


# UNIVERSITY OF OSLO

## How to build trust through communication – lessons learned from vaccines

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A woman in a black dress is being pushed back by a man in a suit. The woman is leaning back, and the man is reaching out with his hands to support her. A speech bubble from the man says, "How come she is agreeing to this?"

How come she is agreeing  
to this?

# TRUST\*



\* a psychological state comprising the intention to accept **vulnerability** based upon positive expectations of the intentions or behavior of another

(Rousseau, Sitkin, Burt, & Camerer, 1998, p. 395)



**TRUST**

# Plan



Trust and  
trustworthiness

Communication  
principles

In practice

# Trust and trustworthiness

# TRUST- antedecedents

Trusting dispositions

Trustworthiness

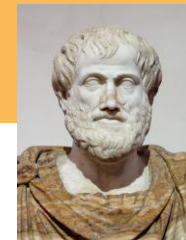
**ETHOS**  
*Credibility*



**PATHOS**  
*Emotion*



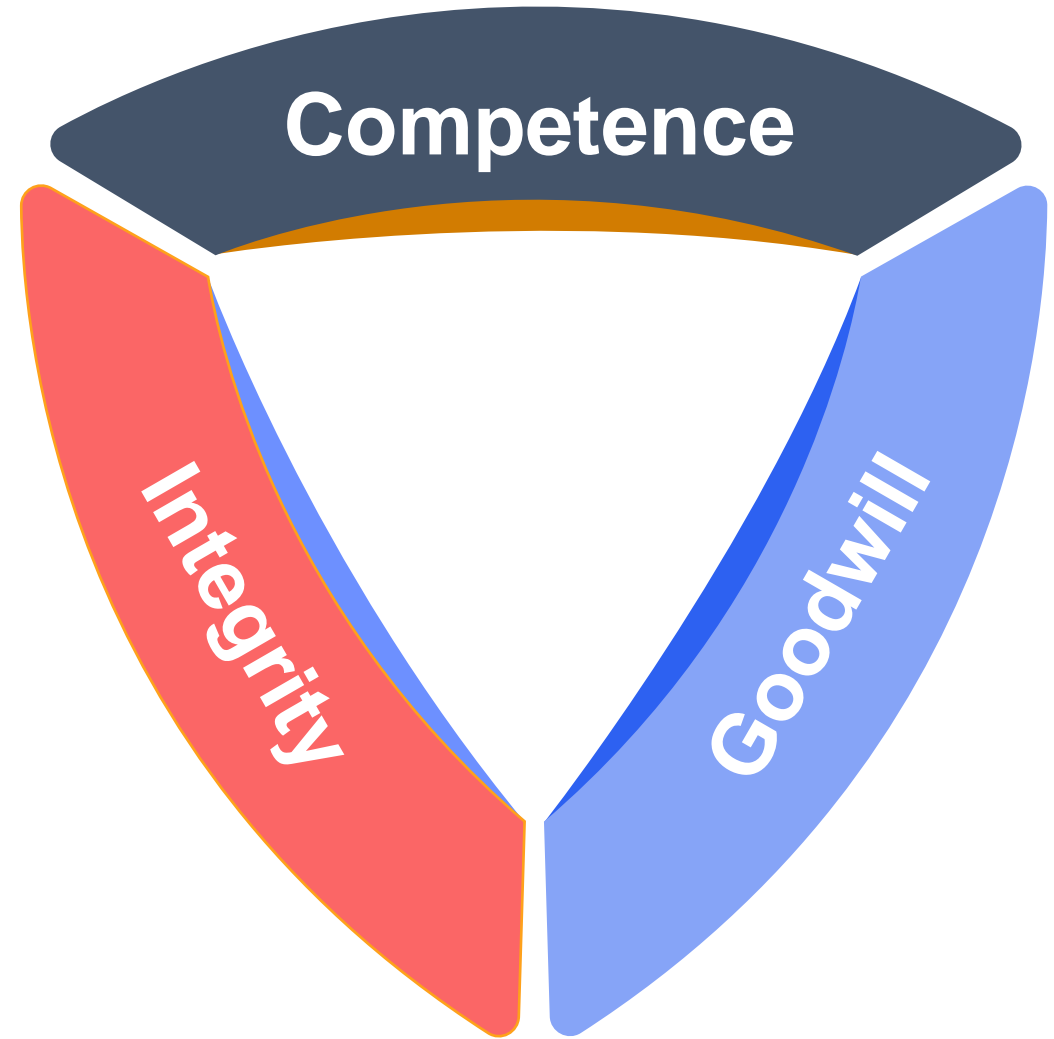
**LOGOS**  
*Logic*



<https://charleshstewart.com/ethos-logos-and-pathos/>

# ETHOS

*Credibility*





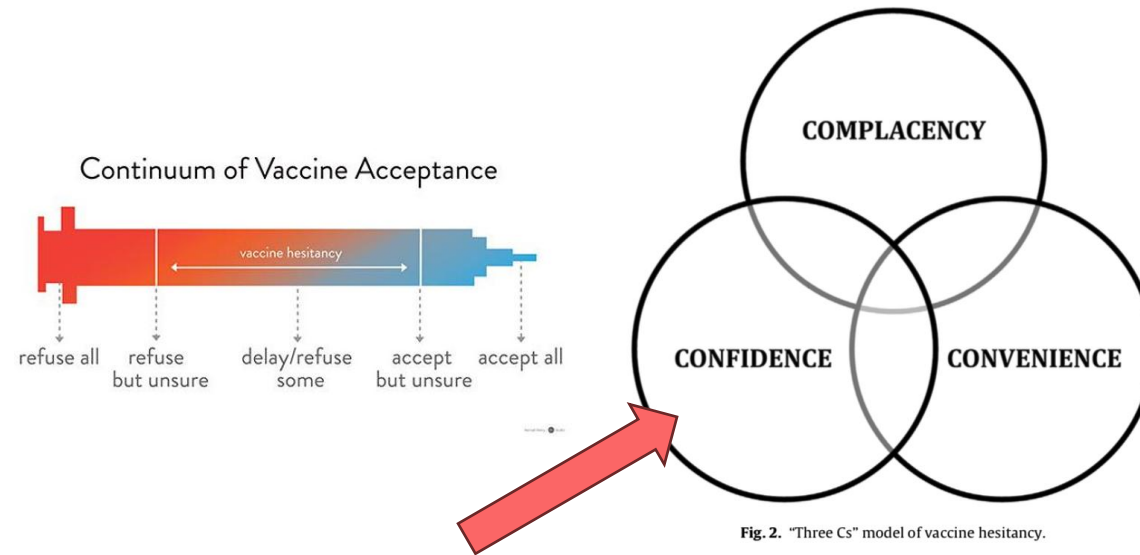
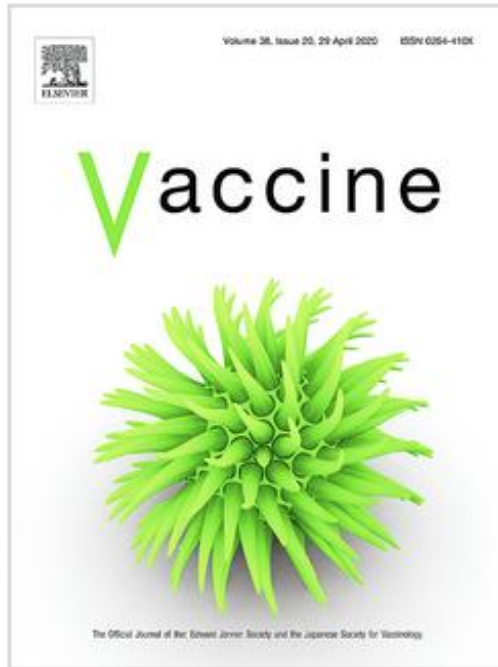
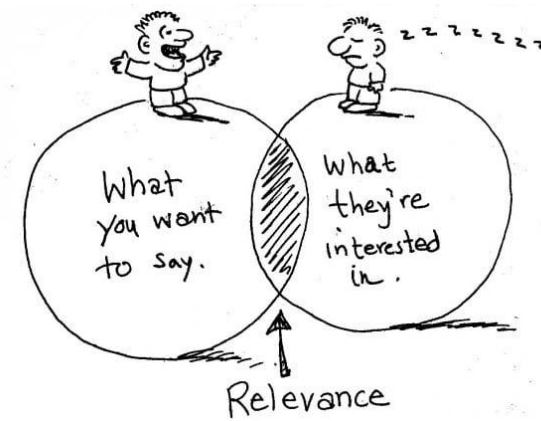
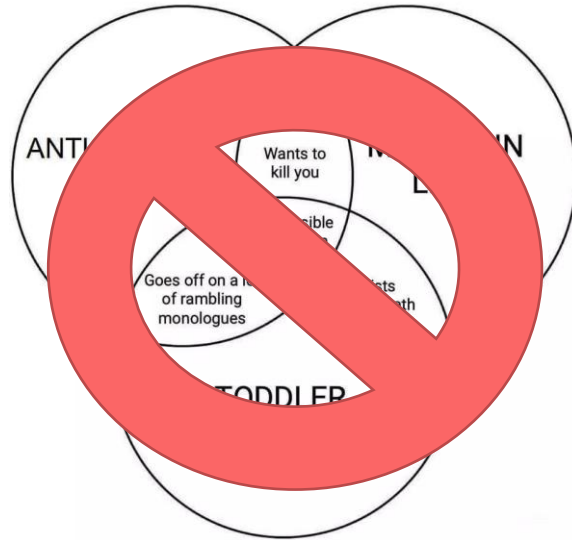


