CRISIS NARRATIVES
RESEARCH DAY
9 MAY, 2022
THL, HELSINKI

Welcome!

Session 1: Perspectives on COVID-19 Communication among Finnish Authorities

Liina-Kaisa Tynkkynen (THL, TAU), Laura Kihlström (THL), Moona Huhtakangas (THL) ""I wonder who is responsible for dealing with this? I guess it's not us:" Governance and leadership of Covid-19 pandemic in Finland." Project: RECPHEALS

Minttu Tikka (Aalto University) & Vuokko Härmä (THL) : "Building trust through locality: communicative practices of Finnish healthcare communication experts."Project: CN

Laura Musta (THL) "Multilingual and multichannel Covid-19 communications" Project: Building the Future

Discussion

"I wonder who is responsible for dealing with this? I guess it's not us"

Governance and leadership of the COVID-19 pandemic in Finland

Laura Kihlström, Moona Huhtakangas, Liina-Kaisa Tynkkynen

09/05/2022

**Finnish Institute for Health and Welfare**

Background

- "This was the **biggest societal crisis** in Finland since World War 2, and of course the 2008 financial crisis" (Research participant)
  - Resilience?

- "Health systems are **social systems**, fundamentally shaped by the **values, intentions, and relationships** of the human and organizational actors within them" (Topp et al., 2021)

- "**Who took charge** of the pandemic, when, and why?" (Greer et al., 2022)

RECPHEALS research objectives

- To investigate how **preparedness to**, **governance of** and **learning from** different crises cut across the different levels of the health system from European to national and local levels and how the overall resilience of the Finnish health system can be improved

Materials and methods
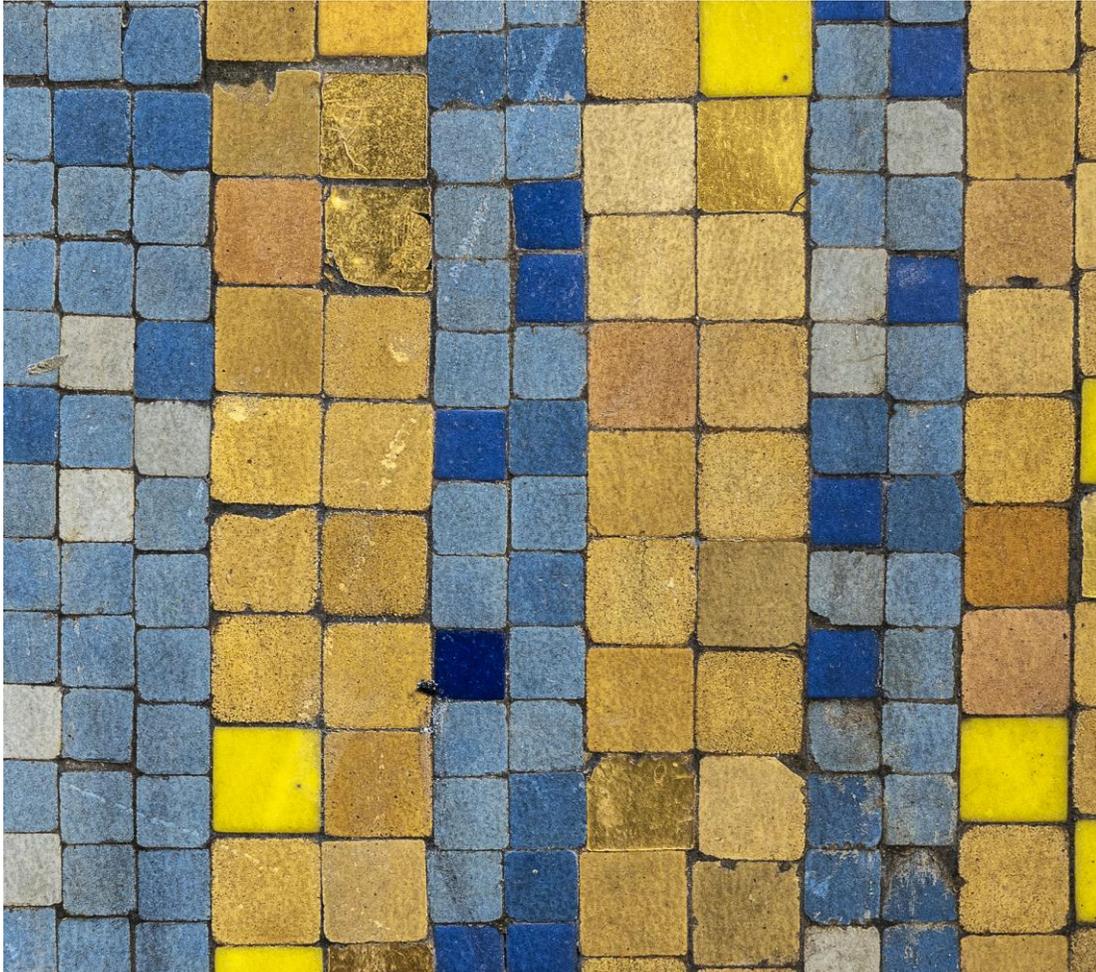
- Qualitative research

- **53 interviewees** from local, regional, and national levels

- Thematic analysis

Results

1. All about networks: Communication breakdowns and successes

2. What's going on?

Communicating real-time and comprehensive data during the pandemic

3. Power and politics

Tensions regarding *how* communication happened and *what* was communicated

Results: <u>All about networks</u>

- Communication breakdown and successes

- "It's a small country, we all know each other"
  - Practical errors: municipalities & regional state authorities missed critical information

- Local realities & needs vs. national communication

- The pandemic has also brought together groups of people/authories who previously did not interact regularly

Results: <u>What's going on?</u>

- Communicating real-time and comprehensive data during the pandemic

- In many cases, data has been gathered and communicated manually

- Lack of a centralized way of communicating real-time data from and about the health system

Results: <u>Power and politics</u>

- Tensions regarding *how* communication happened and *what* was communicated

  - Framing of the issue

  - Role of trust

  - (Lack of) transparency, secrecy (vs. era of social media)

  - Experiences of pressure and harassment

Concluding thoughts and questions

Resilience as an ability, not as an outcome

Pandemics are steeped in uncertainty, yet political leaders want certainty

Pandemics reveal systematic vulnerabilities and strengths, local context, luck

Communication is not extraneous to health governance and resilience

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Thank you!

laura.kihlstrom@thl.fi
@KihlstromLaura

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Building trust through locality: Communicative practices of Finnish healthcare communication experts

Minttu Tikka, Aalto University & Vuokko Härmä, THL
minttu.tikka@aalto.fi vuokko.harma@thl.fi

Crisis Narratives Research Day
9.5.2022

Background and Research Questions

- Regional Covid-19 communication and management
  - Healthcare districts/ wellbeing services counties operate between national and local levels

- Ongoing reform of healthcare, social welfare and rescue services (2021-2023)
  - Transferring the responsibility to organize health and welfare services from municipalities to wellbeing services counties

- How did the the healthcare communication experts aimed to establish trust and cope with the crisis?
  - Experiences, practices and interaction with stakeholders

Qualitative material: 18 interviews (spring and autumn 2021)

- Semi-structured interviews
- 1–1 ½ hours
- 5 communication directors
- 10 communication managers
- 1 director of operational unit
- 1 communicator/ PR officer
- 1 communication assistant

18/ 21 of the districts/ counties covered with interviews
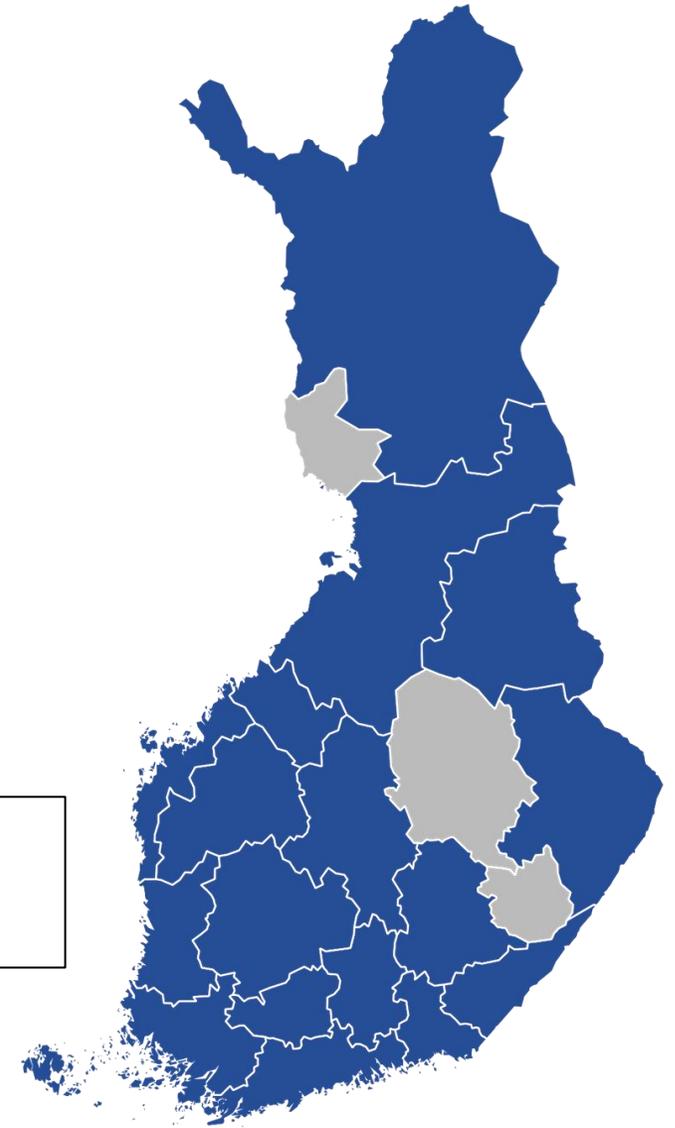
Theoretical framework

- *Trust* in crisis
    - Increases the willingness to cooperate (Hoffman 2001)
    - Relational: bridging authorities and citizens (Hardin 2001)
    - Resource and outcome (Offerdal et al. 2021)

- *Context* of crisis
    - Crises are temporal and spatial (Dynes 2000; Tierney 2007)
    - Contextual vulnerabilities (Hoffman & Oliver-Smith 2002)
    - Context resonates in the responses of publics and organizations (Boltanski 1999; Coombs 2007; Hayes et al. 2021; Masuda & Garvin 2006)

Crisis Narratives

Emerging findings

- Significant differences between diverse districts/ counties

  - These differences and contextual features affect crisis communication and management of health care districts

- All communication experts aimed to establish trust with communicative practices

  - Use of specific knowledge of local conditions and context
  - Creation of predictability

Crisis Narratives

1. Different stages of the national health and social service reform

- Adds complexity and affects to the resources

"We have a really fragmented healthcare structure in our area. We haven't had the reform yet but we have a healthcare district that is in charge of specialized healthcare, and then we have three municipalities that have their own primary healthcare, and then we have XXX area with joint municipal authority for health clinics, and then we have welfare district of xxx with five member municipalities."

"Our resources are so limited, so we have been forced to stretch. Having more people in our team would require onboarding, and who would have time to do that. There's the problem."

Crisis Narratives

2. Diverse demographic structures & regional characteristics

- Diverse age & risk groups, cultural backgrounds, summer residents, seasonal workers, rural and urban areas, borders

"Our population is small and therefore the situation is perhaps easier to control"

Crisis Narratives

3. Diverse effects on local economy and industries

- Tourism

"We have big tourist resorts here, but we have learned to operate in a certain way [...] and provide safe service and guidance."

"..it kind of started with the idea that this [website for local COVID-19 info] would be a way to let everyone know how to cause the least harm or avoid damaging our business, tourism."

- Port

"We have a port in the area... Of course, there have been concerns about that might come from there"

Crisis Narratives

4. Contradicting situations between national and regional levels

- Pressure and exhaustion on the regional level

"While the rest of Finland was returning to normal condition and lifting restrictions, our patients began to die in massive amounts."

"When THL publishes information it is public immediately. This produces problems for us and municipalities because there is no time to prepare. A recent example is that Moderna is suddenly not recommended for male under 30 years. This information came in the middle of the day and there were vaccinations going on in schools. Then they had to stop vaccinating boys."

Crisis Narratives

Communicative practices: familiarity, locality & predictability

1. Sense of familiarity and trustworthiness
   - Recurrent use of local medical experts as spokespersons (empathy, familiarity, local dialect, local celebrities)
   - Collaboration with local media and other local stakeholders (sport clubs, companies)

1. Structuring communication to manage the chaos
   - Scheduling communication in order to create predictability
   - Routinization of work

Theoretical takeaways

- Contextual trust
    - Trust emerges when the local context is understood
    - Bottom-up process instead of top-down

- COVID-19 as a scenario where crisis becomes a condition
    - Terrain of action and meaning (Vigh 2008)
    - Instead of temporary ruption COVID-19 can be perceived as ordered disorder
    - State of emergency > situation of emergence

Crisis Narratives

Literature

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Crisis Narratives

Multilingual and multichannel COVID-19 communications

Laura Musta

5.5.2022

Terveyden ja hyvinvoinnin laitos

Building the future - project

- Aims to support coping and functioning of persons with disabilities and persons of migrant origin in exceptional and crisis situations

- Cooperative project with the Finnish Association on Intellectual and Developmental Disabilities (Kehitysvammaliitto), the Finnish Institute for Health and Welfare (THL) and the Association of Finnish Local and Regional Authorities (Kuntaliitto).

