

Communication Effectiveness Online Food Recall: A Study of 27 Food Recalls in Poland*

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Abstract

The study was motivated by the increasing need for effective communication in food safety, particularly during food recalls, where timely and clear messaging can directly impact consumer health. Headlines serve as the first point of contact with the public, yet their role in shaping understanding and prompting action has not been sufficiently explored. The author sought to examine how readability and emotional tone influence the effectiveness of such messages.

This research fills a gap in the literature, as previous studies have focused broadly on health communication or risk perception but have rarely analyzed food recall headlines as a distinct category. In particular, there is limited knowledge about how linguistic simplicity and emotional framing interact to influence consumer reactions in urgent situations requiring immediate behavioral responses.

The study analyzed 27 food recall headlines collected in 2025. Each headline was assessed for readability using a 1–7 scale, where lower scores indicated greater ease of understanding. Additionally, the presence of emotions—such as fear, sadness, anger, disgust, anticipation, and joy—was systematically identified. This approach enabled a combined evaluation of both structural clarity and emotional content.

The findings show that most headlines were highly readable, with average scores between 2.6 and 2.8, reflecting the use of simple language, direct address, and clear calls to action. Headlines including specific instructions and personalized elements were particularly effective. Emotionally, negative tones—especially fear and anger—were most prevalent and enhanced message impact, while positive or ambiguous emotions reduced clarity and effectiveness.

Keywords: food, food safety, food hazard, food recall

Introduction

The internet is a source of information on many issues. According to own research conducted in Poland among 2,000 respondents in 2022, the internet is also the main source of information about food as well as food recalls. According to Digital Report 2025, the average time spent online worldwide is 6 hours and 38 minutes per day, of which 3 hours and 46 minutes is spent using the phone. The internet is also an important source of information about food recalls, in part because it allows for the rapid dissemination of such information. Ma et al. (2017), also report that the internet is the main source of information about food recalls. In general, consumers preferred to obtain foodborne illness outbreak information from the internet rather than from other types of media, such as social media. To understand consumer media preferences, it is necessary to examine the underlying causes. For example, characteristics of communication elements, such as information (e.g., timeliness) and source (e.g., credibility), can play a significant role in consumer evaluation and subsequent media choice (Al-Qeisi et al., 2014, Aladwani and Palvia, 2002).

A food recall occurs when a company withdraws its products from the market due to concerns that the product may negatively impact consumer health. In contrast, recall notices focus on voluntary recalls of products that do

not violate government regulations, and on inventory recalls, which occur when companies voluntarily withdraw products from the supply chain that have not yet been delivered to consumers (Teratanavat and Hooker, 2004). Consequently, product recalls are considered by many to be a last resort, intended to prevent the general public from purchasing and consuming unsafe products. Companies inform their customers of the risks associated with purchasing and consuming their products by announcing a product recall, which includes detailed information about the types of products affected and the adverse health risks and symptoms they may cause (Potter et al., 2012).

The aim of this paper is to analyze the readability and sentiment of the headlines to identify the common characteristics of the headlines and group them into categories.

Correct information about the food recall and the role of food risk communication

When food hazard appear, for example pathogenic bacteria, chemical substances or material it is important to inform consumers quickly as well as other participants of the food chain. The more group of consumers the information can reach to the better. Each food recall have consequences for the company such as financial and trust losses. Companies should be prepared for the food recall situation and elaborate the dedicated procedures. Wilson et al. (2017) elaborated a model for rebuilding consumer trust in the food system. This model consists of 10 strategy statements and tips for food industry, food regulatory and media who all have a big impact on informing consumers (Table 1).

