



Nexo portal's journalistic approach to the COVID-19 pandemic

A abordagem jornalística do portal Nexo acerca da pandemia da COVID-19

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1 INTRODUCTION

Information is undoubtedly one of the greatest weapons in the fight against the covid-19 pandemic. So much so that, in recent years, since the internet exploded around the world, humanity has found itself in the midst of a sea of news content in cyberspace. This insertion of a large part of humanity in the context of the internet domains has its positive side, because it helps societies to create a worldwide connection network, where anyone can communicate anywhere on the globe, in addition to facilitating human work in many ways, because, as could be observed at the height of the covid-19 pandemic, most of the jobs that required human occupation were transferred to the *home office*.

However, just as the arrival of the internet has helped society a lot, even more in pandemic times, it has also brought a negative side, because as soon as humanity had the opportunity to enjoy the goods of the internet, it found itself immersed in a place of instant information and in phenomenal quantity. The pandemic (WORLD HEALTH ORGANIZATION, 2020a, 2020b, 2020 c) has come to highlight exactly that, because during the outbreak of covid-19 disinformation and counter-information, the so-called *fake news*, gained more strength and could be observed worldwide.

Impacts of this could be noticed in the politicization of ineffective remedies against the virus, which divided society and brought a debate about the potential that fake news has on the internet and social networks, particularly, being primordial for the dissemination of false content. As already mentioned, anyone without any specialization was able to spread this partially or completely false news related to SARS-CoV-2, without going through the necessary filters and investigations required in the context of professional journalism, and thus often potentiated feelings of panic and anxiety disorder among people (WEIR, 2020).



According to the Pan American Health Organization (PAHO), the word infodemic refers to a large increase in the volume of information associated with a specific subject. And this is exactly what the arrival of covid-19 brought with it: a flood of data, often among disorganized torrents of informational sequences, not always truthful, which made it difficult to distinguish what was true and what was false (WIND et al., 2020). The problem became evident at the very beginning of 2020, in the first wave of the pandemic's spread, when media outlets did not seem to follow a single line of thought and addressed the pandemic each in a different way, with different criteria, which caused total confusion and even more panic for the population (WITVLIET, 2020).

There are two completely wrong directions that were taken by some of the media outlets when the agenda was covid-19 was first brought to Brazil. Starting with negligence, that is, the minimization of the problem, often treating it with disregard, as something tiny, easily ignorable or even when the spread of the virus began first in other countries, as something distant, that would never reach us, to Latin America, to Brazil. The second one conveyed by the media was that of complete panic. Many, especially at the beginning of the pandemic, passed on information irresponsibly, bringing despair and causing controversial effects related to agitation and uproar (WILLIAMS et al., 2020).

The result was the removal of the focus from the main and most important element at that time: the appropriate ways to combat and protect against the SARS-CoV-2 virus, both individual and collective (WANG et al., 2020a, 2020b). This has had a huge influence on the way people have come to deal with the problem. Some, on the one hand, neglected the danger and consequently increased the risks and contamination for themselves and others. Others, on the other hand, in a state of desperation, believed untruths and resorted to ineffective means of prevention and protection, bringing a false sense of consolation.

Fake news, in general, has generated numerous adversities for the population as it has caused people to take improper measures and put the lives of all involved at risk. An example of the negationism developed was from false news about vaccines against the covid-19 virus, which were accepted by millions of people worldwide, preventing them from adhering to vaccination and thus causing immunization stagnation around the world. This has had a negative impact on the fight against the pandemic, since, as is well known, vaccination is a method of mass immunization, that is, it will not have the desired



effects if it is not carried out correctly by at least 70% or 80% of the population, so that the virus is no longer able to replicate strongly, as epidemiologist Pedro Hallal states for G1.

"We have to remember that the vaccine is not an individual attitude, it is a social attitude. So, vaccines will only really protect the collective. We have to think of Brazil as a single population", according to microbiologist Luiz Luiz Almeida, also in an interview for the G1 Portal. The percentage figures vary according to the effectiveness of the vaccines and the contagion rate of the variants. Such effectiveness that has also been extremely questioned and doubted due to the lack of correct data being passed on, or simply due to belief in them. This type of agnotology state causes people to have misconceptions, with often lethal consequences.

An example of this was reported by Folha de São Paulo, which reported the deaths of three brothers in an interval of about eight days. All due to complications from covid-19. In an interview with UOL, a relative stated that the victims chose not to be vaccinated of their own free will. According to the relative, they were afraid that the immunizer would bring some kind of damage to their health, since both were diabetic, preventing them from working. This is just one of countless cases of people harmed because of the spread of misinformation and counter-information.

It is important to emphasize that, as much as people should have access to different sides of news (the true and the false), journalism has the important role of emphasizing with social responsibility what should be credible (VALENTE , 2020). It is often difficult for the population to filter information and make sense of what is in accordance with the truth and what is not. Therefore, the role of the media is extremely important. Likewise, it is impossible not to mention the psychological damage that this type of situation brings to the population. To give you an idea, according to a study by the State University of Rio de Janeiro (UERJ), published by *The Lancet*, cases of people in psychological distress in the pandemic increased by 90% before 2019, including symptoms of anxiety, panic and acute stress. This scenario was due to a society sickened by shared information.