Fig. 2. "Three Cs" model of vaccine hesitancy.

# Communication principles

1. Hesitancy is legitimate.



2. Messages must be adapted to the drivers for hesitancy.

3. Trustworthiness is situation-dependent.



4. When there is uncertainty, the speaker's character becomes more important.

5. It is imperative to analyze the target group



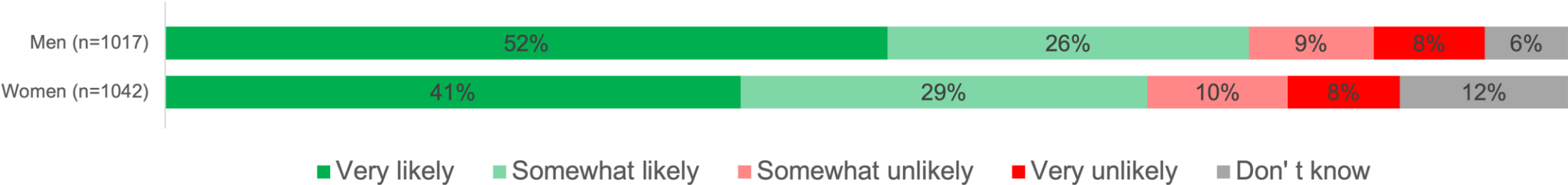
Challenging since vaccine hesitancy is...



