COVID-19 Conversations

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COVID19Conversations.org | #COVID19Conversations
A failure of imagination storytelling.
The words we use create reality

Social Distancing

Physical Distancing

Stay six feet away.

Less clear:

“Practice social distancing.”

- New term
- Unclear
- Not specific
- Conceptual

More clear:

“Stay at home. Get groceries once per week.”

- Use known words
- Be clear
- Be specific
- Be concrete

Reddit: Posted by u/Hybrid_UX_Research
VARIABILITY

A unified information ecosystem acting in a chaotic fashion.

Each new order adds confusion/anxiety and lessens effectiveness.
EQUITY

Restrictions without support make the disease less visible to the privileged and push more disease to the most marginalized.
Imagine a new story based on solidarity and not fear.

- Clear, early triggers with long timelines
- Simple language
- Focus on equitable support
- Use the time to ramp up testing/tracing