Università
Ca'Foscari
Venezia

PROJECT ACRONYM AND TITLE: Videre - COVID-19 Vaccine Confidence and Infodemics Initiative

FUNDING PROGRAMME: UK government fund

CALL: GLOBAL HEALTH SECURITY ACADEMIC RESEARCH COALITION

HOST DEPARTMENT: Department of Environmental Sciences, Informatics and Statistics

SCIENTIFIC RESPONSIBLE: Fabiana Zollo

FINANCIAL DATA:

Project total costs	Overall funding assigned to UNIVE
€ 4.500.000,00	€ 703.382,00

ABSTRACT:

Videre ("to see" in Latin) is a framework that allows communication strategists and decision makers around the world to invest their campaign resources into locations, audiences, and messages most likely to drive behaviour change associated with better public health outcomes in the context of the Covid-19 infodemic. In the future, the methodology developed will be easily transferable to other areas in which misinformation is prevalent i.e. climate change. The ultimate aim is to create a digital platform that will help to drive smart decisions around content, targeting and audience prioritisation. It will help to understand the impact of misinformation on sentiments and emotions towards disease risk as well as willingness to comply with health interventions. The platform (toolkit) developed for this project will help communication strategists make an assessment of the impact of social media and anti-immunisation movements on peoples' attitudes, beliefs, trust, immunisation intention and actions on a local level. This evidence will support decision making and programming in the area of combating misinformation, demand creation and strengthening vaccine acceptance

Planned Start date	Planned End date
1st April 2021	30th March 2023

PARTNERSHIP:

1	The London School of Hygiene and Tropical Medicine	United Kingdom	Coordinator
2	Cambridge University	United Kingdom	Partner
3	Sapienza University of Rome	Ital7	Partner
4	Ca' Foscari University of Venice	Italy	Partner
5	City, University of London	United Kingdom	Partner
6	Harvard University	United Kingdom	Partner