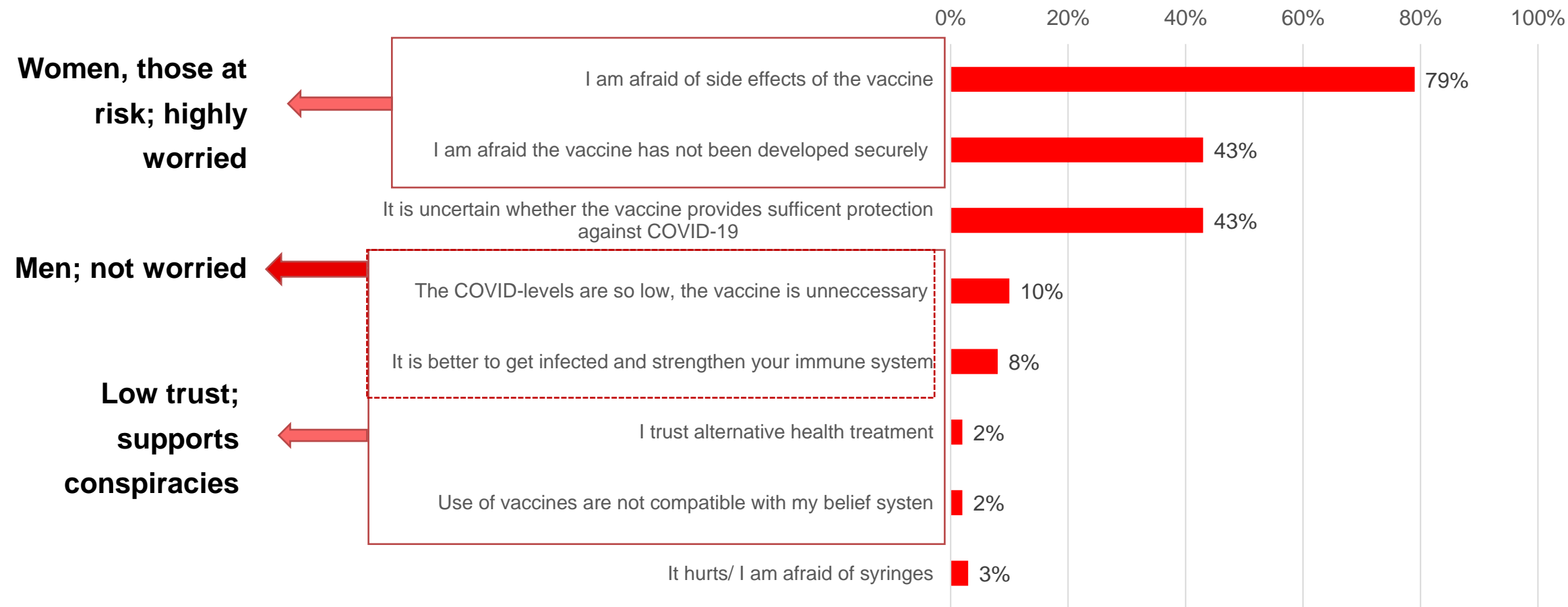
Social – not a scientific problem  
Cultural – risks/benefits are judged differently  
Political – distrust and disenfranchisement  
Personal – experiences and bodies

**In practice**

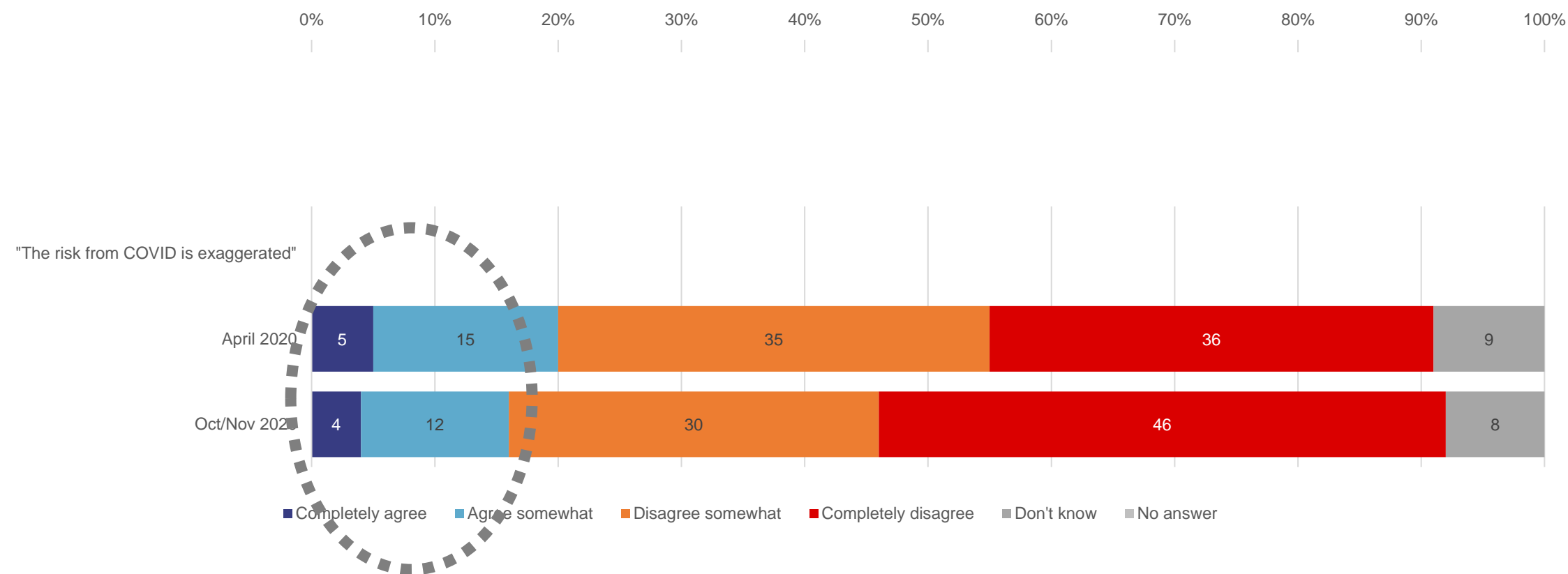
# Willingness to vaccinate (Oct/Nov 2020)



