**Stages and calendar plan of the project participants’ performance**

**Title of the project *"Stressful elements of latent influence real mediamessages content related to the COVID-19 pandemic elicit on social groups"***

**Research supervisor of the project: *Rizun Volodymyr Volodymyrovych, Doctor of Philology, Professor, Director of the Institute of Journalism at Taras Shevchenko National University of Kyiv***

**4. Stages and schedule of the project implementation** (in Ukrainian and English)

**4.1. Stages of the project implementation (SPI) and performance indicators**

*All actions are performed at Taras Shevchenko National University of Kyiv.*

**SPI** № 1

Title of SPI: Media monitoring and sampling

Objectives of the **SPI**: to develop a methodology and to record and select news reports on the COVID-19 pandemic to conduct audience surveys based on different social groups and to form experimental groups of subjects.

Planned for SPI actions that achieve the objectives (up to 1000 characters).

Action 1. Elaborating and development of monitoring methods.

Action 2. Media monitoring.

Action 3. Forming a sample of messages.

Action 4. Forming groups of subjects.

Performance indicators (which scientific or other result will be obtained at a certain stage):

Structured methodology of monitoring, systematized body of media messages, description of the sample messages, descriptions of subject groups.

**SPI** № 2

Name of **SPI**: Intent-analysis, group work and testing media messages

Objectives of **SPI**: to identify the communicative intentions behind media messages, to predict media effects in groups of subjects, taking into account their psychological status and to record real latent "psychophysiological" media effects.

Planned for SPI actions that achieve the objectives.

Action 1. To perform intent-analysis of selected media messages.

Action 2. To carry out psychological and psychiatric testing of subjects for the ability to obtain intentionally envisioned media effects.

Action 3. Conducting experiments in subject groups to detect latent psychophysiological reactions to media messages.

Performance indicators (which scientific or other result will be obtained at a certain stage):

Description of communicative intentions, psychological map of the subject, database of experimental data, scholarly article.

**SPI** № 3

Title of **SPI**: Analysis of psychophysiological reactions to content elements and isolating stress elements

Objectives of **SPI**: to describe real reactions (media effects) to messages and to determine the most reactive elements of their content and to compare intentionally projected effects with real ones.

Planned for SPI actions that achieve the objectives.

Action 1. Analysis of psychophysiological reactions to content elements.

Action 2. Isolating stress elements of latent media influence.

Action 3. Comparative analysis of communication expectations regarding the effectiveness of messages and actually manifested media effects.

Performance indicators (which scientific or other result will be obtained at a certain stage):

description of "psychophysiologically active" elements in media content, a systematic description of stressful elements of media content, report on the effectiveness media messages on the COVID-19 pandemic show, a scholarly articles and promotional materials for mass media reporting results of our research project.

**SPI** № 4

Name of **SPI**: Validation of stressful elements

Objectives of **the SPI**: to check salient stressful elements’ latent influence on their "security status" and ability cause behavioral and social deviations.

Planned for SPI actions that achieve the objectives.

Action 1. Formation of experimental and control groups of subjects (based on social and psychological aspects).

Action 2. Construction of pathogenic media messages.

Action 3. Conducting experiments to detect deviant media effects.

Performance indicators (which scientific or other result will be obtained at a certain stage):

description of the experimental and control group of subjects, bank of pathogenic media messages, experimental database, two research articles, round table for media workers about the security status media messages on the COVID -19 pandemic, roundtable presentation, promotional materials for mass media reporting on research results.

**SPI** № 5

Name of **SPI**: Interpretation of data and developing recommendations

Objectives of the **SPI**: to summarize the results of the research project and publish them.

Planned for SPI actions that achieve the objectives. and the organizations that serve them.

Action 1. Preparation and writing a monograph.

Action 2. Popularization of research results.

Performance indicators (which scientific or other result will be obtained at a certain stage):

a round table for media literacy educators on the safe media consumption about pandemics and quarantines and the negative consequences for humans from the uncontrolled use of mass media that disseminate such information; monograph, promotional materials for mass media about the results of the research.

Project abstract

The project is dedicated to examining the stressfulness of certain elements of the media reports content on the COVID-19 pandemic, including their ability to form deviant behavior in people with various social status. Based on the results of the project, we will create recommendations for the media workers and media consumers on the pathogenicity of certain types of messages and the means to provide information security for the individual. The attention of the media sphere is drawn to the fact that the communicative intentions of the media do not always correlate with the real media effects, which can lead to undesirable consequences of ill-considered communication among consumers of the media product.

Keywords

Stressful content elements, media messages, hidden influence, COVID-19 pandemic, media effects, communication, audience, social groups, deviant behavior, communication intentions, psychophysiological reactions, skin-galvanic reflex

**4.2. Calendar plan of the project (quarterly)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Stage of Project Implementation and Action Plan** | **Implementation period** | | | | | | | |
| Year 1 | | | | Year 2 | | | |
|  |  | 3  Quarter (q) | 4  q | 1  q | 2  q | 3  q | 4  q |
| 1. SPI |  |  |  |  |  |  |  |  |
| Action 1 |  |  |  | + |  |  |  |  |
| Action 2 |  |  |  | + |  |  |  |  |
| Action 3 |  |  |  | + |  |  |  |  |
| Action 4 |  |  |  | + |  |  |  |  |
| Amount of funding,  thousand .hryvnias |  |  |  |  |  |  |  |  |
| 1. SPI |  |  |  |  |  |  |  |  |
| Action 1 |  |  |  |  | + |  |  |  |
| Action 2 |  |  |  |  | + |  |  |  |
| Action 3 |  |  |  |  | + |  |  |  |
| Amount of funding,  thousand hryvnias |  |  |  |  |  |  |  |  |
| 3. SPI |  |  |  |  |  |  |  |  |
| Action 1 |  |  |  |  |  | + |  |  |
| Action 2 |  |  |  |  |  | + |  |  |
| Action 3 |  |  |  |  |  | + |  |  |
| Amount of funding,  thousand hryvnias |  |  |  |  |  |  |  |  |
| 4. SPI |  |  |  |  |  |  |  |  |
| Action 1 |  |  |  |  |  |  | + |  |
| Action 2 |  |  |  |  |  |  | + |  |
| Action 3 |  |  |  |  |  |  | + |  |
| Amount of funding,  thousand hryvnias |  |  |  |  |  |  |  |  |
| 4. SPI |  |  |  |  |  |  |  |  |
| Action 1 |  |  |  |  |  |  |  | + |
| Action 2 |  |  |  |  |  |  |  | + |
| Amount of funding,  thousand hryvnias |  |  |  |  |  |  |  |  |