- Funding: The European Social Fund

Development of our COVID-19 communications

5.5.2022

27

Multilingual and multichannel communication material task force

- **Multidisciplinary knowledge** from **different organizations and units** – enables faster solutions based on expertise

- Produces multilingual and multichannel Covid-19 materials
- Follows the development of the situation and responds to the changing needs of the field
- Develops and plans measures to prevent the epidemic in collaboration with multicultural organizations and key personnel
- Supports and gathers together regional health and welfare practitioners (round tables, regional collaboration groups, specialised trainings/meetings, consultations)

3 tools for effective communication

Cooperation

What is it about?
- ❖ **Get in touch with other professionals and key actors**

How to do it?
- ❖ Cooperation meetings, aiming to share good practices
- ❖ Make sure that information reaches all the essential people, avoid overlapping work
- ❖ Utilise the existing networks

Community dialogue

What is it about?
- ❖ **Ask from the target community and listen**

How to do it?
- ❖ Create networks that reach the target group
  - → It matters, who the messenger is
- ❖ Build and maintain trust
- ❖ Remember reciprocity

Co-creation

What is it about?
- ❖ **Develop together with your target group**

How to do it?
- ❖ Invite target group to join in already when planning the activities
- ❖ Find out about actual needs and bottlenecks, then find the solutions together with the target group

X We did this for you…
✓ Let's think together what to do and how to do it…

Building the future – project

www.thl.fi/
tulevaisuuttaluomassa

Laura Musta
laura.musta@thl.fi
p. 0295 247 259

Any questions or comments?

Leverage from
the EU
2014–2020
European Union
European Social Fund

Lunch

11.45–12.30

Crisis Narratives Research Day

Session 2: COVID-19 Narratives on Social Media

12.30–12.45 Anna-Leena Lohiniva & Annika Pensola (THL) "Risk perception framework of the public - an infodemic tool for future pandemics and epidemics" Project: CN

12.45–13.00 Salla-Maaria Laaksonen & Tuomas Heikkilä (University of Helsinki) "Unconventional communicators on social media during the Covid-19 pandemic: from influencers to pseudoanonymous voices." Project: UnCoCo

13.00–13.15 Henna Paakki (Aalto University) "Digital narratives: turning point events as facilitators of change in social media perceptions of long-term crises." Project: CN

13.15–13.40 Discussion

COVID19 risk perception framework of the public

– an infodemic tool for future pandemics and epidemics

Anna-Leena Lohiniva & Annika Pensola

Finnish Institute for Health and Welfare

Introduction

- Risk perception influences behavior during a crisis and can be used to encourage behavior change (Dickmann et al. 2016)
  - Perceived vulnerability is one of the major motivational forces behind precautionary behavior
- The impact of risk perception is often short-term only and cognitive biases may lessen its impact of it (Infanti et al. 2013)
- Risk perception context and time-specific

Objective

- To identify concepts that are influencing the pandemic-related risk perception of the public in Finland to come up with a taxonomy that can be used in social listening to filter online conversations as well as with risk communication messaging.

Pandemic context

- In March 2021, stricter restrictions were put in place.

- At the end of April 2021, the situation improved, and regional restrictions took place.

- Transmission numbers were further decreasing towards end of May 2021.

Suomessa todetut COVID-19 -tapaukset tilastointipäivän mukaan

mustalla viivalla seitsemän päivän liukuva keskiarvo
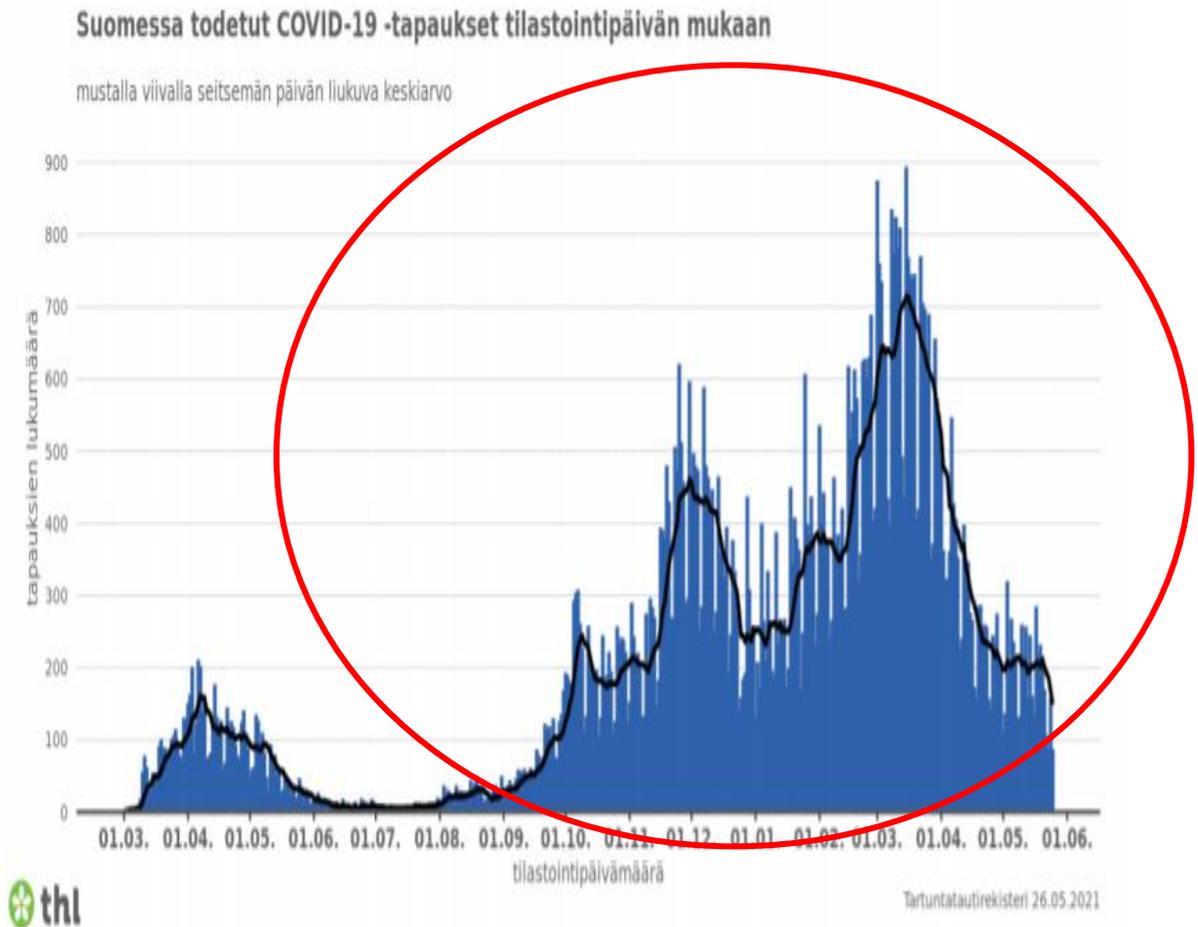
Data source: Twitter and Facebook THL

Twitter

- Approximately 74 000 followers

- Approximately 50% of women

- Mostly trolleying, out-group

Facebook

- Approximately 49 000 fans

- About 80% of them are women

- About 50% are women in the age group 35-54 years

- People with high emotions (in-group and out-group)

Data

- **THL's Facebook and Twitter posts between March and May 2021,**
  - Emplifi
  - *Korona* –tagged posts

- **269 posts in dataset**
  - 146 FB posts, 9 792 comments, 2612 authors
  - 123 Tw posts, 932 comments, 420 authors

POSTS

Facebook ■ Twitter ■

	MARCH	APRIL	MAY
Twitter	51	38	32
Facebook	55	50	41

COMMENTS

Facebook ■ Twitter ■

	MARCH	APRIL	MAY
Twitter	438	297	197
Facebook	4688	3294	1810

AUTHORS

Facebook ■ Twitter ■

	MARCH	APRIL	MAY
Twitter	223	168	116
Facebook	1440	1073	607
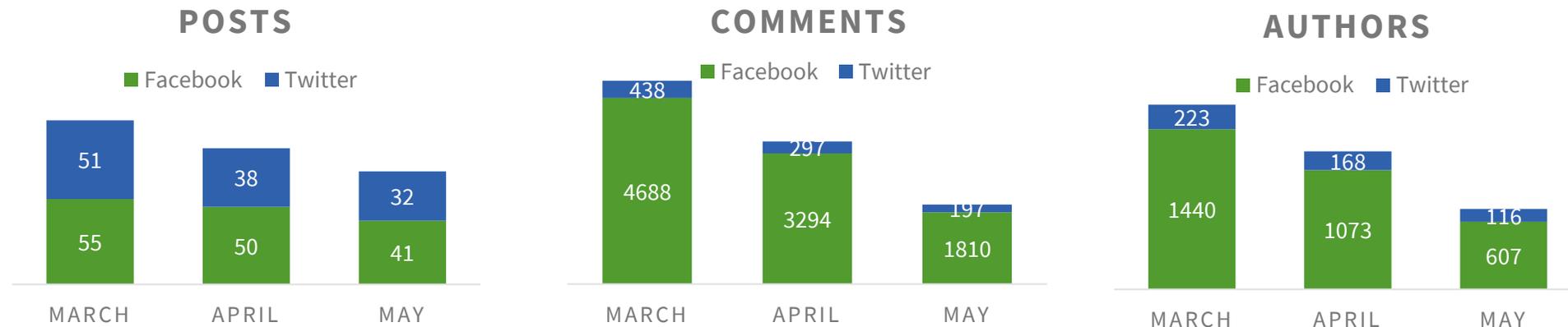
Data management and analysis

Data collection

↓

Anonymization & cleaning

↓　　　　　↓

Familiarization　　**Familiarization**

↓　　　　　↓

Coding　　**Coding**

↓　　　　　↓

Discussion, reflection and verification

↓　　　　　↓

Categorization　　**Categorization**

↓　　　　　↓

Refining, verifying

↓　　　　　↓

Data interpretation
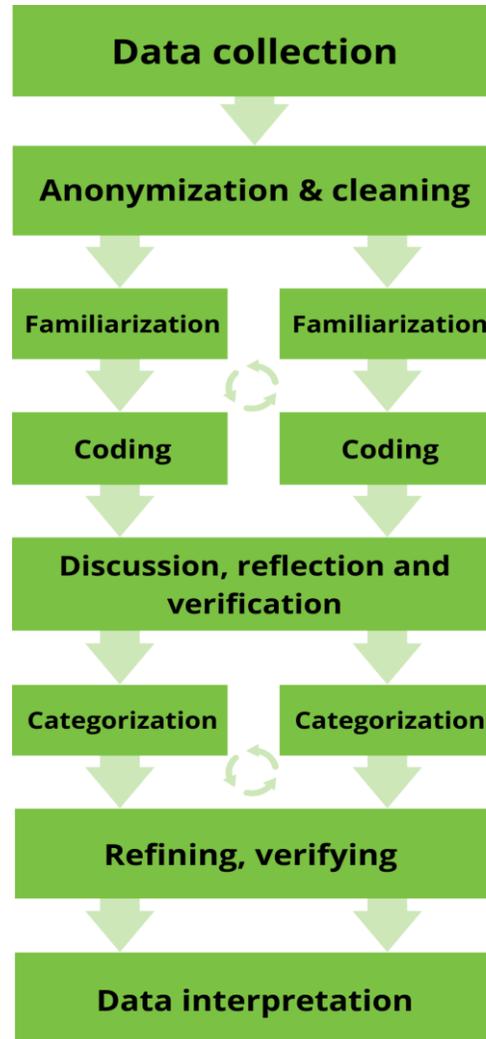
- Qualitative data analysis

- Close-reading of data, coding comments related to the pandemic

- Coding of individual comments addressing the severity and probability of risk (Rohrmann 2008)

- Carried out by two researchers, interpretation and categorization cross-verified
  - Resulted in 966 individual codes further categorized into subthemes and themes

- Reaching mutual consensus between the two researchers

Pandemic risk perception framework

SOCIOCULTURAL FACTORS

SUBJECTIVE FACTORS

Perception
- Nature of the virus
- Location of the virus transmission
- Transmitters of the virus
- Efficacy of prevention measures

Knowledge
- Virus characteristics
- Probability of death
- Scope of the pandemic

Personal experience
- Risk mitigating experiences
- Risk heightening experiences

Trust
- Political trust
- Social trust
- Trust in self

Attitudes
- Fatalism
- Belittling risks
- Acknowledging risks
- Self-determination

Risk perception

Vertical culture
- Rule breaking criticism
- Demand for strict rules

Individual rights
- Right to act
- Right to choose

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Perceptions

- **Nature of the virus**
  - Virus is contagious, the virus is aggressive

- **Location of virus transmission**
  - Small, narrow, tight, crowded places, indoor places, abroad

- **Transmitters of the virus**
  - Those who transmit intentionally (careless people, young people, people from different cultural and ethnic backgrounds, people with social lifestyles; parties, traveling)
  - Those who transmit unintentionally (people working in the service sector, teaching, healthcare, people with asymptomatic infection)

- **Efficacy of prevention measures**
  - Inevitability of the virus transmission
  - Illogic of the prevention measures
  - Real life challenges
  - Personal observations during the pandemic

Knowledge

- **Virus Characteristics**
  - **Strength of the virus**
    - Virus develops severe symptoms, speed of the transmission of the virus, short contact time for the transmission
  - **Modes of transmission**
    - Airborne transmission
  - **Changes in the virus**
    - Virus mutations, new strains, asymptomatic nature of the virus, changing characteristics of the virus

- **The scope of the pandemic**
  - **Increasing trend of new coronavirus cases**
    - Reproductive rate, number of new cases, the prevalence

- **The probability of death**
  - **Number of people dying**
    - Number of deaths in Finland, number of deaths globally
  - **Type of people dying**
    - Young people, the elderly, and those with underlying health conditions

Personal experiences

- **Risk mitigating experiences**
  - Mild case, easy recovery, short duration, no other type of repercussions

- **Risk heightening experiences**
  - Pain, suffering, death, financial issues, social challenges

Trust

- **Political trust (trust in authorities and the media)**
  - Unreliable reporting or scandal seeking reporting, arbitrary or rapidly changing infection prevention recommendations, and lack of actions by the authorities to take actions to prevent the transmission of the virus in Finland

- **Societal trust (trust in others)**
  - Criticism towards those who downplay severity or do not follow safety measures

- **Trust in self**
  - Ability to protect self

Attitude

- **Belittling**
  - Risk of the pandemic as overexaggerated, nothing more than seasonal flu, weak virus

- **Acknowledgment**
  - Pandemic is a serious problem, it must be taken seriously

- **Fatalism**
  - Virus is here to stay, the virus is natural, death is natural, the pandemic is a natural phenomenon, there have been pandemics and there will be pandemics in the world, we cannot fight the natural order

- **Self-determination**
  - My decision- my life, my responsibility my choice

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Socio-cultural factors

- **Rights of individuals**
  - **Right to act**
  - The right to follow or not to follow measures.
  - **Right to choose**
    - People have the right to know and to be informed,
- **Vertical culture**
  - **Rule breaking**
  - People who do not follow infection prevention measures are selfish and careless and responsible of the growing epidemic (rule-breaking criticisms)
  - **Demand for strict measures**
    - Enforcement of strict laws and regulations, restrictions, and measures

Conclusions

- A taxonomy to filter concepts linked with the risk perception of the public related to the COVID-19 pandemic was developed through a qualitative analysis that includes 7 concepts and 20 categories that were divided into number subcategories and codes.