Table 1. 10 strategy statements

10 strategy statements	Explanation
Be transparent	The role of Media is: cite information sources, present a balanced story to the public, e.g. not frighten or lull people into a false sense of security. The role of food industry is: communicate with consumers (e.g. enquiry lines and social media), Inform consumers what has occurred and what is being done to rectify the situation. The role of Food regulatory is: report to consumers what is being done to ensure food is safe, respond to consumer queries.
Have protocols and procedures in place	The role of media is presence of and compliance to standards of conduct. The role of food industry is: incident management plans and where applicable trained crisis management personnel, script for consumer help line to manage consumer calls during an incident. The role of food regulatory is: evidence-based audits of industry to check adherence to standards and codes, baseline studies to verify the effectiveness of the regulations, crisis management system in place in the event that a food incident occur.
Be credible	The role of media is: use accurate and well researched information, cite references and information sources, interpret scientific information correctly. The role of food industry is: use of credible, independent expert to speak to the media during or after an incident, e.g. food regulation agency spokesperson, physician, etc. The role of food regulatory is: publish the evidence (e.g. results of tests, statistics), use of independent experts, e.g. doctor, health professional, etc. to provide explanation.
Be proactive	The role of media is check credibility of information sources prior to disseminating (including social media such as tweeting). The role of food industry is: publish findings of reports, withdrawal of products if any chance of risk. The role of food regulatory is review and update standards and regulations to ensure they remain relevant.
Put consumers first	The role of media is: keep consumers safe by informing them of food incidents, e.g. details of recall, foods under investigation, etc. The role of food industry is: consumer safety is a major priority and protocols and procedures are centred around this, modify products in accordance with consumer demand. The role of food regulatory is: demonstrate that consumers' best interest is apriority, listen to consumers and understand their needs and expectations and respond accordingly.
Collaborate with stakeholders.	The role of media is: establish trusted contacts in food industry and food regulation, Reiteration of messages from food regulation body. The role of food industry is: use the media to disseminate information following an incident, build reliable media contacts to draw on. The role of food regulatory is: Keep in regular contact with industry so that they know what is being done on their behalf, maintain on-going partnerships between industry

	and policy (e.g. industry test results published by policy), involve media in communication with the public.
Be consistent	The role of media is: provide consistent messaging to real firm messages, e.g. safety of a product post incident, always use credible information sources. The role of food industry is: information for consumers and professionals is consistent (although language may differ), consistency of products, message consistency amongst stakeholders. The role of food regulatory is to provide consistent messaging to the public and stakeholders.
Educate stakeholders and consumers	The role of media is to inform consumers about details regarding food investigation process and results. The role of food industry is: build the knowledge base of consumers (e.g. how food is produced). The role of food regulatory is to provide industry and consumer information in appropriate language (e.g. via website).
Build your reputation	The role of media is to: provide timely, consistent information, provide good public relations prior, during and after a food incident. The role of food industry is: quality products, good public relations prior, during and after a food incident. The role of food regulatory is to show that you are reliable and provide credible information.
Keep your promises	The role of media is to provide timely, quality information, keep audience well informed. The role of food industry is to maintain commitments and claims made. The role of food regulatory is to investigate consumer concerns and respond to the inquiries.

Source: own elaboration

From the consumer's perspective, the recall of unsafe food products evokes primarily a sense of insecurity, fear, and uncertainty, but also expectations of being informed, of the manufacturer implementing appropriate measures, of oversight by relevant institutions, and of compensation and apologies. Producers cannot fail to ensure appropriate communication with consumers. If this communication is not conducted and managed by the producer, false information will be released, amplifying the negative impact (Suiden and Pons, 2009; Hallman and Cuite, 2010).

According to Vassilikopoulou et al. (2009), the most important factors influencing consumer perception of a product recall are:

1. Company reputation and social responsibility: Reputation in a crisis situation can act as a shield, and a company acting socially responsible can mitigate the negative effects of a threat.
2. Company response to a crisis: Product recalls reflect a company's way of coping with a crisis, with four identified types of responses: denial, involuntary recall, voluntary recall, and super-effort.
3. Number and intensity of illnesses: This factor indicates the severity of the recall; as consumers perceive the crisis as more serious, their reactions will change accordingly.
4. Externalities during and after the crisis: External factors, such as the media, industry, and legal environment. The way the media handles the crisis and the way articles and stories are framed influence behavioral intentions.

Time is also crucial in the event of a product recall and a hazard. Standop (2006) demonstrated that the timeframe between the first signs of potential harm and the actual initiation of the recall is crucial. He concluded that a short timeframe (without delays or hesitation) can be considered responsible action.

