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Science communication and its impact on public opinion during the Covid-19 pandemic: a study based on multilayer semantic networks

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The present research work is framed within the theoretical framework of Science and Technology Studies. In general, the aim is to analyze how science can influence and solve social problems, and in particular, how scientific communication during the Covid-19 health emergency has impacted on public opinion and been politicized. The study is built starting from the analysis of a substantial dataset of online newspaper articles related to Covid-19, collected from the websites of such newspapers and from Facebook during the early months of the pandemic. The available material was processed using computational techniques. To analyze the communicative and narrative patterns of the media, as well as the way they influenced public opinion and collective behaviors, multilayer semantic networks are used.

Keywords

science and technology studies, scientific communication, multilayer semantic networks, public opinion, narrative patterns

Topics

• Multilayer, Multiplex, Multilevel and Multimode networks

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