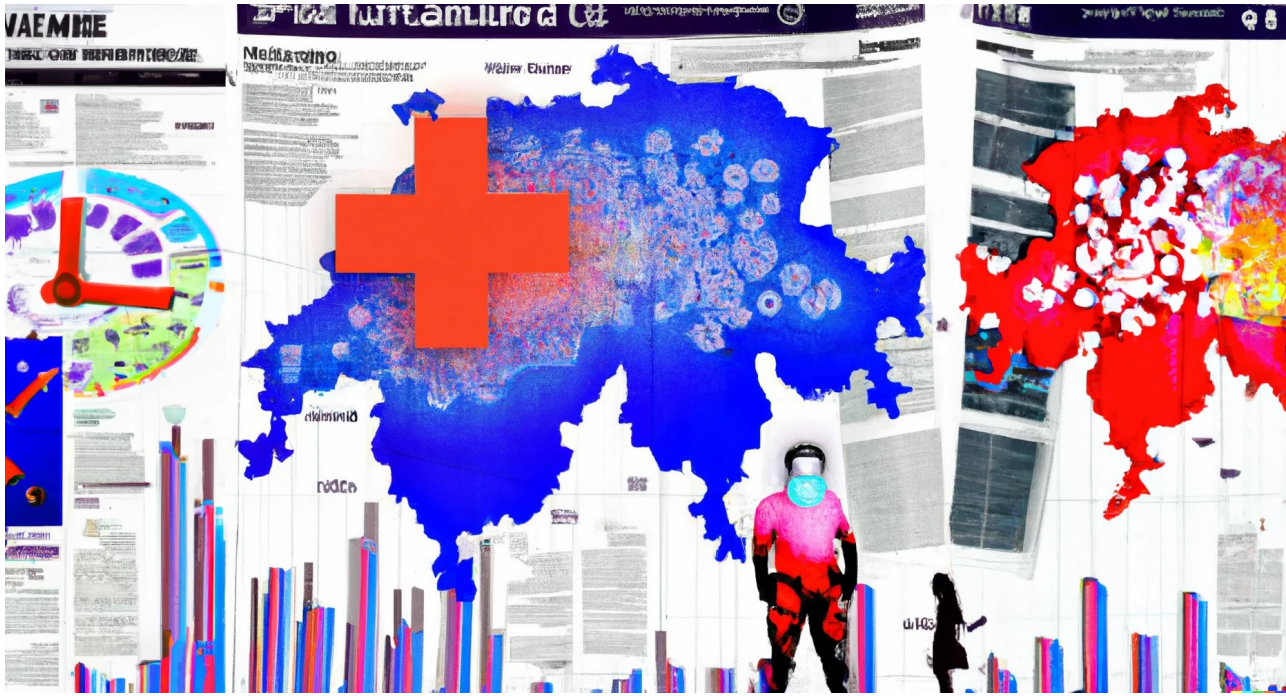
80 NRP

Covid-19 in Society
National Research Programme



HARNESSING THE POTENTIAL OF DATA VISUALIZATION AND NARRATIVES PRODUCED BY MEDIA AND PUBLIC ACTORS IN TIMES OF PANDEMIC OR HEALTH CRISIS

Codename PanDa

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Swiss National Science Foundation

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Background & relevance

Background

The Covid-19 pandemic highlighted the central role of information, and in particular data and indicators, in crisis management.

It demonstrated the risks involved when the public misunderstands quantitative data (misinformation, disinformation, conspiracy, etc.).

Postulate

How well the public understands data has a major influence on the successful management of pandemics and other health crises.

We want to…

1. Understand how journalists and information professionals worked with data during the Covid-19 crisis
2. Understand which factors shape how health-related data is understood and trusted

… in order to

3. Create best-practices for journalists and information professionals
4. Prototype, test and design novel ways to convey scientific information to audiences

Communicate data better during a future health crisis, minimizing misunderstanding and countering misinformation and disinformation

Research questions

Overall question

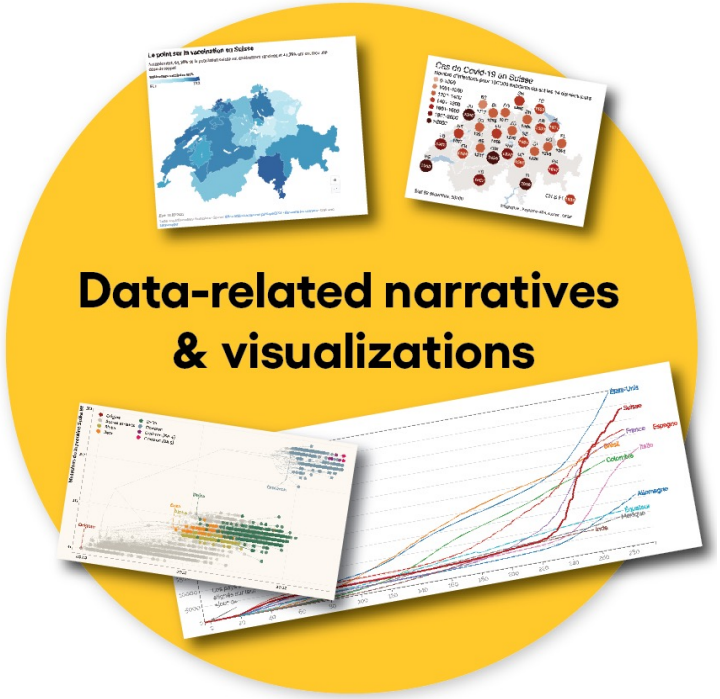
– **How, in times of pandemic or health crisis, is data produced, disseminated, and ultimately received by audiences?**

Detailed questions

– How was data produced and narrated by journalists and information professionals during the Covid-19 pandemic?

– To what degree are audience interpretations shaped by levels of trust in the media, data literacy as well as pre-existing beliefs?

– How might we improve data-narratives for better audience understanding?



Research design & work packages

WP 1

Periodization and mapping data-related productions

Which data and indicators were used during the Covid-19 pandemic?

How were data-related narratives framed and which controversies arose?

Lexicometry, data analysis

WP 2

Documenting and understanding data practices

How did journalists work with data and related sources?

How did they view audiences and what narrative-related logics were applied?

Interviews, case studies

WP 3

Assessing data-narrative interpretation according to individual characteristics

Which factors influence audience understanding of data-narratives?

In particular: trust in the media, data literacy and preexisting beliefs

Field / online experiments

WP 4

Designing and testing new interactive data-narratives

How to create better and more effective data-related narratives & visualizations during health crises?

Prototyping, audience testing, field experiments

\+ WP 5 **Dissemination and practical implementation of results**

Outcome, outreach & knowledge transfer

- Knowledge sharing events: workshops and events planned with partners and beyond
- Training/teaching: study day, integration into data-journalism course at University of Neuchâtel, continuous learning and further education modules
- Best practice guide to working with data during pandemics or health crisis

Media partners

HEIDI.NEWS LES SCIENTIFIQUES DE L'INFO

LE TEMPS

RTS Radio Télévision Suisse

ARCINFO

Journalism schools

unine Université de Neuchâtel Académie du journalisme et des médias

CFJM Centre de Formation au Journalisme et aux Médias

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maz DIE SCHWEIZER JOURNALISTENSCHULE

UCLouvain

Public institutions

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Département fédéral de l'intérieur DFI
Office fédéral de la statistique OFS

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Consortium

IMA INITIATIVE FOR MEDIA INNOVATION