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Watching the buzzzz: Public, media and knowledge attention to mosquito-borne disease risk in Europe

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Mosquito-borne disease risk is becoming increasingly visible in Europe, but countries are not experiencing or communicating this risk in the same way. Understanding how this risk is reported and framed matters because media coverage can shape public awareness, information-seeking behaviour, and support for preparedness. Here, we investigate how public, media and knowledge-seeking attention differs between countries with locally acquired mosquito-borne diseases (France, Italy and Spain) and countries where risk is emerging (Germany, Austria and Switzerland). The analysis focuses on two systems: the invasive tiger mosquito/*Aedes*-borne disease system and native *Culex*-borne disease system. We use Google Trends to assess public search interest, Media Cloud to examine media attention and framing, and Wikipedia pageviews to capture knowledge-seeking behaviour. The window covers January 2010 to December 2025, enabling comparison of seasonal patterns, attention peaks and cross-country differences. We expect to identify how attention varies across countries, whether peaks align across data sources, and how mosquitoes and mosquito-borne diseases are framed in relation to public health, climate change, invasive species, nuisance, surveillance, control, prevention and governance. By analysing attention as part of preparedness, this work contributes to a One Health understanding of mosquito-borne disease risk in Europe and may inform targeted communication and policy responses.

Keywords

One Health; mosquito-borne diseases; media framing; public attention; preparedness; Europe

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Professional Status of the Speaker

Postdoc

Junior Scientist Status

Yes, I am a Junior Scientist.

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