

Strategic crisis communication. Lessons from Covid-19 pandemia

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Abstract:

The lecture aims at illustrating the key principles of effective crisis and risk communication. In risk and crisis communication, channel selection and trustworthiness are important predictors of people's information processing and adherence to recommended behaviours. Despite a number of warnings from the scientific community and the lessons learned from previous infectious disease emergencies (i.e. SARS-CoV, H1N1 influenza pandemic, MERS-CoV, Ebola virus, and Zika virus), governments around the world have shown low capacities to respond effectively to health emergency outbreaks.

Guests will reflect upon research data and practical experiences about the use of news media for retrieving information about virus, crisis response strategies acted by governments and business companies. Mistakes and best practices will be shared and commented.