

COVID-19 Communications Research Project

The University of Nottingham is launching a research project studying people's understanding and use of public health messages about coronavirus. We will investigate this by looking at online discussions about the messages. This research project was designed in partnership with the University of Cardiff and key national health organisations of Public Health England, Public Health Wales and NHS Education for Scotland. We are now inviting members of the public to work with us on a Public Involvement Panel (PIP) to support our research. Full details [here](#).

We are particularly interested in sourcing volunteers who identify as BAME in order to ensure balanced representation in our research group.

What's the research about?

The research will look at the design of public health messages about COVID:

- People's understanding of the messages
- How they respond to it on an individual level
- What this understanding and behaviour means on a population level
- Whether the messages are effective for COVID public health initiatives

By the end we hope to find out:

- What language people understand
- Respond to most effectively
- How we can design public health messages for maximum benefit.

This project will use publicly available online content and will also recruit people to take part in the study, to use a mobile phone based app to collect data about their interactions with public health messaging.

The design of this research will preserve privacy and collect data in an ethical and fair way.

What are we asking of potential PIP members?

Once we have found enough volunteers, we will circulate information to prepare members for the first of around eight 2-hour meetings (which will take place over the next 12-18-months) which will be held over Microsoft Teams or Zoom.

There will be reimbursement of £30 for your time to prepare and participate in each of the panel workshops-meetings.

For a full breakdown of the purpose of this PIP research project and how volunteers will be involved please visit: <https://c19comms.wp.horizon.ac.uk/get-involved/>

Interested in taking part or have questions?

Please get in touch with Pepita Barnard for an informal chat: pepita.barnard@nottingham.ac.uk