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Soggetti	Communication in public health Epidemics - History
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Nota di contenuto	Introduction -- Bio-communicability: The biopolitics of communication -- Pandemic messages & developing trust: The importance of pre-pandemic relationships -- Outbreak narrative in pandemics: Resilience building in communicating about 1918 Influenza and SARS -- The Building Blocks of Effective Pandemic Communication Strategy: Models to Enable Resilient Risk and Crisis communication -- Pandemics and Resiliency: Cognitive Psychology, Psychometrics and Mental Models -- Vaccine hesitancy and secondary risks -- Covid and Cuomo: Using the CERC Model to Evaluate Strategic Uses of Twitter on Pandemic Communications -- Exploring the Interplay between Psychological Processes, Affective Responses, Political Identity, and News Avoidance -- A Story about Toilet Paper: Pandemic Panic-Buying and Public Resilience -- Celebrity, Resilience, and Communication: The role of Some "Good News" during Covid-19 Pandemic -- Economic feedback loops: Crisis communication methods and exhibited by the travel and tourism industry during the Covid-19 pandemic -- Health Campaign or War Campaign? Donald Trump's Metaphoric Narrative on COVID-19 -- How does my mask look? Nonverbal communication through decorative mask wearing -- Masks Don't Work But You Should Get One: Circulation Of The Science Of Masking During The Covid-19 Pandemic -- The Politics of Fear and Loathing: Media Coverage of Zika Cases in the United States -- Multi-sector Situational Awareness in the Covid-19

Pandemic: The Southwest Ohio Experience -- Coping and resilience: Reframing what it means to have a good pregnancy during COVID-19 -- Narratives: Pandemic resilience: What we can learn from a rural Liberian village's response to Ebola -- The role of scientific output in public debates in times of crisis: A case study of the reopening of schools during the Covid-19 pandemic in Spain, South Africa and the Netherlands -- Emotions, morals and resilience: the consumption of news in Ibero-America during the Covid-19 pandemic -- Media and resilience on Covid-19 in India, Pakistan, and Bangladesh -- Fake News on Covid-19 in Indonesia -- Communication strategies of the circulation of fake news in Brazil about Covid-19 on WhatsApp -- Epilogue.

Sommario/riassunto

This book examines how we design and deliver health communication messages relating to outbreaks, epidemics, and pandemics. We have experienced major changes to how the public receives and searches for information about health crises over the last twelve decades with the ongoing shift from text/broadcast-based to digital messaging and social media. Both health theories and practices are examined as it applies to testing, tracking, hoarding, therapeutics, and vaccines with case studies. Challenges to communicate about health to diverse audiences (including the science illiterate) and across (both Western and developing economies) have been complicated by politics, norms and mores, personal heuristics, and biases, such as mortality salience, news avoidance, and quarantine fatigue. Issues of economic development and land use, trade and transportation, and even climate change have increased the exposure of human populations to infectious diseases making risk and resilience more pressing. The book has been designed to support health communicators and public health management professionals, students, and interested stakeholders and university libraries.
