



Digital Media in Risk Communication. Balancing Act?

Navigating the Digital Landscape: Challenges and Opportunities in Risk Communication

Elena Rapisardi PhD | Content Producer
e.rapisardi@gmail.com

LINK PROJECT FINAL EVENT
Rome 16-17 October 2023

Aulla 2011, Photo by Elena Rapisardi

Once Upon a Time **Web 2.0**

The wealth of networks: how social production transforms markets and freedom.

Yochai Benkler, 2006

SOCIAL INCLUSION

USER GENERATED CONTENT

OPEN/FREE

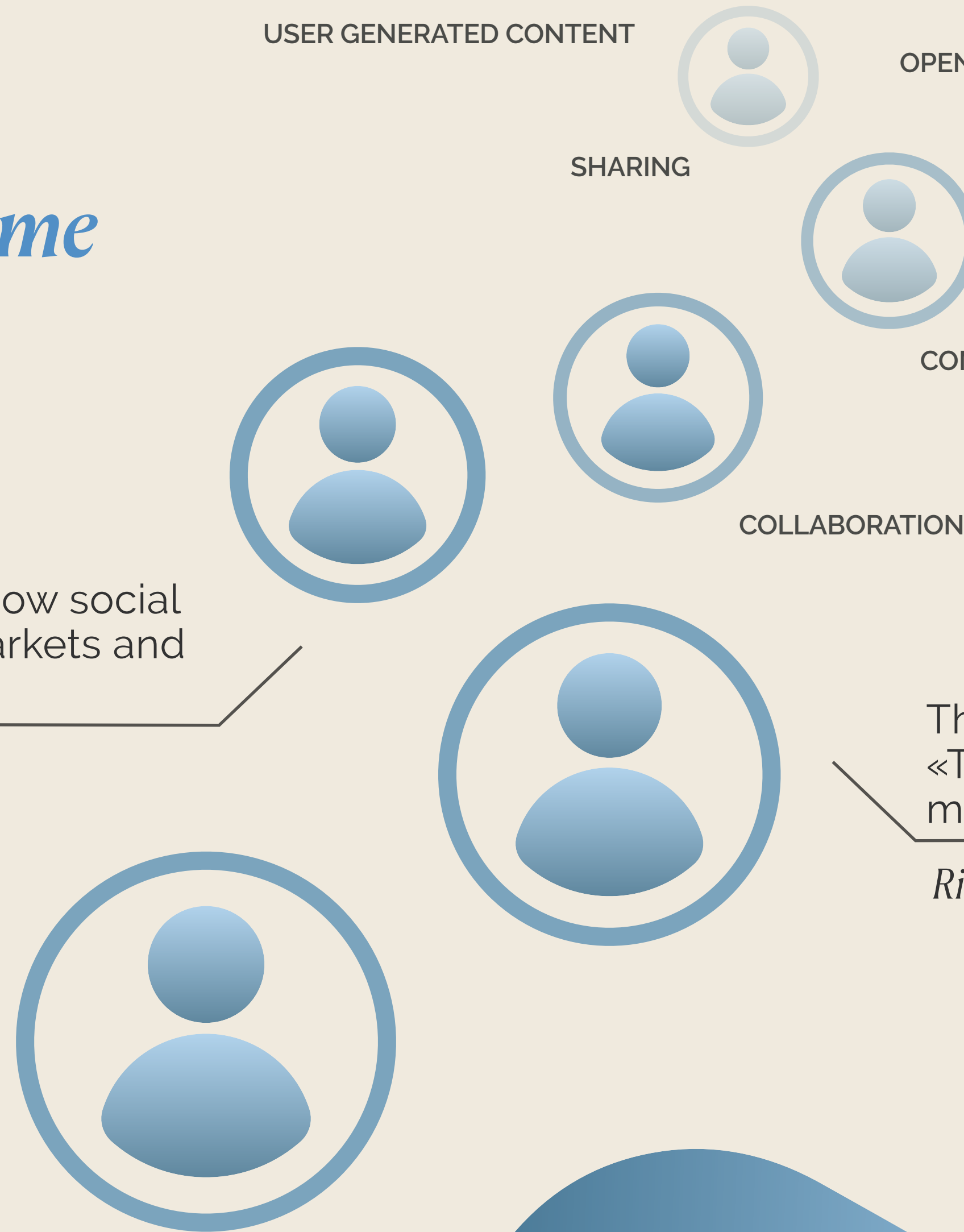
SHARING

COMMUNICATION

COLLABORATION

The post-Gutenberg revolution is «The end of institutionalised mediation models».

