Health Communication and Change
and
Communication and HIV & AIDS
Working Groups

Abstracts of papers accepted for presentation at the annual conference of the
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The intersectional impact between healthy and sustainable lifestyles has brought into sharper focus a problem in communicating across sectors. A body of lifestyle disease research (Haines et al., 2004; Rychetnik and Wise, 2004) has critically pointed to an unrealistic expectation placed in the predominant models of health communication, stemming from a disparity between particular expert knowledge on health and prevention and public practice in relation to the health risks. Yet, these models still dominate the communication strategies of health organisations. The general assumption is that once people have assimilated expert knowledge on health, they will change their behaviour accordingly. However, it has been robustly argued that such models fail because they do not take into consideration the role of trust in accrediting expert knowledge, the social processes entailed in assimilating expert knowledge, or the complex relation between lifestyle and embedded health and other practices, largely shaped by one’s habitus and socialisation (Halkier, 2015).

In light of the still growing obesity epidemic, this report chose obesity prevention as its backdrop to illustrate problems in multi-sectoral collaboration, such as recognising the interconnections between self-identities, communication contexts and practical activities (Howarth, 2011). The ultimate purpose is a deeper understanding of a sector’s as well as target public’s unique circumstances (especially at-risk groups), and a more accurate framework for adopting best practices to a community’s needs.

Roughly following the tenets of social network and social representation theory, the study was conducted in an exploratory approach, interviewing different sectoral members involved in aspects related to weight management and healthy living. Data were collected using an episodic interview technique (Flick, 2002; Jovelitch and Bauer, 2000), a narrative genre that elicits descriptions of everyday knowledge about a topic told via particular episodes or features in the interviewee’s life and memory.

Results indicated that members of organisations ascribing to a functional definition of health and communication (medical, political and other industries) prefer a unidirectional information dissemination approach, whereas those ascribing to a relative or subjective concept of health and a meaning-making idea of communication (groups working with and among people directly) select a dialogical format.

It appears that different worldviews about obesity prevention communication impact different frameworks of interpretation of what constitutes successful communication. While we do not
question an openness to collaboration among government agencies at all levels, multiple major industries, professional organisations, and non-profits, we found barriers of intersectoral collaboration to resemble those of overcoming health resistance and improving community engagement. The issues appear not so much regulatory or structural incompatibilities but ideological incompatibilities about personal health and the rhetorical significance of communication. We conclude by proposing ideas for more open communication, overcoming worldview differences and attempting to find shared beliefs across sectors as a model for public involvement, which coincidentally also fulfils the tenets of the Ottawa Charter that only coordinated action in health promotion leads to a better health for all. Further details and related ideas, such as Health in All Policies, will be discussed.
Id: 17263

Title: Using an expanded Theory of Planned Behavior to Predict Wechat Sport Users' Intention to Engage in Sports

Session Type: Individual submission

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Abstract: A study was conducted to test an expanded Theory of Planned Behavior (TPB) in predicting sports intention among Wechat Sport users in mainland China. Wechat is the most popular application in China. By opting in to WeChat Sports, the app can read motion tracking data from your phone that’s pulled in from gadgets like a Fitbit, Nike Fuel, or a Xiaomi MiBand. If you have a phone that can read your movement, like the iPhone 5S or iPhone 6, you don’t even need a fitness tracker gizmo. WeChat Sports counts your steps and turns it into a social competition, complete with a daily leaderboard that covers all your friends who have also opted in. Two variables (perceived barriers and self-efficacy) were added in the TPB. A purposive sampling design was adopted to “Wechat Sport” users. Altogether 335 users were asked to complete a structured questionnaire about sports engagement. Results of confirmatory factor analysis and structural equation modeling supported the structural validity of the proposed expanded model. Confirmatory factor analysis suggested that selected items of the perceived behavioral control and perceived barriers should be combined to form a new measure of perceived behavioral control. The new measure of perceived behavioral control and self efficacy were found to be more influential than attitude as well as subjective norm in predicting sports behavior. Past behavior and gender were found to be significant moderating variables.
Id: 17279

Title: Social media for communicating health information: Opportunities, constraints and practical solutions for developing countries.

Session Type: Individual submission

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Abstract: African countries are experiencing an upsurge in the use of new information and digital communication technologies, particularly the mobile phone. Such technologies have accelerated the use of social media platforms, such as Facebook, as tools for information dissemination in almost all spheres of life. Despite their widely acknowledged role in accelerating access to information, the health sector in developing countries has been reluctant to adopt social networking and media platforms to communicate health. This paper analyses the opportunities, challenges and practical solutions to adopting social media in communicating health information in Uganda. It explores the views of selected practitioners, including health programme implementers, policy makers, advocates and social media experts about using Facebook to connect people to health. Understanding opportunities and constraints to using social media platforms in communicating health can potentially improve health outcomes through augmenting not just access to health information but care as well. Methodologically, information was collected based on a qualitative approach involving in-depth interviews as a research technique. We argue that organisational factors as well as attributes of a particular platform potentially influence and affect the health sector's use of social media as a tool for disseminating health information. Our findings show that among others, Facebook provides opportunity for multimedia communication and specific targeting for health messages. Its potential for health communication is however constrained by financial, structural and technological limitations prevailing in particular areas. We recommend that instead of overlooking social media as tools for health information dissemination, focus should be directed to addressing barriers to their effective utilisation.
Id: 17352

Title: Making Exaggerating Claims in Advertising: A Comparative Content Analysis of the Pharmaceutical Advertisements during the Colonial Period

Session Type: Individual submission

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Abstract: Japan in the early twentieth century had experienced an unprecedented economic boom during the World War I. Japanese industrialists were able to take advantages of its European competitors' absence from the global market and rapidly expand their businesses. Among the developments of various industrial manufacturing in Japan, products of pharmaceuticals stood out as those that marked a significant improvement in qualities. From 1910’s to 1930’s, Japanese entrepreneurs exported a large quantity of pharmaceutical and sanitary products to the newly acquired colonies, i.e., Taiwan and Manchuria.

The commercial advertisements of mass media both in Manchuria and Taiwan during the colonial period never serve as promotional tools merely. The pictorial and textual representations as well as chosen signs of these publicities reflected cultural values and political interests of the Japan Empire, consequently casting a significant impact on imperial subjects’ ideas about healthcare, medicine, and modernity. Because very few studies have investigated advertisements during the pre-war period so far, we believe that it is important to examine contents of these publicities and their impact on consumers/imperial subjects. Taking pharmaceutical advertisements of Sheng Jin Times and Taiwan Daily for example, the present paper aims at analyzing how discourses of “disease,” “body” and “health” were formulated by advertisers so as to reflect both commercial and political interests of the colonialists.

Adopting the perspective of Pictorial Semiotics, the present paper conducts a comparative content analysis of pharmaceutical advertisements of Sheng Jin Times in Shenyang (China) and Taiwan Daily in Taipei (Taiwan), in order to observe the construction of discourse concerning “health,” “hygiene,” “body (including systems and functions)” and “disease” during the colonial period. By examining the semiotic strategies of these advertisements within social and cultural contexts of Manchuria and Taiwan, we hope shed a light on the historical studies of contemporary advertising and popular culture in East Asia.

Keywords: Hygienic Modernity, Manchuria, Pharmaceutical Advertising, Pictorial
Title: THE ROLE OF PRINT MEDIA IN SETTING THE AGENDA FOR REPRODUCTIVE HEALTH REPORTING IN KENYA: CASE STUDY OF THE DAILY NATION NEWSPAPER

Session Type: Individual submission

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Abstract: Background: The print media plays an important role in informing the public through the publication of daily and weekly articles. However lack of prominent reproductive health stories is of concern with politics, crime, business and other areas given more prominent coverage compared to reproductive health content.

Objectives: The broad objective of this study was to determine the role of print media in setting the agenda for reproductive health in Kenya at the Daily Nation. The specific objectives were to; determine extent of coverage and priority given to reproductive health content; investigate factors that determine the articles published and identify challenges hindering the dissemination of reproductive health content in the Daily Nation.

Method: This was a retrospective, descriptive cross-sectional study using a mixed quantitative and qualitative approach. The study was conducted at the Daily Nation targeting newspaper copies published between February 2010 and January 2011, in-depth interviews with 30 reporters and key-informant interviews with six editors at the Daily Nation handling reproductive health content. Purposive sampling was used and all the subjects were included. Quantitative article review data was collected on a coded schema and audio recording from the interviews analyzed using content analysis based on key themes generated from the study objectives.

Results: The study findings show that the person interviewed, agenda of the day, journalist’s training and experience, the presence of news values influenced the prominent publication of reproductive health articles in print media. Human-interest angles, availability of reproductive health experts and content were additional factors that determined how big the stories were in the Daily Nation.

