Katarzyna Kopecka-Piech and Bartłomiej Łódzki (Eds.), **The Covid-19 Pandemic as a Challenge for Media and Communication Studies**, New York, NY: Routledge, 2022, 256 pp., $154.30 (hardcover), $40.13 (eBook).

Reviewed by
Wenliang Chen[1]
Fuyang Normal University

Edited by Katarzyna Kopecka-Piech and Bartłomiej Łódzki, ***The Covid-19 Pandemic as a Challenge for Media and Communication Studies*** brings together 27 researchers from various subdisciplines to "conduct research on changes in the significance of media and communication in the era of pandemic" (p. 2). The main purpose of this book is to present how media reality changed during the first wave of the COVID-19 pandemic and how the practice of media and communication research transformed because of the pandemic conditions. To this end, this book adopts different theoretical studies and empirical research to illustrate the principles and results, draw conclusions, and offer recommendations on how to apply diverse research methods to the changing role of media in a pandemic. Though this book is intended for scholars and researchers in media studies, communication studies, research methods, sociology, anthropology, and cultural studies, it could also be helpful for linguistic and translation professionals.
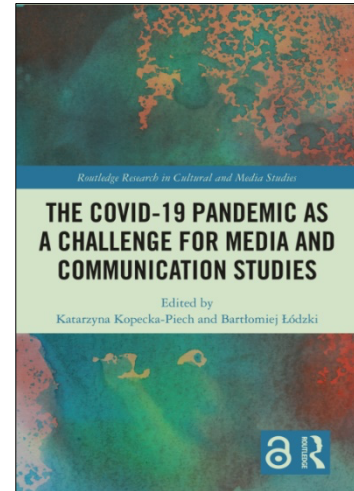
This book is divided into four parts: new theoretical and methodological foundations (chapters 1–4), changes in media outlets activity and practices (chapters 5–8), changes in media contents and narratives (chapters 9–12), and changes in media usage and reception (chapters 13–16).

Part 1 begins with the key transformations in research methodology and theory among media and communication scholars. In chapter 1, editor Katarzyna Kopecka-Piech describes the challenges faced by media and communication researchers in the pandemic. In chapter 2, Göran Bolin introduces a concept of the uberization of higher education in the future since the development of online education has been sped up and amplified in an era of pandemic. In chapter 3, Fausto Colombo focuses on the definition of and the fight against an infodemic by international institutions and suggests a new concept of media ecology in media and communication research in an era of pandemic. In chapter 4, Leopoldina Fortunati describes the difficulties in conducting research during the pandemic, such as the impossibility of continuing already-approved research projects because of the lockdowns. She argues that research project reformulation, including the redesign and methodological changes, should be implemented during the pandemic.

Part 2 focuses on the changes in media outlets' activities and practices. In chapter 5, Anna Jupowicz-Ginalska aims to describe the modification processes of product offers of major TV broadcasters in Poland. To that end, she uses the broadcast programming as the main theoretical basis, and adopts three

research methods, including case study, literature review, and content analysis, to conduct her research. She argues that suspension of program production/broadcasting, modification of the existing offer, and resumption of program production offers an option for action in times of pandemic. In chapter 6, Slobodan Beliga, Sanda Martinčić-Ipšić, Mihaela Matešić, and Ana Meštrović perform a quantitative analysis of news articles collected from Croatian online portals related to COVID-19 in the first six months of the pandemic. They found that there were more articles about COVID-19 during the first three months of the pandemic. They also analyze Google trends in Croatia and perform a comparison across four related terms (*virus*, *coronavirus*, *symptoms*, and *vaccination*) from the medical domains and four related terms (*quarantine*, *closing*, *headquarters*, and *passes*) from the social aspects. It is not surprising to find the most frequently searched keywords during this time were *coronavirus* and *passes*. In chapter 7, Bartłomiej Łódzki aims to explore what made information more shareable on social media profiles during the first wave of the COVID-19 pandemic. To do this, he uses WordStat software and QDAMiner to conduct a qualitative and quantitative content analysis. It was found that the most shared news concerned "executive power and administration authority," including words like "government," "minister," "prime minister," or "Health Ministry" (p. 97).