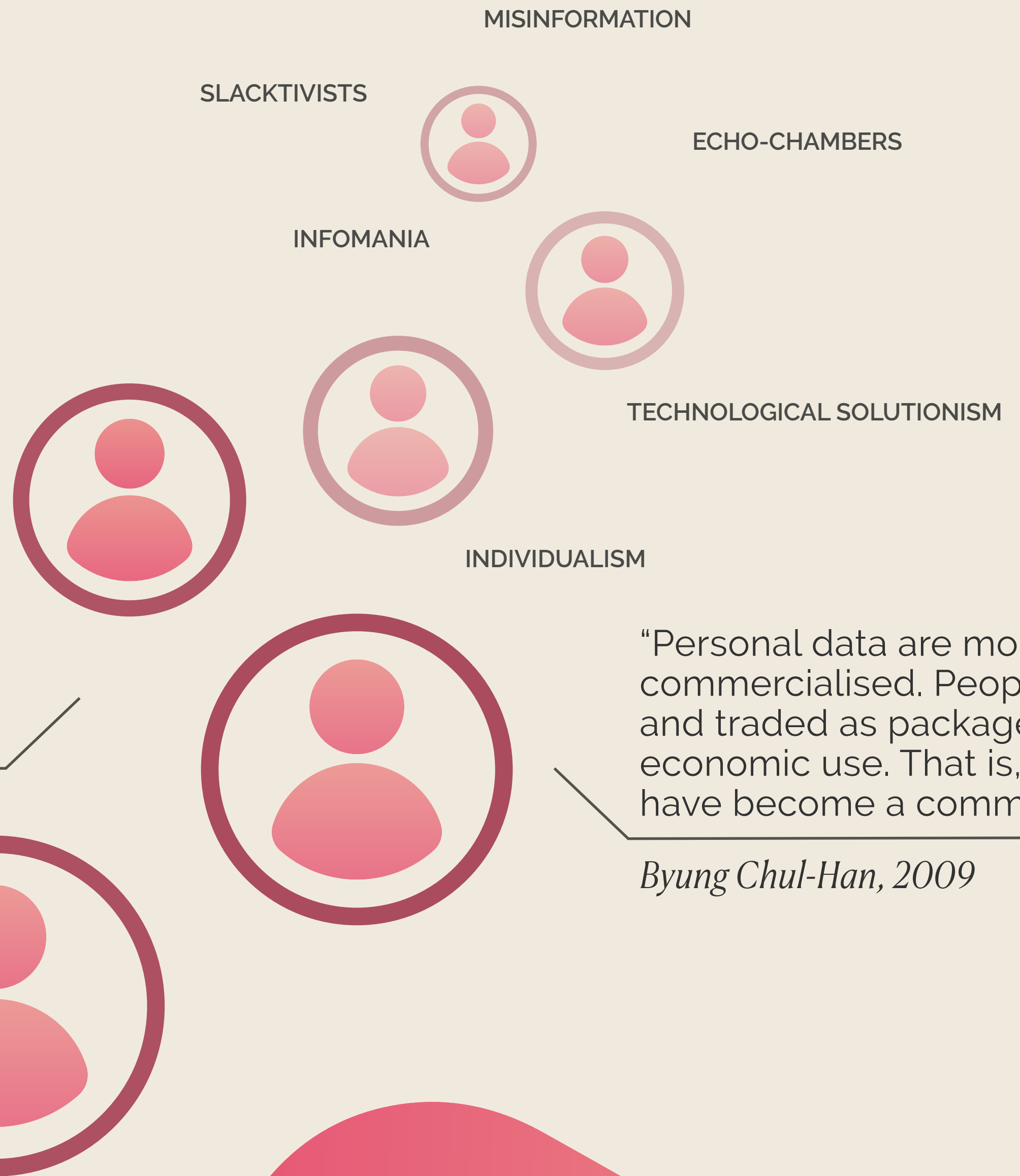
Richard Stacy, 2008



Few Years Later... **Net Delusion**

Digital communication has in itself a paradox. It connects people and spread information quickly, but it also spread misinformation. The drivers are multifold and overlooked by an information deficit model.

Ecker, Lewandowsky, Cook et al. 2022
Morozov, 2011 - 2013

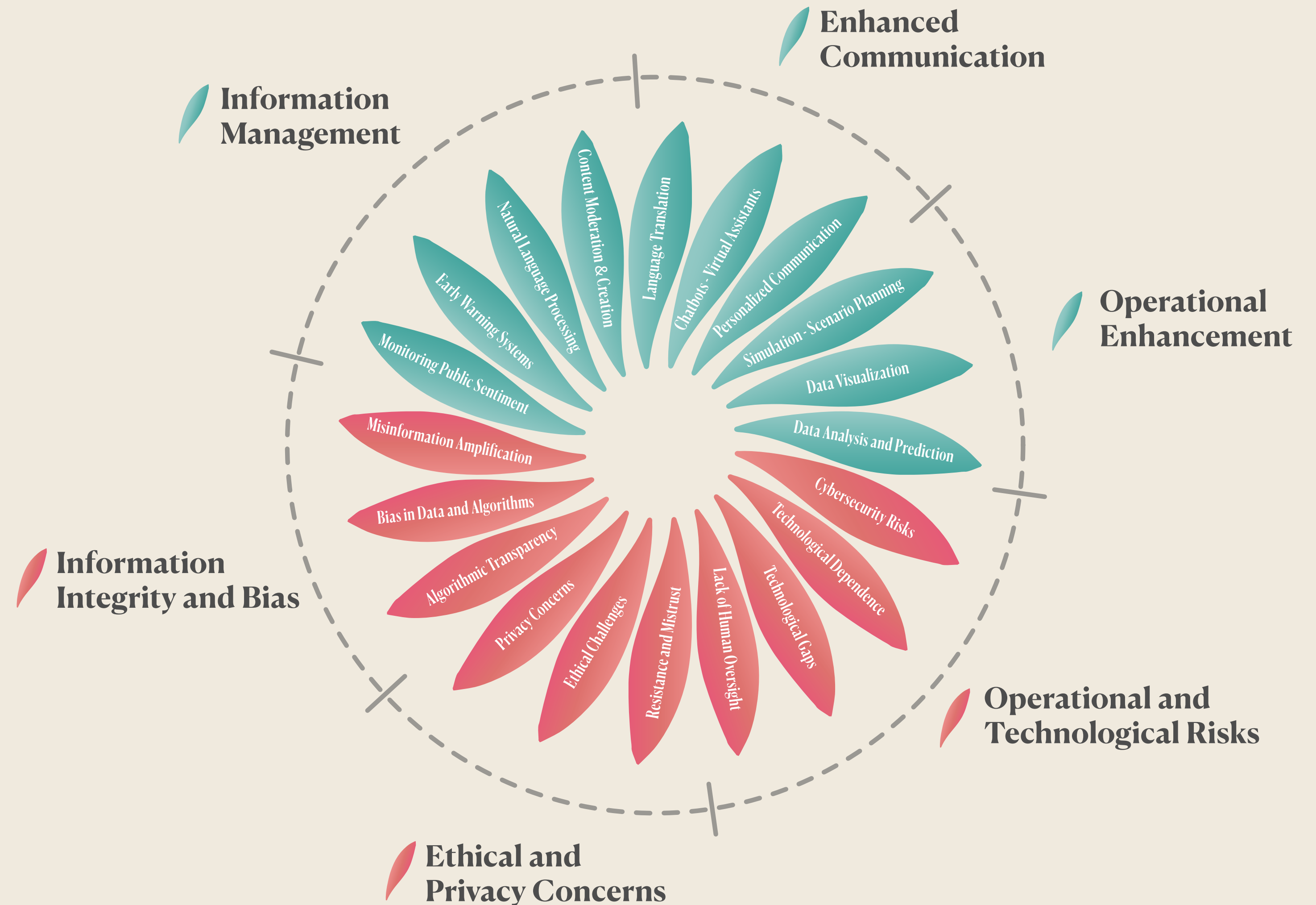


"Personal data are monetised and commercialised. People are treated and traded as packages of data for economic use. That is, human beings have become a commodity."