Conclusion: A strong agenda setting and framing role by the media was noted in this study and further underscores the valuable contributions of news media to make reproductive health content more prominent in print media. The Daily Nation creates awareness on reproductive health matters through the publication of straight news stories and occasional features and can play an important role in stimulating discussions on the reproductive health agenda.
Recommendations:
This study recommends appropriate specialist training for editors and journalists on reproductive health issues, encourage networking sessions between reproductive health stakeholders and the media, availing periodic updated RH information to the media for more prominent, balanced and accurate reproductive health articles. This information will be useful in evaluating the effectiveness and independence of media, as well as preparation of health education and information campaigns. These findings will inform health providers on the optimal use of media to drive health messages and agenda including the design of media-health campaigns that translate into informative health stories in newspapers.
Title: Adolescent Interpretation of HIV media messages: Assessing the effectiveness of the Trust Condom ‘Kuwa True’ Campaign

Session Type: Individual submission

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Abstract: Communication is increasingly being recognized as an essential element of any successful health, social or development programme. Research has shown that mass media communication has played a major role in the response to HIV and AIDS epidemic in developing countries (Bertrand, O’Reilly, Denison, Anhang, & Sweat, 2006; UNAIDS, 2015). However, in Kenya HIV and AIDS communication campaigns have not been successful among youth given that majority lack understanding of communicated messages (Muturi, 2005; Khasiani C. M., 2016).

A report by the Joint United Nations Program on HIV and AIDS (2015), demonstrates that major advances have been made in almost every area of the response to HIV and AIDS except for adolescents where delayed progress has been noted compared to other age groups. This study was conducted in Kisumu County, one of the top five counties contributing to 50% of new infections in Kenya (NACC & NASCOP, 2014).

Condom use is among the most effective strategies for combating the spread of HIV (KNBS & ICF Macro, 2014). The Kenya Demographic Health Survey (2014) reported that only 26 percent of women and 64 percent of men between the ages of 15-19 reported to have used a condom in their last sexual encounter. The Trust condom ‘Kuwa True’ campaign is a communication initiative that aims to promote condom use among young people since sexual transmission accounts for 93.7% of all new HIV infections in Kenya (NASCOP & NACC, 2014).

The sampling frame for this study was drawn from adolescents between ages 15 - 19 in Kisumu County. Being a case study, 20 adolescents were selected from school and 20 from out of school. The researcher used convenience sampling to select two schools within Kisumu County to be included in the study. A survey was then conducted among all 40 in and out of school adolescents using self-administered questionnaires, focus group discussions and a Reception Study. In school adolescents were selected randomly using school registers while out of school adolescents were identified using snowball sampling. A theoretical framework was developed from the Stuart Hall Reception and Framing theories.

Kappa statistic test was used to measure levels of agreement between the message conveyed in the Trust Condom advert and respondent’s reception of this message as a means of assessing the effectiveness of this campaign. Nvivo version 11 was used to analyse qualitative data from FGD and the reception study. Findings from the Kappa statistic test revealed that the strength of agreement for the Kappa coefficient was poor, indicating a poor agreement between the message conveyed in the ‘Trust Condom’ advert and the interpretation of the message by the respondents.
Reception analysis and Focus group discussions also confirmed that majority of their interpretations were farfetched and pegged on past experience and world views that lack serious thought.
Title: A Study of the Effects of Cancer-Related News Frames on Cognitive Attitude, Emotional Attitude, and Preventive Behavioral Intention; In Application of Construal Level Theory

Session Type: Individual submission

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Abstract: This study originated from the interest in elucidating the effects of cancer-related news articles on users’ cognitive and emotional attitudes and preventive behavioral intention. The variables designated as independent variables were the frame type, construal level (how-why) type, temporal distance (when) type, and cancer (what) type. Each independent variable was divided into two levels, and these levels were manipulated into card news articles.

The Construal Level Theory (CLT) is the theoretical background of this study. The theory posits that the construal level varies depending on the psychological distance, and this study was designed based on the CLT. According to the CLT, the study was developed and hypotheses were established focusing on the fact that the construal level stratum “lower construal level (how)-upper construal level (why)” and one of the psychological distance factors “temporal distance” interact with each other. The dependent variables were cognitive attitude, emotional attitude, and preventive behavioral intention. The control variables were cognitive desire, background knowledge of cancer, health beliefs, and situational involvement.

Considering the study interest, this study employed a 2x2x2x2 factorial experiment design with 2 levels, 4 independent variables, and 3 dependent variables. The model was used to investigate the effects of the independent variables – the frame types, construal level types, temporal distance, and the cancer types – on the dependent variables “cognitive attitude,” “emotional attitude,” and “preventive behavioral intention” in relation to news articles. The study model comprised 10 hypotheses and one research question. An online experiment was conducted. The data of 900 respondents excluding questionnaires with missing answers were used in the final analysis. The following are the summary of the analysis results.

The news frame type had an effect only on cognitive and emotional attitudes according to the society-personal frame, and not on behavioral intention. The social frame had a particularly great effect on cognitive attitude and the personal frame on emotional attitude. The construal level message had an effect solely on emotional attitude. With regard to the sub-message, which explains the detailed context, it was found to have a greater effect on emotional attitude, which is associated with personal emotion and empathy. With regard to temporal distance, cognitive and emotional attitudes and preventive behavioral intention were all high when the temporal distance was close. As for the cancer types, specific cancer types had an effect solely on cognitive attitude.
A 2-way interaction effect was observed. The interaction effect was discovered in the news frame × construal level message, news frame × temporal distance, and temporal distance × construal level message. The news frame × construal level message × temporal distance had a 3-way interaction only on emotional attitude and preventive behavioral intention. In particular, the emotional attitude and preventive behavioral intention were highest in the “personal frame-lower construal level (how)-close distance.” Conversely, as for the preventive behavioral intention, the preventive behavior was high even in the condition of social frame and upper construal level (why) given that the temporal distance was far.
Title: Enabling Sustainable Primary Healthcare Access through an Informal Use of Mobile Phones in Plural Health Systems'

Session Type: Individual submission

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Abstract: In many parts of Asia, Africa and Latin America a plural healthcare system, or medical pluralism, which involves the co-existence of traditional and biomedical practices as separate but complementary elements, provides a set of alternatives to meet primary healthcare needs. The importance of medical pluralism in the organisation and spatial distribution of healthcare services between rural and urban areas in these regions has considerably attracted the interest of the anthropological and scientific research community. Indeed, scholars have deliberated extensively on the binary categorisation of biomedical and traditional practices, and distinction between public and private health institutions as the dominant discourses that shape the understanding of how plural health system is organised and practiced. However, recent studies have begun to raise critical questions and argue persuasively about the limitations of this binary divide between modern and traditional medicine (e.g. Hampshire et al 2015 & 2016; Leach et al, 2008). These questions have generated interesting responses that suggest a radical shift in therapeutical landscape from the dominant distinction between biomedical and traditional practise, and between public and private health institutions, to new and fluid categories that represent the actual health practices (Leach et al, 2008). This paper advances the debate on the multiple health-seeking practices, with a specific focus on the informal use of mobile phone as a mediated space for negotiating remote healthcare access. It explores the extent to which low-income, marginalised populations with limited healthcare access use the mobile phone as an informal communication tool to seek healthcare in complex, multiple therapeutic landscapes in Sierra Leone. Drawing on the social dimension of the capability approach and building on ethnographic data obtained in Sierra Leone, this paper particularly interrogates the role mobile phones play to mediate health seeking behaviours among marginalised people, focusing on key actors, socio-economic and cultural dynamics, and the practices associated with searching, negotiating and seeking healthcare from multiple providers. It concludes by arguing that the informal use of the mobile phone offers the capability to shape remote organisation and access to healthcare in underserved communities, but the sustainability of this practice depends largely on its recognition and integration into the broader healthcare interventions in Sierra Leone.
Title: Enabling informed health choices in pursuit of SDG 3: should we trust what herbal medicine adverts say'

Session Type: Individual submission

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Abstract: The third Sustainable Development Goal (SDG 3) adopted by the United Nations (UN) seeks universal health coverage through transformations in global health interventions. While the era of the Millennium Development Goals (MDGs) ensured great strides in improving people’s health, challenges persist in access to health. According to the UN, part of the solution lies with individuals making informed choices. However, in countries such as Ghana, the opportunity for such informed choices may be curtailed by conflicting information on herbal medications. For many Ghanaians, herbal drugs offer affordable alternatives to expensive orthodox options leading to a rise in their consumption. Often, the consumption decision is based on ad-libbed commercial messages delivered live by popular radio and TV presenters. Drawing on the benefits of celebrity endorsement, these live presenter mentions (LPMs) can be very convincing and yet very susceptible to abuse given that they are not scripted. Where presenters go ‘over board’, inconsistencies between their claims and herbal brands’ performance can be harmful (even fatal) to patients. This raises questions about the use of ad-libbed LPMs in advertising herbal drugs vis a vis its implications for patients’ health. To attempt answers to such questions, this study asks “to what extent do herbal drugs’ LPM claims conform to their packaging claims, and regulatory guidelines?”. The study uses a comparative analysis of herbal brands’ package label-LPM dyads to assess congruence between. It also examines conformity to local regulatory guidelines to assess gaps in adherence.

