# When in Memeland, Speak in Memes

Contributions of design towards the betterment of online behavior regarding public health.

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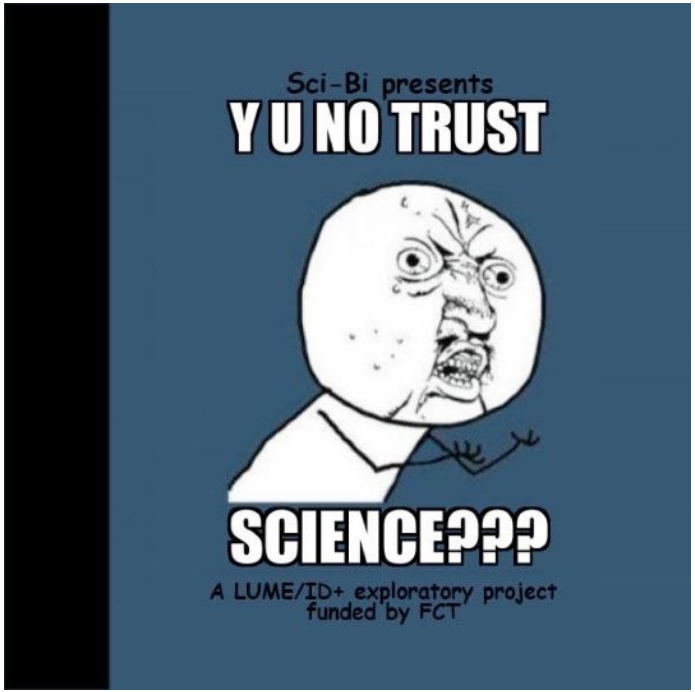
**Unexpected Media Lab / ID+ / CIAC**
**10 November 2023**




7th INTERNATIONAL CONFERENCE ON DESIGN & DIGITAL COMMUNICATION PORTUGAL 2023

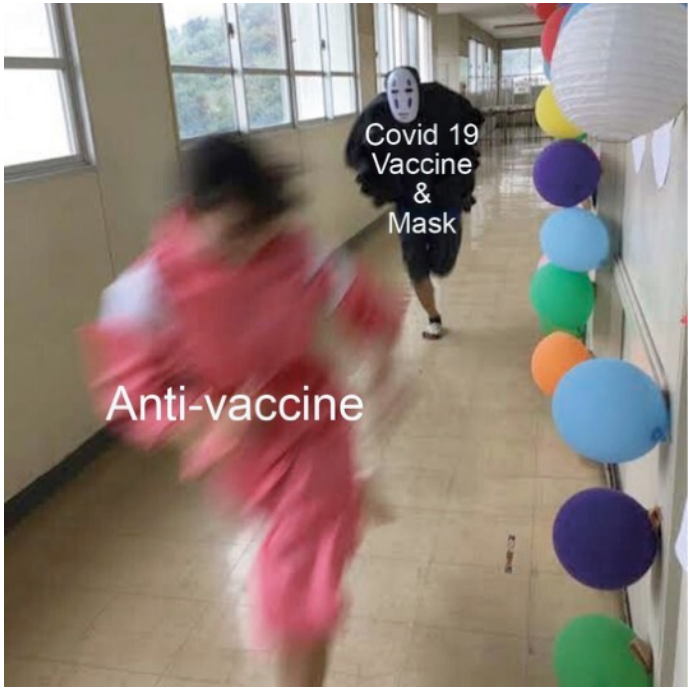
*2022.08322.PTDC*

The problem:

**There is a rise in public mistrust regarding reliable health information.**
**+**
**Citizen adherence to health policy behaviour is decreasing.**