- The taxonomy can be used as keywords for social listening of risk perception.

- The framework is a tool that can be used during future epidemics and pandemics by risk communicators to address the risk perception of the public with the right type of information at the right time.

Next steps

- Deepening understanding of the concepts through focus group discussions

- Verification- big data

- Merging the taxonomy to a digital platform

- Longitudinal study of the evolution of risk perception by use of datasets from different time periods of the pandemic

Thank you!

"korona" and "vaalit"
on Finnish language social media
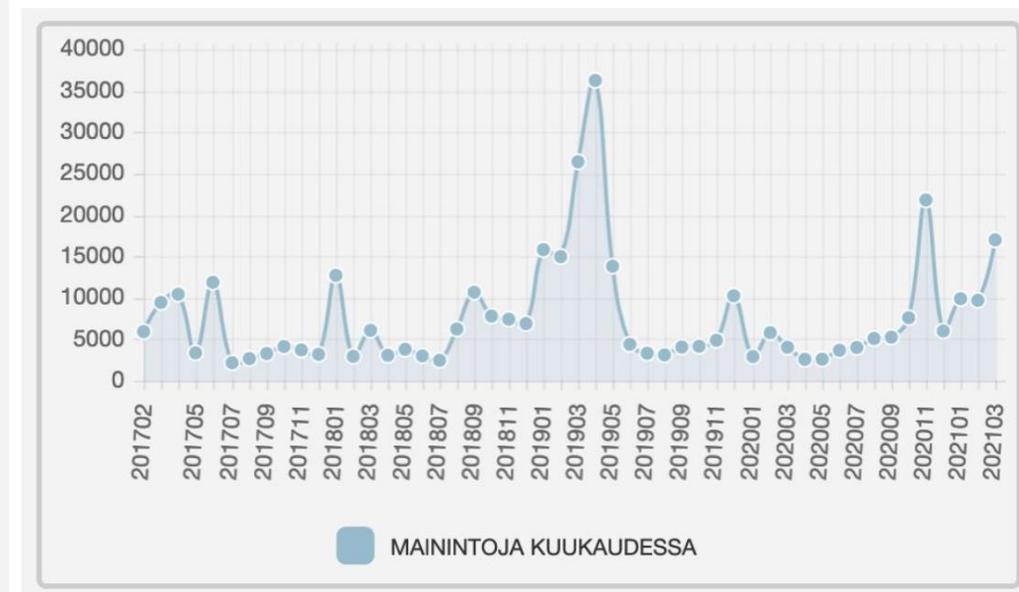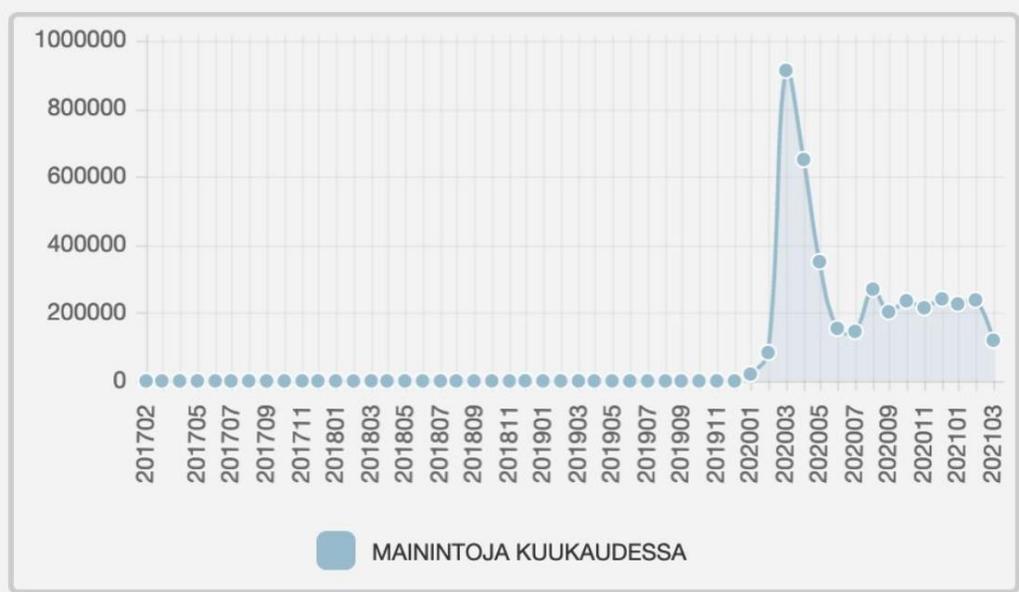
UnCoCo Project

...investigates **how information and stories related to COVID19 pandemic circulate and are framed in networks of unconventional communicators**.

We examine how these alternative communicators, through their social discourse, aim to either **support or contest the legitimacy** and communication of official actors such as the Finnish Institute for Health and Welfare.

Social media data explored with digital and computational methods combined with qualitative analysis.

Funded by the Helsingin Sanomat Foundation 2020-2022

Legitimacy and legitimacy judgements

Legitimacy

General perception of the appropriateness of the actions of an entity (Suchman, 1995)

Pragmatic / Moral / Cognitive

Discursive and rhetorical legitimacy (Suddaby & Greenwood, 2005)
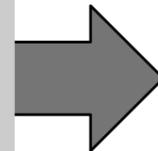
Legitimacy judgements

- Evaluated by individual stakeholders (Bitektine, 2011) but communication makes legitimacy judgements social and collective (Berger & Luckmann, 1966; Tost 2011; Van Leeuwen 2007)
- Non-traditional/non-authoritative actors giving legitimacy judgments (Bitektine & Haack 2015)
- (de)legitimization tactics increasingly enacted through social media (Ojala et al., 2019; Ross & Rivers, 2017)

What unconventional communicators?

01	Social media influencers	• #faktaakoronasta and other campaigns
02	(Pseudo)anonymous communicators	• Twitter, Jodel, Reddit
03	Organized movements and rogue collectives	• Rogue visualizations, alternative expertise

Legitimizing voices: #faktaakoronasta

Influencers in the liminal space

(Reinikainen et al., 2022; Pöyry et al. 2022)

In March 2020, the Finnish Prime Minister's office launched an initiative to "*support social media influencers in sharing information about the coronavirus*".

Followed by #5faktaa, #virtuaalivappu, #etävappu, #keephelsinkiopen

Influencers invited to collaborate to **reach younger audiences**, beyond the traditional channels of public sector communication

➔ SMIs occupy "a liminal space" (Chadwick, 2017) between the logics of new and old media

Traditional expertise with new genres of **advice**: → content congruence and authenticity

(Pöyry et al., 2019)

Showing example with a **strong normative stance**: → Exhibiting relatable in-group behavior: guidelines, mask wearing

Peer support, expressing emotions →
Suggests an active role in crisis resilience.
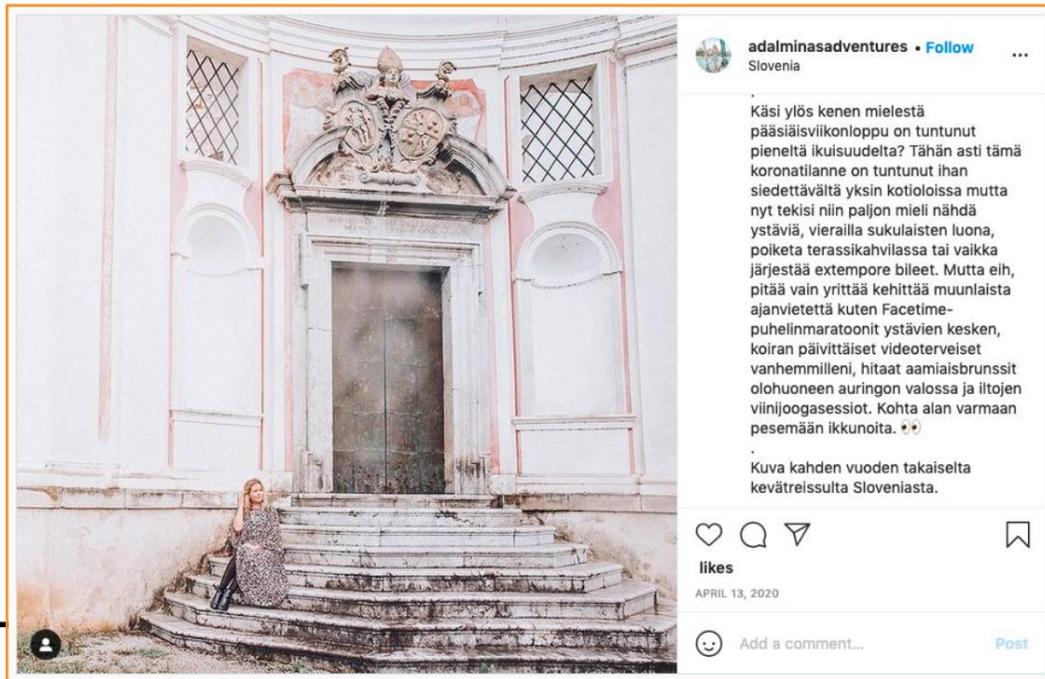
Delegitimizing voices: pseudoanonymous tweeters

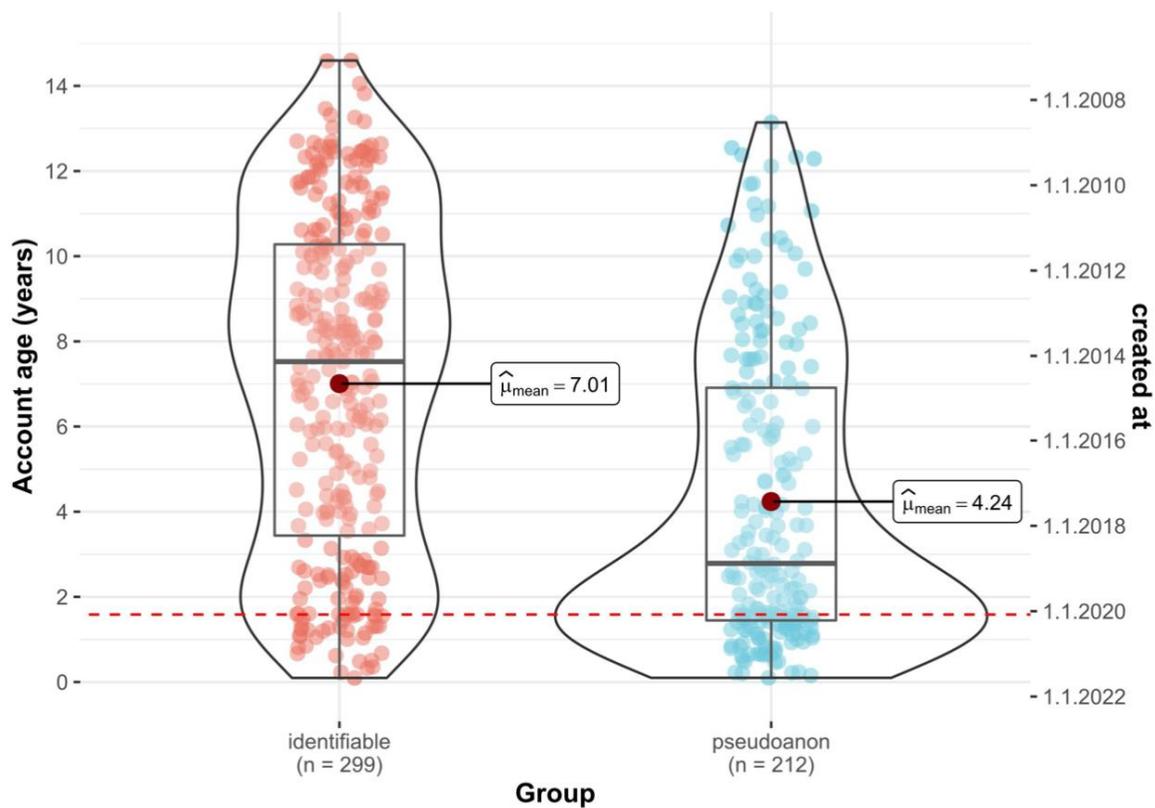# Pseudoanonymous Covid-19 Tweeters (Heikkilä et al., WIP)

- Weak signals of heightened, non-identifiable twitter activity during the corona crisis
  - Semi-stable pseudonyms
  - Beyond good and bad anonymity?
- ⇨ We explore the networked activity of these accounts and the strategies they have employed to contest official public health safety measures and authorities, and their connections to political actors and other more organised forms of mobilisation around Covid-19

Arch-Physicist 😂 #MildZeroCovid
76.7K Tweets

Arch-Physicist 😂 #MildZeroCovid
@zin_zah
Between Insanity and Outsanity   adressit.com/koronaviruksen...
Joined May 2011
5,001 Following   1,724 Followers

Silminnäkijä
39.7K Tweets

Silminnäkijä
@ChiLaiLee
Tulin, näin, kommentoin - sananvapautta, mediaa ja politiikkaa. Visiot henkilökohtaisia. The truth, and whole truth and nothing but the truth matters.
Translate bio
Joined October 2017
4,104 Following   2,554 Followers

Pseudoanonymous Twitter Behaviour

Account age for identifiable and pseudo-anonymous accounts (31 Oct 2021)

$t_{\text{Welch}}(485.85) = 8.44, p = 3.74e\text{-}16, \widehat{g}_{\text{Hedges}} = 0.75, \text{CI}_{95\%}\ [0.57, 0.93], n_{\text{obs}} = 511$

