which participated in both surveys (N = 24; N per country = 30 – 8623).
- „How trustworthy do you consider each of the following sources of information on beekeeping?“** was rated on a four-level scale (Fig. 1).
- χ^2 tests followed by residual analysis to identify significant trends and deviations from expected frequencies.

Aim

Understanding who beekeepers trust is essential for effective knowledge transfer, cooperation and the adoption of bee health measures. This study examines beekeepers' trust in key sources of beekeeping information in Europe.

Results & Discussion

- Scientists, advisers and experienced beekeepers were the most trusted information sources (Fig. 1A; χ^2 : $p < 0.001$). Veterinarians and YouTube clips received the lowest trust ratings.
- Trust levels differed significantly among countries for all source categories (χ^2 : $p < 0.001$).
- In 2025, YouTube clips were rated highly trustworthy in Ukraine and Turkey (Fig. 1F). This suggests that country-specific initiatives may increase credibility of questionable sources.
- Overall trust remained fairly stable between 2020 and 2025. It even increased significantly in veterinarians in countries with low 2020 ratings (Fig. 1E; χ^2 : $p < 0.01$).
- Key beekeeping stakeholders are generally perceived as reliable information sources across Europe. However, one should choose carefully which source to use with beekeepers for each country and situation.

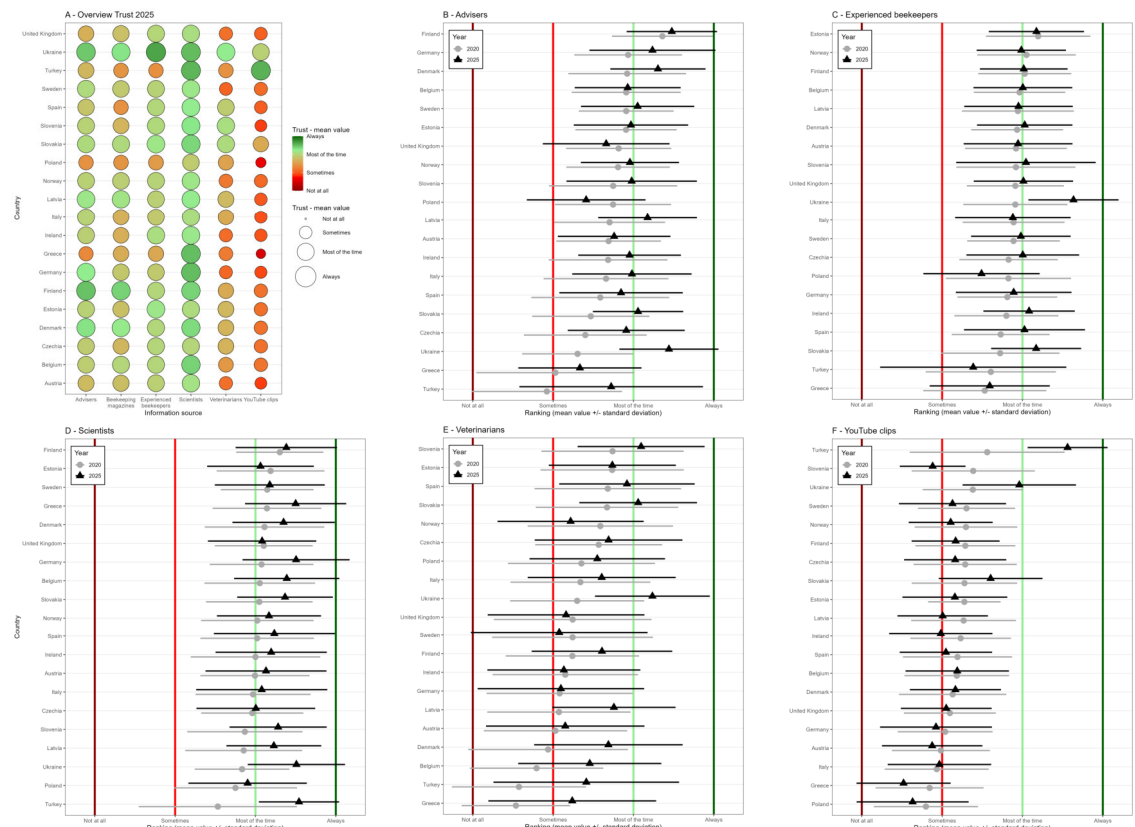
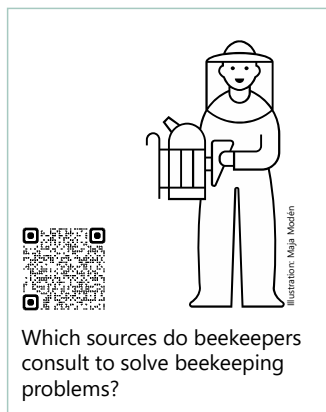


Figure 1. A overview; B-E detailed description of the beekeepers' trust in five key information stakeholders in the participating countries in 2020 (grey) and 2025 (black): B beekeeping advisers, C experienced beekeepers, D scientists, E veterinarians and F YouTube clips. The value gives the country's mean ranking (lines = standard deviation). The countries on the y-axis are ordered by beekeepers' trust value of the particular country in 2020 (lowest country = lowest value).