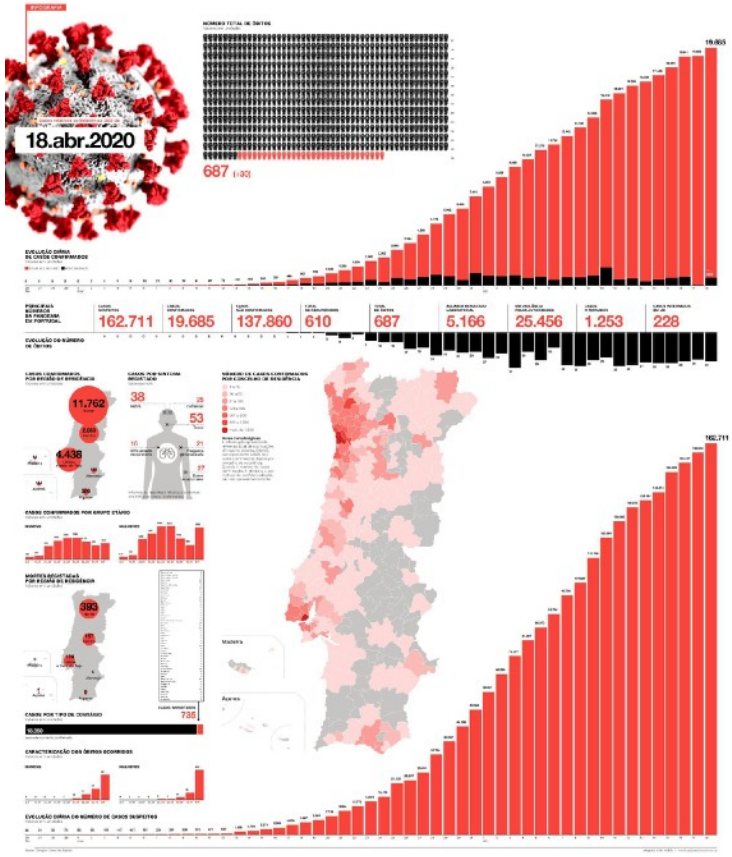
The premise:

**This may be partly explained by the proliferation of social media and a consequent, exponential ease in sharing subjective, partial, unreliable, unproven or deliberately false content.**



The premise:

**While health researchers and authorities tend to communicate via facts, statistics and reasoning, large segments of the population are now primarily communicating online via images, humour, rumours, and individual testimonies.**