- - - First laboratory confirmed COVID-19 case in Finland (29 Jan 2020)

- 229 PA accounts identified from 621 most active Covid-19 Tweeters

- Surge of PA account creation around January 2020
  - High deactivation rate
  - Several named accounts turned to pseudonymous

- 4.2M tweets (Jan20-Oct21)

- Mention and retweet networks, qualitative analysis

PA Communication Networks
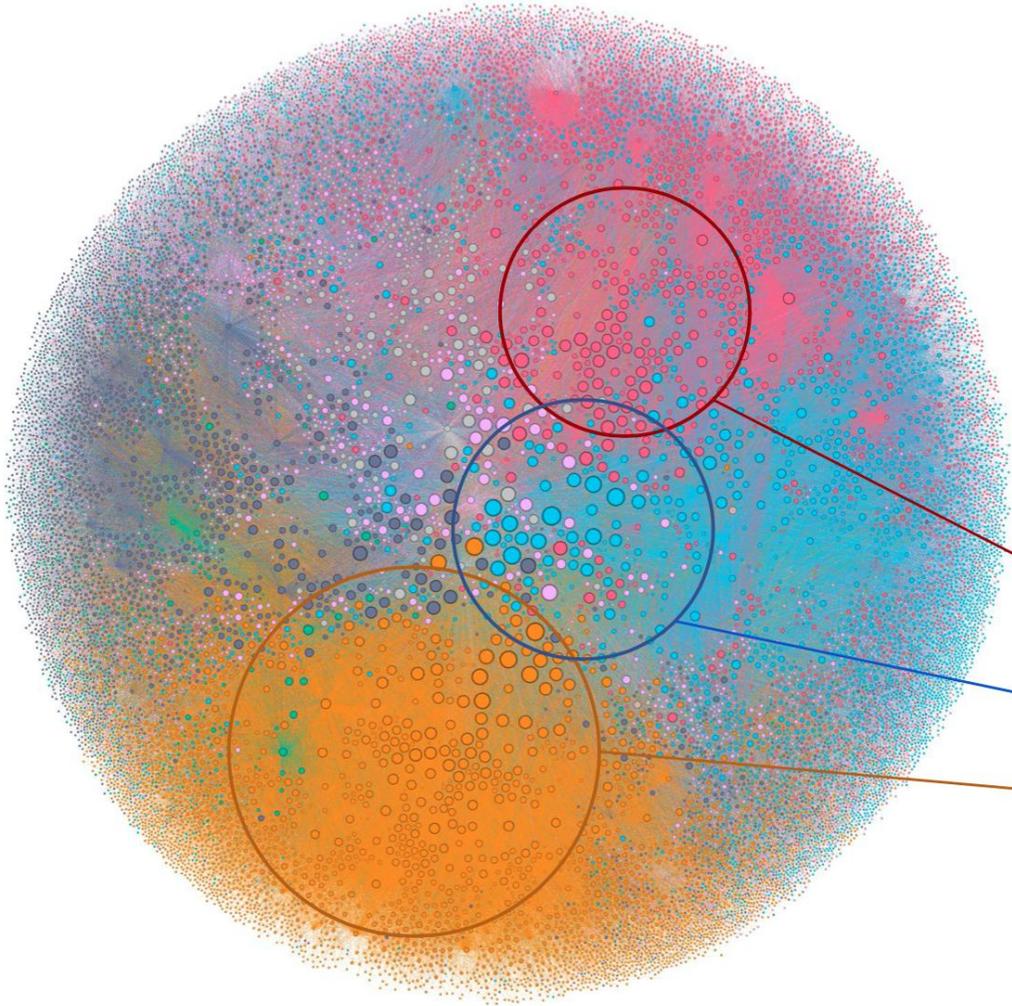
- PA accounts...
  - form dense communities
  - are connected via frequent retweeting (*amplification*) and mentioning (*engagement*)
  - Use mentions to *summon* authorities and the media

- Largest communities share similar framings, arguments and materials in contesting COVID-related issues
  - Alternative to government politics
  - Alternative to health-expertise
  - Zero-covid approach (elimination)

- Increase in the alt-expertise community (+67% accounts, +406% mentions)

MENTIONS/REPLIES: 19,559 NODES, 8 COMMUNITIES (MODULARITY = 0.395)

Parody accounts

(Koivukoski & Laaksonen, *forthcoming*)

Vanha-Virsi Harhala
829 Tweets

if you wear a mask long enough you begin to forget who you are beneath it.

Vanha-Virsi Harhala
@VanhaVirsi

The woman behind the masks

Parodiatili

📅 Joined May 2020

205 Following   **435** Followers

Follow

Pekoni Ainokainen
216 Tweets

Pekoni Ainokainen
@AinokainenP

Sosiaalisuus- ja terveiskanisteri.
Ebidemian modifikaattori.
ÄsTeeÄmmän ykkösnyrkki.
Huoltovarmistelu AV, YV, jono, HV.
Parodiatili.

📅 Joined December 2020

144 Following   **159** Followers

Follow

Ebidemiologi Kalmanen 🚫🦠
7,953 Tweets

Ebidemiologi Kalmanen 🚫🦠
@EKalmanen

Valtion viraalinen ebidemiologi. Toisen aallon harjalla~ratsastaja tukahduttaja.
Viruslogian asiantuntia.

Parodiatili.

📅 Joined May 2020

180 Following   **1,678** Followers

Follow

Parodia/kritiikki-THL/STM
2,570 Tweets

Country, Other	Total Cases	New Cases	Total Deaths	New Deaths
Finland	2,176	+249	27	-1

Parodia/kritiikki-THL/STM
@TeeHool1

TeeHooäL: kansall. ns. asiantuntijalaitos (tai no ainakin on), joka tarjoaa luotettavahkoa tietoa terveys- ja hyvinvointialan päätöksenteon & toiminnan tueksi 😂

📅 Joined September 2020

146 Following   **314** Followers

Follow

Prof. (emer.) Gisse
5,866 Tweets

Prof. (emer.) Gisse
@GisseProf

Provokaattori, barodia-trolli, hammer of heretics. Epäkorrektia poliittista runtua kaikille. Estotonta päänaukomista. Älä ota liian vakavasti.

📍 Överallt och Ingenstans.   📅 Joined July 2020

647 Following   **711** Followers

Follow

---

ambivalent online humor harnessed to depict incompetent and deliberately failing authorities

Concluding thoughts: the crowded liminal space

- The **hybridity** and **polyvocity** of the mediated society:
  - Emergent new influential actors might have more "digital legitimacy"
- The unconventional voices highlight **emotional and social** aspects of communication:
  - Communality, participation, communicative organizing and connective action
  - Irreverent, ambivalent and participatory cultures of the online
- **Politicization** and **affective criticism** in the long term -> from pragmatic to cognitive legitimacy judgements and the general undermining of trust in authorities

Thank you!

blogs.helsinki.fi/uncocoproject

salla.laaksonen@helsinki.fi / @jahapaula

Digital narratives

Turning point events as facilitators of change in social media perspectives of crises

Aalto-THL Crisis narratives project

Computational group's research interests

- Supporting crisis communication and preparedness

- Computational narrative analysis

- Mixed methods for better understanding of citizen perspectives on crises

- Computational analysis of crisis news, crisis reports, social media

Crisis news and citizen perspectives

Interaction between crisis news and citizen perspectives (Kasperson et al., 1988)

Study: Social media perspectives on YouTube
*Henna Paakki, Johannes Johansson, Ken Riippa*

- People increasingly search crisis information online (e.g. Yousefpour et al., 2020)
- Youtube news channels: relatively stable viewership & context
- Similar format for news provider channels
- Can investigate changes in reporting & changes in viewer perspectives over time

Research questions

- How do beliefs and perceptions of risk change on social media during long-lasting crises?
  - *Are there temporal differences? (early vs. later stages)*
  - *Are there notable contextual differences between countries?*

- What kind of a role do different types of discourses play in the construction of crisis narratives, perceptions of risk, and in building trust?

Critical events trigger crisis discourses

- Narrative empty space in crisis invites explanations (Sellnow et al., 2019), creating openings to new beliefs or information (Crocker et al. 1984).

- Critical events are visible as **peak conditions** (Geiss, 2019) during long-term crises.

- Google Trends and contextual information for event selection.
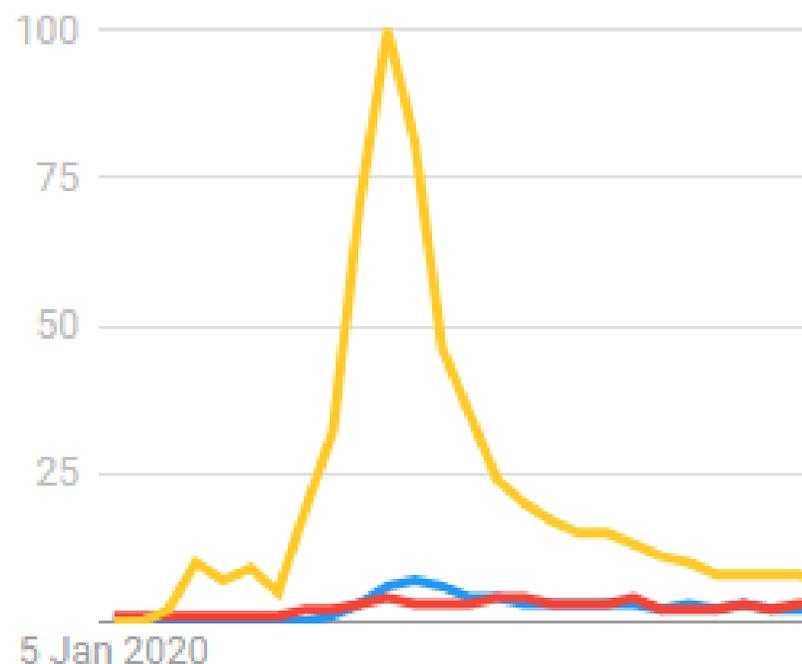
UK search trends for beginning of the pandemic period for search terms: Covid-19, Corona, Covid

# Constructing crisis perceptions through discourses

- People construct perceptions of crisis and risk through social discourse actions (Joffe, 2003; Potter, 1996)
- Conversational/discourse acts are pragmatic items for analyzing:
  - interaction and intention
  - alignment e.g. btw officials and citizens
  - relationships (common ground, trust, shared knowledge)
  - (Sacks et al., 1974; Schegloff, 2007)

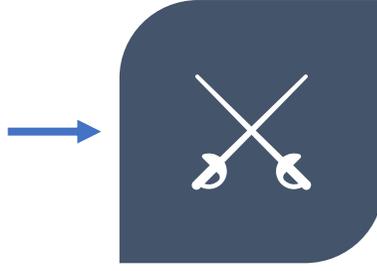# Discursive actions as contributions to narrative functions (Labov's)
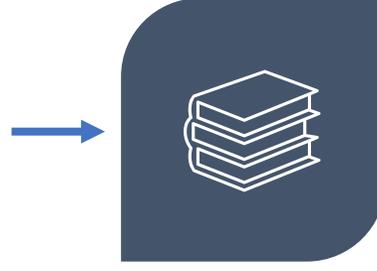
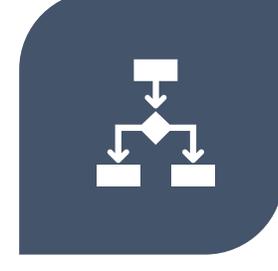(Labov, 1972; Labov and Waletzky 1967)

ABSTRACT: NEWS TOPIC
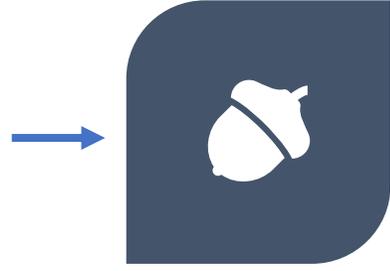
ORIENTATION: STATEMENTS, ANNOUNCEMENTS

COMPLICATION: ACCUSATIONS, CHALLENGES, QUESTIONS

EVALUATION: EVALUATIONS, APPRECIATIONS

RESOLUTION: REQUESTS FOR ACTION, PROPOSALS

Data sources and critical events

Channel selection criteria

- Most followed, large viewership, trusted, ideologically (quite) neutral, allows comments
- YouTube viewer comments to crisis videos on public news broadcasters' YouTube Channels: UK (BBC), Australia (7News), Canada (CTV), Singapore (CNA), India (NDTV), US (CNN)

Critical events: Pandemic

- Event 1: Beginning period 12/19-6/20
- Event 2: Vaccination period 1/21-7/21
- Event 3: Omicron/restrictions 10/21-1/22

Pandemic data

CHANNEL	EVENT1	EVENT2	EVENT3
7News	33,168	111,153	40,885
CNA	91,240	28,438	34,007
CTV	6,461	34,812	28,755
NDTV	54,304	96,877	9,931
BBC	268,723	235,319	97,461
Total	453,896	506,599	211,039

Number of comments per channel. Replies included, without filtering other languages.

