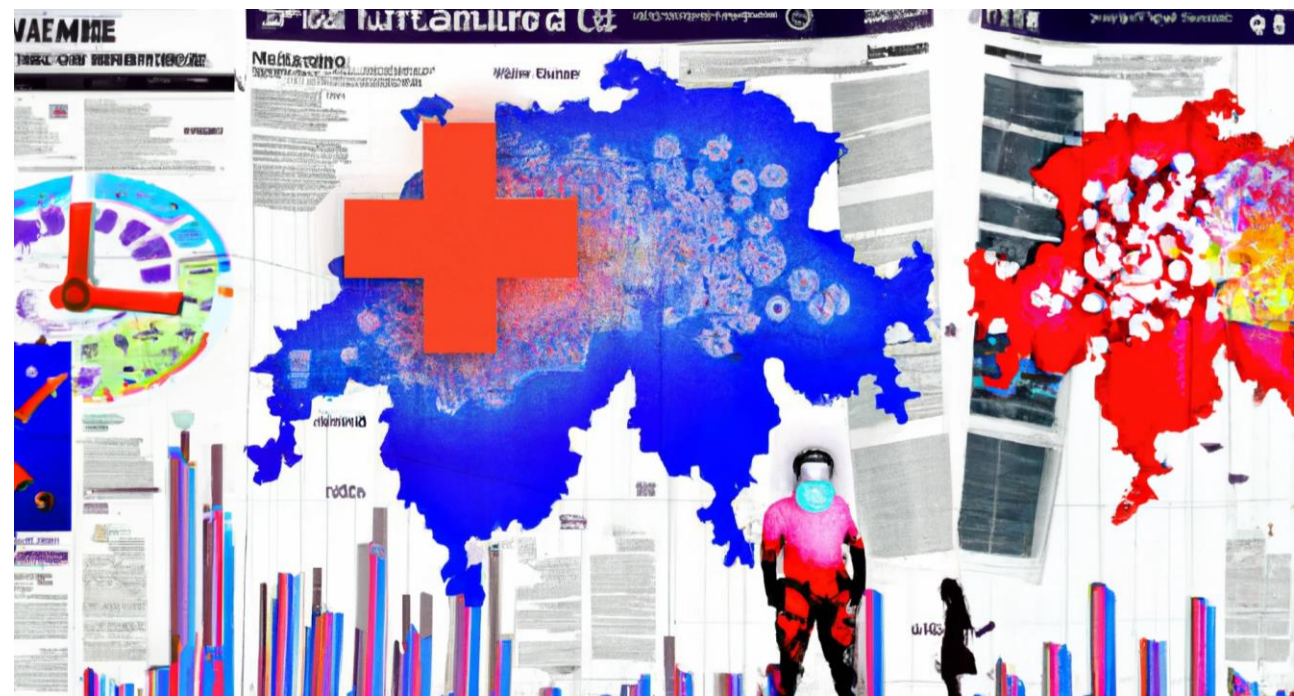




**Covid-19 in Society**  
National Research Programme

# DATA DURING A PANDEMIC



Harnessing the Potential of Data Visualization and Narratives  
Produced by Media and Public Actors in Times of Pandemic or  
Health Crisis

Codename PanDa 

# Project Team (University of Neuchâtel)



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# Research questions

## The starting point

(assumptions supported by previous research)

1. The way data was created, circulated, framed and published has a major effect on people's understanding of the pandemic.
2. Improving data communication will improve pandemic management (increase understanding, limit mis- & disinformation)

## Key research questions

- Which indicators framed the debate, how and why?
- How does trust and understanding vary according to message?
- Can news media and authorities present data in ways that are more meaningful, relatable, and actionable?

# Current state of research

## Four main focuses

WP1

Documenting the use of Covid-19 health indicators in news stories

WP2

Understanding how journalists work(ed) with pandemic data

WP3

Understanding how audiences understand and respond to data

WP4

Designing and testing new interactive data narratives

# Current state of research

## Four main focuses

### WP1

Documenting the use of Covid-19 health indicators in news stories

Analysis of corpus of 184,000 online news articles and related data visualizations (early stages)

### WP2

Understanding how journalists work(ed) with pandemic data

### WP3

Understanding how audiences understand and respond to data

First experiment completed (N=406)  
Focus: effects of uncertainty on understanding and trust

### WP4

Designing and testing new interactive data narratives

# Outlook & further steps