18.abr.2020
687
162.711
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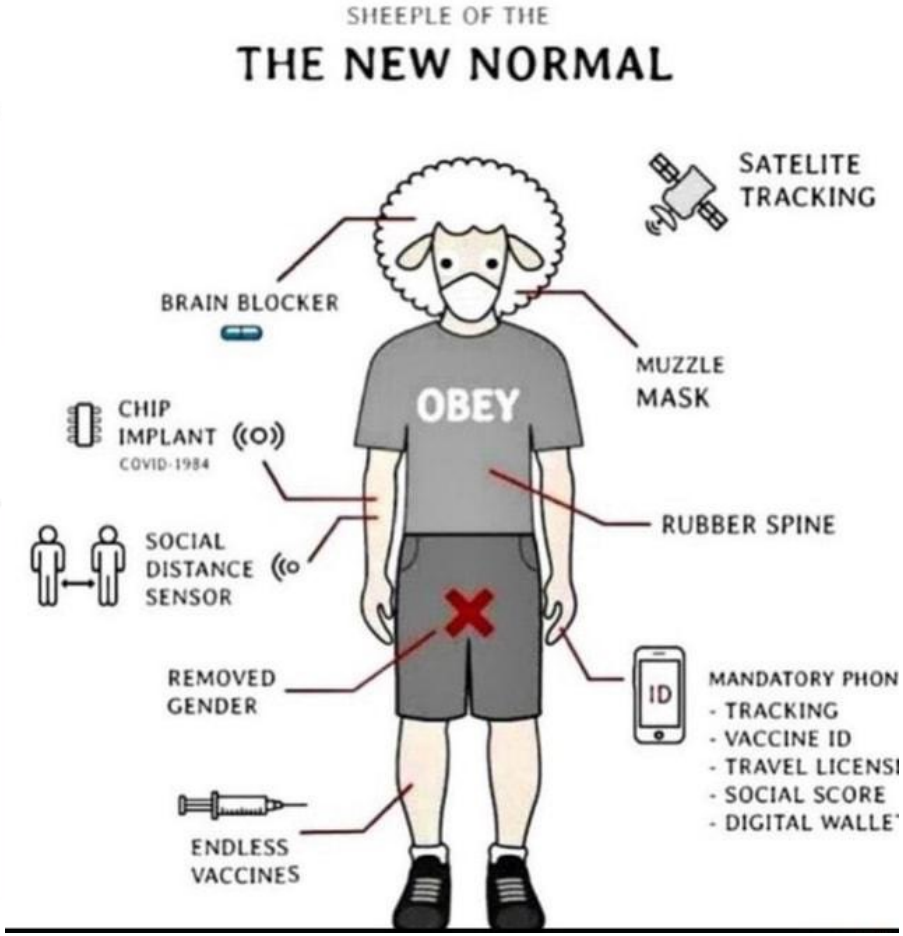
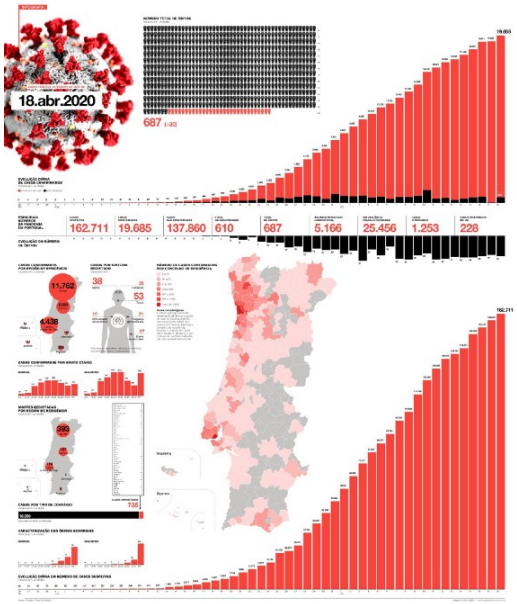
738


SHEEPLE OF THE
THE NEW NORMAL
SATELITE TRACKING
BRAIN BLOCKER
MUZZLE MASK
OBEY
CHIP IMPLANT
COVID-1984
RUBBER SPINE
SOCIAL DISTANCE SENSOR
REMOVED GENDER
ID
MANDATORY PHON
- TRACKING
- VACCINE ID
- TRAVEL LICENSI
- SOCIAL SCORE
- DIGITAL WALLE
ENDLESS VACCINES

**“Institutional communicators / public health entities do not understand that the way people communicate has changed […]:**
**you have to begin to understand the power of storytelling.”**

Renée DiResta, In Conspirituality Podcast 154: The Truth Wars, 18 May 2023



# “The Reasoning Mind Recruits the Instinctive Mind.”

Vinod Goel, in Reason and Less: Pursuing Food, Sex, and Politics. Cambridge, MA: MIT Press, 2022

The hypothesis:

**Current online trends of disinformation and mistrust in health policies may be partly overcome through an exploratory employment of memes, reels, data comics and rage comics.**

**Communication Design and Media Arts may assist in this process by capacitating students and professionals in social media aesthetics and semantics, and subsequent employment by science and policy makers.**

Expected outcomes:

**Full integration of emerging health communication strategies in Design and Media Arts curricula**

**Policy recommendations to researchers and public health authorities:**

- a set of core principles in communicating health information and policies beyond facts and statistics
- the presence of Design and Artivism as consultants in health communication processes

# Workshops and Exhibitions

# Workshops and Exhibitions

Framework:

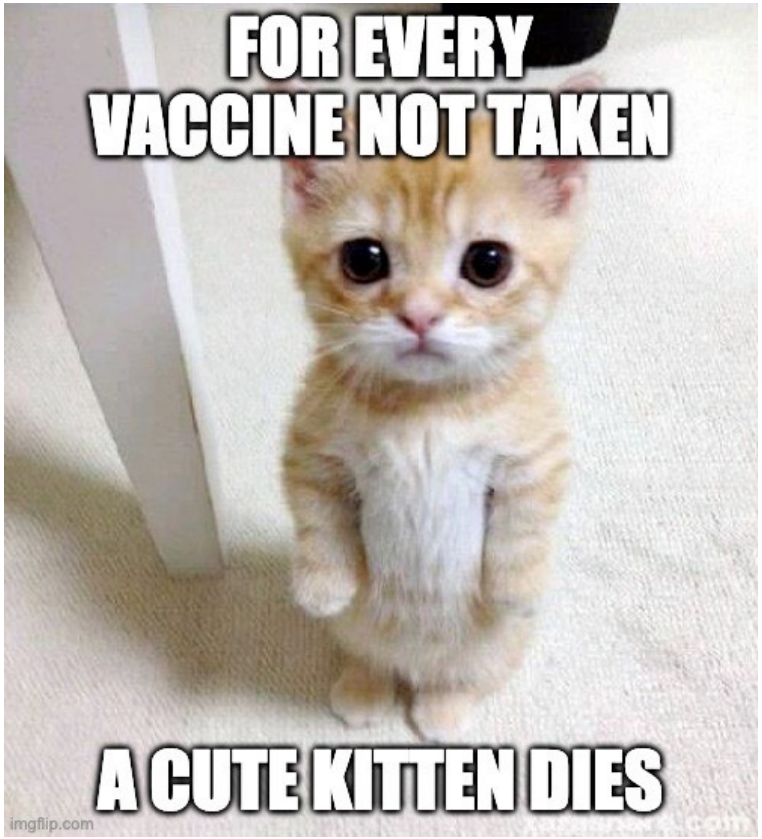
- **tactical media**
- **figures of speech**
- **storytelling**
- **edutainment**
- **artivism**
- **remix cultures**
- **subvertising**
- **culture jamming**
- **hacktivism**

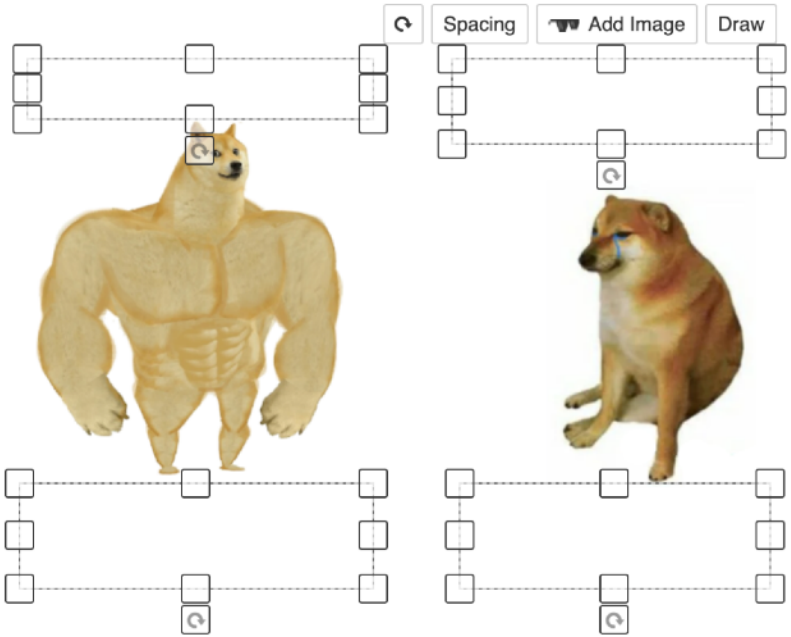
Approaches:

- **humour**
- **non-threatening irony**
- **translation of scientific jargon**
- **accessible infographics addressing complex data**
- **unexpected perspectives**
- **before/after dynamics**
- **humour and non-threatening irony**
- **personal testimonies**

**+**

These are being informed by ongoing interviews with health skeptics and health authorities/researchers.