Byung Chul-Han, 2009

AI Challenge and Risks

Positive Impact
Negative Impact



Loops in Generative AI Parlance

AI tools enable the generation of text, images, and videos that closely resemble human-created content, including authoritative-sounding material. When integrated with the wide-reaching capabilities of social media, there is a significant risk of the rapid and automated dissemination of misinformation and disinformation.

Realistic and Reality



Instagram @matjztancic

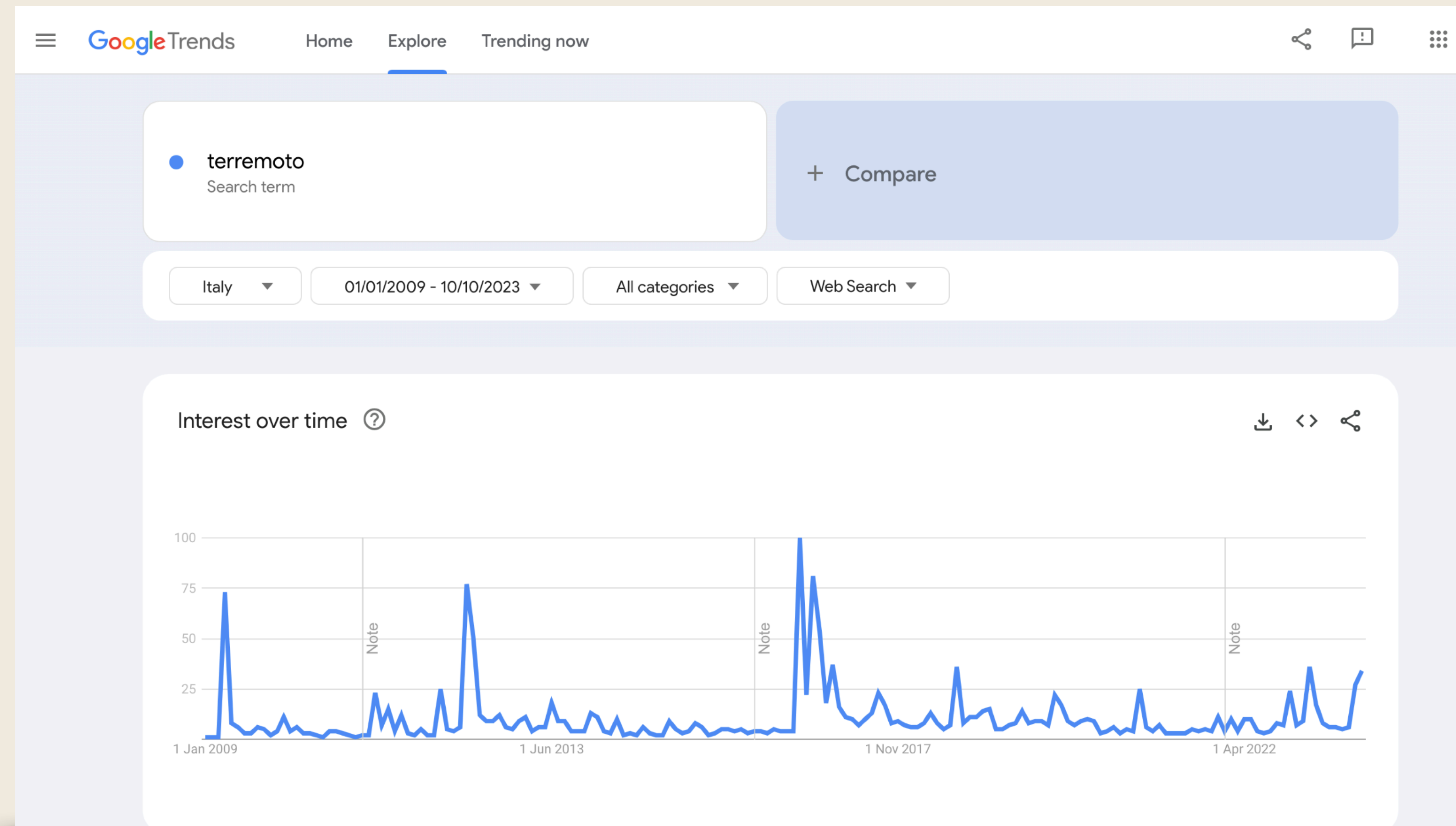
"I recreated my childhood memories in 1980-1990s Slovenia. Filling up the missing "photographs" for my family album using Midjourney."