Risk communication in the context of product recalls involves conveying information aimed at influencing consumers' risk perception and mobilizing them to take appropriate actions, such as returning the product or refraining from consuming it (Sodhi & Tang, 2012). Based on research findings, the effectiveness of such communication depends on:

- clarity and accuracy of information – providing detailed product identification data (name, batch number, expiration date) increases the effectiveness of the recall,
- communication channels – integrating traditional and digital media and enabling two-way dialogue increases the speed and reach of information (Bolotova & Lou, 2017),
- message framing – the way information is presented (e.g., emphasizing health risks vs. neutral instructions) influences risk perception and consumers' willingness to act (Clare, 2014).

Research and Methods

The study was conducted in two stages, combining qualitative content screening with quantitative text analysis. The first stage was carried out in 2024 and aimed to identify commonly used linguistic patterns in media reporting on food-related hazards. During this phase, three independent researchers systematically monitored major Polish news portals (wp.pl, interia.pl, and onet.pl). The monitoring was performed twice daily (morning and evening) to

ensure comprehensive coverage of newly published content. The inclusion criterion was the presence of information referring to potential threats to consumer health originating from food products – food recalls. Based on this screening process, the most frequently occurring keywords in the headlines were identified. These included: “unsafe food,” “food recall,” “do not consume,” and “urgent withdrawal.” The selection of these keywords was guided by their recurrence and their relevance to risk communication and consumer warning messages.

The second stage of the study involved a structured search using the previously identified keywords. The search was conducted using the Media Cloud tool, which enables systematic retrieval and analysis of media content. The time frame for the search was defined as the period from January 1, 2025 to December 31, 2025. The search strategy involved combining the selected keywords with filters limiting results to the specified news portals. As a result, a total of 36 news items related to food safety incidents were identified. They were checked, information about other products than food were rejected as well as duplicate information was removed. Finally 27 news were included in the analysis.

In the subsequent step, the headlines were extracted for further examination. The analytical procedure focused on two dimensions: text readability and sentiment. Readability was assessed using the Jasnopis.pl tool, which evaluates the comprehensibility of Polish-language texts based on linguistic features such as sentence length, word complexity, and grammatical structure. This allowed for the classification of texts according to their level of difficulty for the average reader.

Sentiment analysis was conducted using the Clarin.pl platform, which applies natural language processing techniques to determine the emotional tone of the text. The analysis aimed to identify whether the content conveyed predominantly negative, neutral, or positive sentiment, with particular attention to the prevalence of alarmist or warning-oriented language typical of risk communication.

The combination of readability and sentiment analysis enabled a comprehensive assessment of how food safety risks are communicated in online media, both in terms of accessibility for consumers and the emotional framing of the message.

Research Results

Headlines/titles of the message are first seen by consumers. The headline of a food recall serves a warning, mobilizing and selective function, constituting a key element of effective risk communication by quickly conveying the threat and prompting the consumer to take appropriate action. In Table 2 the results of the readability is shown.

Table 2. Readability of the food recall headlines

No. of the headline	Text of headline	Readability
1	Do you have this product at home? Do not consume it under any circumstances. An alert has been issued	1
2	Dangerous bacteria in eggs. If you bought it, do not consume it under any circumstances	1
3	Do you have this tea at home? Throw it away immediately. An urgent alert has been issued	1
4	Auchan issues an urgent warning to customers. Do not consume it, throw it away	1
5	A healthy, natural product urgently recalled. The Chief Sanitary Inspectorate (GIS) warns - do not consume it	3
6	Do you have this product at home? Do not consume it. It is contaminated. An alert has been issued	2
7	Lidl is urgently recalling products. If you have it at home, do not consume it	1
8	Beloved fruit with a dangerous substance. They are urgently withdrawing it from sale	4
9	Popular Polish sausage contaminated. They are urgently withdrawing it from sale	6
10	Lidl meat with a dangerous bacteria. "Throw it away, do not consume it." An alert has been issued	1