Key words: Herbal drugs, packaging information, Live presenter mention adverts, Ghana
Introduction:
Proper knowledge and practices of hand hygiene plays critical role in avoiding communicable
diseases to both groups and children. Despite widespread knowledge of the importance of hand
washing, a recent study indicates that only 31% of men and 65% of women washed their hands after
using a public restroom, thus the problem of infectious diseases due to poor hand hygiene is on the
increase. (Jamieson, Breman & Measham, 2006)

Research indicates that media campaigns have effectively reduce gastrointestinal and respiratory
tract infections by up to 50% (Rabie & Curtis 2006). In Kenya, hand washing campaigns have been
instrumental to mobilizing people for improved hand hygiene practices. Research indicates that
media presence has more influence behavior change. Exposure hand washing campaigns increases
hand washing practice in many societies. (Paul, Singh & John, 2002).

According to WHO Guidelines on Hand Hygiene in Health Care, 2009 many international and
national health campaigns have played a key role in mobilizing public support, influencing
behavioral change, and setting the local political agenda. Media campaigns should therefore be
considered as one of the tools that may influence the use of healthcare in all societies. Media
campaigns have been useful in changing knowledge, awareness and attitudes. This makes media
campaigns a potentially significant component of attempts to impact on hand hygiene behaviour
change strategies, since hand hygiene compliance is predicated upon knowledge, attitudes, and
beliefs.

Objectives:
The study seeks to find out if Daystar employees are aware about hand hygiene, if they practice
hand hygiene and what are their source of knowledge of hand hygiene. The study will evaluate the
role of media campaigns in creating awareness, knowledge and practices related to hand washing
among Daystar employees.
Methodology:
This cross-sectional study will involve about 100 Daystar University staff. The respondents will be selected based on the stratified random sampling technique. A questionnaire will be used to collect data. SPSS will be used to enter and analyze the data.

Results:
The study is ongoing. The results from the study will help to understand the most effective way of communicating hygiene issues in corporate organizations. The results are used to promote proper knowledge and practices of hygiene among employees who pass the same good practice to their children.

REFERENCES


"Mis’d’communication in a double public health crisis: Risk communication about Ebola and Cholera in Ghana"

Individual submission

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The 2013-2016 Ebola outbreak brought to the fore how ill prepared many countries were for an infectious disease. Studies have uncovered how different West African countries (both affected and unaffected) managed communication about Ebola and the prevention strategies they put in place (e.g., Abramowitz, et al., 2015; Adongo et al., 2016; Anoko, 2014; Dionne, 2014; Gesser-Edelburg et al, 2015; Illiyasu et al, 2015; Rolinson & Hanoch, 2015; Thompson & Steeves 2016; Thompson, 2017). Many of these countries had other preexisting perennial diseases that they needed to address. Less attention has been given to how these same countries managed communication about the perennial diseases and Ebola in the face of reduced funding for existing disease conditions and an international push to prepare for Ebola (e.g., WHO 2014). When the Ebola virus outbreak was at its peak in 2014, Ghana experienced one of its worst cholera outbreaks with 28,975 cases and 243 deaths (Ghana Health Service, 2014). The purpose of this study is to provide insight into risk communication in a “double public health crisis.”

The study builds on the above literature by examining how a less developed country with dwindling resources communicated during an outbreak of two different diseases at the same time and the impacts and effects of the “mis’d’communication.

Using in-depth Interviews with communication producers in the social mobilization and communication task force for Ebola, and focus group discussions with community members, the study throws light on how Ghana handled risk communication about Ebola virus outbreak while also having to communicate about its worst cholera outbreak in 25 years.

The study found that the fear of Ebola led to a coordinated effort to communicate about and prevent the disease from migrating to Ghana. But, even though cholera cases were expected, resources were unavailable to provide similar attention and focus to cholera. Furthermore, the study found that although both disease conditions can be fatal, the idea of a less known, new, and “in the news” disease elevates such a disease to “risky and fearful” status even if the disease is not present and fatalities are being recorded from an outbreak of a “known” disease- cholera.

This study contributes to the literature on health communication by unearthing how the context of an impending crisis led to a communication crisis for a preventable and treatable disease. It also shows how fear appeals may work during crisis situations but at the same time lead to more havoc in other situations. Finally, it brings into focus, consumer discourses about health risk and how health risks are evaluated and assigned.
Title: Self-tracking Practices in Organizations: Addiction, Versioning, Data Manipulation, and Security Dimensions

Session Type: Individual submission

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Abstract: Organizational systems increasingly involve the collection and analysis of human traces from medical, wellness, and fitness systems. Self-tracking practices are often associated with personal empowerment as well as interpersonal communication and aesthetic expression. Self-tracking refers to the “use of computational sensing devices that track data about user behavior to provide self-knowledge” (Gross, Bardzell, Bardzell, & Stallings, 2017, p. 297).

This paper addresses ethical and psychological issues involving the evolving relationships of individuals to their self-tracking devices, relationships that can influence the quality of data output as well as the healthcare outcomes of the individuals involved. It explores how various emerging practices (such as the “gaming” of Fitbit data) can be problematic from the perspectives of data analysis as well as the usefulness of the data for criminal investigation. As healthcare and fitness systems become integrated into Internet of Things (IoT), corruption or deletion of the information involved can have cascading impacts on workplaces. Version changes and security updates may be especially problematic given the intimate and sensitive nature of the applications involved, as addressed in several of the paper’s cases.

As described in this paper, many editing technologies and hacks for gaming and manipulating self-tracking data have emerged, often applied in contexts in which gamification and monetary payments (including lotteries) increase the advantage for opportunistic behavior. Addiction to the devices and manipulation or modification of their output can be seen as a convolution of their stated purposes, along with presenting potential hazards to the wellbeing of the individuals involved. Uses of these systems by subjects in organizational contexts in the US and Europe have largely been framed as voluntary, with various monetary and gamification incentives instituted by organizations rather than direct mandate, so stipulations as to how they are to be utilized are generally not stringent. In some systems, the data can also be used for investigations construed as relating to individuals’ honesty and compliance with workplace protocols; rationales for the systems also include collection of data for medical research and public health alerts.


The value of the sick body through grotesque transparency

Session Type: Individual submission

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Abstract: In this paper, we analyze the so-called grotesque transparency strategy in public communication campaigns that contribute to creating a socioeconomic of the affects (as emotions) associated with the body, the disease and an ideal of health. This paper is part of broader research program about the visually grotesque in political communication, terrorist propaganda and public health.

Theoretical framework
We propose to study how, by disclosing the visually grotesque, public and private organizations convey the value of the sick body. Two concepts guide this analysis: Bakhtin’s (1984) notion of the “realistically grotesque” as an expression of the bodily dimension - even the eschatological aspect - of being human, and Valle-Iclán’s (1981) definition of the esperpento as a deformed reflection of the hero’s image. This study is also informed by Gabriel Tarde’s (1902/2006) theory of social value as an intersubjective process under the influence of “passionate interests.” (Latour & Lépinay, 2009)

Case studies
The first case study analyses the Government of Canada’s strategy to increase the effectiveness of its Tobacco Control Programme (sic), by displaying graphic images and health warnings on cigarette packages. This initiative was launched in 2000, reviewed in 2004 (Health Canada, 2004), and re-launched in 2011 (Health Canada, 2011). The second case study focuses on the Italian apparel brand Nolita’s campaign during Milan Fashion Week in 2007 to denounce anorexia in the fashion industry. Billboards portraying French model Isabelle Caro, who weighed 68 pounds at the time, and bearing the slogan "No Anorexia" were placed in various locations. According to Flash & Partners, the agency that created the ad, the image aimed to raise awareness of an illness “caused in most cases by the stereotypes imposed by the world of fashion” (Cartner-Morley, 2007). Following the canon of the transparently grotesque, the campaign’s strategic objective was to denounce this reality through the shock value of a supposedly authentic representation of a model’s starving body.

