


Only a fraction of consumers in Germany feels well informed about plant toxins.

—
Results of a representative
BfR survey





How did governments and institutions communicate during the COVID-19 pandemic? And how did people react on social media? This is what the MIRKKOMM research project is looking at. “Clarifying terms such as ‘R number’ and ‘incidence’ was particularly challenging. Not all citizens were able to understand the communication at the same level. Many yearned for supposedly simple answers,” says BfR scientist Dr Annett Schulze, who coordinates the network project. “The aim of MIRKKOMM is to derive standards for scientifically based communication that is both clear and trustworthy.” Initial research results were presented at the exhibition on communication during the pandemic “#Krisenalltag – Kommunikation in der Pandemie” in Berlin. The MIRKKOMM project will run until September 2024 and is funded by the Federal Ministry of Education and Research (BMBF).

 More information



Project website
MIRKKOMM (in German)