11	Did you buy this snack at Lidl? They are urgently recalling it. "Do not consume"	1
12	Do you have this snack at home? Do not consume it under any circumstances. An alert has been issued	1
13	Do you have this fruit from Lidl? Do not consume it under any circumstances. An alert has been issued	1
14	Do you have this spice at home? Do not consume it under any circumstances. An alert has been issued	1
15	Popular tea with dangerous bacteria. An urgent notice has been issued	5
16	Do you have these cookies? They are urgently being recalled. An alert has been issued	2
17	Popular mineral water with glass fragments. Do not consume it under any circumstances	4
18	Action recalls popular drinks. Do not consume it, health hazard	5
19	Urgent recall of stock cubes and spices. Chief Sanitary Inspectorate (GIS) warns: Do not consume it	3
20	Lays chips withdrawn from sale. A dangerous mistake. "Do not consume it"	3
21	Salmonella in chicken from Biedronka. Chief Sanitary Inspectorate (GIS) warns	4
22	Dangerous pesticides in popular tea. Chief Sanitary Inspectorate (GIS) appeals to consumers: Do not consume it	3
23	Toxic salt withdrawn from sale. Do not consume under any circumstances	3
24	A very dangerous substance in food. An urgent warning has been issued. Do not consume	2
25	A product with a foreign body has been mistakenly put back on sale. Urgent appeal from the Chief Sanitary Inspectorate	2
26	The Chief Sanitary Inspectorate is recalling eggs. Check if you have any at home	2
27	The Chief Sanitary Inspectorate is issuing an urgent appeal regarding a recalled product. "Do not consume."	2

Source: own elaboration

Readability level from 1 to 7:

- 1 - Childishly easy text
- 2 - Text very easy
- 3 - Easy text, understandable to the average Pole
- 4 - A slightly more difficult text, understandable to people with secondary education or who have a lot of life experience
- 5 - Text more difficult, understandable for educated people
- 6 - Text difficult to understand for the average Pole
- 7 - Text that is very complicated, professional, the understanding of which may require specialized knowledge

Almost 60% of the headlines were very easy to understand (37% of the headlines childishly easy to understand correctly, 22% of them very easy to understand). Common features of these headlines are: simple language, direct instructions, clear context. 11% of these headlines were difficult to understand. Main determinants of readability:

- questions ("Do you have...?")
- simple verbs ("throw away", "do not consume")
- specific (product + threat)

Main characteristics that reduce readability:

- lack of specific product ("a product", "a substance")
- lack of action (what to do?)
- institutional language ("GIS appeals")
- imprecise terms ("beloved", "popular")

In Table 3 the results of the sentiment analysis is shown.

Table 3. Sentiment analysis

No. of the headline*	3 most popular emotions in descending order, in %			Sentiment of the text	
1	sadness 100	fear 99.99	anger 94.52	negative	
2	sadness 100	fear 99.94	anger 95.82	negative	
3	sadness 99.98	fear 99.85	anger 98.97	negative	
4	sadness 100	anger 99.97	disgust 96.56	negative	
5	sadness 99.87	fear 99.75	anger 23.16	negative	
6	fear 100	sadness 99.99	anger 26.18	negative	
7	sadness 99.99	anger 41.33	anticipation 9.9	negative	neutral
8	fear 100	sadness 99.98	joy 57.59	negative	positive
9	fear 99.99	sadness 99.94	anger 93.32	negative	
10	fear 100	sadness 99.97	disgust 12.07	negative	neutral
11	anger 99.93	sadness 83.98	fear 44.67	negative	
12	fear 99.98	sadness 99.98	anger 98.94	negative	
13	sadness 99.99	fear 99.99	anger 98.86	negative	
14	sadness 99.99	fear 99.93	anger 92.64	negative	
15	fear 100	sadness 99.94		negative	neutral
16	sadness 99.98	fear 76.77	anger 32.22	negative	
17	sadness 100	disgust 99.93	anger 99.21	negative	
18	sadness 99.97	fear 99.84		negative	
19	sadness 99.23	fear 93.98		negative	
20	sadness 99.99	anger 99.96	fear 91.09	negative	
21	fear 99.99	sadness 99.98	anger 23.82	negative	
22	fear 99.99	sadness 99.91		negative	neutral
23	sadness 100	anger 99.98	fear 99.58	negative	
24	fear 99.99	sadness 99.93	anticipation 15.83	negative	
25	sadness 99.99	fear 99.95	anticipation 80.01	negative	
26	surprise 17.75	sadness 5.61	fear 3.8	neutral	negative
27	sadness 99.95	anger 86.3	fear 66.78	negative	

*text of the headline is in Table 1

Source: own elaboration

Dominant emotions are:

- sadness ~99–100% (almost everywhere)
- fear → ~95–100%
- anger → often 80–99%

This shows a very consistent picture meaning that headlines are strongly negative and based on the emotions of threat. Sentiment: almost all negative, occasionally: neutral/mixed. That means no positive framing - which is logical for food threats.