Discussion
Besides its efficacy and efficiency, the acceptability of grotesque transparency in public health raises several questions about its “collateral damages.” Based on the results of our analysis, we will interrogate the limits of transparency, the very notion of “value,” and the role of disruptive aesthetics in public communication.
Id: 17926

Title: Ambiguous Intention: Influence and Reconstruction of Organ Donation Advertisements on Cognitive Conflicts among Chinese College Students

Session Type: Individual submission

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Abstract: Proposal
1) Theoretical contribution and methods:
From the perspective of constructivism’s audiences study, this article explores the cognition of college students on organ donation advertisements and the cognitive construction path on organ donation issues. Through 10 groups of focus group interviews by stages, the study found that there are significant cognitive ambiguity and conflict among college students on organ donation issues; the communication strategies of the mass media represented by organ donation advertisements needs to be further improved, which should start from the cognitive construction of the audiences and pay more attention to the improvement of cognitive level of audiences and the solution of their cognitive conflicts. Through exploring the cognition of audiences and the effect of mass communication, this study aims to provide a theoretical reference for the related research on the issue of organ donation, and to provide practical guidance for exploring the issue of organ donation, other social macro issues and the influence and construction of the mass media on the audiences’ cognition.

2) Literature review:
Studies have found that citizens' overall awareness of living organ donation needs to be strengthened. Media influence audiences’ awareness, donation motivation and practical action, and media bias will affect public awareness of the issue. Therefore, the mass media need to further promote public awareness of organ donation. Concerning mass media’s attention on organ donation issues, public service ads (PSAs) on organ donation have become an important communication form to develop social empathy and build social awareness due to their visualization and wide audiences reach, so it has a typical significance to take them as the research object to study the role of media in the cognitive construction of audiences. In addition to content, the contact and interaction between audiences and the media are the direct factors that affect audiences’ cognition. In the topic of organ donation in China, the sources of individual cognitive conflicts mainly lie in the contradiction between ethics, humanitarianism, empathy and dedication involved in the organ donation behavior and the traditional Chinese values of the body and soul, so alleviating or solving individual cognitive conflicts on organ donation issues is crucial for the mass media to improve audiences’ cognitive ability. In the past literature, relevant researches take the media content as the
research object but the attention on media communication and the cognitive construction of audiences are not enough.

3) Originality and/or significance:
This study examines college students' cognition and attitude toward organ donation issues and advertising performance through interviews with focus groups from 10 groups of Chinese college students from perspective of audiences’ cognition, which explores cognitive conflicts and cognitive factors existing in issues and constructs role of mass media on cognitive structure of college students in organ donation topic. It has preliminary enlightening significance for thinking how to improve social cognition and media performance, and explores the audiences’ analysis and dissemination effect of relevant subjects deeply.
ABSTRACT: There are several models in the history of medical sciences which aim at providing bad news delivery framework for doctor-patient relationship. The SPIKES protocol recognizes setting, perception, information, knowledge, empathy and future strategy, while NURSE focuses on empathetic understanding of the patient’s mental status (Back et al, 2005). Despite such best practices in place, delivering bad news in cases of mortality and morbidity, or even palliative care proves to be a difficult job for medical practitioners. In the Indian context, factors like lack of training in communication competencies and time constraints owing to reasons like poor patient-doctor ratio and engagement in multiple assignments have led to heated exchange (The Wire, 2016), fisticuffs and even assault on doctors in bad news situations. Since most such situations are dealt intuitively by these practitioners, the study attempts to probe the efficacy and impact about these intuitive methods.

Semi-structured interview was conducted with 50 doctors from various fields of specialization and responses were gathered on an open-ended questionnaire. Transcribed and coded responses were analysed, and the results were then compiled as a list of statements which were then taken to experts for review and feedback post which a close-ended questionnaire was developed. Results indicate that there are 3 broad phases – pre-news delivery, actual delivery and transition phase. Each phase revealed different intuitive strategies adopted. For pre-news delivery, socio-economic condition of the patient was gauged as it impacted awareness and open-minded approach to receiving bad news. Doctors’ sensitivity to the patients’ cultural background aided. Other factors are age of the patient, number of dependents, emotional stability of the patient or family member also played a part. Moreover, at this stage, use of cues or indirect examples were used to prepare delivery of bad news.

At the news delivery stage, messages are kept short, simple and clear, and doctors try to avoid medical jargons. Even direct terms denoting conditions are used ensuring no scope of confusion. Another highlight of this stage is choice of time and place. Immense care for privacy and confidentially are taken in general with choice for one-to-one or dyadic delivery. Non-verbal cues play important part and emotional stability in case of the receiver of the bad news flaring up and reacting with accusation is required.

Post news-delivery focuses on prompt clearances and feedback.
Further research
A three factor 45 item questionnaire has been developed for data gathering and model testing, based on which a model of communication orientation for medical practitioners in the Indian context would be developed.
Fear appeals are frequently applied to initiate changes in attitude or behavior in persuasive health communication (Ruiter, Kessels, Peters, & Kok 2014). However, practitioners and researchers are continuously discussing their excessive use and possible unwanted effects, e.g., reactance (Carey, McDermott, & Sarma, 2013; Peters, Ruiter, & Kok, 2013). Therefore, there is an increased call for the application of more "positive" strategies (van't Riet, Ruiter, Werrij, & De Vries, 2009) that focus on encouraging people to behave in a healthy way instead of scaring them away from unhealthy behavior (Nabi, 2016; Pressman & Cohen, 2005). Research in emotional psychology supports those claims. For example, information including chances of success or luck can trigger positive emotional experiences (e.g., joy, pride)-especially if a health risk is perceived as avoidable or manageable (Fredrickson, 2001 & 2013). This emotional experience, in turn, can foster outcome relevant factors, such as attention, information processing, as well as information-seeking, readiness to act, and self-efficacy which eventually leads to adaptive behavior (Fredrickson, 2001 & 2013; Martin, 2010; Monahan, 1995; Yang & Lee, 2016; Prestin & Nabi, 2012) while reducing the likelihood of maladaptive fear control reactions (van't Riet et al., 2009; Yang & Lee, 2016; Atkin, 2002).

A second shortcoming this study wants to address-beside the doubts about the undeliberated use of fear appeals-is that theoretical models of health behavior (e.g., Health Belief Model [Rosenstock, 1960]; Extended Parallel Process Model [Witte, 1992]) do not include information seeking as an outcome of health communication (So, 2013), although it may represent a first and substantial step towards attitude and behavior changes (Goodall & Reed, 2013; So, Kuang, & Cho, 2016).

Against this background, this study investigated the effect of positive and motivating messages (IV) targeting healthy eating and physical activity on subsequent information seeking (DV). A one factorial online-experiment was conducted in early 2016. Participants (N=108, Mage=28.73, 68% female) randomly saw a modified extract from the documentary "Fat, sick, and nearly dead" (Cross
& Engfehr, 2011; Engfehr, 2014), which were manipulated with respect to their emotional valence (positive or negative).

Results of mediation analyses confirm the hypothesis, that individuals with a higher level of positive emotional experience after exposure also indicated a more pronounced perception of efficacy with respect to the topic. This positive coping appraisal in turn promoted participants intention to search for information about a healthy lifestyle. The effect of the stimulus on intentions to seek information was fully mediated. Contrary to our assumptions, the model did not hold true for participants' actual selection of health-relevant information. Thus, positive, motivating messages increase the intention to engage in further information seeking. Although there was no immediately observable effect, the positive effect on coping appraisal persists and might have a stabilizing effect on already existing beliefs or attitudes, which may have a prospective preventative function. Additional results (a second study applying the same design to confirm the findings is underway) as well as implications for communication research and practice will be addressed at the conference.
Brazil occupies the sixth position among the largest drug markets in the world scenario. Uncontrolled and irregular consumption of medicines and self-medication, together with storage and incorrect disposal, have serious consequences for the population and the environment. It is estimated that the volume of domestic drug waste is between 4,100 and 13,800 tons per year, and most of the time it is disposed of inappropriately in the common waste or sewage networks, is often due to misinformation. Concerned with the behavior of the consumer, at the time of disposal of the drug residue, a survey was conducted with 621 respondents to elucidate if the population has sufficient information on the subject and if this information favors the appropriate behavior at the time of disposal of these residues.