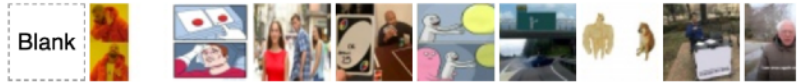



Upload new template

Search all memes

**Buff Doge vs. Cheems**

My | **Popular**




Text #1

Text #2

Text #3

Text #4

More Options

✨ Effects | Add Text

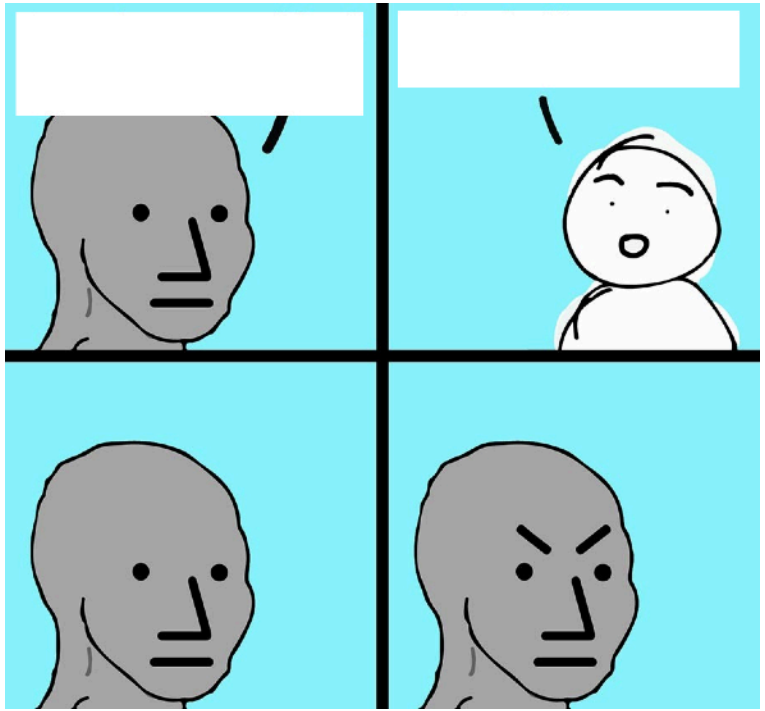
*Tip: If you log in, your memes will be saved in your account*

