

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

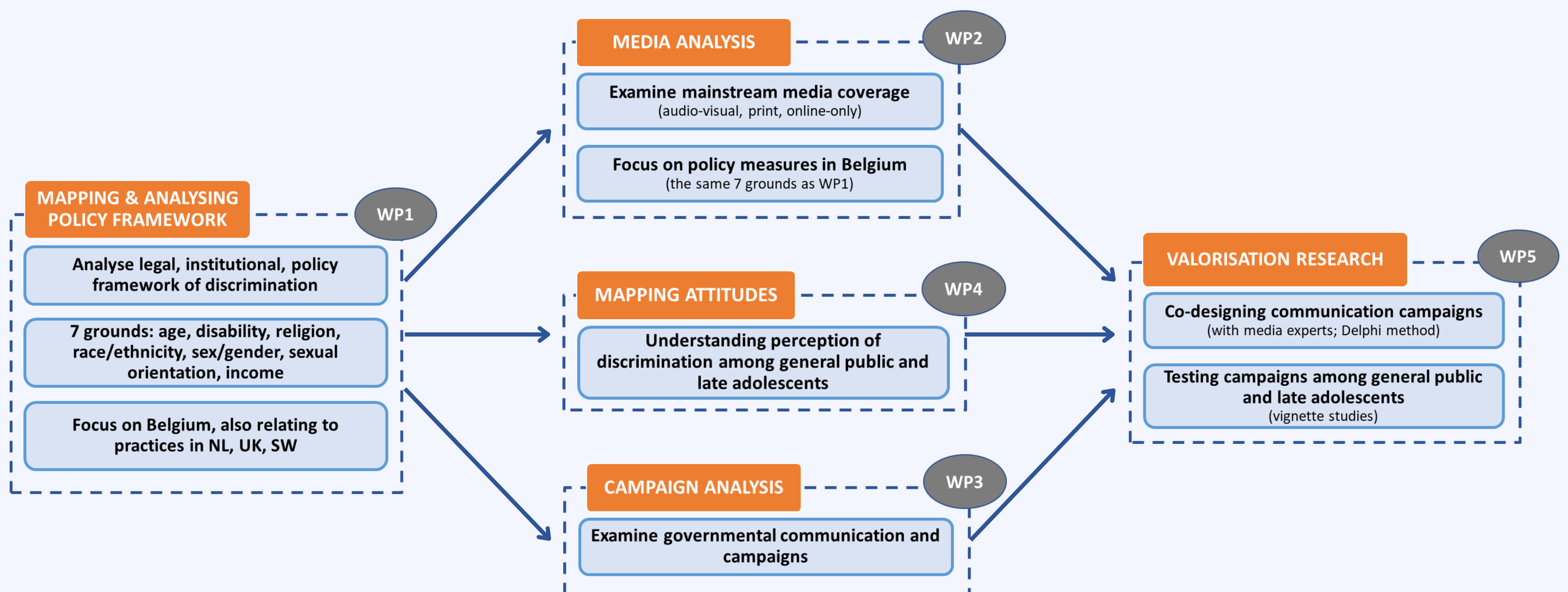
How can efficient communication help reduce discrimination, and how can it help public authorities perform better?

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



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