Ways in which the media choose to approach a given subject influence too much in the way the public receives such information (VOSOUGHI et al., 2018). Therefore, it is understood that the responsibility that exists on such vehicles is so great as to affect the physical and mental health of individuals. That said, we believe it is the role of the press to combat this type of false content with the truth, which is harmful to society and



causes negative impacts (VÄSTFJÄLL et al., 2014). And one of the ways is to promote the work of distribution and dissemination of information by newspapers, radios, news portals, along with web materials and in print or radio broadcasts.

In this regard, focusing our investigation on one of the vehicles that, in our view, played a relevant role in the work of disseminating reliable news in Brazil proved to be relevant and of high interest (VEIGA e SILVA et al., 2020). Therefore, efforts were directed at researching the approach of Portal Nexo, an electronic journalism vehicle founded in 2015 in Brazil by Paula Miraglia. The objective was i) to carry out a content analysis of the communication of the Nexo Portal during news (reports and articles) released during the pandemic period, ii) to discover the recurring themes of the journalistic articles released during the covid-19 pandemic and iii) to point out inferences about the content, categorizing recurring themes within the period.

2 THEORETICAL FOCUS

The importance of the work tends to lie in its contribution to the advancement of journalistic media as vehicles for combating disinformation and counter-information, which contribute to agnotology in contemporary times. On this concept, let us see how the literature apprehends it.

Concepts related to i) agnotology and ii) *fake news* dialogue with the object of study, as they are related to the fact that, in contemporary times, we live in a period in which disinformation, counter-information, rumors and rumors intermingle with reality, whether from communication channels, content producers or even through bots that reproduce and disseminate factoids (LIANG et al., 2020).

The problem in the context of agnotology and *fake news* is that society, in general terms, tends to assume such untrue ideas as real, demonstrable facts, without even checking the veracity of the data, or even without thinking about whether or not the data received has any sense or logic. From this juncture, we project the conceptualization of agnotology, which can be described as terminology that seeks to study the politics of ignorance production. The term refers, in short, to analyzes about the construction of lies as an intentional, private or public action (LEONEL, 2020).

The concept was created by the American historian Robert Proctor, who studied at Stanford University and wrote a book on the subject, entitled *Agnotology: the construction and deconstruction of ignorance*. Proctor's interest in the subject began because of something he observed in the tobacco industry. The historian began to



investigate how companies literally sought to incite ignorance in people, so that they would somehow not care about the fact that smoking, in the long run, can cause health hazards, including cancer. The historian looked at the extent to which the tobacco industry analyzed and applied ways to build controversy in the minds of the population so that their products could be sold. This was highlighted as "production of ignorance".

Agnotology refers to the social construction of ignorance and the field that investigates it. There are at least three types of ignorance to be studied: ignorance as a primitive state to be filled by knowledge, ignorance as a passive construct, and ignorance as an active construct. The concept is directly related to the act of focusing and magnifying uncertainty in order to avoid the introduction of something considered unwanted.

Such strategies of creating ignorance can be virtuous in cases where not knowing something is admittedly justified by certain values, avoiding, in particular, research based on inappropriate methods, such as those that reinforce stereotypes of marginalized groups or those that present dangerous results (ALBUQUERQUE, 2020).

There are several ways of practicing the policy of producing ignorance, such as the concealment of information or censorship; the dissemination of misinformation or untruths; and the dissemination of rumors and rumors. In any case, it is undoubted that, whatever the form of incitement to ignorance, the act is never carried out entirely in vain, since there are underlying objectives behind the activity in the vast majority of cases (ALBUQUERQUE E BUSARELLO, 2019).

In the context of agnotology, we believe that there is something or someone who benefits from such action, be it a state institution, a company or even a powerful person. In any case, the practice of agnotology has been extremely common today due to the democratization and easy access to low-cost communication platforms such as facebook, instagram and whatsapp. The active mode of agnotology materializes from *fake news*. *Fake news* is a term created to conceptualize situations in which data is manipulated, or worse, invented with the sole purpose of deceiving people and making them believe in untruths, aiming to benefit the creators of the false news and figures allied to it (CANZIAN, 2020).

The phenomenon has also been defined as: news articles that are intentionally false and capable of being verified as such, and that can mislead readers. Fake news has always existed and will always exist, but it is only simultaneously *fake news* if there is a deliberate action to mislead consumers.



Fake news can be considered not only in terms of the form or content of the message, but also in terms of the mediating infrastructures, platforms and participatory cultures that facilitate its circulation. In this sense, the meaning of fake news cannot be fully understood outside of its circulation online.