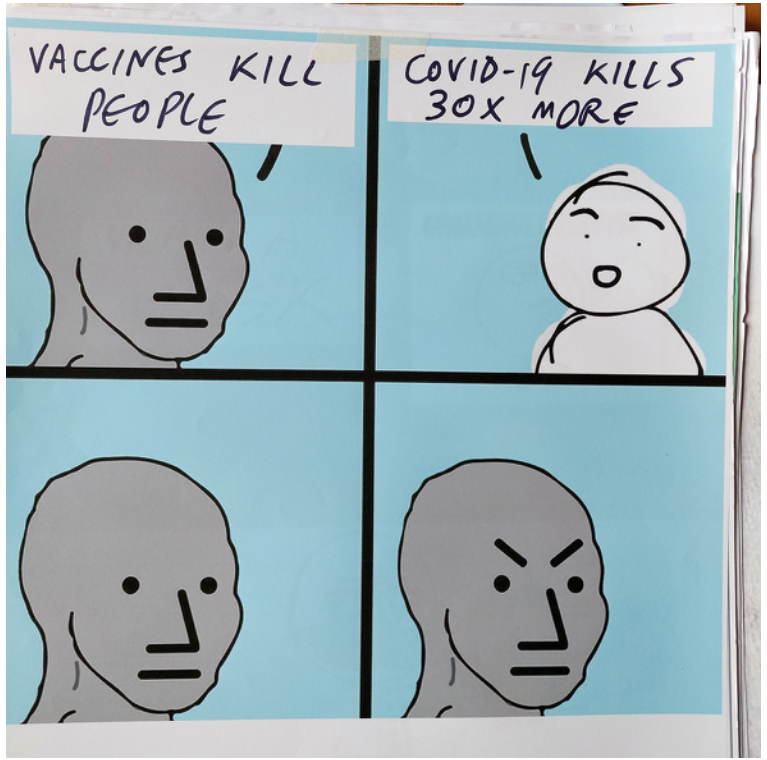
COVID BEFORE VACINE

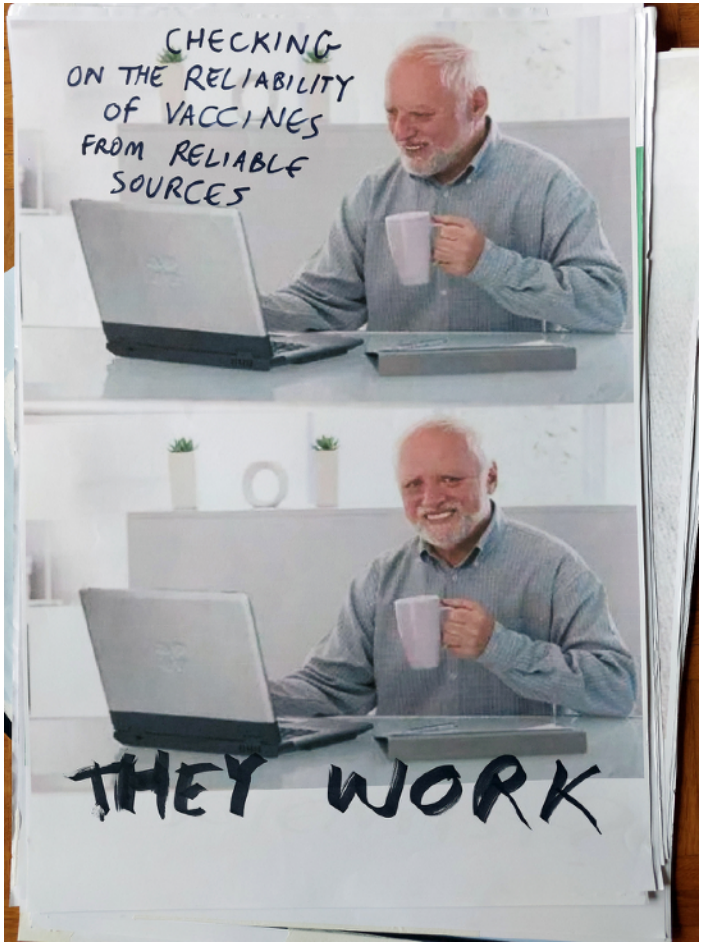
COVID AFTER VACINE

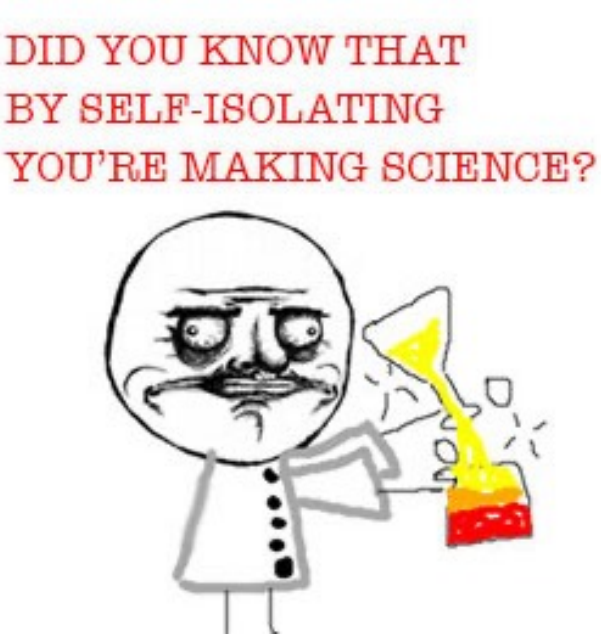
opinião sobre COVID 19
conhecimento científico COVID19

WHEN YOU DON'T WANT TO TAKE THE VACCINE BECAUSE YOU DON'T WANT A CHIP TRACKING YOU
BUT ALL YOUR SOCIAL MEDIA IS ALREADY DOING THAT