The research is analytical, quantitative descriptive and used as methodological technique, documentary research, bibliographic review and uses as a structured questionnaire collection instrument with open and closed questions. The data reveal the degree of disinformation regarding drug dispensing policies, liabilities and environmental risks generated by incorrect disposal. A Google Docs questionnaire was prepared and it was made available on the internet, in social networks and groups for seven days. Of the respondents, all consumers of medicines, 57.8% store in the home the overdue medicines and 29.79% discard in the common trash the medicines that are left over from the treatment. Brazil has not instituted in its pharmacies the fractionation of medicines, so often consumers end up having to buy medicines for more than the amount prescribed by the doctor. Of the 57.8% that store this waste 66.66% discard the leftovers, when due, in the common trash or throw in the sewage network. When asked if they think they discard the drugs in the appropriate place, 51.04% say they think that the form used for disposal is not correct, 24.15% think that they may be discarding correctly and 24.79% believe they are discarding the way right, but when asked about what they do with the drug only 16.7% who actually rule out the right way which demonstrates which part acts believing to be doing it right. This research is a result of a previous research that evaluated the behavior of the media and the availability of adequate information on the subject, evaluated 17 years of newspaper and concluded that the media information is insufficient. It was then sought to find out if this consumer has ever received information on how to properly dispose of this medicine and when asked 75.20% claim that they have never received information on the subject. Of respondents, 84.21% reported never having access to a drug collector. The research identifies the need to implement policies to discard drugs in order to believe in communicational power as a way to minimize the environmental and socioeconomic impacts that the incorrect disposal generates.
This paper reports on findings from interviews with a range of actors in the Australian mental health field (consumers, advocates, professionals and researchers) about their media-related practices. The interviews were part of a larger project investigating participants’ views about media reporting, the contribution of experts and advocacy organisations to media discussion, and perceptions of community understandings of mental health issues. The focus on participants’ media activities reflects my conceptual interests in (bio)mediatization and biocommunicability (Briggs and Hallin, 2016) and in understanding the range of ways in which the demands, logics, and expectations of media and journalists shape how these actors approach their communication activities. Professionals, advocates and people experiencing mental distress recognise the media’s important role in influencing community understandings and acceptance of mental health issues, the work of mental health professionals, and the value of various treatments and services. To that end, some organisations and individuals are actively engaged in media-oriented practices ranging from well-organized and resourced campaigns, using their position, expertise and credentials to advance a particular policy issue or viewpoint, lobbying television programme makers to include mental health storylines in their content, media monitoring activities, promoting media reporting guidelines and seeking to hold media professionals to account for what are perceived as problematic portrayals, producing media releases, undertaking media events, backgrounding journalists, media training, and other uses of media in teaching and advocacy contexts. In this presentation I will discuss motivations for and challenges of media work in this area, the relative merits of different methods of media engagement, how participants negotiate the tensions that arise from accommodating different media and journalistic routines and practices, and the opportunities and challenges presented by the internet and social media. The findings are discussed in relation to my interviews with journalists about their experiences reporting in this area, and are situated in the context of shifts in policy and practice in the mental health and media fields.

**Id:** 18087

**Title:** The questionnaire survey of media environment for students at elementary and junior high schools in Chiang Mai Province, Thailand; A Pilot study for developing media education system for prevention of rabies for children in Asian countries.

**Session Type:** Individual submission

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**Abstract:** The questionnaire survey on the media environment was conducted for about 700 students at 4 elementary and junior high schools in Chiang Mai prefecture, Thailand on March, 2017. This research is positioned as a preliminary survey to build an educational system for rabies prevention planned to be conducted in northern Thailand and neighboring countries.

Rabies is an infectious viral disease that is almost always fatal. It mainly spreads to people through dog bites. Rabies is present especially in poor and vulnerable populations in remote rural locations in the Asia and Africa. Although effective human vaccines exist for rabies, they are not readily available to those in need. Globally, children between the ages of 5–14 years are frequent victims for rabies. Education on dog behavior and bite prevention for children is an essential factor to prevent it (Robertson et al,2011) (WHO, 2017).
In Buddhist countries such as Thailand, because of its doctrine, stray dogs cannot be killed. Education of rabies is not so popular, and some medical doctors lack knowledge of rabies. In rural area, low income school teachers go to part-time jobs during class. There are children of illegal immigrants, refugees mountain tribes who can speak but not read Thai language (Mitmoonpitak et al, 1997)(Kamoltham et al, 2003)(Kasempimolporn et al. 2008). Under such circumstances, it would be effective to develop a media education tool without using much language to learn for rabies prevention. If this proves to be effective, it can be applied not only in other diseases but also in various fields.

Due to policy and media reports in Japan, rabies was eradicated in the mid-1950s. Knowledge and techniques of rabies prevention are accumulated in Japan, and these can be applied in other countries. In particular, measures against rabies using media and school education cultivated by Japan will be useful in Asian countries (Yamada, 2014) (Fukumori, 2016).

Chiang Mai province is known for the showcase for a wide variety of tribe, language, and religion. In order to develop this teaching material, it was necessary to investigate students’ media environment. We chose the school for the survey one by one where children are suffering from rabies such as 1) the district with many illegal immigrants in Chiang Mai city, 2) the residential area in the outskirts of Chiang Mai city, 3&4) the rural area and the mountain village where ethnic minorities live in northwestern Chiang Mai prefecture.

In this survey, the subjects of students were aged 6 to 19. The most commonly used media of all ages were smartphone (57.38%), television (32.38%), and personal computer (8.55%) in order. Most of the students used media from 1 hour to 3 hours a day. The primary purpose of using the media was to enjoy smartphone games. These results were the same in school region, ethnic group, school grade, native language. In conclusion, it can be said that the media environment for school children is similar regardless of school region, age, ethnic group or mother tongue, and it turned out that media teaching materials using smartphone games may be effective for rabies prevention in Chiang Mai prefecture, Thailand.


Id: 18143

Title: Social influences on influenza vaccination decision among senior citizens in Taiwan, South Korea and Switzerland

Session Type: Individual submission

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Abstract: Background: Although the vaccination against influenza has been found to be an impactful and cost-effective protection against the disease, coverage is incomplete. This draws attention to the factors of people's flu vaccination decisions. The article contributes to understanding the effect of social factors on vaccination behavior. Social factors comprise the ways people may be affected by their peers and the mass media or by healthcare providers and health institutions.

Method: Samples of some 200 senior citizens were interviewed by write-in questionnaire in Taiwan, South Korea and the Swiss canton Ticino.

Results: Encouragement by the family physician and a combination of the frequency of contact with vaccination subjects in interpersonal and traditional mass communication and perceived concern with vaccination there increased vaccination rates in the two Asian countries, and model behavior and experience strongly affected vaccination in South Korea, all in bivariate analyses. Multivariate regression in Taiwan and Korea loses the impact of mass media. Perceived concern in sources showed complete mediation by frequency of interpersonal communication in Taiwan and partial mediation in Korea.
Conclusion: There is indeed a relationship between social factors and individual vaccination behavior, which, however, is far from being pervasive. There's hardly any result with direct relevance for the hypotheses that shows up in all three countries, and a meaningful and clear pattern in the differences between the Swiss sample on the one hand and the two Asian countries emerges.
This study reflects upon alternative experiences of Latin American and Asian megalopolises, such as the city of Rio de Janeiro and Shillong with relation to the perspective of essential elements of sustainability (Public health, environmental protection, social inclusion, and economic growth) in the face of political neglect and social and economic degradation. This study maps for one-year and compares Indian newspaper-“The Shillong times” and the Brazilian newspaper "O Globo" (January 2017 to January 2018), with a focus on the coverage made by the newspaper on the issue of garbage.

The central hypothesis of the study is that waste is not important for journalism and therefore it is considered natural and without the attention of all, population and government. The study concentrates on the recognition that, in the presence of such indifference of the public authority and the approaching urban barbarity, independent collectives have begun the slow path of reconstructing the social fabric despite the media's constant production of disparaging, poorly verified news with themes concentrated on violence and degradation.

The focus of the present work concentrates on the city's annual production of 1 million ton in Shillong and 1.2 million tons of trash, in Rio de Janeiro, which is dumped in landfills or discharged by the population in public places such as continuously polluting one of the city's most important tourist attractions without the interventions of the public authority, the media, or civil society interfering to produce any kind of change. The official percentage of trash recycled in the city, recorded for over a decade, has not even reached 1% of all trash produced, attesting to the lack of investment by the public authority and mainstream media in changing this state of affairs.

This study discusses notions such as the question of civil society's fragility in Latin American and Asian countries, and presents data that proves the neglect, disrespect, and the fallacy of the proposal for sustainability on this continent from the analysis of the production of one year of one of the most influential newspapers of national circulation. On the other hand, this work looks to communicate alternatives such as the proposal of constructive journalism, and collective action which collects organic trash weekly by bicycle in the South Zone of Rio de Janeiro, while sustaining itself through a monthly service payment and Shillong in India.
Title: California Newspapers' Coverage of the End-of-Life Option Act

Session Type: Individual submission

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Abstract: In 2014, Brittany Maynard, 29, diagnosed with terminal brain cancer, elected to move from California to Oregon, one of four U.S. states in 2014 that allowed legal physician-assisted death. Less than three months after Maynard died Nov. 1, 2014, in Oregon, California legislators introduced legislation that would permit terminally ill individuals to seek a physician’s aid in controlling their deaths. The 2015 legislation, Senate Bill No 128, was signed into law Oct. 5. The bill was known as the “End-of-Life Option Act” by the media and general public.

Framing provides both a theoretical construct and a method of analysis for researchers. Framing emerges from divergent traditions in psychology—cognitive psychology and social psychology. The cognitive approach is derived from the study of decision making which posits that when interpreting information to make a decision, individuals often rely on heuristics, or shortcuts, in the thinking process. The social psychological approach posits that as an occurrence is transformed into a publicly discussable event (news), particular characteristics, structural, and textual elements are emphasized and de-emphasized, thereby shaping the public’s understanding of the occurrence. The news media provide most of the information Americans consume, even though many do find it on social media.