The spread of disinformation, counter-information, rumors and hearsay has become very common in the last six years. Especially since the election campaign of former US President Donald Trump, who was supported by Steve Bannon. Stephen Kevin "Steve" Bannon, now investigated by the FBI, was a White House political adviser, aide and chief strategist in the Trump administration. Bannon's agnotological *modus operandi* has inspired extremists around the world and particularly guides Jair Bolsonaro's populism (AOS FATOS, 2020).

The World Research Institute (IPSO) revealed that Brazil is in one of the highest positions when it comes to *fake news*. Another study shows that *Facebook* and *Whatsapp* are, respectively, the first and second largest network disseminating fake news in the country.

3 METHODOLOGY

The research is qualitative, via a cross-sectional approach. Regarding the technical procedures, it is documentary based on data collection by ethnography, observing the approach of the Nexo Portal regarding the Covid-19 pandemic, during the years 2020 and 2021. The material used for this analysis consists of all the bulletins released by the newspaper regarding the first and second wave of the spread of SARS-CoV-2.

Jornal Nexo is an independent digital journalism vehicle, which was founded at the end of 2015, with about six years of experience in the field of communication. It was launched and is directed by Paula Miraglia, PhD in anthropology, and has its headquarters located in the city of São Paulo (SP).

Nexo publishes articles on the most varied subjects and agendas, such as politics, education, economy, culture, health and other topics. The Portal does not have no type of advertisement on its website, however it works with a monthly subscription system, being necessary to pay an amount every month to be able to access its content in full.

News bulletins from 2020 and 2021 from Nexo Jornal were analyzed with a view to exploring and describing frequencies and co-occurrences of content, dividing them into *clusters based on the* content categories that the patterns of publications raise a



posteriori of the analysis.

For the analysis of works and inferences in the proposed context, the Portal's articles were read that referred to the coronavirus pandemic, observing all the subjects that encompass this theme, such as vaccination, variants, contamination, the political environment and *fake news*, as well as other topics related to the presented theme.

4 RESULTS

The results were described a from the identification of communication patterns, which are highlighted below through i) categories of meaning and purpose, and:

- Lexical frequencies:

a) Vaccine: N = 56

- Safety, immunization, effectiveness, political political of vaccine (xenophobia/Coronavac) (11/11/2020);
- Vaccine safety, immunization, efficacy, policy issue (Pfizer) (18/11/2020);
- Promises on the anticipation of vaccination (09/12/2020);
- Side effects of the vaccine (11/12/2020);
- Launch of the national immunization plan (16/12/2020);
- Postponement of the release of test results with Coronavac (16/02/2020);
- Supreme Court decides that the vaccine is mandatory (18/12/2020);
- Vaccination issues: shortages, scabs and windfall doses (17/02/2021);
- Start of vaccine distribution by the WHO coalition (25/02/2021);
- Vaccination breakthrough: Bolsonaro's participation in Pfizer meeting for purchase and mass production at Butantan (08/03/2021);
- Vaccine shortages (11/03/2021);
- 2 months vaccination campaign (16/03/2021);
- Manufacture of vaccines by Fiocruz (18/03/2021);
- Approval of private vaccination (07/04/2021);
- Vaccine dropout of the population with the Covid vaccine (13/04/2021);
- Delays and inconsistencies in vaccination (26/04/2021);
- Non-authorization of Sputnik V by Anvisa (27/04/2021);
- Development of Brazilian vaccines (04/28/2021);



- Arrival of Pfizer in Brazil (05/03/2021);
- Vaccination in Brazil (05/05/2021);
- Shortage of second dose for Coronavac (05/05/2021);
- Suspension of vaccination of pregnant women (05/11/2021);
- The WHO recommendation to break vaccine patents (12/05/2021);
- Data on Covid-19 vaccinees in Brazil (20/05/2021);
- Inequality between rich and poor nations in immunization (24/05/2021);
- Chronic diseases fact sheet (28/05/2021);
- WHO approves Coronavac (01/06/2021);
- Vaccination status in priority groups (06/08/2021);
- Acceleration of vaccination (14/06/2021);
- The application of different vaccines as a strategy (29/06/2021);
- 2^a dose of the vaccine (09/07/2021);
- Assessment of the need for the 3^a dose (20/07/2021);
- The changing picture in Brazil after vaccination (27/07/2021);
- Attempted parallel purchase of AstraZeneca (05/08/2021);
- The obstacle of Butanvac and Versamune (23/08/2021);
- Vaccine potency (26/08/2021);
- Mismatch of decisions on vaccination (17/09/2021);
- Release of adolescent vaccination (23/09/2021);
- Decrease in deaths from vaccination (29/09/2021);
- Future of Coronavac (19/10/2021);
- The history of national vaccine manufacturers (25/11/2021);
- Trajectory of immunization in the country (29/11/2021);
- Plans against vaccine inequality (07/12/2021);
- The third dose of the vaccine as a bet against Omicron (10/12/2021);
- Vaccine mix as a strategy (13/12/2021);
- Patent infringement (14/12/2021);
- Vaccination of children (17/12/2021);
- Vaccination of children (23/12/2021);
- Vaccination of children (04/01/2022);
- Release of childhood vaccination without medical prescription (05/01/2022);
- Delayed childhood vaccination (07/01/2022);



