



Marcel Verhoeven

Institute for Competitiveness and Communication,
University of Applied Sciences and Arts Northwestern Switzerland

Marcel Verhoeven is a scientist in communication studies. After research and senior consultant positions in private enterprise communication research, he is currently employed as lecturer and researcher at the Institute of Competitiveness and Communication, School of Business, University of Applied Sciences and Arts Northwestern Switzerland. Research interests include media production, content analysis, etc. Regarding (public) health communication, Verhoeven et al. (2024) found limited adoption of Swiss public health key messages, a negative reputation of authorities as information sources, and widespread misinformation - primarily unsubstantiated claims about Covid-19 vaccine efficacy and side effects, as well as trivialization of the pandemic. During the Covid-law referendum, social media often framed containment as an unlawful restriction on freedom or a tool of political repression, with conspiracies and non-scientific arguments further contesting measures.