This study examined how much local newspaper coverage of California’s End-of-Life Option Act existed and whether that coverage was positive, negative, or neutral. A frame analysis on 275 California newspaper stories from Jan. 1, 2015, through Oct. 19, 2015, was conducted. A majority of newspapers offered news and editorial content that supported the End-of-Life Option Act and—whether intentionally or unintentionally—persuaded their readers that passing the End-of-Life Option Act was the right thing for Californians. The types of items published were more diverse in the early and late stages of coverage of the End-of-Life Option Act.

Brittany Maynard’s story—and her mother’s and widower’s concerted efforts to help pass SB 128—refocused discussions of aid in dying on the concept of the “good death,” which provided reporters and other writers with the foil of the “bad death” to emphasize the need for the End-of-Life Option Act. Even the name of the law clarified that aid in dying was one of many options people who are terminally ill would have at the end of their lives—that it was part of a “continuum of care” that
included palliative care, hospice, and life-extending treatments as well as the aid-in-dying prescription. Op-eds, news stories, and editorials added legitimacy to the aid-in-dying movement. Reporters and other writers also referred to 18 years of data from Oregon (where Maynard went to die), which—when added to the California bill’s specific provisions prohibiting coercion and insurance pressure and providing opt-outs for religiously affiliated hospitals, physicians, and pharmacists—likely helped allay fears of coercion and abuse.
Id: 18320

Title: Health Communication and digital media: the mediation of experience

Session Type: Individual submission

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Abstract: Background of the study

The Internet has changed the communication environment and brought great challenges to professionals and researchers. In particular, eHealth have aroused the interest of academia too. The work of Dave Kerpen (2011) about eHealth defends the need of the brands to generate a digital personality, enabling health institutions to approach the public. Everything that goes online, from content to design, to the health entity, must meet the needs of the digital patients. A website is essential for the first contact between patient and clinic (Ford, Huerta, Schilhavy, & Menachemi, 2012). The disseminated content should be able to generate sharing and co-creation of more content (Baines & Fill, 2014, pp. 622-624) and the design of websites helps communicate the values that build the brand (Smith & Chaffey, 2005). The e-mail continues to be an essential socialization tool in direct communication entity-consumer. “With billions of e-mails a year flying over the Internet worldwide, the typical user spends more than one-third of all time online managing e-mail.” (Strauss, El-Ansary, & Frost, 2006, p. 340).

Purpose of the study

This study aims to understand the role of digital media in health institutions. It presents the way in which the digital media has changed the way in which the organizational communication in the health sector is developed; the way organizations access their audiences and how audiences engage and access organizations and health issues.

Methodology

The methodology used for data collection is based on content analysis of websites and Facebook profile of the best hospitals in the country and in the world. The sample is constituted by the 10 best hospitals in the world and the 10 best ones in Portugal, based on “Ranking web of hospitals” study. To data collection, a grid was created and applied to analyze the contents of the web pages and facebook, based on an already existing coding scheme by several authors. After data collection, a quantitative analysis and a statistical treatment was carried out.
Main Results

The results show that there are significant differences between the best hospitals in Portugal and the best ones in the world, noting these last ones a highest level of effective content management and a different way to deal with the diseases, reflected also in the structure and design of websites. Most of the websites of the hospitals in Portugal has no factual and useful information and don’t have a link between to social media. Either in Portugal and the rest of the world the websites are functional and easy to use.

Research implications and limitations

This paper brings contributions to the academy and to online communication practices of hospitals, being relevant to the Health Communication and Change working group. By identifying the most important aspects of a website and social network, hospitals can improve their pages, attract more audiences, and promote a good experience. The analysis of a small number of hospitals (20) is a limitation of the study. Future research may apply this methodology to a higher number of hospitals or in other countries.
Mental health self-narratives that flow within and through digital media can shape how mental illness is understood. As Nick Couldry (2008) points out new digitised media may offer a correction to what Nancy Fraser (2000) describes as ‘hidden injustices’, distributing resources more widely to tell stories about oneself. For people living with labels of mental illness, this means they are able to construct, and circulate narratives of mental health in ways that can disrupt and challenge dominant psychiatric paradigms of ‘mental illness’. A highly significant lens through which to understand this from is mad studies, an emerging area of research that aims to bring ‘mad voices’ to the foreground (Menzies et al., 2015). From a mad studies perspective, the ability to self-represent is central to challenging professional domination in which health experts are privileged in representing the ‘truths’ and ‘facts’ about madness. The capacity to self-represent gives rise to alternative narratives that reframe mental illness as a power laden socio-political construct, which shapes and contributes to mental distress. However, such alternative narratives must contend with broader sociocultural contexts that privilege and maintain dominant systems of knowledge (Menzie et al., 2015).

This paper explores how digital media is reshaping mental health communication. Specifically, it investigates how representations of madness and or mental illness can sustain and resist paradigms related to mental illness. To do this, I draw on data gained from an ethnography that explored the daily routines and habits around digital media of people living with labels of mental illness. As a point of entry, I inquired specifically into the digital practices related to madness and or mental illness, which investigated how mental health discourses permeate into the daily lives of people and into self-representations that flow throughout digital media. This practice theory approach ‘decentres’ the digital, viewing it as a constituent of everyday life involving a wider ecology of biographies, discourses, environments, movements, things, and events which interact to shape practices (Pink, 2012). This allowed an analysis into how people’s own self-narratives can be shaped by their broader contexts, and lived out in their everyday routines and habits. I argue that that people living with mental illness are at risk of what Fricker (2007) describes as ‘epistemological injustice’, where they are deemed as lacking credibility, and are placed at an unfair disadvantage because there are not readily available alternative narratives to make sense of one’s experiences.

Title: Risk Communication and vendor education for promoting safety of street foods using Communication for Behavioral Impact (COMBI) framework

Session Type: Individual submission

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Abstract: Strengthening food safety education for prevention of food borne diseases is one of the top public health priorities in India. While food safety at household level is important, safety of foods consumed away-from-home, especially street foods, is of greater concern in India as they constitute ~40% of daily urban diets. Safety of street foods may be jeopardized due to likely compromises in different steps of food preparation, handling and distribution. Risk based approaches and targeted training for effecting positive behavior change among vendors is gaining traction. Communication for Behavioral Impact (COMBI) is a planning framework and implementation method for communication based on behavioral models and marketing communication theory/practice to achieve behavioral results for promoting public health. COMBI is a risk-based communication framework which begins from a ‘zero base’, that nothing can be assumed. Instead, through market research and situational analysis, the real barriers/constraints that prevent people from adopting healthy behaviors are identified and communication is targeted. The current study attempted to develop and implement a street vendor education program using COMBI framework.

The study involved identifying high risk foods, prioritizing vendors’ risk behaviors, assessing knowledge, identifying barriers for behavior adoption, developing a communication package, creating enabling environment/assets for change, assessing behavior change and impact evaluation. Panipuri – a popular street food - was identified as high risk street vended food based on presence of high risk pathogen in the samples. Risk behaviors were prioritized by administering a structure questionnaire and conducting observational studies at the vending units and associating them with the extent of microbial contamination. Focus group discussions (FGDs) helped identify barriers and facilitators for message uptake. Communication material (a film, smart phone messaging and training modules) were developed in local languages and pre-tested after the content was validated.
Three key-risk behaviors that were contributing maximum to the microbial load in the foods were identified and targeted for behavior change. The communication package (comprising pamphlets, demonstrations, discussions etc) targeted environmental, behavioral and personal factors and hence was delivered at individual, community and interpersonal levels. In order to promote observational learning, a short-video was developed by taking one of the vendors as a model to demonstrate the regular practices and also the desired/corrected practices. COMBI-based intervention was delivered to 30 panipuri vendors in the Municipal limits of Hyderabad city. The practices of food handlers were recorded before and after the intervention. McNemar’s non-parametric test was used to assess the change occurred due to the intervention. Paired t-test was used to check the difference in microbial contamination after the training program. Results indicated significant improvement in desirable behaviors such as washing vegetables (P<0.01), hand hygiene like trimming nails (P<0.00) and removal of hand threads/jewelry (P<0.039). No significant change was observed in heating of food stuffing before serving (p<0.625). Positive changes in behaviors resulted in significant (p<0.011) reduction in bacterial load. COMBI intervention was useful in communicating risks and promoting safety of street vended foods. Similar approach was used to address other high risk street foods.
Title: Learned to be a "Prodigal Son": A narrative analysis on the appropriation of mediated drug discourse in drug rehabilitation

Abstract: Drug addiction has usually been regarded as a disease and addicts are the “sufferer” of metabolic disease by pharmacological effects of drugs with the “symptoms” related to irrational thinking. Bailey (2005) suggests ‘addiction’ is also a moral concept since it is conceptualized as a failure of the self to exercise control over own body’s desires and functions. However, Davies (1997) argues the disease and moral conceptions of “addiction” is a social construct which is functional for the drug addicts, rehabilitation practitioners, government and public to escape from sophisticated problems of the volitional drug use.