Methods

Actions tagged using Machine Learning and Natural Language Processing (zero-shot learning model using MNLI; Yin et al., 2019)

Further analysis using N-grams: word co-occurrences

Close-reading of selected discourses

Are you a musician,individual,actor, model,businessman/woman or other type of artist? Are you interested in joining the Illumin ati ▲- Bringing the poor, the needy and the talented to limelight of Wealth,Fame and Power. Get money, fame, powers, security, get recognized in your business, political race, rise to the top in whatever you do, be protected spiritually and physically. I f interested in joining the Illuminati contact us via ✉ illuminatiworld8571@gmail.com Text Or WhatsApp +1 (213) 519-5325 ▲

Critical crisis events also invite harmful phenomena

- Spam, people capitalizing on the crisis, disinformation
- Filtered using an algorithm for duplicate and near-duplicate detection (Arms, 2012)

Selecting points of interest

- Peaks in action groups: differences from group mean

- Significant if greater than 2*SD over group mean
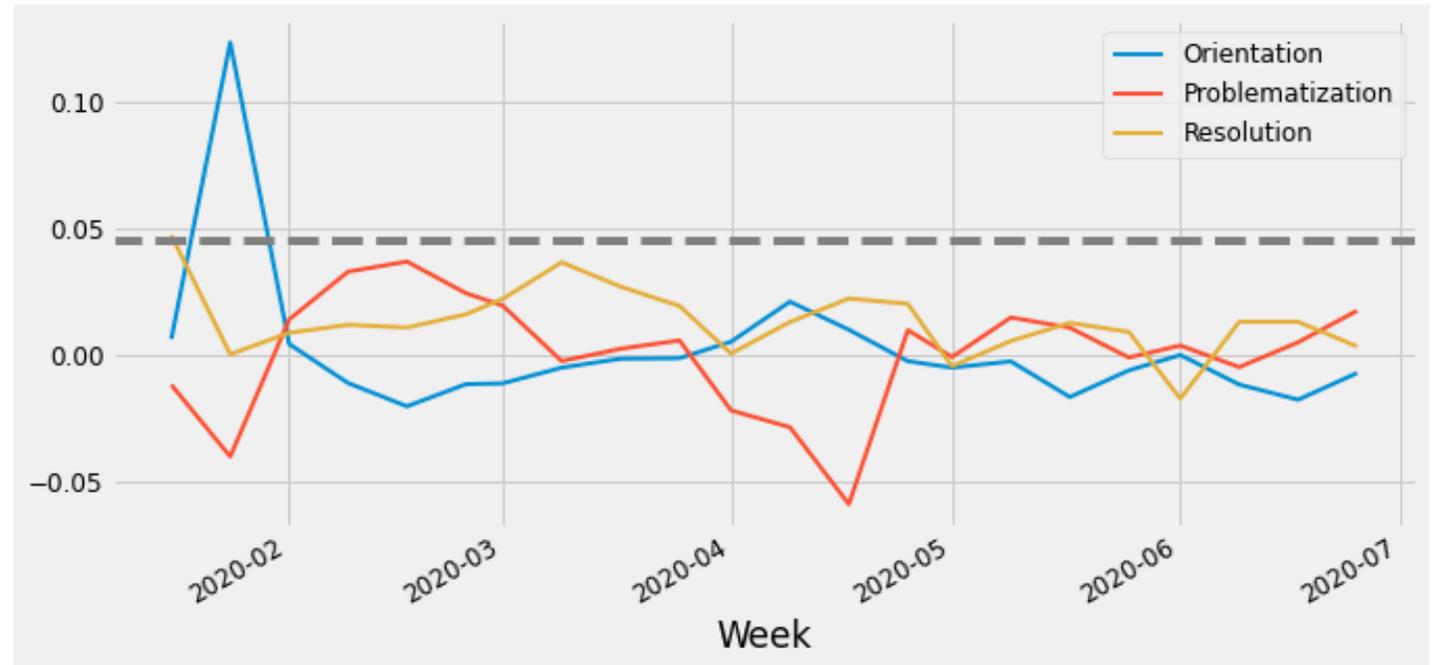
BBC news phase 1 comments by action group. Time series plotted by differences from group mean.

BBC Phase1: 1-6/2020

Resolution – 16.1.	Orientation – 24.1.	Resolution2 – 17.6.
stop eating (bats)	corona virus	get well
corona virus	plague inc	Boris Johnson
stop flights (to China)	Chinese government	new world (order)
Chinese people/gov.	made China	wear mask(s)
close borders	stop eating (bats)	stay home
virus spread	world war	wash hands
stay home	(million) people infected	Chinese communist party
around world	people die	health care (workers)
wash hands	death toll	Lord Jesus Christ
immune system		petition parliament
need stop		stay strong (Italy)

BBC Phase2

Resolution – 25.4.	Complication – 17.7.	Orientation – 25.7.
pray/help India	fake news	Jesus Christ
please help	lab leak/leak theory	United States
stay strong	side effects	sars cov
people dying	graphene oxide	Tokyo Olympics
Jesus Christ	conspiracy theorists/theory	take heed
stay safe	people died	Fort Detrick
god help/god bless	corona virus	chadox ncov
prime minister	getting/get vaccine	side effects
stay home	covid vaccine	mental health
wear mask	adverse reactions	heed people
social distancing	sounds/seems like	Boris Johnson
whole world	BBC lying	take care

Pandemic data: video counts

- Number of videos per channel.

Channel	P1	P2	P3
7News	292	483	407
CNA	807	477	233
CTV	153	153	81
NDTV	536	660	427
BBC	475	167	64
Total	**2263**	**1940**	**1212**

Labov's narrative functions

(Labov, 1972; Labov and Waletzky 1967)
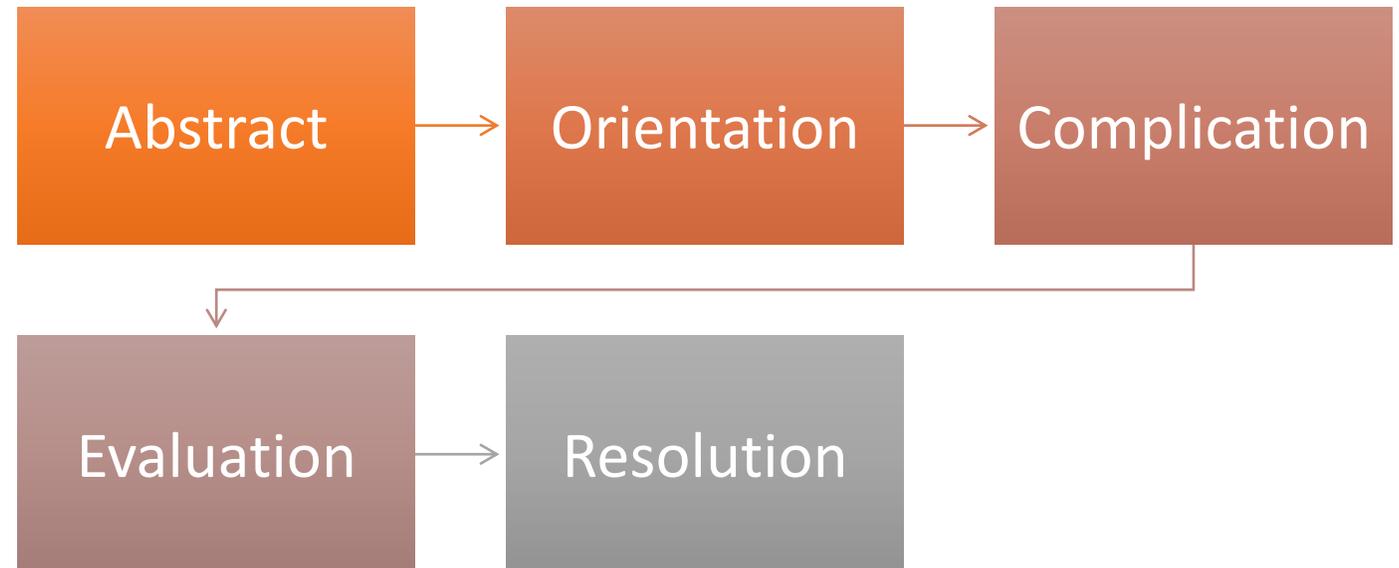
Thank you!

- Computational group:

Henna Paakki, henna.paakki@aalto.fi

Kaisla Kajava

Ken Riippa

Jonatan Lygdman

Matti Nelimarkka

Ali Unlu

- Collaborators:

Johannes Johansson from University of Gothenburg

Coffee

13.40–14.00

Crisis Narratives Research Day

Session 3

14.00–14.30   Teemu Leinonen & Uttishta Varanasi (Aalto University) "Designing Platforms for Sensemaking in Crises"

14.30–14.45   Discussion
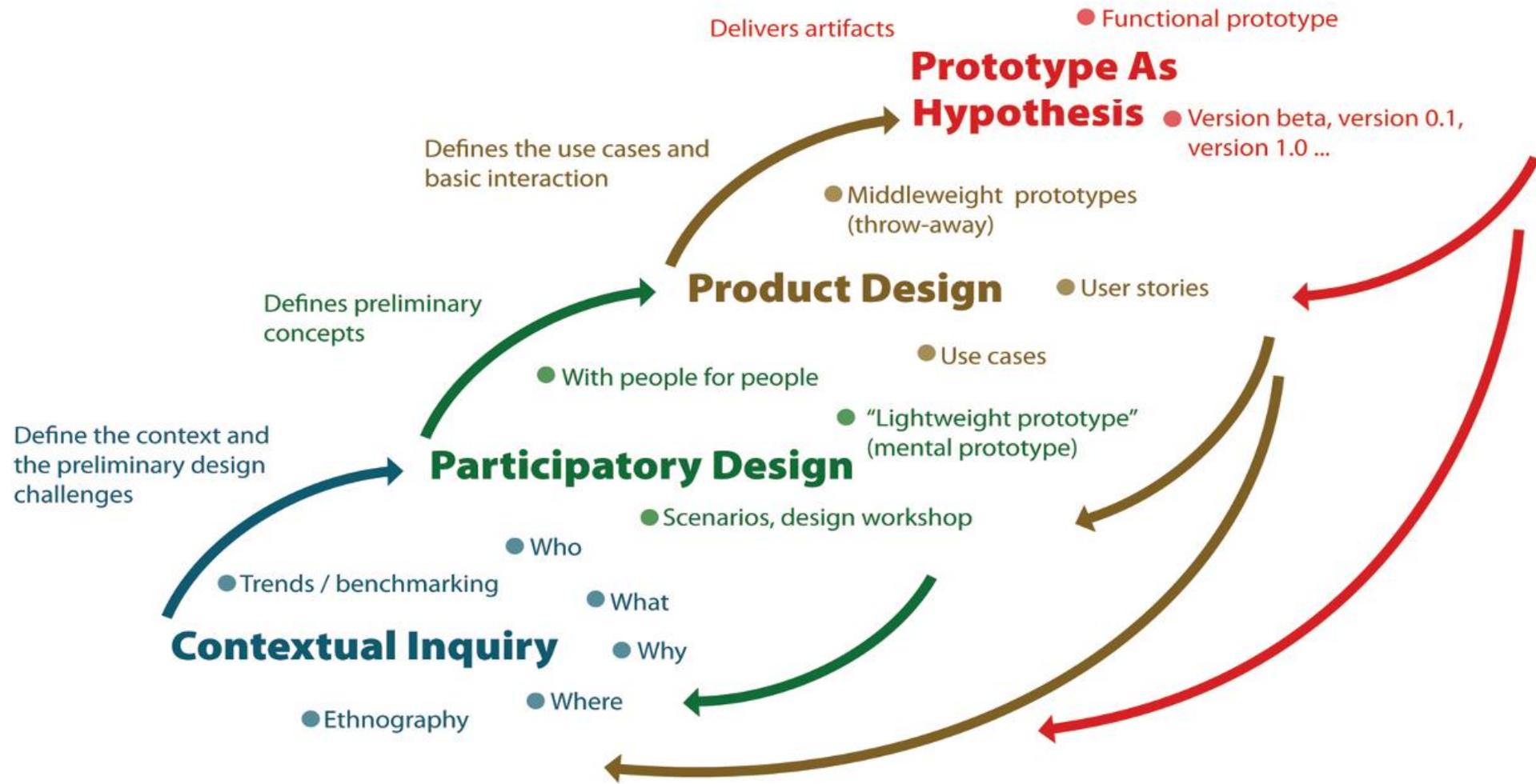
Designing Platforms for Sensemaking in Crises