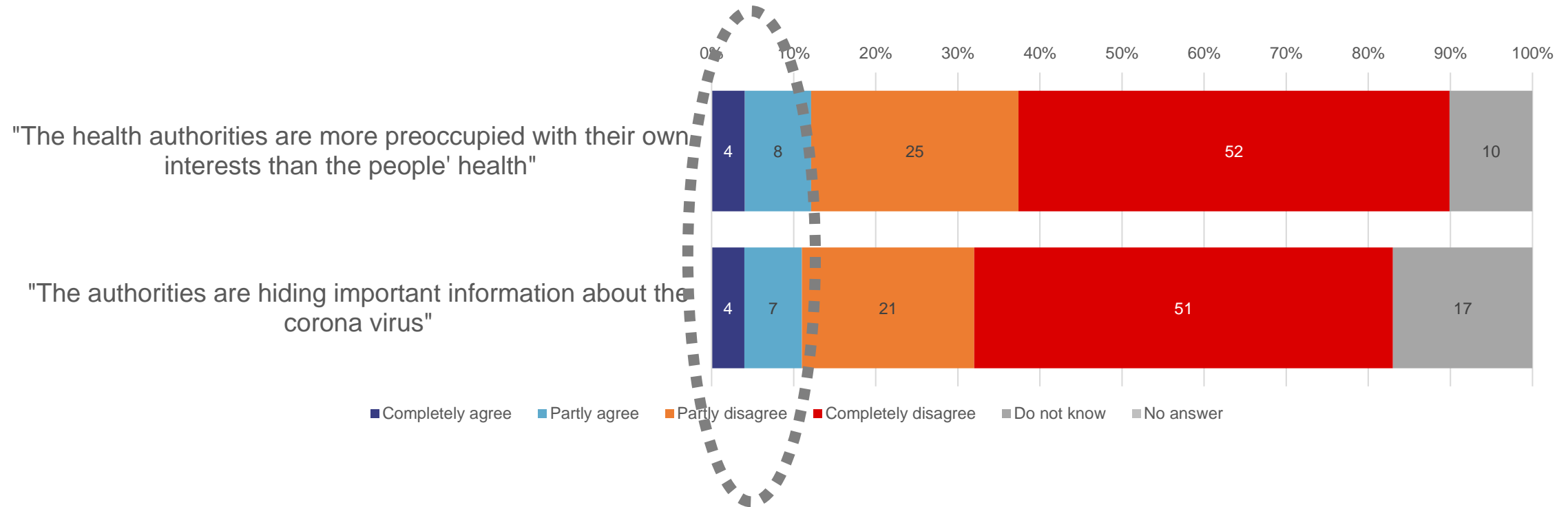
# Reasons for hesitancy/refusal (Oct/Nov 2020)