Stockholm Resilience Center

Generative AI images created by Diego Galafassi using four different image generators. The prompt was "A crying person in a flooded city due to climate change".
<https://shorturl.at/vTV13>

Event-Driven Web Search



Retrieved on 10/10/2023

MISINFORMATION AND ITS
SOCIETAL CAUSES

BUSINESS DRIVEN NATURE
OF SOCIAL MEDIA

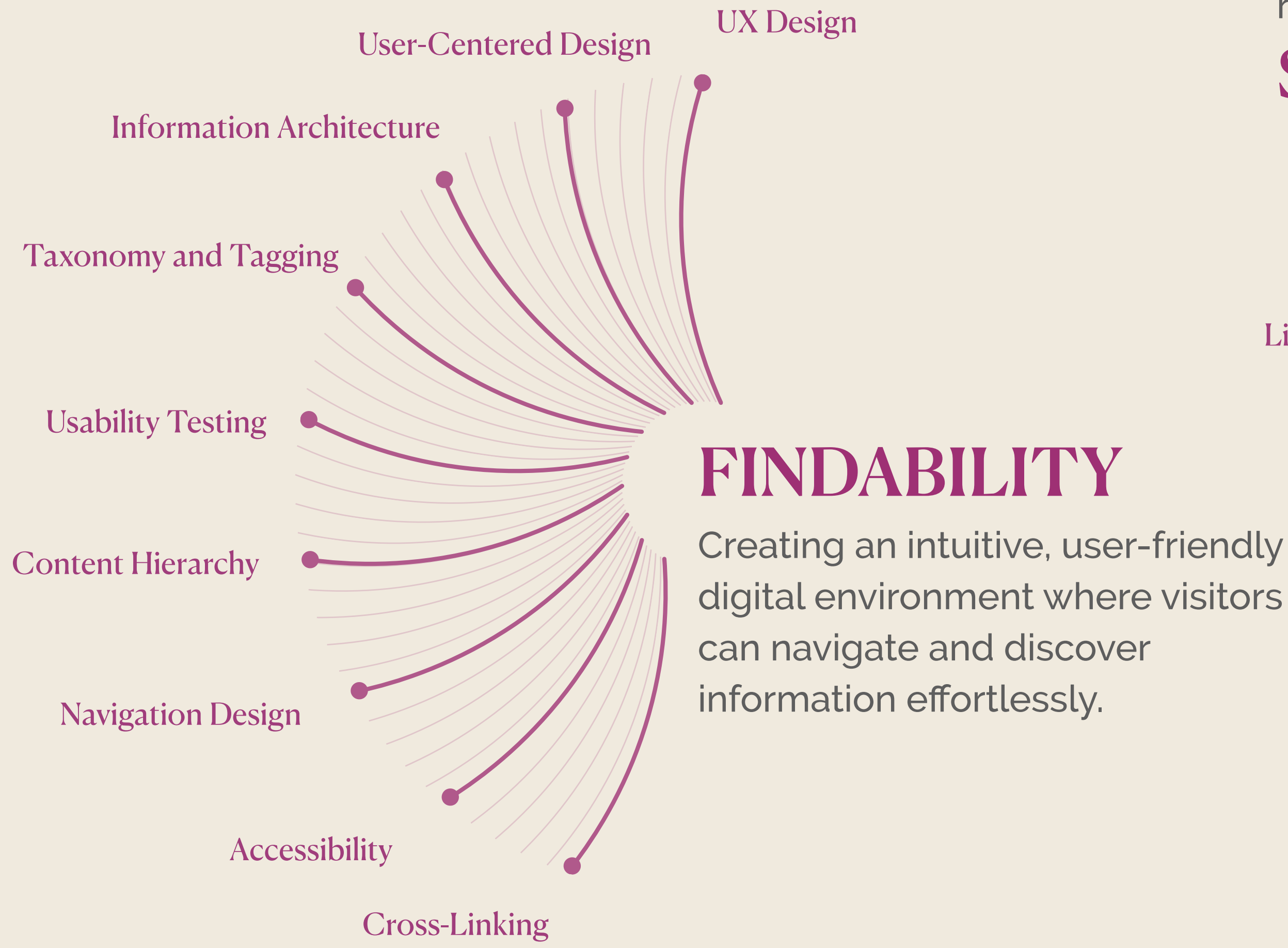
Information at

Risk