Part 3 revolves around the changes in media contents and narratives. Believing that "memory, crises, and trauma are primarily media discursive, narrative and textual constructs" (p. 115), Nevena Daković, in chapter 8, attempts to research the COVID-19 history of Serbia from those three perspectives. To that end, she uses methods of narrative analysis of the chosen case studies in the synchronic and diachronic perspectives. She finds that the developing pandemic narrative is connected historically with other traumatic narratives of the past decades, such as the Spanish flu, small poxes, and war events (the Holocaust and NATO bombing).

In chapter 9, Valentina Marinescu, Bianca Fox, Ramona Marinas, Daniela Roventa Frumusani, and Viorica-Silvia Branea aim to examine the lockdown narratives of individuals during the first wave of the COVID-19 pandemic in Romania. To that end, they use a standard qualitative methodology—the diary method. They asked 24 students to keep diaries of their daily activities in the form of reflective and freely structured narratives. They found that the participants struggled to understand the pandemic and "all communication was almost exclusively mediated through the use of various media platforms" (p. 127). In chapter 10, Marina Zagidullina adopts the media-aesthetic approach to examine the global pandemic images. She collected visual data via Google tools in 20 languages, finding that the pandemic virus was "a ball with spikes" and facemasks were an "index of pandemic conditions" (p. 137). In chapter 11, Roksana Zdunek aims to examine the transformation of the World Health Organization's (WHO) communication via TikTok during the first wave of the COVID-19 pandemic. To achieve this, she conducts a qualitative and quantitative content analysis of 72 posts on the official WHO TikTok profile. She found that the content and format of posts were improved to adapt to the target group, that is, young people. In addition, TikTok favors animations and other contents rather than the official statements by WHO representatives during the analyzed period. In chapter 12, Sara Monaci and Simone Persico focus on the role of Twitter in the spread of multiple conspiracy theories related to the coronavirus and COVID-19. They use the software TCAT, developed by the Dutch research group Digital Methods Initiative (DMI), to analyze the tweets. They also illustrate how to use TCAT for pandemic exploration.

Part 4 focuses on changes in media usage and reception. In chapter 13, Anda Anca Rodideal uses participatory research methods to conduct a study on children's media usage within the virtual environment during the pandemic. She also describes the benefits and challenges of using participatory visual and digital methodologies with children during the COVID-19 pandemic. These methodologies can help researchers reveal emerging aspects that cannot be captured by traditional methods of questionnaire or interview. They also create enjoyable communication spaces familiar to the children—the digital natives. But the researchers face some challenges, such as establishing the relationship between researchers and the participants, convincing the participants to engage in the research, choosing the appropriate mixed research methods, and so on. In chapter 14, Manuela Farinosi and Chiara Piccolo aim to study the new social behaviors and digital media practices during the pandemic. To that end, they conduct a qualitative analysis of 150 diaries written by Italian undergraduate students. The findings showed that several forms of mediated social proximity emerged and that some traditional non-mediated activities were recovered. The forms of mediated social proximity include using social applications to call friends, playing video activities, organizing evenings remotely with friends, among others. Some traditional nonmediated activities were recovered. Some students tried new recipes discovered online, such as baking bread and pizza with their family members. Others explored new ways to exercise at home. In addition, several students watched television.

In chapter 15, Ricardo Matos de Araújo Rios and Edson Carlo Brandão Silva aim to examine how the pandemic affected other health campaigns using search trend analysis. They analyzed two health campaigns (Pink October and Blue November) in Brazil, and found that the COVID-19 pandemic affected the health campaigns so greatly that people's attention shifted away from other diseases. In chapter 16, Andrzej Jarynowski and Daniel Płatek study the protest movements' reach in the Polish Tweetosphere during the pandemic using sentiment analysis techniques, topic modeling, and social network analysis of tweet sharing activities. To that end, they analyzed tweets for three types of protests in Poland: Coronascepticism protests, the Woman's Strike, and the farmers' protests. The keywords for tweets in Polish were chosen and analyzed by rtweet package in *R*. They found that the negative sentiments of polarization, such as Cyberbalkanisation/Splitinternet, appeared in the farmer and women protests. The communication patterns for each protest were visualized. For instance, the visualization showed that the Coronascepticism protest Tweetosphere is dominated by protest opponents. They argued that Twitter played an important role in communication before, during, and after the protests.

This book contributes to media and communication research, and media and health research by especially focusing on COVID-19. Each chapter in this book provides a valuable guidance for researchers during the pandemic. This book casts new light on understanding the new challenges posed by the COVID-19 pandemic and how to apply diverse research methods during the pandemic. The proposed research methodologies and recommendations for future research can be applied to other countries and languages.