

DCU Institute
of Future Media,
Democracy
and Society



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COVID-19 Communication Lessons Learned

Communication Challenges



01 Information demand

02 Fear

03 Uncertainty

04 Risk perception

05 Messaging

06 The “Digital Age”

Information Demand

- Scientists' role
- Journalists' /media role
- Public health's role
- Information sources and quality



Fear of Fear Itself



Communicating fear and building trust



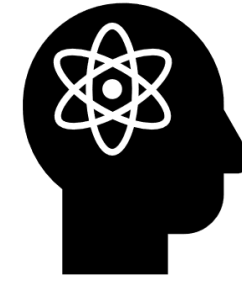
Preparedness



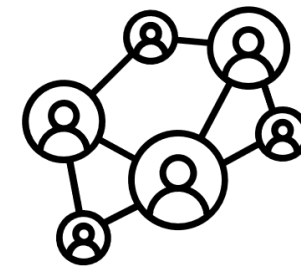
“Facts not fear”



Uncertainty is an uncomfortable position.
But certainty is an absurd one
- Voltaire.



Communicating scientific knowledge and uncertainty in a “post truth” era



Preprints, op-eds, press releases and online debates



The knowledge/action balance

Risk Perception

- Risk education
- Risk adaption
- Risk compensation
- Harm reduction



Revolting footage shows Chinese woman eating a whole bat at a fancy restaurant as scientists link the deadly coronavirus to the flying mammals

- A video clip shows a young woman sinking her teeth into a cooked bat
- Another video shows diners preparing to eat soup made with animal
- A new strain of coronavirus has killed 25 people and sickened more than 800
- Scientists fear it may have spread to humans from snakes or bats
- Wuhan, where the virus originated, has been put under lockdown
- Two more Chinese cities are shutting down transport in response

By [BILLIE THOMSON FOR MAILONLINE](#)

PUBLISHED: 13:05, 23 January 2020 | UPDATED: 20:30, 24 January 2020

Fears coronavirus may be linked to contaminated bat soup



Infodemic

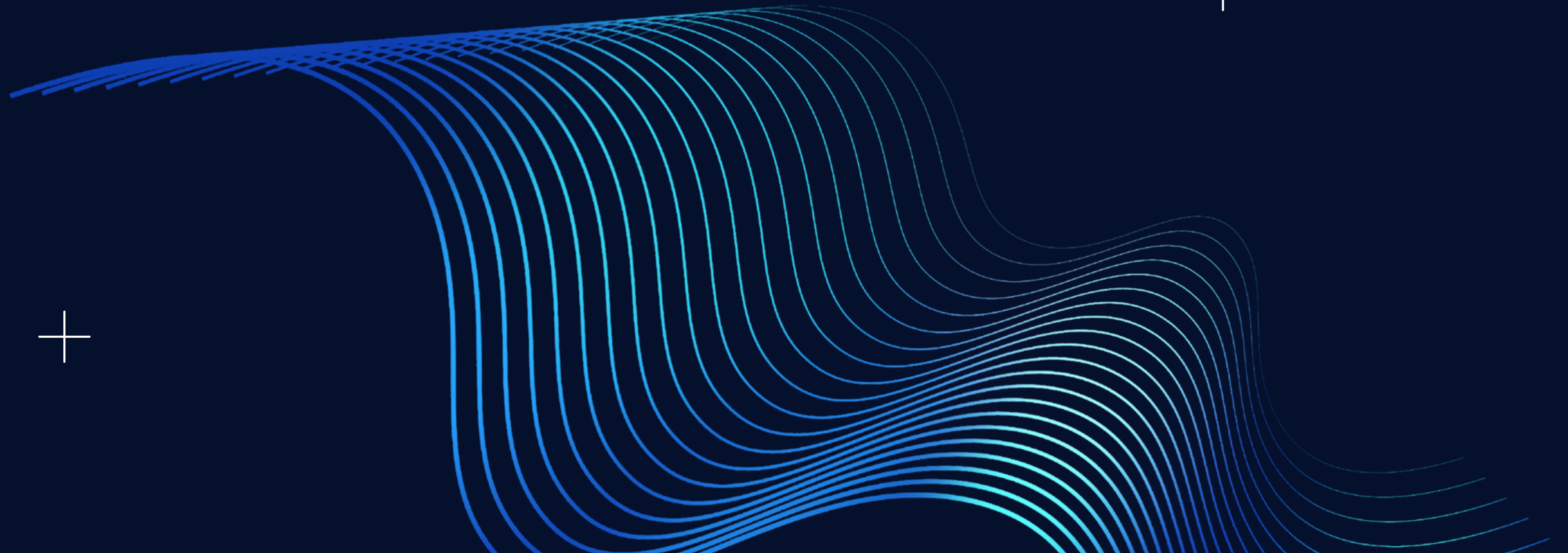
- What makes a pandemic an ideal situation for the spread of erroneous information?
- Challenges and solutions in countering misinformation and disinformation
- Illusory Truth Effect, Cultural Cognition and Inoculation Theory

Messaging

- Messaging mistakes
- Effective Messaging
- Diversity and inclusion
- Information equality



Interpandemic period



Thank you.

