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

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codename: PanDa 🐼

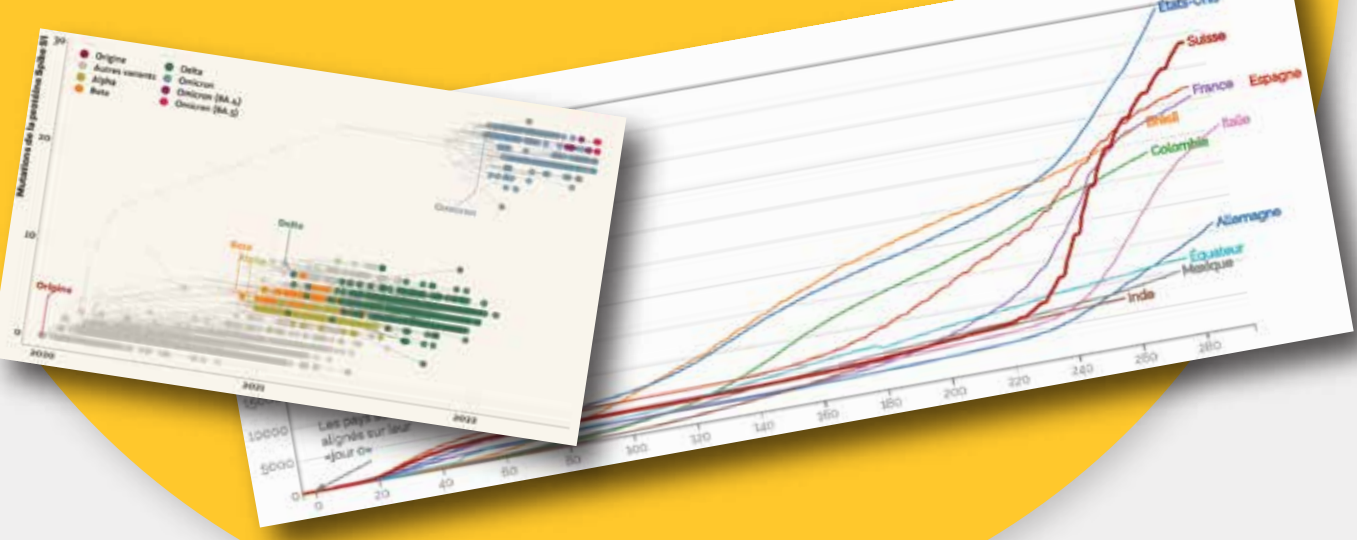## Research questions and objectives

- During times of pandemic, how is data produced and narrated by journalists and information professionals?
- To what degree are audience interpretations shaped by levels of trust in the media, data literacy as well as preexisting beliefs?
- How might we improve data-narratives for better audience understanding?

This project aims to improve the practices of actors (journalists and public institutions) producing and using data for public information purposes, in particular in the field of data-related stories and visualizations, to increase understanding and trust.

Team

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Data-related narratives & visualizations

WP 1: Periodization and mapping of data-related productions

- Which data and indicators were used during the Covid-19 pandemic?
- How were data-related narratives framed and which controversies arose?

Method: lexicometry, data analysis

WP 3: Assessing data-narrative interpretation according to individual characteristics

- Which factors influence the way people understand and trust data-narratives?
- How do trust in the media, data literacy and preexisting beliefs shape audience interpretations?

Method: field and online experiments

WP 2: Documenting and understanding data practices

- How did journalists work with data and related sources?
- How did they view their audiences' ability to interpret data and how did this shape their stories?

Method: interviews, case studies

WP 4: Designing and testing new interactive data-narratives

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

Method: prototyping, audience testing, field experiments

WP 5: Dissemination and practical implementation of results

- Peer-review articles and conference papers
- Knowledge sharing events and workshops
- Integration into journalism training/teaching
- Best practice guide to working with data during pandemics

Partners

Media

ARCInfo

HEIDI.NEWS
LES SCIENTIFIQUES DE L'INFO

LE TEMPS

RTS Radio Télévision Suisse

tamedia

Public sector

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Département fédéral de l'intérieur DFI
Office fédéral de la statistique OFS

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Académie du journalisme et des médias

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IAM Institute of Applied Media Studies

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