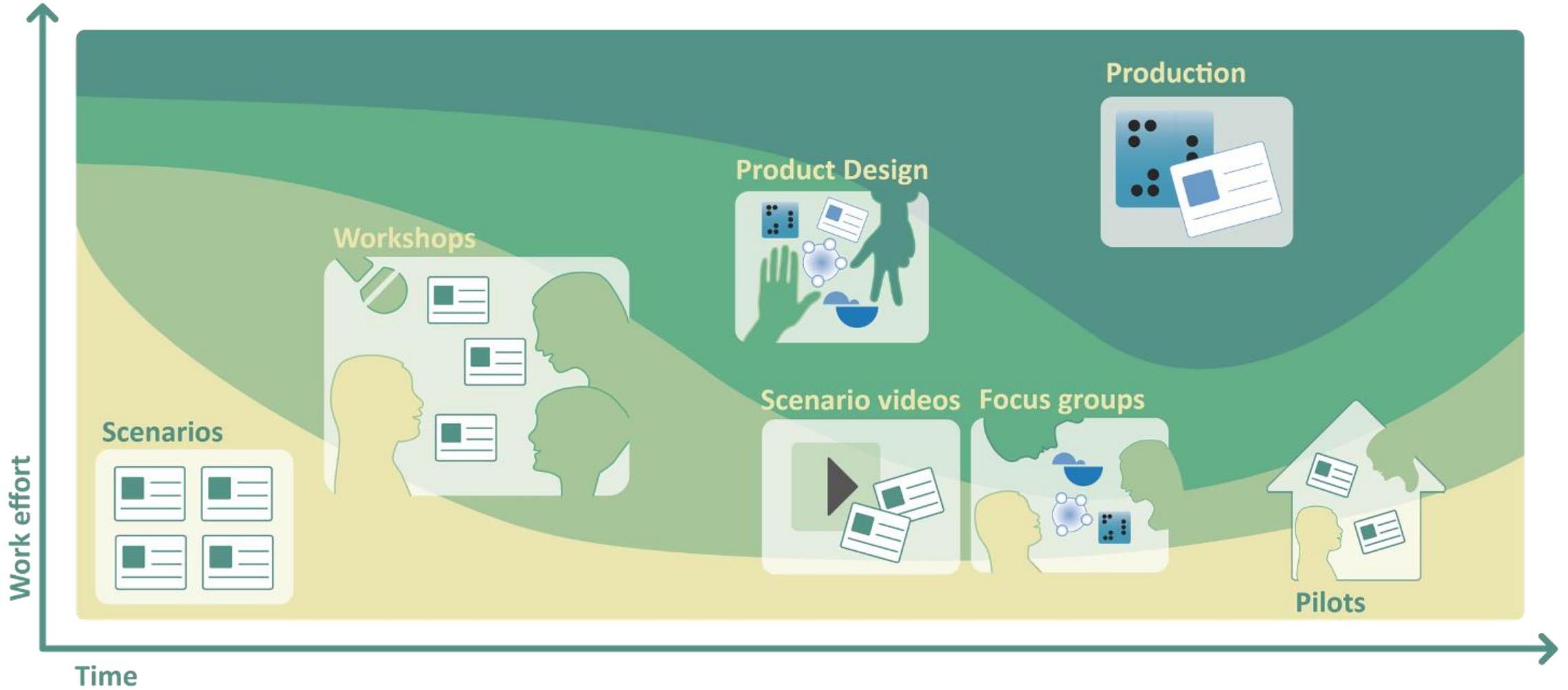Teemu Leinonen & Uttishta Varanasi

05.05.22

Crisis Narratives

Outline

1. Design research process

2. Results from the participatory design workshops

3. Prototype design

4. Discussion: possible further design(s) & research
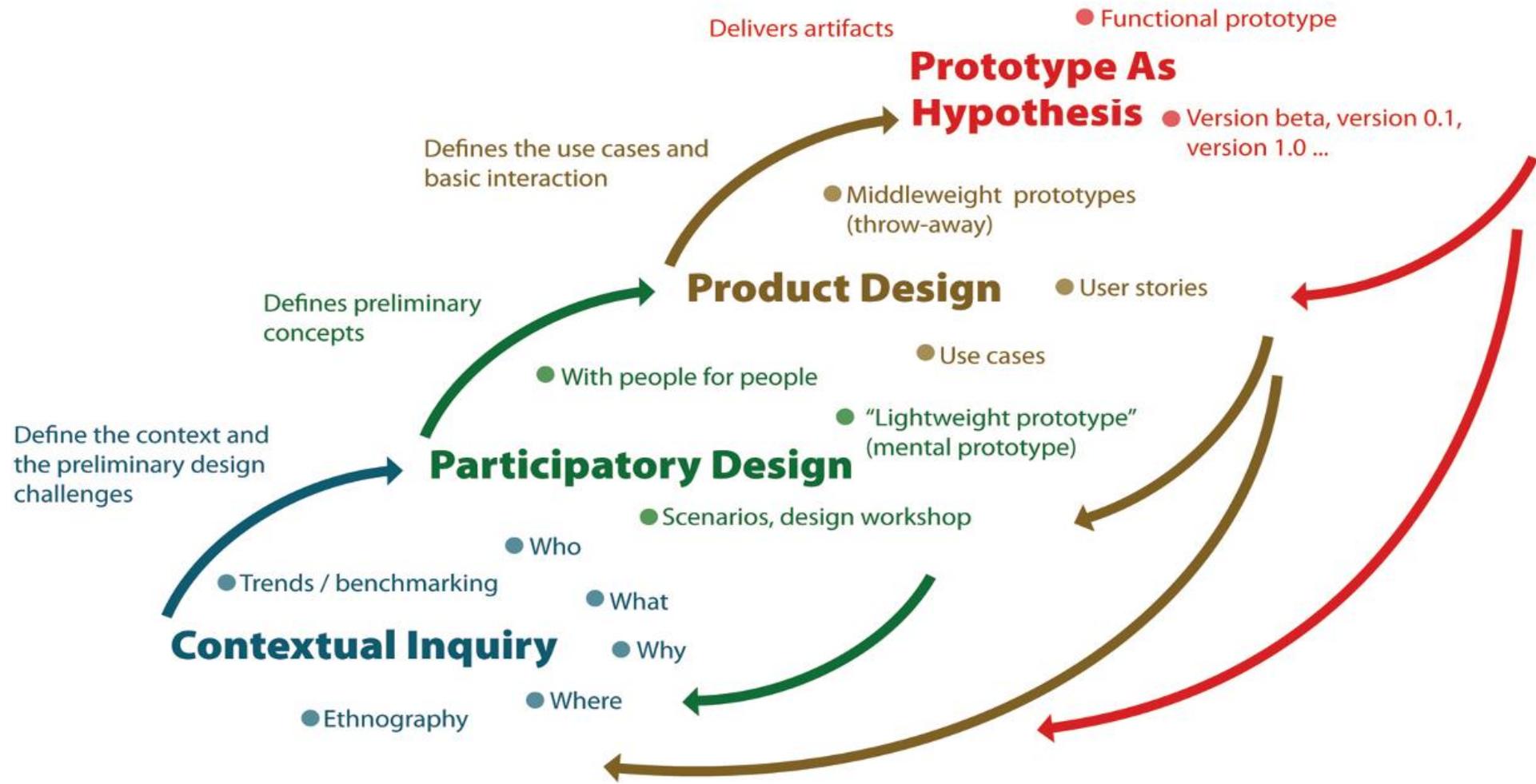
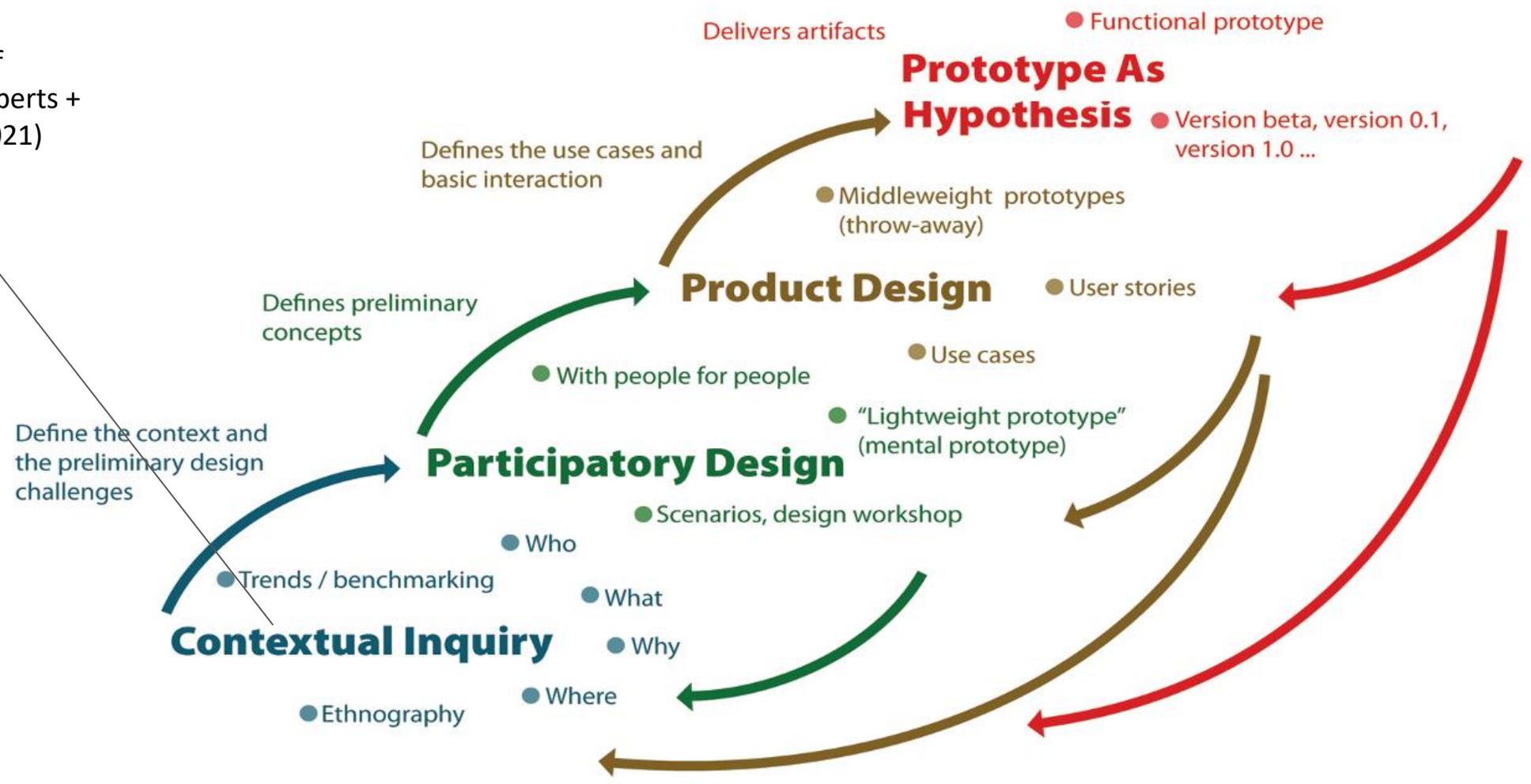# Research based design (research)

Research based design (research)

Research based design (research)

Interviews of communication experts + desk studies (2021)

Delivers artifacts

● Functional prototype

Prototype As Hypothesis

● Version beta, version 0.1, version 1.0 ...

Defines the use cases and basic interaction

● Middleweight prototypes (throw-away)

Product Design

● User stories

Defines preliminary concepts

● With people for people

● Use cases

● "Lightweight prototype" (mental prototype)

Define the context and the preliminary design challenges

Participatory Design

● Scenarios, design workshop

● Who

● Trends / benchmarking

● What

Contextual Inquiry

● Why

● Where

● Ethnography

Three Participatory design workshops (2021)

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Participatory design workshop with prototypes (2022)

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Participatory design workshop with prototypes (2022)

Findings from the participatory design workshops

Complexity of public administration

Complexities in communication

Good practices in communication

News media & social media

Platform

Role of communication experts

Findings from the participatory design workshops

Communication with faces: interaction between experts and citizens

Nationally shared visualizations

Situation awareness

Importance of images

Gamification risk

What is the added value of the platform

Prototype

As a hypothesis,
as an artefact to learn rather
than a tool to solve.
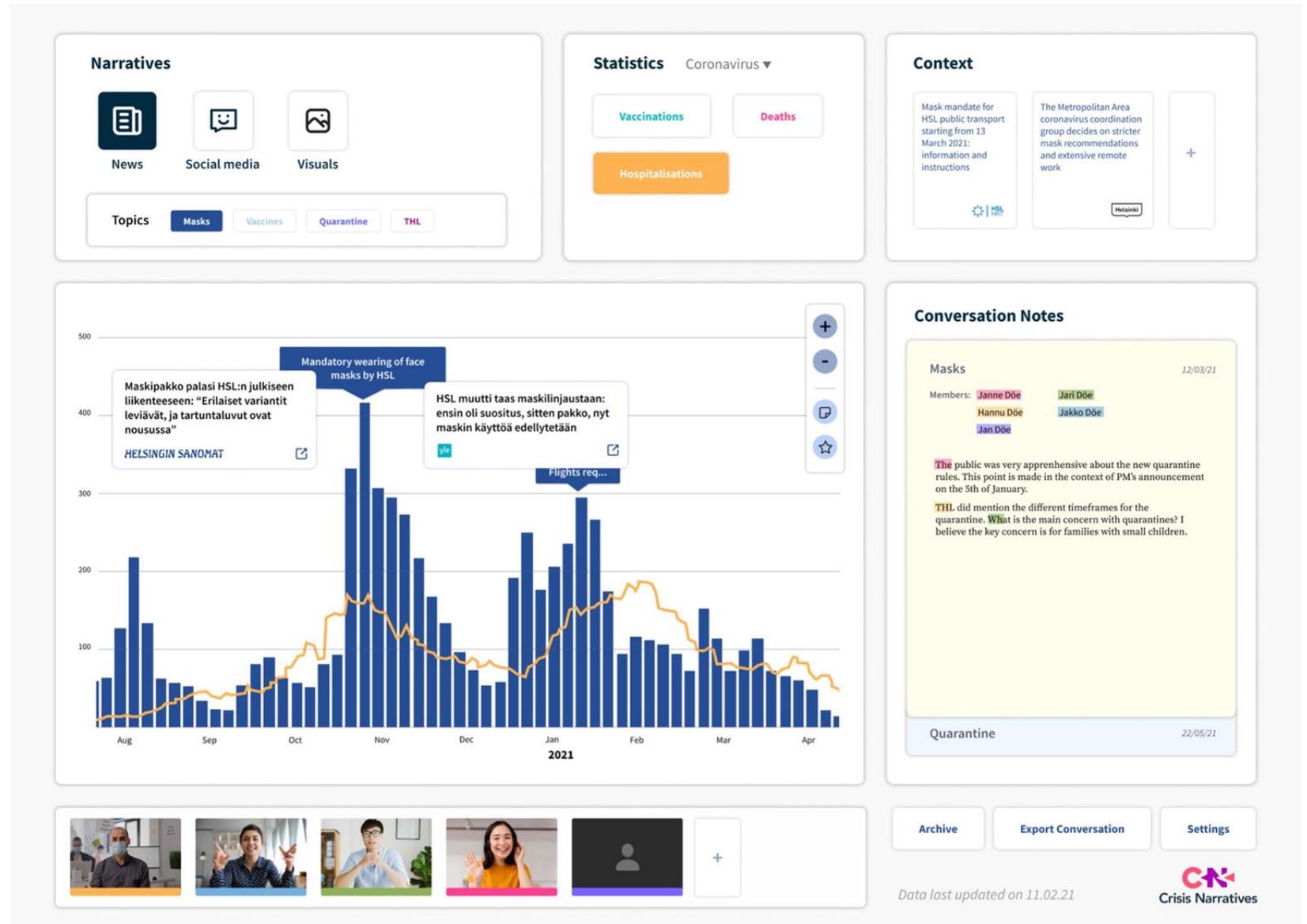
Prototype