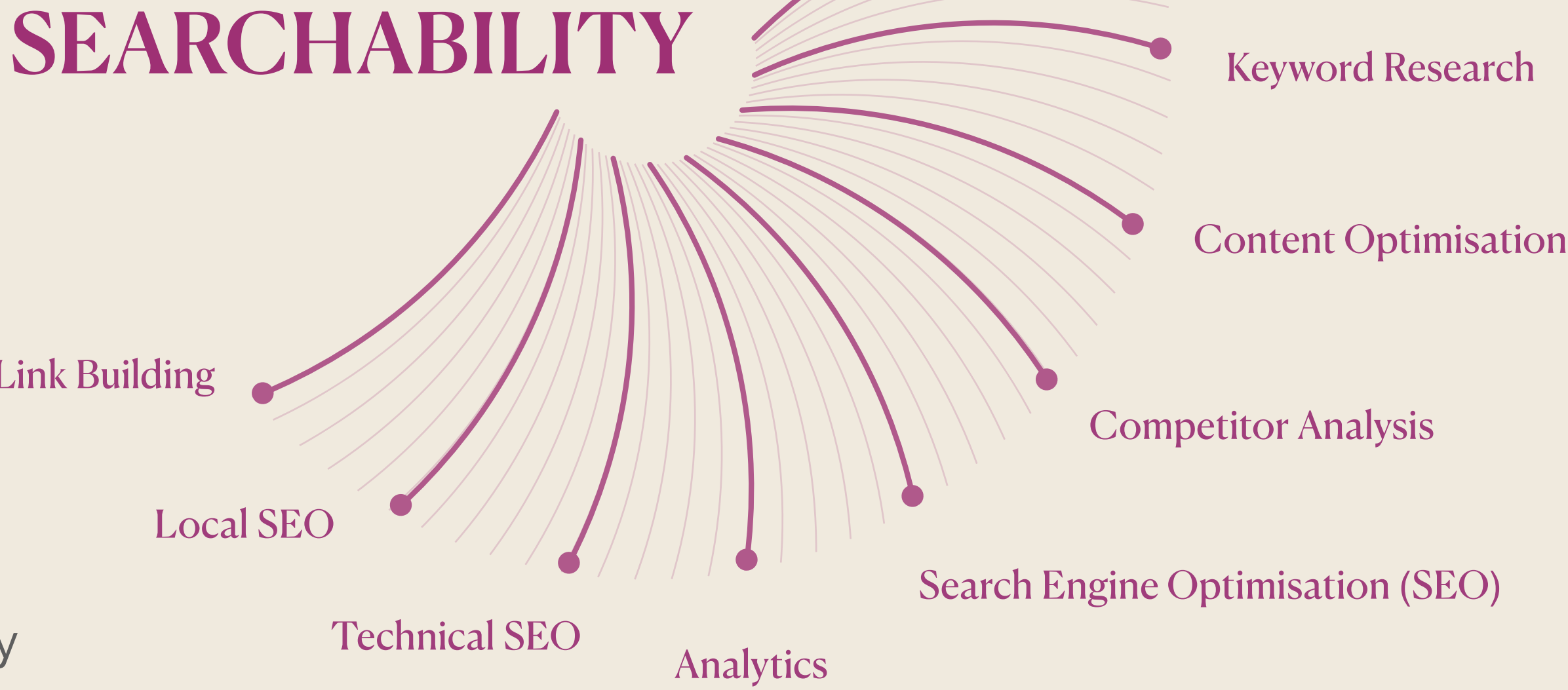
ECHO CHAMBERS AND
FILTER BUBBLES

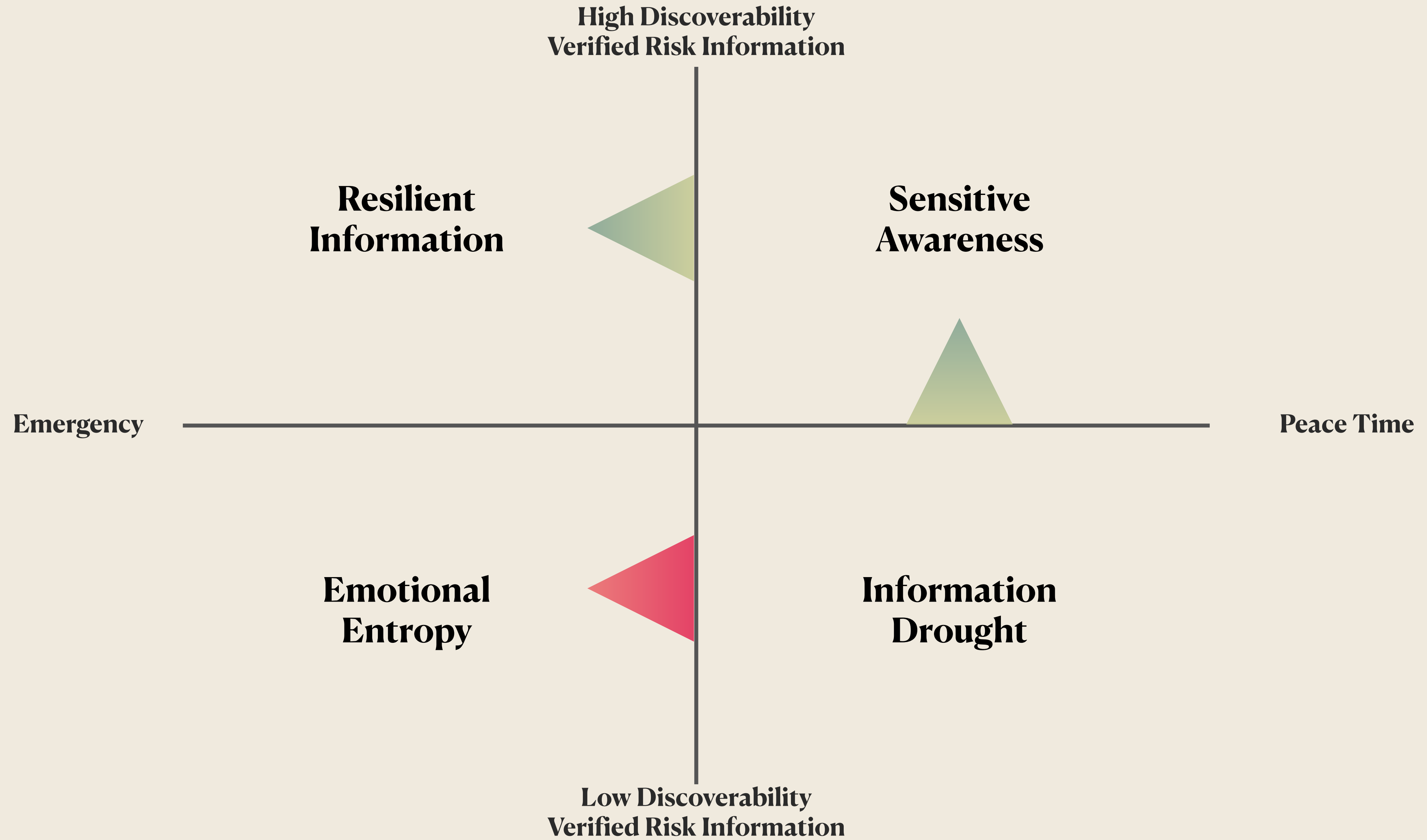
CONFIRMATION BIAS AND
COGNITIVE BIASES

Discoverability

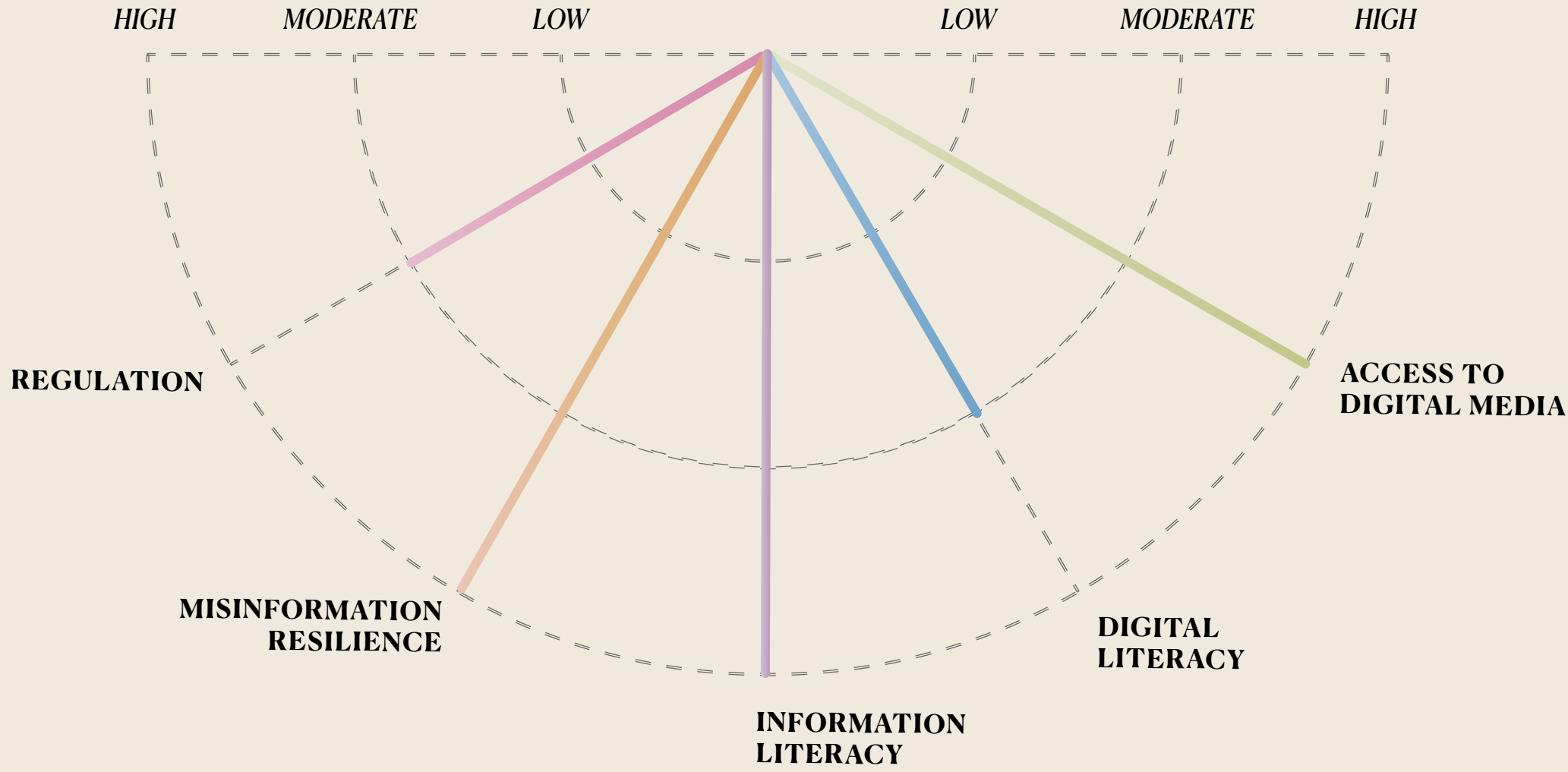


How easily content can be discovered through search engines and internal site searches. Practices optimise digital assets to be more visible when users query relevant keywords.





Digital Vulnerability *



An indicator proposed to assess the susceptibility of individuals or communities to the negative impacts of the digital divide. The challenge is to define a methodology to assess and quantify the phenomenon. This indicator is valuable for understanding digital-specific vulnerabilities, but it should ideally be combined with other vulnerability indicators, such as those related to social, economic, and cultural factors.