However, some anomalies appeared in the analysis. In headline no. 8 “Beloved fruit with a dangerous substance. They are urgently withdrawing it from sale” the joy emotions appeared and the sentiment was also positive. “Beloved” introduces a positive emotion that distorts the message. Creates dissonance: positive association vs. threat. The framing “popular/beloved” may weaken the clarity of the risk message. In headline no. 26 “The Chief Sanitary Inspectorate is recalling eggs. Check if you have any at home” the surprise emotion appeared. All emotions are low (17.75% surprise, sadness 5.61% and fear 3.8%). This headline has more neutral sentiment than

negative. This headline is very neutral, institutional. It can be said that official style means low emotionality. Anticipation appears with vague/more descriptive headlines: "Lidl is urgently recalling products. If you have it at home, do not consume it", "A very dangerous substance in food. An urgent warning has been issued. Do not consume", "A product with a foreign body has been mistakenly put back on sale. Urgent appeal from the Chief Sanitary Inspectorate". It means greater "cognitive uncertainty" instead of fear.

Segmenting Headlines by Emotion:

- 1) Type 1: High fear–high clarity (most effective): fear ~100, sadness ~100, anger high. Best for risk communication.
Examples:
"Do you have this product at home? Do not consume it under any circumstances. An alert has been issued"
"Dangerous bacteria in eggs. If you bought it, do not consume it under any circumstances"
"Do you have this tea at home? Throw it away immediately. An urgent alert has been issued"
"Do you have this snack at home? Do not consume it under any circumstances. An alert has been issued"
"Do you have this fruit from Lidl? Do not consume it under any circumstances. An alert has been issued"
- 2) Type 2: Fear + less anger (more informative), fear + sadness, lower anger. More official.
Examples:
"A healthy, natural product urgently recalled. The Chief Sanitary Inspectorate (GIS) warns - do not consume it"
"Do you have this product at home? Do not consume it. It is contaminated. An alert has been issued"
"Salmonella in chicken from Biedronka. Chief Sanitary Inspectorate (GIS) warns"
- 3) Type 3: Mixed emotions (disturbed), joy / anticipation. Less clear and potentially less effective
Examples:
"Beloved fruit with a dangerous substance. They are urgently withdrawing it from sale"
"A very dangerous substance in food. An urgent warning has been issued. Do not consume"
"A product with a foreign body has been mistakenly put back on sale. Urgent appeal from the Chief Sanitary Inspectorate"
- 4) Type 4: Low emotion (institutional) - low emotion values
"The Chief Sanitary Inspectorate is recalling eggs. Check if you have any at home"

Conclusions

Analysis of headlines about food recalls indicates that their communicative effectiveness relies on a close interaction between readability and emotional impact. Most of the analyzed headlines are characterized by high readability (average of approximately 2.6–2.8 on a scale of 1–7), which results from the use of: simple, direct language, short syntactic structures, clear calls to action ("do not consume," "throw it away"), message personalization ("Do you have this product at home?"). The most readable headlines are those that simultaneously: indicate a specific product, identify a hazard, and provide clear instructions for action. In contrast, lower readability occurs in headlines that are: general ("a product," "a substance"), institutional in nature, and lack a clear purpose.

The emotional profile of headlines is strongly dominated by negative emotions, primarily: fear – crucial for risk perception, sadness – reinforcing the seriousness of the situation, anger – mobilizing a response. This set forms the so-called emotional triad of risk communication, which effectively increases the recipient's attention and propensity to act.

However, the analysis revealed that: not all negative emotions have the same function – fear has the greatest impact on effectiveness, positive emotions (e.g., "joy") and ambiguous emotions ("anticipation") weaken the message by introducing dissonance or uncertainty, headlines with a low level of emotion (e.g., formal institutional announcements) are less engaging.