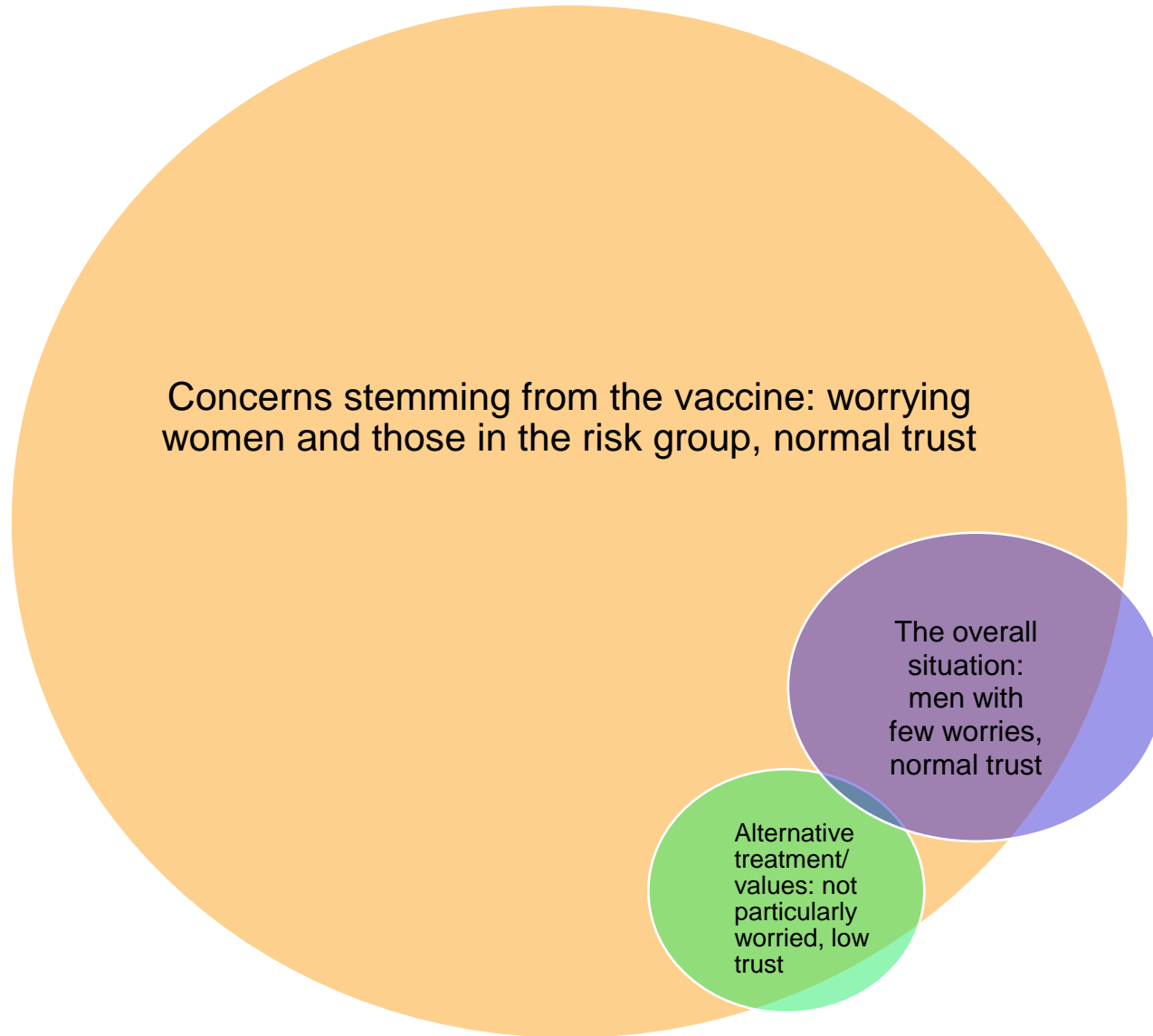
# Competence: Position on statements (Oct/Nov 2020)