A previous ethnographic study (Tsen, 2005) suggests a “Prodigal Son Returns Home” discourse is found prominent in Christianity drug rehabilitation. Textual analysis on local anti-drug advertisements and TV news documentaries (Tsen, 2016) also found the “Prodigal Son Returns Home” discourse, which encapsulates moral and medical discourses, is prominent in media representations of drug addicts in Hong Kong. However, the moral and disease conceptions may not applicable for youth psychotropic drug addicts with no severe withdrawal symptom.

To study how the mediated drug discourse is appropriated and its impacts, narrative inquiry is important to figure out ‘what’ and ‘how’ the recovery is conducted in drug rehabilitation (Anderson, 2015). In order to investigate the appropriation of the “Prodigal Son Returns Home” discourse in outpatient drug rehabilitation, in-depth interviews were conducted with eight youth drug addicts. Following Gergen’s (1994) model of narrative analysis, the data are studied in terms of valued endpoint, ordering of relevant events, casual linkage between events, and stability of identity. Four types of drug narrative are identified: the “preferred go through narrative” features discursive components of Prodigal Son Returns Home discourse; the “habitual and consumption story” represents the hedonistic drug discourse; the “flexible prodigal son story” which the shift between hedonistic and abstinence identities; and the “ineffective prodigal son story” which shows the incapability of the "returned prodigal son" in explaining life experience. The result shows how the mediated drug discourse constitute to the dissonance between addicts, drug rehabilitation and preventive education.

References:


Id: 18476

Title: A Comparative Content Analysis of American and Taiwanese Health-related TV Talk Shows

Session Type: Individual submission

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Abstract: How we understand or explain the origins of diseases is not completely scientifically neutral, but is also culturally and socially situated. In spite of the current dominance of the modern/western medicine worldwide, the traditional medical and health-related beliefs also influence how people understand or treat their illness in a non-western country. Drawing on this background, the project analyzes two TV health talk shows, one from Taiwan, the other from the USA, to see how the depiction of illness and medical advise may differ. By comparing these two TV shows, we may further explore how the discourse on health risks and diseases may be constructed on the mass media in different cultural contexts.

In their comparative study on health news reporting in China and the US, Tang & Peng (2015) predicted that US newspapers would tend to attribute health problems to causes that individuals can control and are responsible for. However, their finding is the opposite of their prediction. It is the Chinese newspapers make more controllable attributions. The authors think it is because of the political system in China. Yet I think the influence may come from the traditional Chinese medical beliefs.

There are several basic beliefs in the traditional Chinese medicine (TCM). First, the TCM see the body as an integrated system. The cause of a disease is losing that balance (Stibbe, 1996). Restoring and maintaining the long-term balance is the key to health. Therefore, keep healthy is personal and the attributions are controllable. Secondly, TCM is experience-based, not science-based. Thirdly, TCM has a tradition in the practice of "yangshen"- to maintain life by preventing disease before it emerges (Roth & Zhang, 2016). Diet is very important in "yangshen", it not only maintains life and but can even cure disease.

The research questions of the study are:
RQ1: What are the topics covered in the shows? Is the Taiwanese show more prevention-oriented than the American show is?
RQ2: Does the Taiwanese show attribute the causes of disease to personal factors more often than the American show does?
RQ3: How does the show substantiate claims? Is the American show more “scientific”?

The American show "The Doctors" and the Taiwanese show "Health 2.0" are coded based on the following categories: (1) health-related topics (2) attribution/causes of diseases (3) claim substantiation (4) types of advises (5) the sources of information and advises.
The preliminary analysis shows, first, the Taiwanese show covers more on the symptoms, causes and prevention of diseases, while the American show covers more diverse topics. Second, the Taiwanese show is more disease prevention-oriented and it attributes the causes of disease more to personal factors. The American show attributes the causes less to personal factors and the causes are often more complicated. Last, both shows rely heavily on the experts’ opinions to substantiate their claims. However, most of the information comes from western medical doctors in the American show. While the Taiwanese show covered less diverse topics with more diverse experts and guests, coming from different backgrounds.
**Title:** Communicating Health to Underserved Communities: Role of ASHAs in Promoting Health Literacy among Tea Plantation Workers in Rural Assam in India

**Session Type:** Individual submission

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**Abstract:** Assam in northeast India is the largest tea-growing region in the world. Most of the tea plantation workers are tribals (Adivasis) and backward caste Hindus brought in by the British over the last 160 years from east, southeast and central India. Collectively referred to as tea tribes’ community in Assam, their population is currently estimated to be around 6 million, and constitute about 20 per cent of the total population of Assam. Among them, over 1 million Adivasis are engaged in plantation work, in over 850 tea gardens across Assam. The Cachar district in southern Assam alone has 56 tea gardens with a population of over 200,000 people of this community. They remain one of the most underserved communities in Assam due to decades of continuous exploitation by tea garden managements. The literacy rate of the community is one of the lowest in Assam, particularly among girls and women. Poor socio-economic conditions, ignorance due to illiteracy, addiction of the males to country-liquor, over-crowded and unhygienic living conditions in the residential colonies make tea garden populations vulnerable to various communicable diseases and malnutrition due to poor dietary habits. In addition to the lack of proper healthcare infrastructure, persuading these people to adopt good healthcare practices has been a major challenge. Resistance to healthy health practices due to non-scientific age-old customs, traditional belief system, fatalistic world-view and superstitions continue to remain a major challenge for community health workers. The Accredited Social Health Activist (ASHA) program under the National Rural Health Mission in India was launched in 2010 with an aim to improve health outcomes—particularly among women and children. Studies have highlighted the potential of ASHAs to help lead community mobilization, reduce neonatal mortality, raise immunization rates, promote institutional delivery, encourage contraceptive measures and assess obstetric vulnerability of women and girls. This paper attempts to share certain findings of a field research carried out in Cachar district in Assam to assess the communicative practices employed by these community health workers specifically engaged in the tea plantation areas in mobilizing and motivating the underserved population beset with extreme poverty towards adoption of state-sponsored institutional healthcare. It also seeks to look at the culturally based participatory strategies adopted by the ASHAs in collaboration with the respective gram panchayats and the tea garden managements at the grassroots level in equipping them with the agency to take informed health-related decisions and promoting health literacy among them. The research seeks to primarily look at decentralised health planning by examining the role of ASHAs in local level community action on issues related to health and its social determinants and how they address specific local needs of the community in improving health awareness and facilitating the access of health services to the community, while negotiating the systemic healthcare inadequacies prevalent in the underserved
areas, to recognize the intersections of poverty and health experiences at the margins, and the meanings of health in the life experiences of the community.
Title: Does the time horizon matters' An application of Socioemotional Selectivity Theory in the effectiveness of anti-drug advertisements in university students

Session Type: Individual submission

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Abstract: For most drug preventive campaigns on mass media in Hong Kong, youth is usually regarded as single entity with similar needs. However, there are cognitive differences between pre-adolescents, adolescents and young adults. While anti-drug advertisements either stresses on harmful effects of drug or adverse consequences of drug-dependent lifestyle, the advertisements possess informational or emotional appeals to draw the youth attention. Socioemotional selectivity theory (SST) suggests that individual either assess time as limited or expansive (Carstensen, 1992), and older adults who possess limited time horizon will prefer emotional-related advertisements more than information-related advertisements, when compared with youngsters (Fung and Carstensen, 2003).

However, age is not the only determining factor in SST. According to Pruzan and Isaacowitz (2006), it is the perceived time horizon which determines individual preference on information- or emotion-oriented goals; adolescent with perceived social ends, such as graduation, will tend to avoid negative images in message. To apply SST in consumer and advertising research, the perceived time horizon can be a remarkable factor to study audience preference on advertising appeals (Isaacowitz et al., 2000).

To address the effectiveness of anti-drug media campaign to youth at different ages, this study is an exploratory research on the possible correlation between student’s perceived time horizon and their preference of appeals in anti-drug advertisements. 100 students of a local university will be selected by quota sampling, with 50 students from year 1 of study, and 50 students from the final year. Students will first complete a structured questionnaire on time horizon (Fung and Carstensen, 2003) to evaluate their time view. Then they will watch four anti-drug TV advertisements, which are selected from recent campaigns called “Stand firm! Knock drugs out” by the Narcotic Division of Hong Kong government at 2016 and 2017. Two of the TVC possess negative images to describe harmful physiological effects of drugs, and the other two stresses on the bright future of youth without drugs. Students will then be asked to recall the information of the most attractive advertisement, and to rate the advertising effectiveness in a questionnaire. By studying the correlations between student’s preference on anti-drug advertisements with different appeals and their perceived time horizon, it can provide insight on anti-drug campaign design to youth segments in different developmental stages.