A moderately strong relationship was observed between these dimensions: more readable headlines tend to be more emotional (especially in terms of fear), simplicity of language enhances the perception of emotions and facilitates the interpretation of threats, the most effective headlines combine high readability with a strong, clearly negative emotional message.

Effective communication about food recalls relies on a combination of: high readability (simplicity, specificity, instructions) and targeted emotionality (fear + anger). Headlines that meet both of these conditions are most effective at attracting attention and prompting recipients to take appropriate action.

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Links to the recall information

1. <https://kobieta.interia.pl/newsy/news-masz-ten-produkt-w-domu-nie-spozywaj-pod-zadnym-pozorem-wyda,nId,22503255>
2. <https://kobieta.interia.pl/newsy/news-grozna-bakteria-w-jajach-jesli-je-kupiles-nie-spozywaj-pod-z,nId,22499297>
3. <https://kobieta.interia.pl/newsy/news-masz-te-herbate-w-domu-natychmiast-ja-wyrzuc-wydano-pilny-al,nId,22499292>
4. <https://kobieta.interia.pl/newsy/news-auchan-z-pilnym-ostrzezeniem-do-klientow-nie-spozywaj-wyrzuc,nId,22498429>
5. <https://kobieta.interia.pl/newsy/news-zdrowy-naturalny-produkt-pilnie-wycofany-gis-ostrzega-nie-sp,nId,22465701>
6. <https://kobieta.interia.pl/newsy/news-masz-ten-produkt-w-domu-nie-spozywaj-jest-zanieczyszczony-wy,nId,22454019>
7. <https://kobieta.interia.pl/newsy/news-lidl-pilnie-wycofuje-produkty-jesli-masz-je-w-domu-nie-spozy,nId,22453543>

8. <https://kobieta.interia.pl/newsy/news-uwielbiane-owoce-z-grozna-substancja-pilnie-wycofuja-je-ze-s,nId,22450577>
9. <https://kobieta.interia.pl/newsy/news-popularna-polska-kielbasa-skazona-pilnie-wycofuja-ja-ze-sprz,nId,22435035>
10. <https://kobieta.interia.pl/newsy/news-mieso-z-lidla-z-grozna-bakteria-wyrzuc-nie-spozywaj-wydano-a,nId,22434830>
11. <https://kobieta.interia.pl/newsy/news-kupiles-w-lidlu-te-przekaske-wlasnie-pilnie-ja-wycofuja-nie,nId,22433026>
12. <https://kobieta.interia.pl/newsy/news-masz-te-przekaske-w-domu-nie-spozywaj-jej-pod-zadnym-pozorem,nId,22432084>
13. <https://kobieta.interia.pl/newsy/news-masz-takie-owoce-z-lidla-nie-spozywaj-pod-zadnym-pozorem-wyd,nId,22425873>
14. <https://kobieta.interia.pl/newsy/news-masz-taka-przyprawe-w-domu-nie-spozywaj-pod-zadnym-pozorem-w,nId,22419414>
15. <https://kobieta.interia.pl/newsy/news-popularna-herbata-z-grozna-bakteria-wydano-pilny-komunikat,nId,22303143>
16. <https://kobieta.interia.pl/zycie-i-styl/news-masz-takie-ciastka-wlasnie-pilnie-wycofuja-je-ze-sprzedazy-w,nId,22179294>
17. <https://kobieta.interia.pl/zycie-i-styl/news-popularna-woda-mineralna-z-kawalkami-szkla-nie-spozywaj-pod,nId,22176284>
18. <https://kobieta.interia.pl/zycie-i-styl/news-action-wycofuje-popularne-napoje-nie-spozywaj-zagrozenie-dla,nId,22173037>
19. <https://kobieta.interia.pl/zycie-i-styl/news-pilnie-wycofuja-kostki-bulionowe-i-przyprawy-gis-ostrzega-ni,nId,22173086>
20. <https://kobieta.interia.pl/zycie-i-styl/news-chipsy-lays-wycofane-ze-sprzedazy-grozna-pomyłka-nie-spozywa,nId,22161448>
21. <https://finanse.wp.pl/salmonella-w-kurczaku-z-biedronki-gis-ostrzega-7167154348153472a>
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