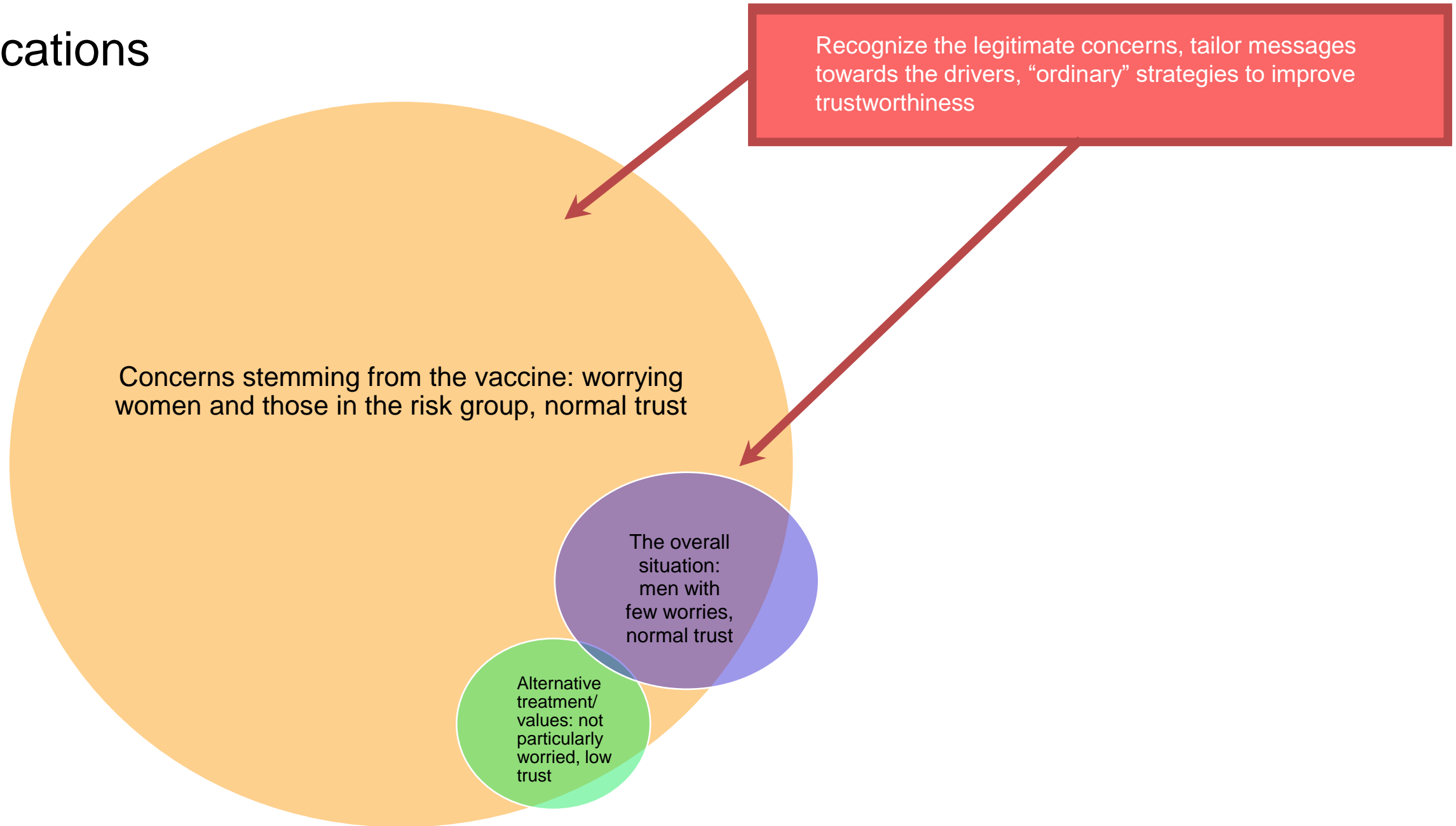
# Integrity and benevolence: Position on statements (Oct/Nov 2020)



