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COMMunity: Creating Opportunities by Multi-indicator Measures towards Unity (2022–26)

# How can efficient communication help reduce discrimination, and how can it help public authorities perform better?

# Objective

# To develop a comprehensive theory of:

- 1. The (possibly biased and politicised) perceptions of inequality and discrimination
- 2. The emotional, attitudinal, and behavioural responses evoked
- 3. The **grounds and mechanisms** that motivate legislators, policymakers, media makers, and citizens (general population and target groups) **to respond to discrimination** and reverse its adverse effects

#### **WORK PACKAGES** WP2 **MEDIA ANALYSIS Examine mainstream media coverage** (audio-visual, print, online-only) Focus on policy measures in Belgium (the same 7 grounds as WP1) MAPPING & ANALYSING WP1 **POLICY FRAMEWORK** WP5 VALORISATION RESEARCH Analyse legal, institutional, policy framework of discrimination WP4 **Co-designing communication campaigns** (with media experts; Delphi method) 7 grounds: age, disability, religion, **Understanding perception of** race/ethnicity, sex/gender, sexual discrimination among general public and orientation, income Testing campaigns among general public late adolescents and late adolescents (vignette studies) Focus on Belgium, also relating to practices in NL, UK, SW WP3 **CAMPAIGN ANALYSIS Examine governmental communication and** campaigns

# Mixed-methods approach

- Document analyses of legal and policy texts
- Content analyses of mainstream media
- Online survey
- In-depth interviews and Delphi rounds
- Focus groups
- Experimental vignette studies
- Co-design workshops with media and communication experts

### Want to find out more?

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# **iCANDID**

Access to different types of textual and audio-visual data harvested from freely accessible online media resources and proprietary repositories of media