- The arrival of the vaccine for children (13/01/2022);
- Start of childhood vaccination (14/01/2022);
- 1 year of vaccination (17/01/2022);
- Coronavac in childhood vaccination (20/01/2022);
- Release of Coronavac for children (21/01/2022);

B) Covid victims: N = 15

- Underreporting of deaths, shortage of reliable records, deaths per million, records underreported by the MoH (24/11/2020);
- Record number of deaths in Brazil: 200 thousand (26/02/2021);
- Worsening of the pandemic in Brazil and new record of deaths (03/04/2021);
- Health collapse and numerous hospitalized deaths (18/03/2021);
- The burden of the funeral sector (22/03/2021);
- New record of deaths: 300 thousand, health collapse (24/03/2021);
- Increase in the number of deaths (15/04/2021);
- New record of deaths: 400 thousand (29/04/2021);
- Normalization and "dormancy" in the face of deaths (30/04/2021);
- Seeking redress for Covid victims or relatives of victims (24/05/2021);
- Growth in the number of deaths (17/06/2021);
- New record of deaths: 500 thousand (21/06/2021);
- Estimated avoidable deaths (25/06/2021);
- Death of actor Tarcísio Meira (12/08/2021);
- New record of deaths: 600 thousand (08/10/2021);

C) Government: N = 39

- The importance of SUS during the pandemic (24/11/2020);
- The Government's disregard for the Coronavirus pandemic (26/11/2020);
- Statement by the President on not having/intending to get vaccinated against Covid-19;
- TCU report indicates the lack of Government strategy to combat the pandemic (22/12/2020);
- Antiscience and denialism in government (25/12/2020);
- Bolsonaro defends Israeli nasal spray as a method to combat Covid (17/02/2021);



- Bolsonaro promises measures to support Acre, which is going through a calamity due to several problems linked to the pandemic, such as floods and a dengue outbreak (22/02/2021);
- How the President sabotages isolation and *lockdown* (02/03/2021);
- One year of pandemic and Government negligence (11/03/2021);
- The new management of Marcelo Queiroga at the Ministry of Health (16/03/2021);
- The Government's disregard for the Coronavirus pandemic (22/03/2021);
- Queiroga and the statements in favor of early treatment (22/03/2021);
- Unclear disclosure of data on Covid victims (29/03/2021);
- Bolsonaro's disregard for Brazil's situation in the pandemic (08/04/2021);
- Letter from Pfizer confirming the inaction of the Brazilian Government in the purchase of vaccines (13/05/2021);
- Disapproval of the Government in the CPI (14/05/2021);
- CPI summary (14/05/2021);
- The right to silence in the Pazuello CPI (14/05/2021);
- Pazuello's attempt to protect Bolsonaro (19/05/2021);
- Politics as an aggravating factor of disinformation in the pandemic (19/05/2021);
- The President's insistence on crowding without a mask (25/05/2021);
- Bolsonaro's influence on Brazil's vaccination backlog (27/05/2021);
- Parallel Ministry of Health (31/05/2021);
- Bolsonaro again questions number of deaths (08/06/2021);
- Bolsonaro's denialism (10/06/2021);
- Suspected bribery in vaccines (30/06/2021);
- Covaxin: request for a new investigation against Bolsonaro (02/07/2021);
- Covaxin case (12/07/2021);
- Criticism of Queiroga's management (10/08/2021);
- Emptying of Doria's scientific group (19/08/2021);
- Covaxin case (20/08/2021);
- Queiroga's denialism (20/09/2021);
- Queiroga diagnosed with Covid-19 (22/09/2021)
- ANS action in the pandemic (05/10/2021);
- The President strikes again on vaccines (25/10/2021);



- Government's anti-vaccination drive (20/12/2021);
- Independence of Anvisa from Bolsonaro in the pandemic (12/21/2021);
- Government denialism (24/01/2022);
- Government reduces Covid absence at work to 10 days (25/10/2022);

D) Economy: N = 22

- The economic fall of the cultural segment (09/12/2020);
- Reopening of commerce in Amazonas after protests (20/12/2020);
- Pandemic spending, emergency aid (28/12/2020);
- End of rescue aid (29/12/2020);
- Coronavirus economic crisis (22/03/2021);
- Drop in donations in the pandemic (23/03/2021);
- Return of emergency aid (25/03/2021);
- Advancement of poverty in the country (03/03/2021);
- Economic crisis and health collapse (01/04/2021);
- Increase in the level of food insecurity in Brazil (06/04/2021);
- The food insecurity framework (14/04/2021);
- The shortage of supplies in hospitals (17/04/2021);
- The rise in fortunes of billionaires during the pandemic (27/04/2021);
- Planning a post-pandemic social program (25/05/2021);
- Brazil reaches record unemployment (27/05/2021);
- GDP growth (01/06/2021);
- Persistent high unemployment rate (30/06/2021);
- Health insurance in the pandemic (07/02/2021);
- Extension of rescue aid (07/07/2021);
- Covid-19 and São Paulo's trade (17/08/2021);
- Impact of "stay at home" on the economy (12/11/2021);
- The drop in donations in the pandemic (14/12/2021);

