

### The Swiss burqa debate – a religious conflict?

#### Sources of information about the Swiss burqa debate

- Personal experiences through direct contact
- Interpersonal communication
- Mediated experiences → **Media Representations**



#### **Consequences of media representations** on Swiss population and Muslims living in Switzerland

#### Research Interests

- How do the media represent the Swiss burqa debate? Who are the leading actors? Which frames are used?
- To what extent do the media construct images of (religious, political, cultural and value-based) conflicts related to the Swiss burqa debate?

#### Methods

- Combination of manual and automated content analysis of media coverage on the Swiss burqa debate

- How do these media representations affect perceptions, attitudes, emotions, and behaviors of ...
  - ... the Swiss majority population?
  - ... the Muslim minority living in Switzerland?

- Combination of quantitative online survey with Swiss population and qualitative focus groups with Muslims living in Switzerland