Narratives and statistics;
qualitative and quantitative
information together.
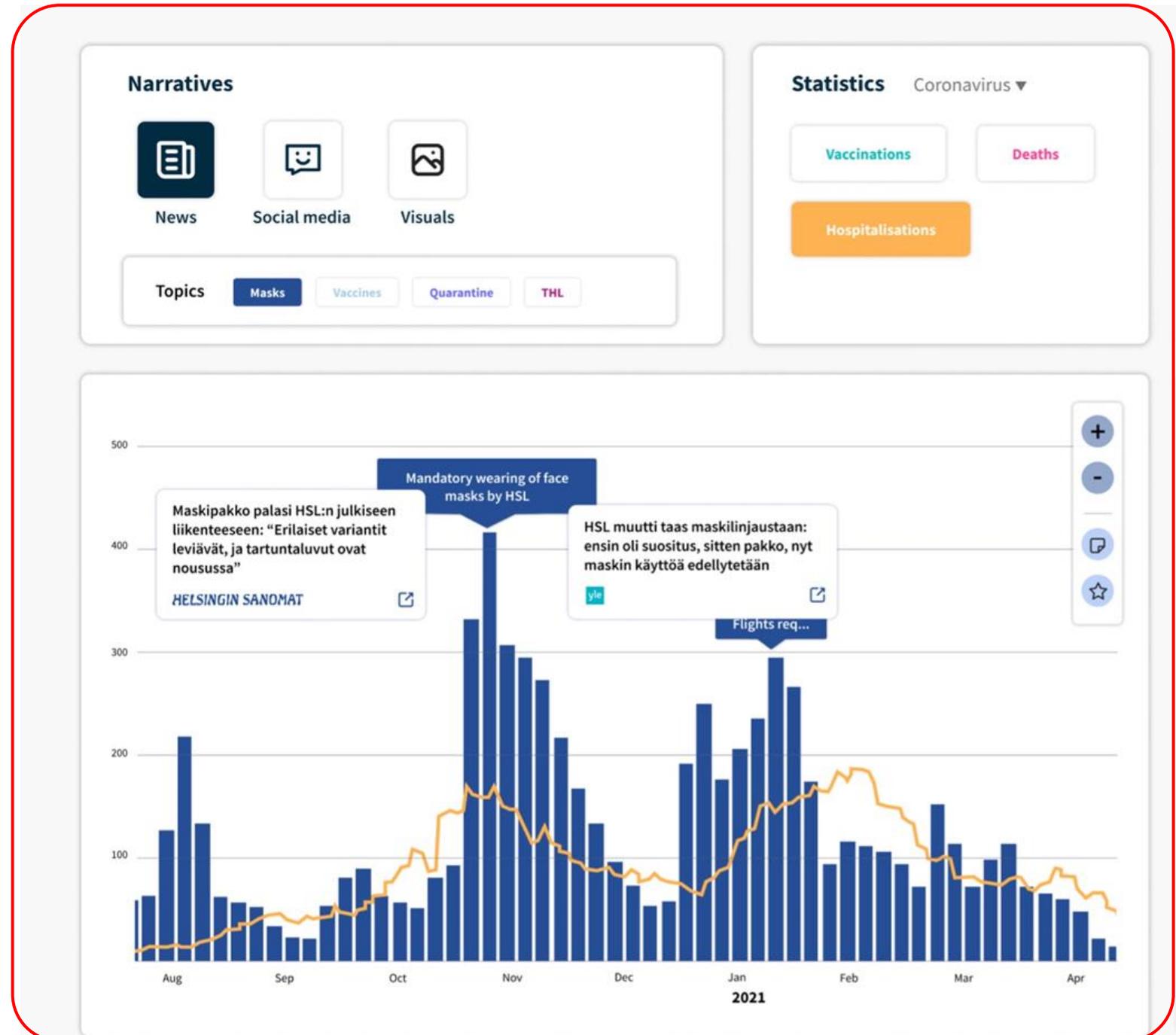
Prototype

Building context, and giving a holistic picture

Other sources of information beyond news and social media
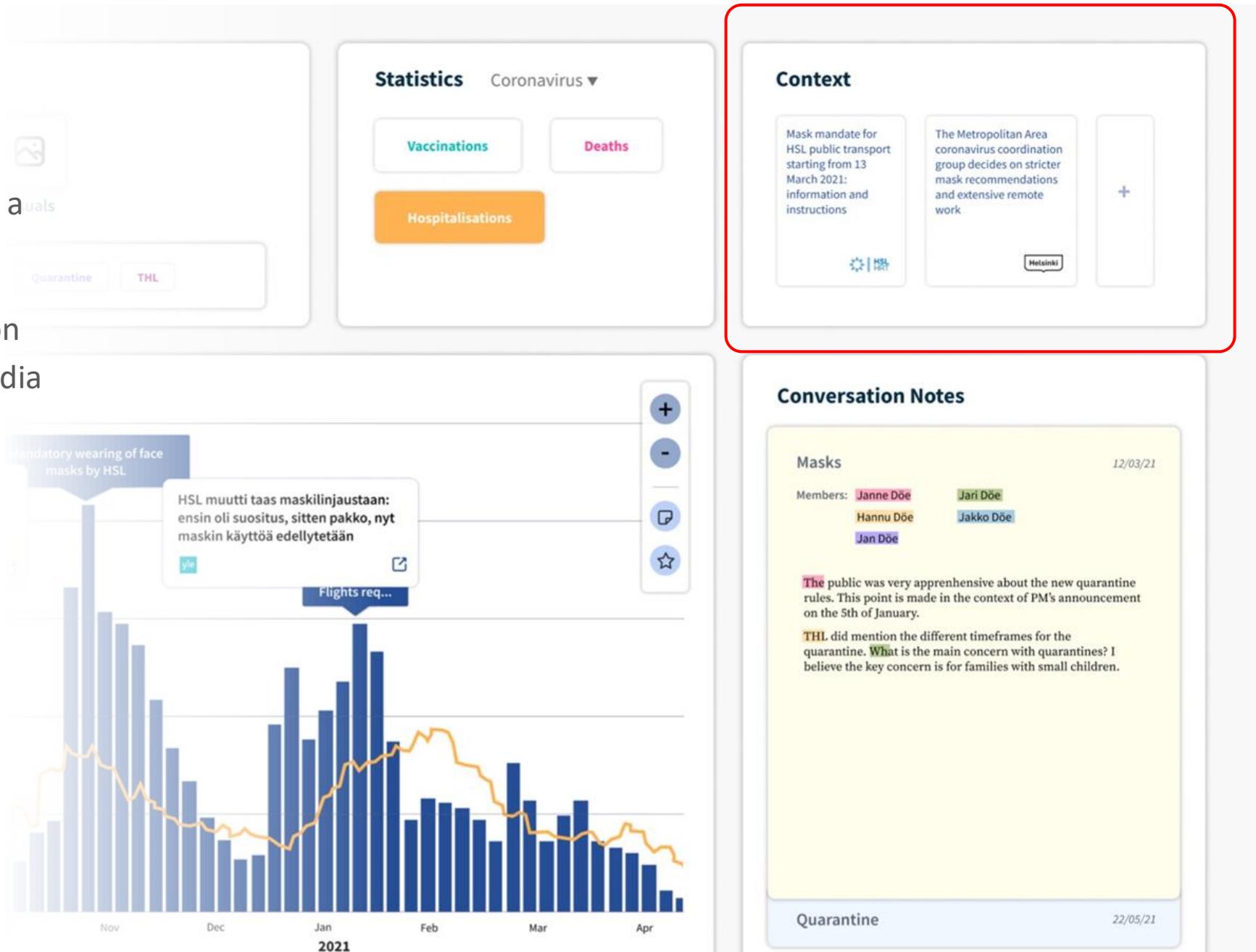
Prototype

Collaborative sense making; using the tool to record conversations and annotate narratives and statistics

Prototype workshop

Testing the prototype with the participants in a scenario based workshop

Good

Improved

Thinking types:
(1) Problem.
(2) Hypothesis (my theory).
(3) Facts / scientific information.
(4) Conclusion.

Page 30: https://turvallisu uskomitea.fi/wp-content/uploads/20 18/04/YTS_2017_eng lish.pdf

Page 70: https://julkaisut. valtioneuvosto.fi/bit stream/handle/1002 4/161332/5_2019_Ka nsallinen%20riskiarv io.pdf

Useful information from various sources

Not really a tool for collaboration and common discussion

Where do you write the "memo" of the sessions?

Maps make sense are easy way to get an idea what is going on and where.

Maps are good and important for shareing information

Area / tool for udrestanding the actors involved. Many descriptions can be found in Finlex.

Missing "so called" official information / press releases from the authority responsible of the communications.

Public sentiment; how they are feeling

Sentiment could be analyzed from social media posts.

Idea of an TV-brodadcast based on the tool is good!

Could there be a visualisation of the "SECURITY STRATEGY FOR SOCIETY"? and "Todennäköisyyden trendin ja vaikutuksen arviointi koontitaulukko"

Kansalaispulssi

You could also ask the feelings?
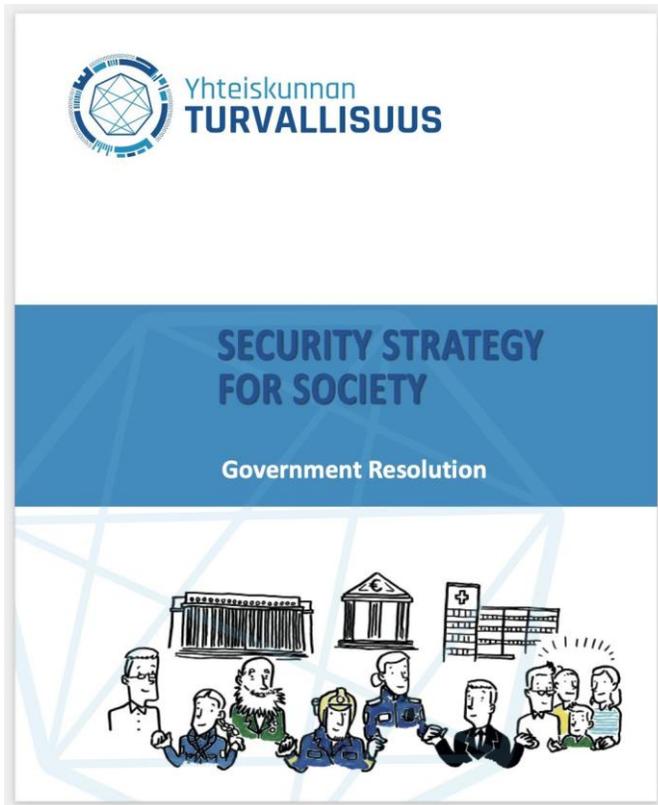
Discussion points: what's next?

Several possibilities for collaborative sense making.

- Service design and working practices approach

- Integration of existing tools

Discussion points: what's next?

Visualisations and effective communication of surrounding systems and responsibilities
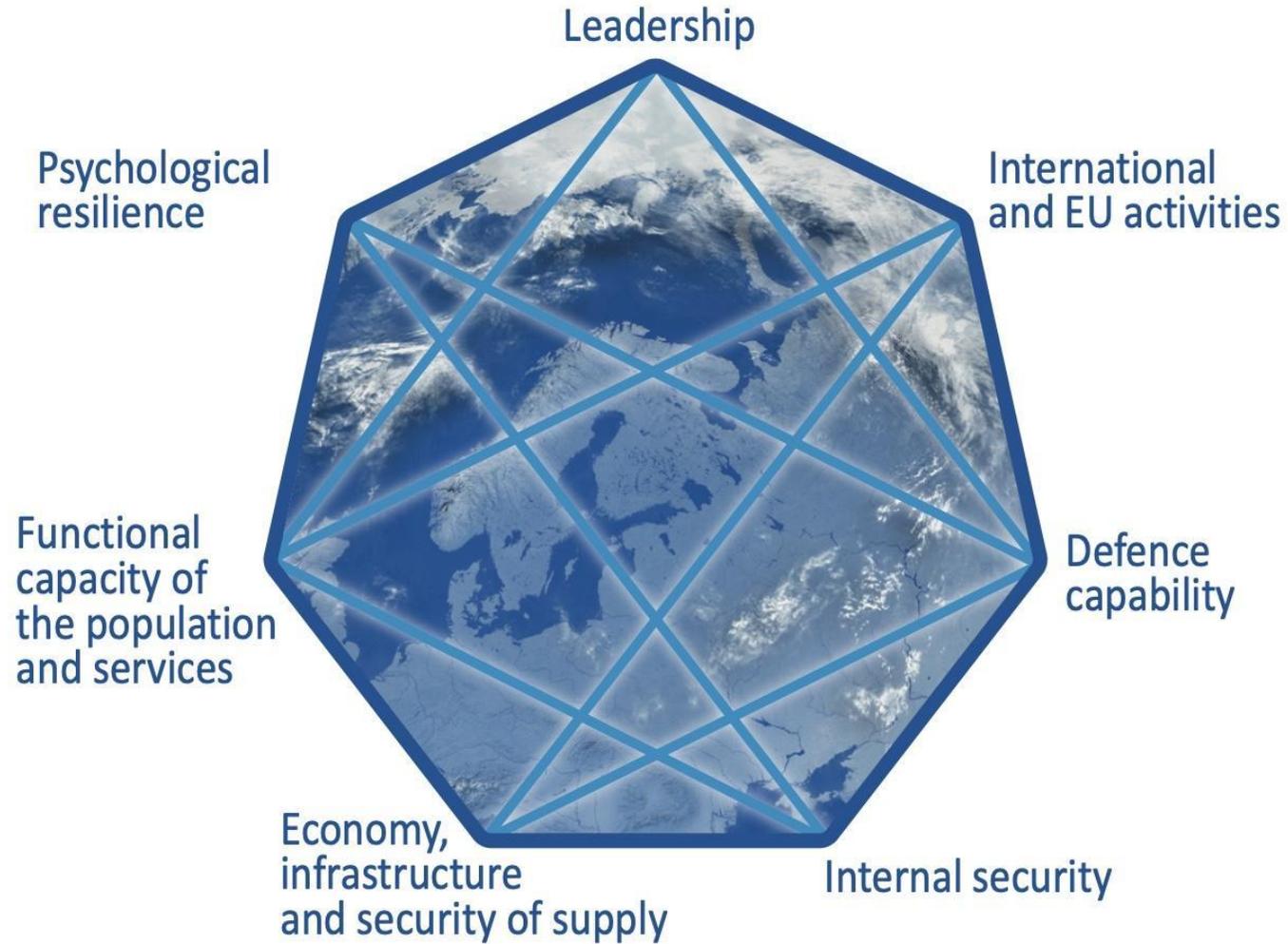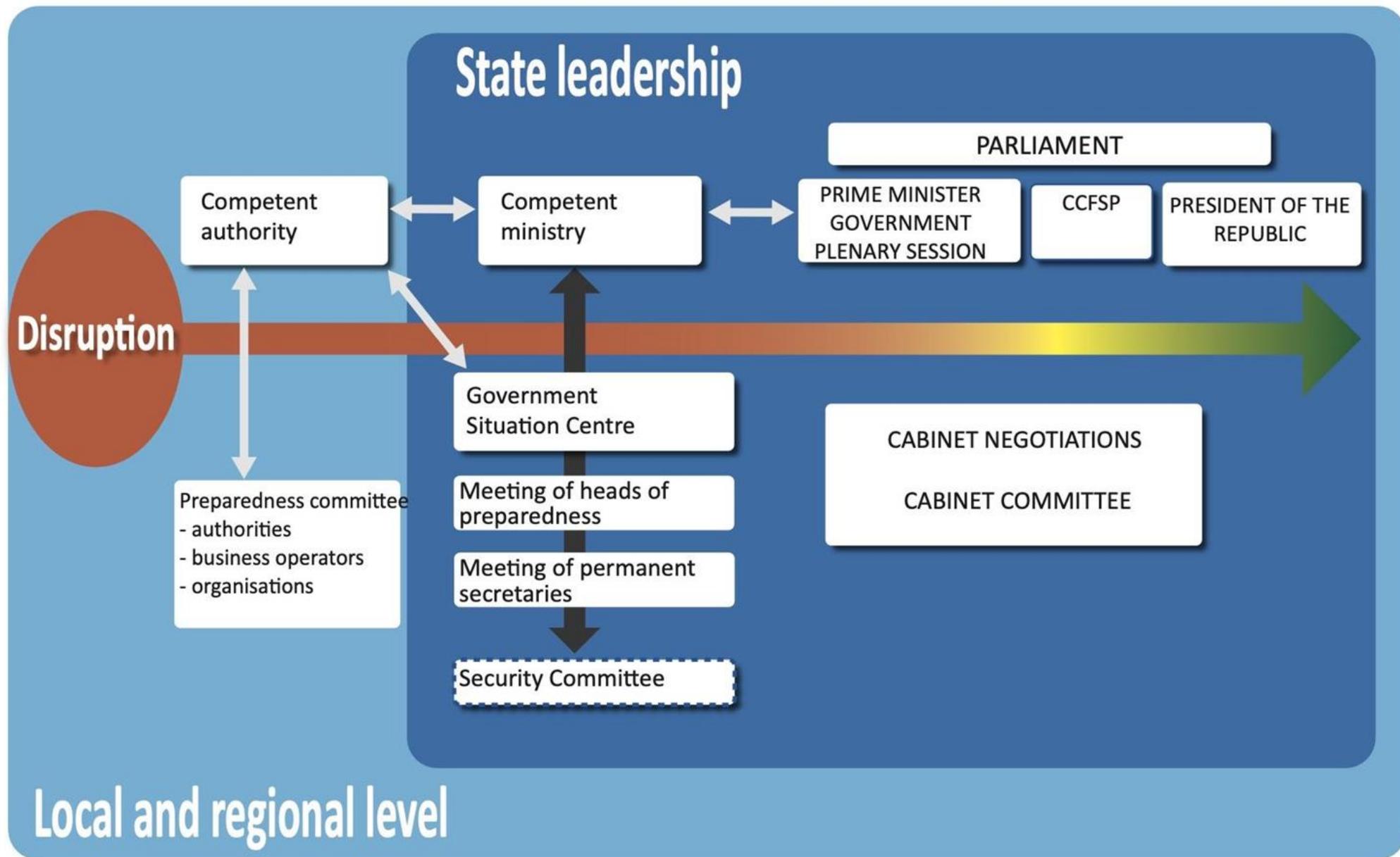
THE FUNCTIONS VITAL FOR SOCIETY

