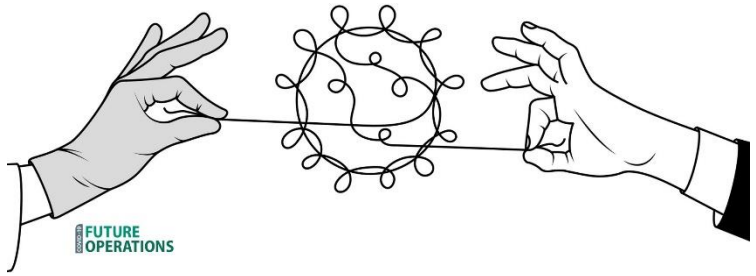


Thematic Session 5

What are the best approaches to increase trust, to improve communication, and to reduce polarization?

Chair: Christian Korunka

Why is it important to increase trust, improve communication and to reduce polarisation in the current phase of the pandemic?

Covid-19 has many negative psychosocial effects: reduced wellbeing, anxiety……

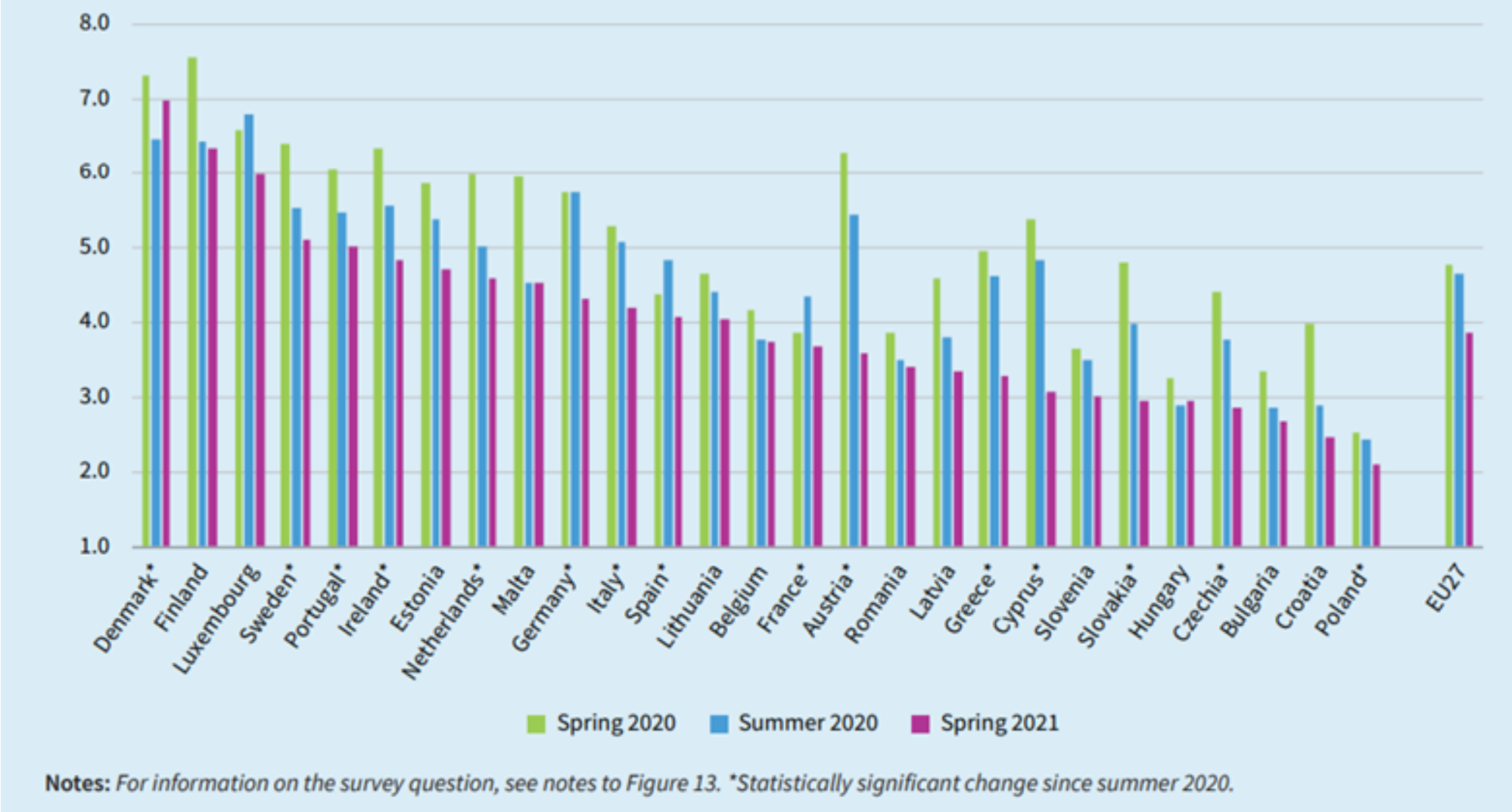
Certain risk groups are more affected than others

What are the most important resources?

Trust helps to reduce anxiety and increases wellbeing

Trust is the base of all social relationships and the “glue of social life” (Welch, 2005)

Trust in governments (EU data)



Notes: *For information on the survey question, see notes to Figure 13. *Statistically significant change since summer 2020.*

Source: Eurofund, 2021

Why is it important to increase trust, improve communication and to reduce polarisation in the current phase of the pandemic?

Loss of trust has many negative consequences, both for individuals and the whole society

Social communication (not only during the pandemic) needs to be based on trust, transparency, and facts

During the course of the pandemic, private, social and economic realities of many persons have been diverged – Social polarization has been increased on many levels

The goals of this session

What is the empirical evidence from longitudinal data sets (Austria and Germany) regarding loss in trust and increases in polarization?

How can trust be increased in (scientific) communication?

Discussion: Possible approaches to increase trust, to improve communication and to reduce polarization

The role of scientific communication within these approaches

Session outline

Jakob Moritz Eberl (Uni Wien): **Divided by the Jab: Vaccination-related Affective Polarization in Austria** *(20 min, present)*

Thorsten Faas/David Schieferdecker/Philippe Joly (FU Berlin): **Asymmetric Affective Polarization** *(20 min, online)*

Friedericke Hendriks (TU Braunschweig): **Science Communication and its role for public trust in science** *(20 min, online)*

Discussion (25-30 min)