E) Transmission, Reinfection and Variants: N = 38

- First case of Coronavirus reinfection confirmed in Brazil (10/12/2020);
- End-of-year celebrations increase the risk of Coronavirus contamination (28/12/2020);
- Brazilian variant (02/03/2021);
- Coronavirus co-infection: simultaneous contamination by distinct



variants (03/04/2021);/

- Anticipation of holidays due to the pandemic (23/03/2021);
- WHO report on the origin of Covid-19 (31/03/2021);
- Increased transmission due to the mega holiday in São Paulo

(04/05/2021);

- Strengthening of the second wave due to early reopening of activities

(11/05/2021);

- Doubts about the origin of Covid-19 (18/05/2021);

— America's Cup (31/05/2021);

— America's Cup (04/06/2021);

— Use of masks even after the vaccine (11/06/2021);

— America's Cup (05/07/2021);

— Covid variants (08/07/2021);

— Delta variant (08/07/2021);

— Olympics (22/07/2021);

— Covid retreat (21/07/2021);

— The recovery of hospitals (26/07/2021);

— Delta variant making reopenings difficult (30/07/2021);

— Delta variant (05/08/2021);

— Coronavirus transition to endemic (15/09/2021);

— Delta variant (16/09/2021);

— Omicron variant (26/11/2021);

— Omicron variant (29/11/2021);

— Omicron and vaccine inequality (30/11/2021);

— First two cases of the Omicron variant in Brazil (30/11/2021);

— Omicron variant (01/12/2021);

— Omicron variant (06/12/2021);

— Data blackout of the Omicron variant (22/12/2021);

— More cases and fewer deaths (03/01/2022);

— Omicron expansion (07/01/2022);

— The impact of the data blackout (07/01/2022);

— Omicron variant (13/01/2022);

— Omicron expansion (14/01/2022);

— Omicron and deactivated virus vaccines (18/01/2022);



- Omicron records (21/01/2022);
- Discharge of cases (24/01/2022);
- The Omicron wave and the unvaccinated (27/01/2022);

F) Methods of combating the pandemic and *lockdown*: N = 35

- Approval of the possibility of returning to classes online by the MEC (12/11/2020);
- Scientific comparisons of methods such as curfews and *lockdowns* (25/02/2021);
- State leaders try to articulate national pact to fight Covid-19
- Emergency phase of the pandemic in São Paulo and intensification of social isolation measures (03/11/2021);
- Low isolation rates (19/03/2021);
- Side effects of the "covid kit" (23/03/2021);
- Why a portion of the population ignores restriction measures (30/03/2021);
- The indecision over the release of religious services and the increase in Easter broadcasting (04/05/2021);
- Threats against governments that adopt isolation (06/04/2021);
- The veto on religious celebrations (08/04/2021);
- The difficult situation of tourism in the pandemic (17/04/2021);
- Approval of cocktail experimental for combating to Covid-19 (20/04/2021);
- ENEM in the pandemic (17/05/2021);
- Plans for resumption of events (13/07/2021);
- Return to face-to-face classes (22/07/2021);
- Return to face-to-face classes (03/08/2021);
- *Covid kit* (12/08/2021);
- Vaccination Passport (23/08/2021);
- Mental health in resumption (02/09/2021);
- The controversy of the non-abonation of absences at ENEM 2020 (02/09/2021);
- Health plans and the relationship with early treatment (17/09/2021);
- Youtube announces ban on disinformation content (29/09/2021);



- Development of a pill against Covid (01/10/2021);
- The debate on the easing of masks (06/10/2021);
- Search for a return to normality (07/10/2021);
- Care for children in the pandemic (11/10/2021);
- Teachers in the pandemic (15/10/2021);
- States declare the end of the use of masks in open places (28/10/2021);
- Carnival canceled (26/11/2021);
- Vaccination passport (06/12/2021);
- Decisions on end-of-year celebrations (09/12/2021);
- End of year celebrations (22/12/2021);
- The importance of Coronavirus testing (30/12/2021);
- Carnival (06/01/2022);
- Reduction of Covid isolation time (11/01/2022);

G) Correlation with other countries: N = 29

- Vaccination starts in the UK (11/12/2020);
- Vaccination of foreigners in Colombia (22/12/2020);
- AstraZeneca approval in the UK (30/12/2020);
- Europe's economy suffers as a result of the pandemic (17/02/2021);
- Countries like Israel and the UK plan to reopen after advancing vaccination (25/02/2021);
 - Brazil's delay in relation to other countries in the world in combating the pandemic (26/02/2021);
 - The EU's return to *lockdown* with the third wave (23/03/2021);
 - Solidarity of other countries with India (27/04/2021);
 - Vaccination passport in Europe (29/04/2021);
 - Vaccination in South America (29/04/2021);
 - Olympics and pandemic situation in Japan (29/04/2021);
 - Negative in Germany (30/04/2021);
 - Pandemic in India (05/03/2021);
 - The United States' support for vaccine patent-breaking (06/05/2021);
 - The denialism of Boris Johnson, Prime Minister of the United Kingdom (27/05/2021);
 - Peru takes the lead in Coronavirus deaths (01/06/2021);