Leadership

International and EU activities

Defence capability

Internal security

Economy, infrastructure and security of supply

Functional capacity of the population and services

Psychological resilience

Figure 3: The functions vital to society

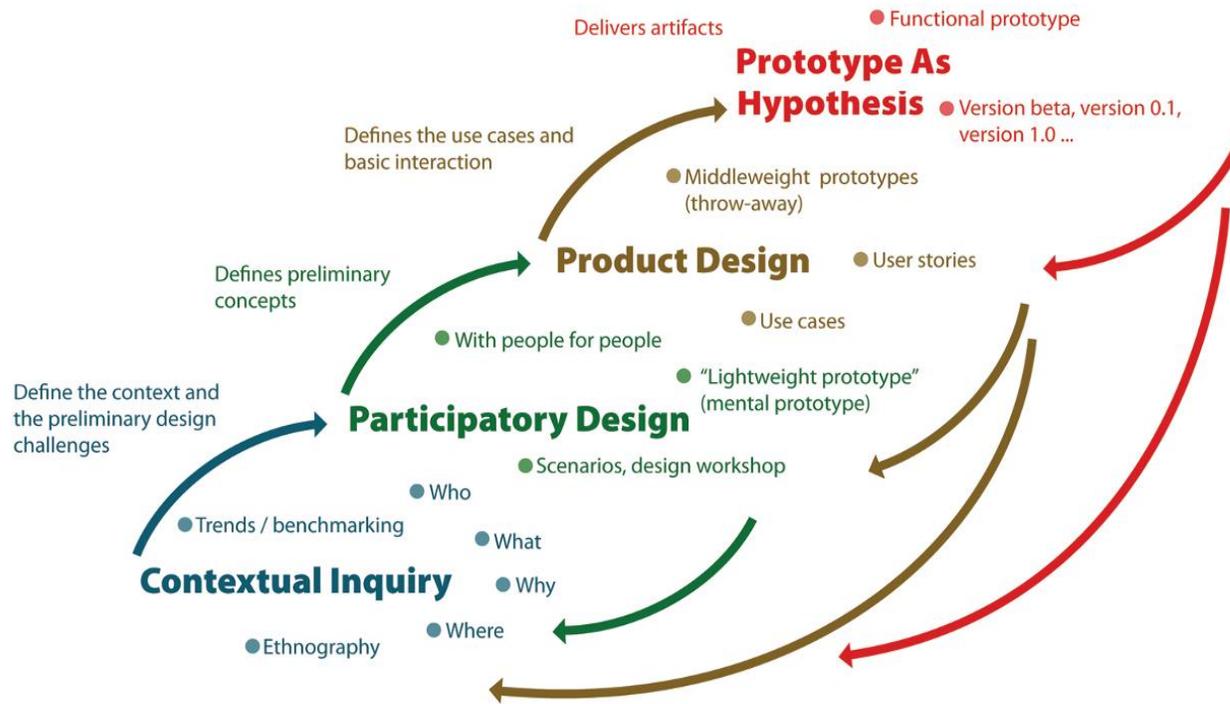| SSfS 2010	NATIONAL RISK ASSESSMENT 2015	NATIONAL RISK ASSESSMENT 2018
Threat scenarios: • Serious disruptions to power supply • Serious disruptions to telecommunications and information systems • Serious disruptions to transport logistics • Serious disruptions to public utilities • Serious disruptions to food supply • Serious disruptions to financial and payment systems • Disruptions to the availability of public funding • Disruptions to the health and welfare of the population • Major accidents, extreme natural phenomena and environmental threats • Terrorism and other crime that endanger social order • Serious disturbances in border security • Political, economic and military pressure • Use of military force	**Wide-ranging events affecting society:** • Serious disruptions to energy supply • Risks in the cyber domain • Serious human infectious diseases, worldwide and in our vicinity • A security policy related crisis which directly or indirectly affects Finland • A serious nuclear accident in Finland or in our vicinity • Solar storm **Serious regional events:** • Extensive rapid flooding in or around urban areas • A serious chemical accident or explosion at a plant handling dangerous substances • A major maritime accident • A major aviation accident • A major rail transport accident • A major road traffic accident • Several simultaneously occurring major forest fires • A major building fire at infrastructure critical to society • An extensive or extended disruption in water supply • A large-scale winter storm followed by a long cold spell • A severe thunderstorm • A terrorist act or terrorism targeting Finland • A serious act of violence targeted at crowds • Violent, large-scale civil disturbances • A mass influx of migrants	• Updated every three years • Will be expanded as required by the Security Strategy for Society • Provides the basis for preparedness planning at all levels of activity
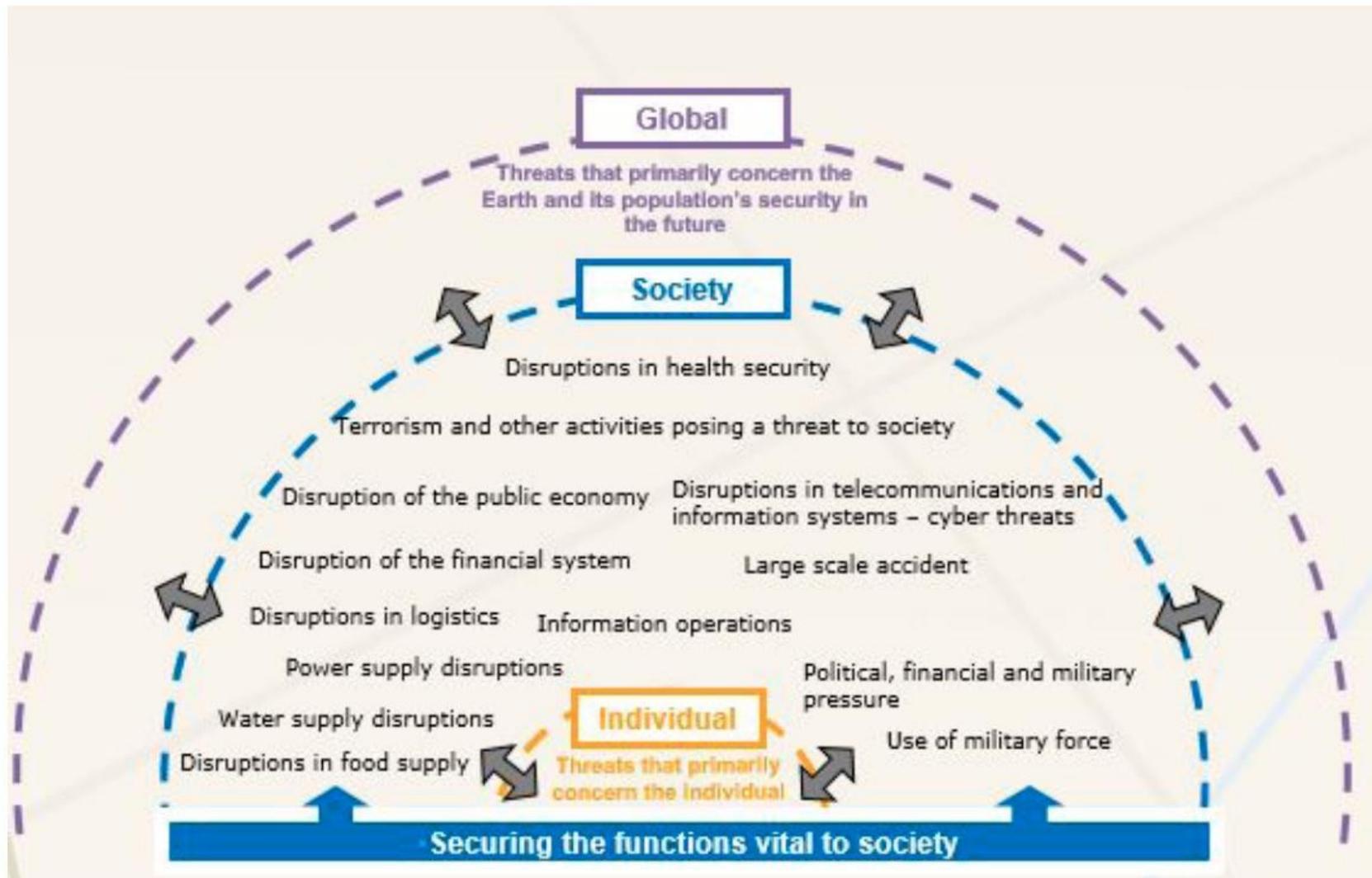
Figure 2. Threat scenarios 2018

Table 1. Summary table of the assessment of the trend of likelihood and impact

Threat scenario/disruption	Trend of likelihood	Impacts of the threat scenario/disruption on vital functions						
		Leadership	International and EU activities	Defence capability	Internal security	Economy, infrastructure and security of supply	Functional capacity of the population and services	Psychological resilience
Information operations	↑	**	**	**	**	**	**	***
Political, financial and military pressure	↑	***	**	**	**	***	**	***
Use of military force	—	***	***	***	***	***	***	***
Large-scale immigration	↑	**	**	*	***	*	***	**
Terrorist act targeting the structures of the society or large crowds	—	**	*	**	***	*	*	***
Violent, large-scale civil disturbances	—	**	*	**	***	*	**	***
Disruption of the public economy	—	*	**	**	**	**	**	***
Disruption of the financial system	—	*	**	**	**	***	**	***
Major disruption in power supply	—	**	*	*	**	***	***	**
Disruption in the availability of fuels	—	*	*	**	**	***	**	**
Severe disruptions in communications networks and services	↑	**	*	**	***	***	***	**
Disruptions in logistics	—	*	**	**	**	***	***	**
Antimicrobial drug resistance	↑	*	*	**	*	*	**	**
Pandemic influenza or similar widespread epidemic	—	*	*	**	**	**	**	**
Highly infectious severe animal disease	↑	*	*	*	*	**	*	**
Plant hazards - plant disease epidemic		*	*	*	*	**	*	**
Water supply disruptions	↑	*	*	*	*	**	**	**
Disruptions in food supply	↑	*	*	*	*	**	**	**
Maritime multi-sector accident	↑	**	*	*	**	***	*	**
Nuclear power plant accident in Finland or Finland's neighbouring areas	—	**	*	**	**	***	***	***

Discussion points: what's next?

Reflections and future collaborating in crises

14.45–15.30

Coordinators: Minttu Tikka (Aalto, THL) & Vuokko Härmä (THL)

Thank you!

Crisis Narratives Research Day