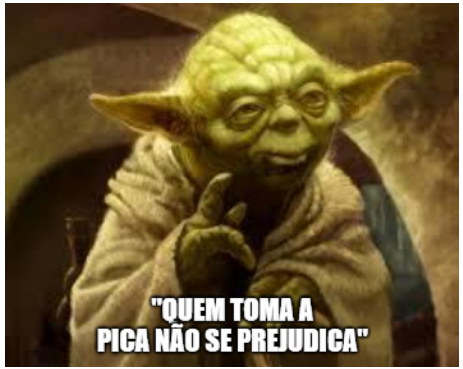



VACCINES KILL PEOPLE
COVID-19 KILLS 30X MORE


CHECKING ON THE RELIABILITY OF VACCINES FROM RELIABLE SOURCES
THEY WORK


DID YOU KNOW THAT
BY SELF-ISOLATING
YOU'RE MAKING SCIENCE?

LEMBRA-TE:
1 DOSE DE SASHIMI,
2 ROLOS DE NIGIRI,
4 HOSSOMAKI TOPOMAKKI
E UM HOT ROLL DE CAMARÃO.
AH E SOJA.
imgflip.com


"QUEM TOMA A
PICA NÃO SE PREJUDICA"

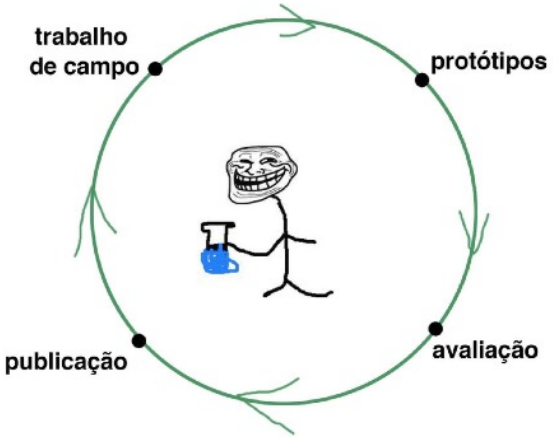
That damned
vaccine!

Preliminary assessment:

- **Workshops included a briefing but were open-ended and intuitive in participant engagement; humour was the most popular approach**

- **Participants are generally not keen on remembering COVID; focus should be on health as a whole and potential future challenges**

- **responses have ranged from refusal to participate, to a real commitment to testing radically new forms of health communication**

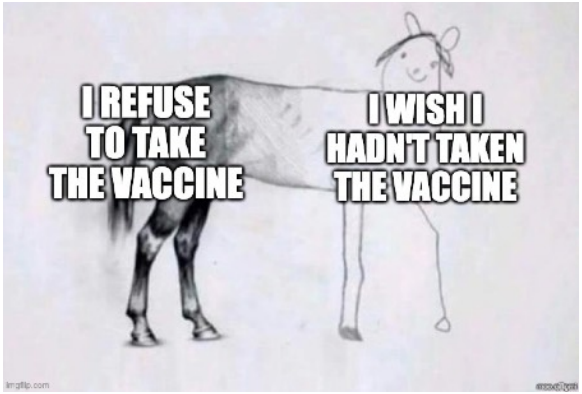


Preliminary assessment:

- **in-person dynamics indicate a further willingness to engage positively than online dynamics**

- **the volatile, “cool authenticity” factor may indicate a need to permanently involve younger generations in consultancy**

- **participants have learned to evaluate and discern credible sources of scientific information, identify red flags and manipulation techniques commonly used in disinformation, and recognize the value of subjective reasoning. They can therefore act as pedagogues, while in the learning process themselves.**



Further validation

**being performed with key samples of interested parties:**

- **health skeptics**
- **youth demographics**
- **health researchers**
- **policy makers**

In

**Conferences**

**Interviews**

**Exhibitions**

**Workshops with diverse demographics**

SCIENCE???
SCIENCE???

much slides
many interesting
very sci bi
good speaking
bonne conférence
imgflip.com

# Meet the Team: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