- Vaccination and quarantine in Chile (11/06/2021);
- End of the use of masks in France (17/06/2021);
- 4 million deaths worldwide (07/07/2021);
- End of health restrictions and measures in England (19/07/2021);
- Brazil reaches Europe and the USA in the percentage of the population with 1st dose (08/24/2021);
- Countries with public health systems react better to pandemics (01/11/2021);
- New Covid aggravation in Europe (19/11/2021);
- Omicron variant in South Africa (29/11/2021);
- Vaccine inequality between countries (09/12/2021);
- Omicron around the world (06/01/2022);
- Vaccination in poor countries (13/01/2022);
- Imposing vaccination by fine in other countries (17/01/2022);
- Cuba's breakthrough with its own vaccine (27/01/2022);

H) Covid CPI: N = 63

- Covid CPI (13/04/2021);
- Plans for the Covid CPI (14/04/2021);
- The creation of the ICC (17/04/2021);
- Covid CPI (27/04/2021);
- Start of the IPC (30/04/2021);
- CPI failures (05/03/2021);
- Former ministers at the CPI (05/04/2021);
- The facts against President Bolsonaro (06/05/2021);
- Queiroga at CPI (07/05/2021);
- Bolsonaro at the CPI (10/05/2021);
- Anvisa President's statement against denialism (12/05/2021);
- The importance of IPC (17/05/2021);
- Ernesto at CPI (18/05/2021);
- CPI as entertainment on the networks (19/05/2021);
- Lies at the ICC (24/05/2021);
- Military hospital beds denied to civilian patients (26/05/2021);
- Chloroquine and *covid kit* (26/05/2021);



- Nise Yamaguchi at CPI (02/06/2021);
- The fight against disinformation at the ICC (04/06/2021);
- Parliamentary Investigations (07/06/2021);
- Decorative Ministry of Health (06/09/2021);
- Governors' plan at CPI (11/06/2021);
- The CPI against the Federal Government (11/06/2021);
- List of the 14 investigated (18/06/2021);
- The drop in interest in the ICC on social media (21/06/2021);
- Money trails (22/02/2021);
- Purchase of Covaxin (23/06/2021);
- The pressure on Bolsonaro (24/06/2021);
- Covaxin case (25/06/2021);
- Carlos Wizard at CPI (30/06/2021);
- Suspected bribery in vaccines (02/07/2021);
- Arrest at CPI (08/07/2021);
- Climate of tension at the ICC (09/07/2021);
- Covid CPI (13/07/2021);
- Davati and the vaccine crisis (16/07/2021);
- The change in vaccine logistics (20/07/2021);
- The return of the CPI (03/08/2021);
- Pressure on Pazuello (06/08/2021);
- The theme "corruption" (11/08/2021);
- Bolsonaro may be indicted for charlatanism (08/11/2021);
- Ricardo Barros and the aggressiveness in the CPI (13/08/2021);
- The President's lack of commitment to the truth (18/08/2021);
- The final stretch of the CPI (24/08/2021);
- CPI and elections (06/09/2021);
- Postponement of the final report (21/09/2021);
- Prevent Senior case (22/09/2021);
- Prevent Senior case (24/09/2021);
- Luciano Hang at CPI (27/09/2021);
- Prevent Senior case (27/09/2021);
- Prevent Senior case (29/09/2021);
- Luciano Hang and support for early treatment (30/09/2021);



- Sixth month of the IPC (01/10/2021);
- Covid CPI (05/10/2021);
- Covid CPI and investigations (14/10/2021);
- Final report (18/10/2021);
- Covid CPI and the Attorney General (19/10/2021);
- Final report (20/10/2021);
- Final report (21/10/2021);
- Reading of the final report (22/10/2021);
- Final report (26/10/2021);
- Final report (27/10/2021);
- Completion of the final report (28/10/2021);
- Covid CPI (23/11/2021);

5 DISCUSSION

Regarding the *Vaccine* category, the communication around the theme indicates that the vehicle praises the importance of the vaccination process in Brazil and in the world, since its beginning. It is clear that the newspaper is concerned with making the public as informed as possible about the subject and encouraging people to get vaccinated. This demonstrates the credibility of the newspaper by being consistent and always seeking to be in line with science and scientifically proven facts, not dealing with guesswork and theories that go against the truth and ethics.

Undoubtedly, the biggest challenge within this scope lies in the alarming number of people who let themselves be carried away by information of dubious origin and who, because of this, end up harming both themselves and the collective that surrounds them. The factor responsible for such a phenomenon is fake news, popularly called *fakenews*, which many media outlets, whether qualified to do so or not, propagate because they often do not know how to verify the facts. However, it is undeniable that, in some cases, these actions are carried out purposefully and consciously.