PROPOSED FACTORS

 Access to Digital Media

 Digital Literacy

 Information Literacy

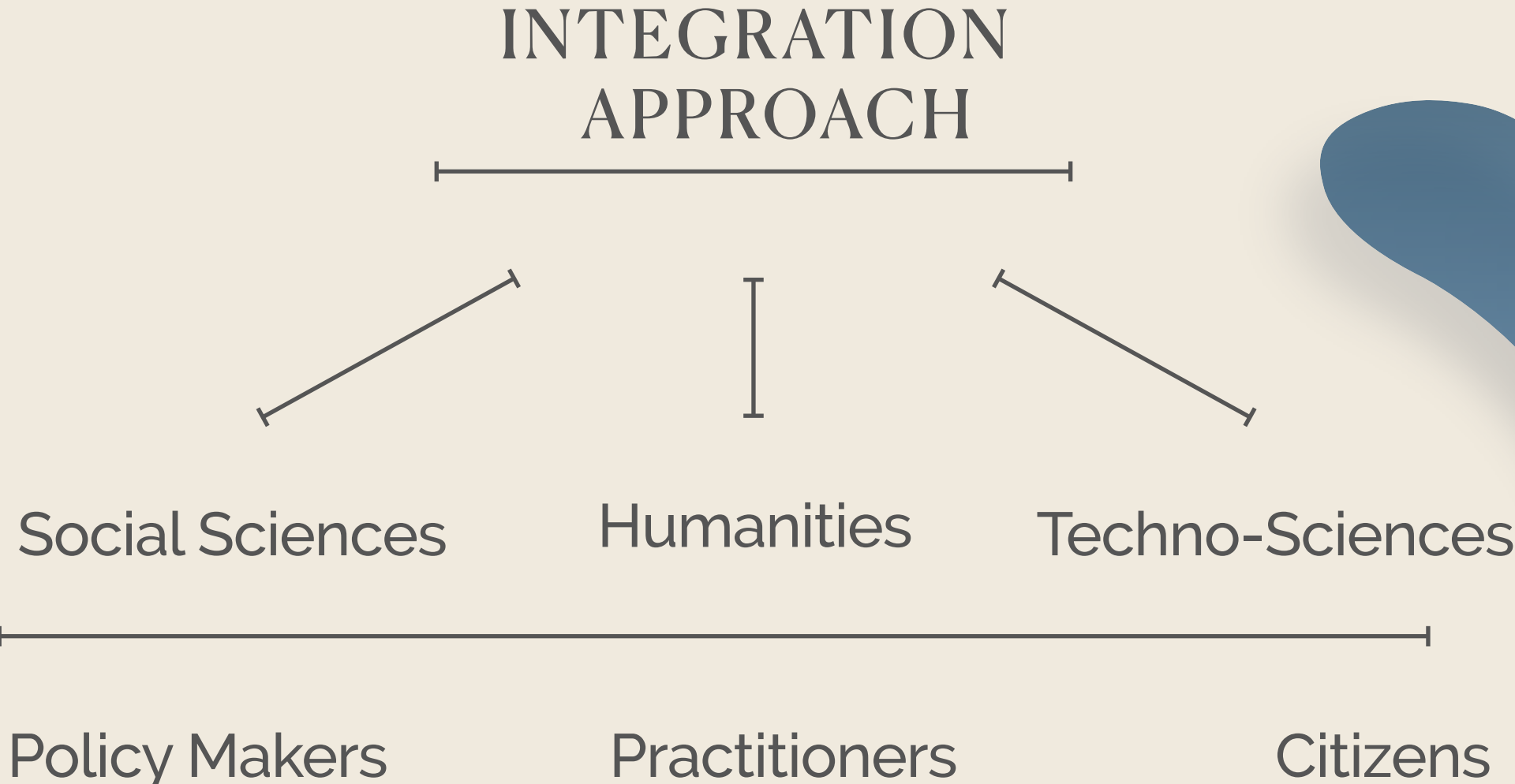
 Misinformation Resilience

 Regulations

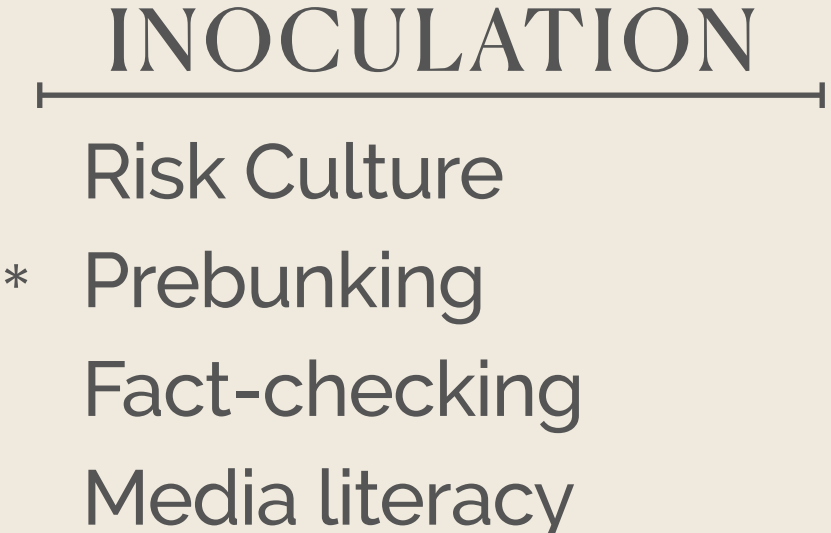
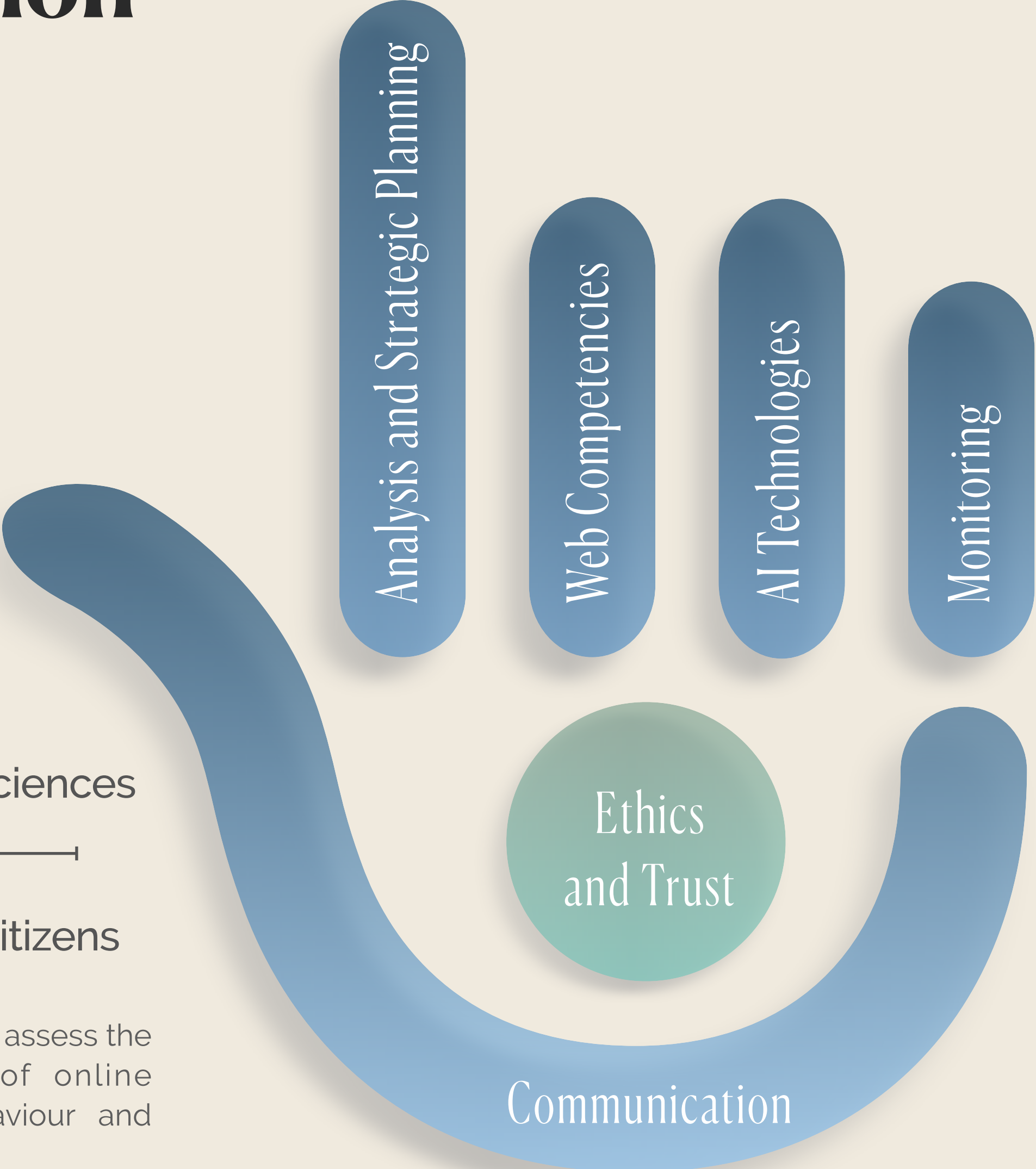
* Digital Vulnerability Indicator © 2023 by M. Elena Rapisardi is licensed under CC BY-NC 4.0. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/>