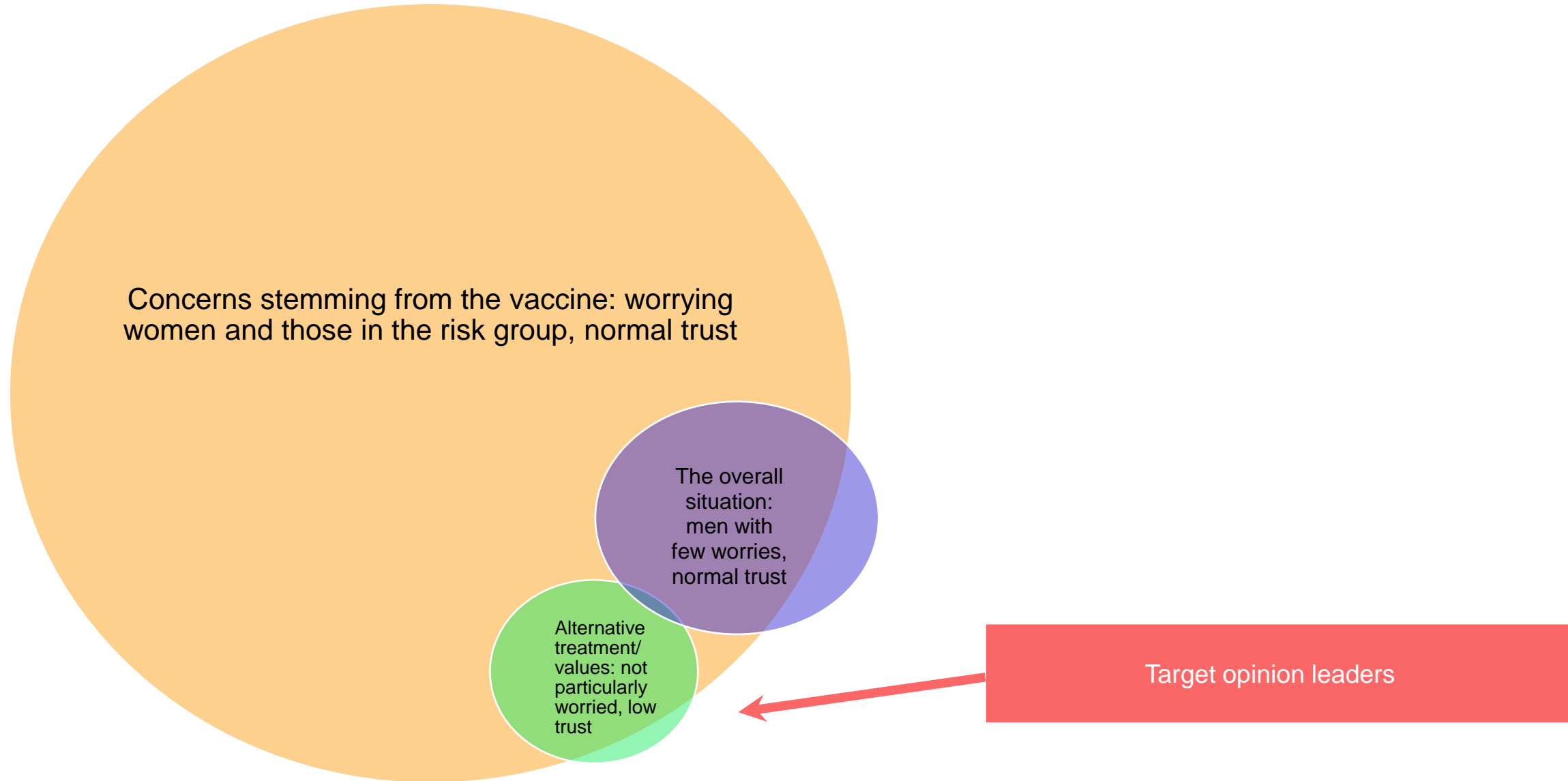
# Implications



# Implications



# Implications



- Caveat: Context – high trust and high vaccination rate
- Can communication do away with the challenge? Is it futile to reach the ideologically right-wing driven?
- Address people's different ethical, ideological, political beliefs, historical interpretations, and competing visions for the future

## Summed up



Trust and  
trustworthiness



Communication  
principles

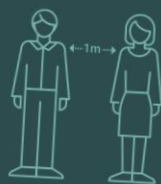


In practice



# Navigating Pandemic Phases

Public Health Authority  
Communication during  
COVID-19 in Norway



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