The role of responsible journalism in this type of problem is to make every effort to ensure that the truth stands out over false information, and this process is built on the credibility of the vehicle. It is possible to realize then that the Nexa Portal places this factor as a priority in its objective, having as a strategy the transparency and the full and detailed exposition of the facts. This leads to the way in which the vehicle approaches its information, following a pattern that passes reliability and that seeks to make the



reader not only informed, but also that he learns to armor himself against false information. This happens through the praise of science throughout the headlines, and the way it becomes easier to differentiate between dubious and proven data.

Regarding the *Covid Victims* category, the media explores and emphasizes the seriousness of the situation, without trying to mask or soften the reality. There is always a lot of transparency in the data on the number and frequency of deaths, with facts such as deaths of influential people and record burials in the country and in large states being reported, especially when the daily number of deaths exceeded the previous maximum mark.

The newspaper focuses on writing about the government's neglect of such data, bringing as a source the meetings of the Covid CPI, the official pronouncements of politicians or even movements that occurred in a controversial way and were exposed through journalism. The way of approaching the subject makes the population understand the seriousness of the circumstances and does not close their eyes to facts, being aware of what is happening and understanding how authorities are dealing with the situation. Thus, people can broaden their worldview and judge for themselves the reality of the pandemic.

It seems to be of interest to emphasize this type of information in order to understand the pandemic situation that the country was going through, encouraging compliance with safety measures and repelling negligence before basic guidelines, such as the use of masks, social distancing and intensification of hygiene via instructions determined since the beginning of the pandemic by the World Health Organization (WHO).

Regarding the *Government* category, the newspaper's objectivity and transparency stand out once again, pointing out several errors and exposing facts about politics in the pandemic period. The first recurring situation within the scope addressed was, again, the neglect of government authorities, mainly the president, in the face of the new coronavirus. In addition, the Portal addresses the denialism coming from Bolsonaro and his supporters, who constantly spoke out against vaccination and encouraged the use of proven ineffective alternatives, such as the Covid kit and others such as homemade recipes and food.

Portal Nexa has reported several times when the government openly opposed science and WHO safety recommendations in the fight against SARS-CoV-2, thus influencing the population to do the same and ignore them, making it increasingly



difficult to mitigate the pandemic in Brazil. Much is said about the Unified Health System (SUS) and its essential role during the spread of covid-19, bringing free and accessible health care to the population, and later bringing vaccination to the Brazilian people.

The vehicle has repeatedly denounced the lack of clarity in the dissemination of data on victims of covid and other matters, or even the adulteration of information, through a transparent and expository approach as far as possible.

Regarding the *Economy* category, it is evident the recurrence of news about the institution of an extremely serious economic crisis in Brazil due to the pandemic. The Newspaper always seeks to bring detailed data and seek the origin of such events, always with transparency and objectivity. One of the main related factors is the determination of Emergency Aid, a benefit implemented by the government that guaranteed lower-income families during the pandemic a minimum amount to meet basic needs.

However, unemployment rates and the number of people below the poverty line only increased, resulting in increased hunger in the country. The Nexo portal has dedicated articles to exploring the crisis in the Brazilian economy from the perspective of experts. Something also addressed within this scope was noticed in a widespread movement during periods of social isolation. The campaign was called "Stay at Home" and consisted of encouraging as many people as possible to go into quarantine.

There was much discussion about the movement, with opposition insisting on the damage to the economy, especially in the context of the closure of shops, which would also lead to people being left without any income. However, there was another side, stating that the campaign was aimed at people able to participate in it, being able to work from home and being exempt from anyone whose work did not have flexibility. The Nexo portal explores in several articles the agenda of the "Stay at Home" movement, showing data and inspecting its influence in the economic sphere.

The Transmission, Reinfection and Variants category addresses issues related to COVID-19. Dividing it into categories, transmission was an agenda the media, since there were different opinions about some specific events. Events such as New Year's Eve, as well as sporting events, such as the Copa América, and soon after the Olympics, provoked discussions due to the situation in which the country found itself, with a significant improvement in the situation, but still not completely free of the virus. As a result, part of the population pointed to the holding of the meetings as an imprudent action, in view of the agglomeration of people. Protective measures were called for, such



as isolation and social distancing. However, there was another part of the population that thought the opposite way, supporting the relaxation of biosafety standards.

Another dilemma that brought content to the Portal was coronavirus reinfection. At the beginning of the cases, the known information was that it was impossible for the same person to be infected more than once by the virus. It was thought that, once cured of covid-19, the person would be immune to the disease. However, after some time, with more studies and research on the subject, it was found that reinfection by the virus was possible and that a person could become infected not just once, or twice, but several times. Thus, the myth of immunity was overturned from the incentive of collective contamination. Portal Nexo emphasized the new discovery of science and stressed the correct information several times.