The Age of Collaboration

Envisaging Present and Future Challenges
Of Risk Communication



Advance new methods and multidisciplinary approaches to better assess the interplay between algorithmic systems, the diffusion of online misinformation, and its impacts on opinion formation, behaviour and emotional well-being (Metzler & Garcia, 2023)



* Ecker, U.K.H., Lewandowsky, S., Cook, J. et al. The psychological drivers of misinformation belief and its resistance to correction. Nat Rev Psychol 1, 13–29 (2022). <https://doi.org/10.1038/s44159-021-00006-y>

User Centred Approach

Analysis of users' needs
Engagement
Talk to and engage users
Analysis Of users' Awareness
UX and UI

Tailoring Content On the Audience

Storytelling & Narrative
Solution vs Problems
Usage and practical cases
Avoid Jargon



Web Communication Strategy

Define Objectives
Audience Segmentation
Communication Plan
Editorial Calendar
Coordination with Media
Search & Find Techniques

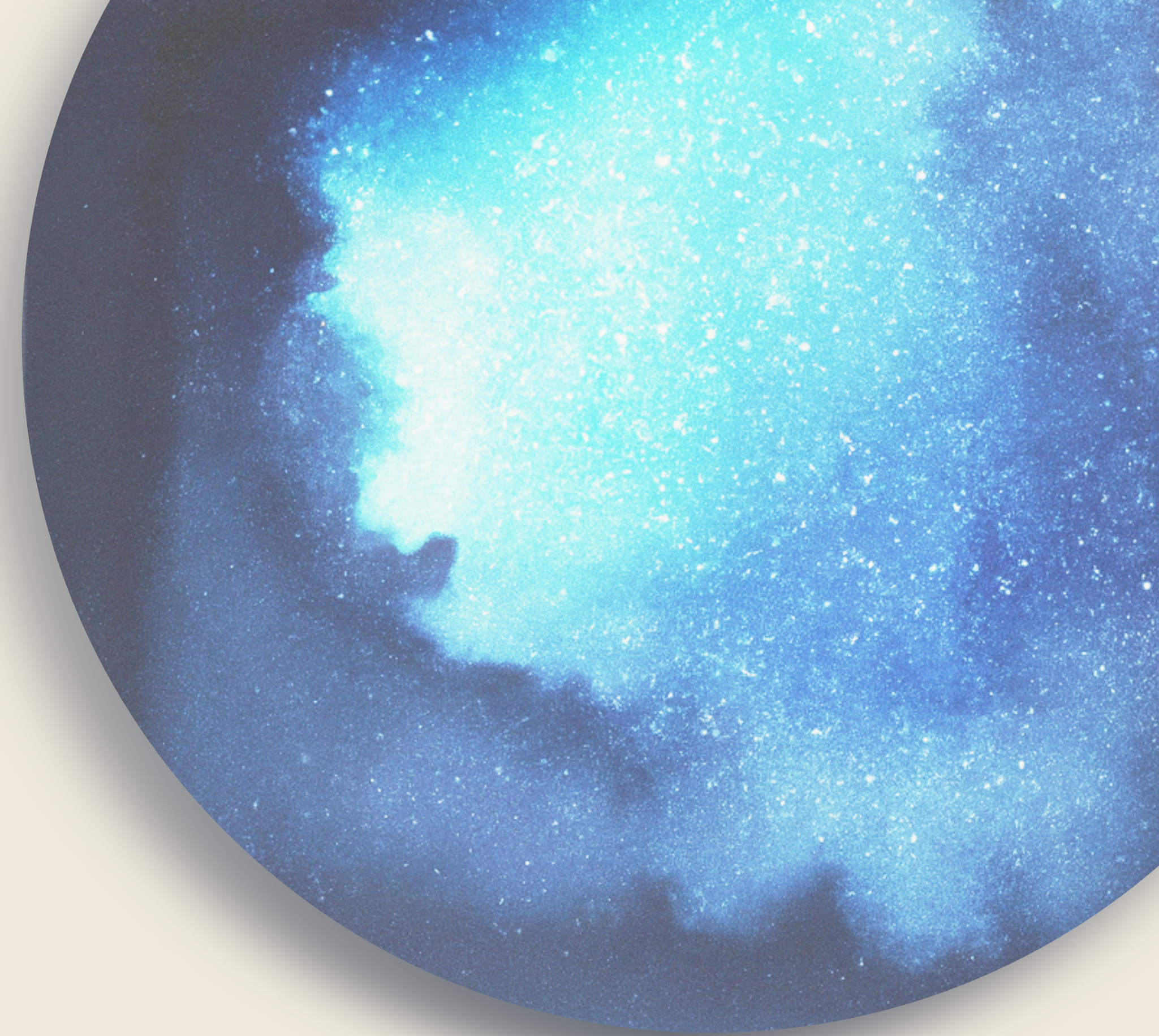
Evaluation and Feedback Mechanisms

Key Performance Indicators
Gather users feedback
Assess the reach
SEO Practices

The real voyage of discovery consists,
not in seeking new landscapes, but in
having new eyes.

Marcel Proust

'La Prisonnière', La Recherche, 1923



Thank you!