Thirdly, the content of the vehicle included the agenda of the variants of covid-19, which emerged after millions of cases of contamination. One variant cited by the newspaper was the "Brazilian" variant, which, as the name already denounces, emerged within our country. Soon after, cases of the Delta variant began to be reported, which frightened the population, and then the Omicron variant. At that time, the effectiveness of the vaccine in relation to the variants was being discussed. The issue of co-infection by variant, i.e. contamination by two or more variants at the same time, was also a dilemma.

Regarding the *Pandemic and Lockdown Methods* category, the Journal discusses different ways used, indicated or not by experts, to prevent or rid the population of the coronavirus. The most recurrent methods throughout the pandemic period were those derived from isolation and social distancing. On the topic, we had the curfew, which consisted of instituting a time limit for people to be on the streets, with a fine for those who circulated after the stipulated time. Following the same line of reasoning, the Portal talks about the *lockdown*, which was the closure of commercial establishments and other segments that operated in the country. In person, with the exception of essential services. Much has been discussed about the impact of this measure on Brazil's economy.

Another method derived from social isolation across the country was the implementation of ERE, or Emergency Remote Education. The measure consisted of making institutions that taught classes in person do so online, encompassing all levels of education. Portal Nexo reported on the effectiveness of the system in terms of teaching quality, as well as the dates of return to face-to-face classes in their respective states and cities. In relation to vaccination, there was the determination of the



vaccination passport, which consisted of prohibiting the movement of an individual between countries without proof of doses of the vaccine against covid-19.

In contrast, a lasting discussion throughout the pandemic period was the controversy over the so-called covid-kit, a combination of drugs whose effectiveness in fighting the virus did not exist. However, a large portion of the Brazilian population insisted on using it. The Nexo portal disseminated information about the Covid kit and what science and the Ministry of Health were saying about it.

Regarding the category *Correlation with other countries*, the vehicle addressed the vaccination agenda around the world. In several articles on the subject, it is possible to perceive a certain advance of other nations in relation to Brazil. Vaccine inequality between countries was also discussed. While some bought vaccines for their entire population, others had to choose between groups and age groups due to lack of purchasing power. The Journal presented news about the vaccination of foreign immigrants in other countries, and even in Brazil. Different ways of dealing with the problem were emphasized in each country. Deaths by covid-19 worldwide was an issue disseminated by the vehicle's articles. By making comparisons between the rates of each country and informing about the numbers in Brazil and in the world, Portal Nexo managed to convey transparency and credibility to the public.

Regarding the *Covid CPI* category, it is possible to notice that the Portal makes a point of closely following all the events of the occasion, faithfully reporting what happened. One of the main themes addressed in the CPI is the corruption denounced within state governments, which were often involved in investigations regarding the detour of money that should be used for public health due to the pandemic. A great example was the alleged corruption scheme involving the purchase of respirators for the State of Amazonas.

The exposure of the investigation was very present in the newspaper's articles and personalities such as Jair Bolsonaro and Marcelo Queiroga were some of the protagonists in the CPI news theme. The Nexo portal made an effort to combat disinformation related to the CPI, which came from both external sources and testimonies from individuals who participated in the occasion.

6 CONCLUSION

The dissemination of information has become phenomenally democratized today. Anyone can post and share data on social media as a whole. The controversial



side of this universal accessibility is the fact that the problem of verification and veracity of data has been imposed. Thus, disinformation, counter-information, rumors and rumors have tended to spread in the scope of everyday life and generate enormous problems, affecting different groups of people, at different levels, including those who do not have enough knowledge to discern between truth and lies and those who act from a perverse verve, building factoids and spreading them.

With the arrival of the covid-19 pandemic, when the government and science were no longer "speaking the same language" at all, a battle was fought that did not even make sense to exist, but that occurred and in it facts were distorted and people no longer believed in the veracity of scientific research. The consequences, therefore, in the field of health, became worrying. In the pandemic period, thousands of people declared, for example, that they had no intention of taking the vaccine against covid-19 because they believed that the immunizer would cause some kind of harm to their physical integrity.

The importance of clear and truthful communication can be observed in this type of situation. A simple news without a basis can lead people to completely lose track of what makes sense or not, and what is real or not. This fact, although it may start out as something simple, can lead to extremely serious consequences when it comes to the collective. Often, communication professionals who, in theory, should work as impartially as possible when it comes to disseminating information, end up sacrificing their morals. The population, which is the largest recipient of information through media vehicles, has not been aware of this problem, believing in reports of dubious character and, even so, sharing news without actually checking the sources on prominent issues.

A notable factor in the Nexo Portal is the transparency and accuracy in reporting facts, always providing security and answering questions with a wealth of details. It is also noticeable how the newspaper does not try to induce or influence the reader to think in a specific way. In addition, the newspaper does not close its eyes to recurring events in the pandemic period, which needed to be exposed and denounced.

It can be concluded, then, from the analysis of the approach of the Nexo Portal, about the covid-19 pandemic, that the vehicle carried out a reliable work of newsworthiness, writing easy-to-understand articles and fulfilling its function with excellence and quality.



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