References:
Title: Journalism and health empowerment: disparities in transatlantic news about Zika virus

Session Type: Individual submission

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Abstract: The press plays an important role in the way current issues are perceived by the public, appearing as one of the primary sources of information on health in society. In this context, the year 2016 was marked by a representative media presence of Zika virus news, the result of the significant increase in the number of cases in Brazil. Since October 2015, this country has been the scene of episodes that associate the virus with the birth of children with microcephaly. Given the importance that journalism can play in the processes of information acquisition, the objective of this study was to understand the differences in journalistic coverage between Brazil and Portugal about the Zika virus, identifying how news coverage translates an adaptation to the context of each country. The analysis focused on the press reports in Portuguese and Brazilian journals that address this issue in 2016, which corresponds, not only to the rising number of registered cases, but the
mediatization of the organization of two major international events - Carnival and the Olympic Games in Rio de Janeiro. The period defined for the analysis was strategically established, taking into account that the last months of 2015 had already been thoroughly studied, since it coincides with the time when the Brazilian Ministry of Health has admitted for the first time a possible association between ZIKV and microcephaly. This methodology went through the processes of agenda-building and priming, in order to understand the preponderance in terms of institutional and other sources, in which non-governmental sources are included. It is sought to understand if the need for balanced information is made to the detriment of the objectivity of scientific information and what is the perception promoted by the news framework. Despite the discrepancy in the number of news published, it is notorious that its distribution occurs in a fairly homogeneous way in both countries. This fact is indicative of a similar reaction in different newsrooms about this problematic. However, the results show a great disparity in treatment. The frameworks also point to different approaches given the intensity of the epidemic in Brazil and the inequality in quantity and journalistic formats.
Abstract: Abstract

Background: Getting annual influenza vaccination (flu vaccine) is the most effective way to protect against influenza, especially for the vulnerable elderly people. In 2016, the flu shot coverage on Taiwanese senior citizens over 65 was 49.2% which was relatively lower than other developed countries. This paper argues that the low vaccination rate could be caused by optimistic bias (OB), meaning that people wrongly believe the others to encounter negative things more easily than they do and that the over-optimism will stop them from taking preventive behaviors such as flu vaccination.

Method: This study was a part of a larger scale research project conducted in Taiwan, South Korea, and Switzerland. A sample of 204 senior citizens over age 65 in Greater Taipei Area, Taiwan, were employed for data analysis. The data used in this study were collected from January to March 2017 when the outbreaks of flu was an issue of concern. OB was measured by the separate questions asking the respondents to rate their own and others’ vulnerability of getting the flu. Self-protection behavior consisted of two questions: 1. “This winter season, did you get vaccinated against the flu?” The answer was “yes” or “no.” 2. “How likely is it that you will get yourself vaccinated against the flu next season?” The answer was from “definitely” (5 points) to “definitely not” (1 point).
Results:
Of the 204 respondents, 56.9% were females and 43.1% males. The mean of age was 70.7. Over forty percent of the senior respondents (42.4%) reported having already gotten the flu shots before the interviews. As to the intention to get the flu vaccine in the coming winter, the average value was 3.51 out of 5 on the Likert Scale.
The path analysis showed that knowledge of influenza had a direct negative effect on OB. OB also had a direct negative effect on the vaccine shots both this and next winter. The perceived flu severity had no effect on OB but showed a direct positive effect on the flu shot behavior this and next winter.

Conclusion & Suggestion:
Few studies have explored the moderating role of OB in the influenza vaccination, especially among the vulnerable seniors. Our study found the moderating effect of OB between influenza knowledge and influenza vaccination. However, perceived severity directly affects people’s decision to get flu vaccination regardless of the OB’s moderation effect.
This paper suggests it is imperative for the government to enhance senior citizens’ knowledge about the risk of influenza, so as to decrease their perception of OB and encourage them to take the precautionary behaviors. The government can also highlight the severity of the infectious diseases so as to push the senior citizens to get vaccinated.

Keywords:
Optimistic Bias, Influenza Vaccination, Senior Citizens. Severity
Title: Health Literacy: a collaborative interdisciplinary network for the public health challenge in Portugal

Abstract: The lack of investment in the health promotion area, with mostly one-off and time limited projects, affects the level of literacy of society. This background compromises the quality of life of populations and the access to the health services, increasing the socio-economic burden. This study focuses on an interdisciplinary project designed to be a practical approach in the field of health literacy for citizen empowerment. It stems from four different disease contexts and each specific production and dissemination of information - alarm situation, prevention, prolonged illness and chronic disease. The relevance and the sustainability of a research unit that joins the main stakeholders of the health - media - society symbiosis is demonstrated by the need of a structural approach that can produce an interface that enables different levels and players in health communication process. Through collaborative networks of knowledge, the creation of a Health Literacy Laboratory was planned with three essential functions: i) Observatory for Scientific Research, to collect and analyze health promotion strategies; ii) Creative Laboratory, to develop communication products, applying creative and technological areas to medical knowledge, and, thus, fostering technology transfer from academia to society; and iii) Training Center, to enhance the empowerment of citizens and develop their capacity for self-management and mastery of health information tools. In order to discuss the best action strategies for this laboratory, a group of 50 specialists have been discussing the current health literacy panorama in Portugal. Academic researchers, medical doctors, nurses, public relations specialists, medical knowledge related societies and civic movements agreed to participate in an innovative think tank methodology focused on results about individual perceptions, conflict resolution strategies between partners and action models to bridge the existing gap in health communication. This network performance has as its main goal the dissemination of an innovative, eclectic and effective message to promote healthier behaviours.
Title: Digital Lessons: How Digital Media Increases the Influence of Health Workers in Resource-Poor Settings

Session Type: Individual submission

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Abstract: Background: In Taraba State in North East Nigeria, less than 25% of women give birth in a health facility and only about 14% of all deliveries are attended by a skilled health provider. One reason for the low utilization of health services is poor client perception of the attitude and skills of service providers at the health centres. Health services are majorly provided by Community Health Extension Workers (CHEWs) who not only lack the confidence of their clients, but also lack training in interpersonal communication and counselling (IPCC) skills. A digital media intervention comprising of a 6-module mobile phone application providing job aids, counselling tools and distance learning tools of IPCC, advocacy and community engagement, was developed addressing key barriers to demand for health services and quality service delivery in the target state.

Objectives: The project intended to evaluate the impact of the digital empowerment of CHEWs on their service delivery skills, self-efficacy and power to influence the community as well as examining the sustainability of such an intervention in a low-resource setting.

Methods: Formative baseline research was conducted to identify service delivery areas and knowledge gaps for CHEWs as well as record community perceptions of CHEWs in 4 rural communities in Taraba State, Nigeria. Fifty CHEWs across the 4 communities were granted low-cost mobile “tablets” pre-loaded with a mobile app addressing identified barriers. The mobile app was also made available as a one-time download from the Google Play store and runs entirely offline without the need for mobile data or an active mobile network. Qualitative summative research methodologies involving both CHEWs and community members were utilized at endline to examine the impact of project activities on the services provided by CHEWs and community members’ perceptions.
Results: CHEWs reported increased self-efficacy in providing services to clients and community members when utilizing the mobile toolkit. Community engagement activities and outreaches increased exponentially in all 4 project communities. Client perceptions of CHEWs and the services they provided improved and client satisfaction increased throughout the life of the project particularly when CHEWs utilized the mobile app in counselling sessions.

Conclusions: With the continued emergence of low-cost smart and feature phone options even in remote rural areas, there is the potential to harness the power of mobile technology to improve healthcare service delivery in underserved areas, especially if such technologies can function “offline.” Health workers already recognize the value of mobile phones as an information tool and the prestige factor of mobile technology is universal, giving clients the impression that service providers had access to the latest technology and knowledge even in their rural community. Leveraging on the prestige as well as the intrinsic and extrinsic social values of digital media enhances the skill and reputation of community health workers in resource-poor settings.
Abstract: Communication in healthcare is wide-ranging action starting from interaction between a care provider and a patient and ending to PR and media communication. Digitalization effects all this communication and call healthcare organizations not only to manage with digitalization but also to have a critical gaze on healthcare communication in general. Furthermore, digitalization asks question to health communication theory and praxis. In this theoretically oriented paper, I will outline opportunities and challenges offered by the digitalization of the healthcare communication. Firstly, I ask how digitalized communication affects our understanding about (ill)health. For medicine, digitalization means not only changes in communicational practices but also medicine itself. Biomedicine is moving toward to infomedicine and disease is not so much abnormality carried by a patient but disease is more and more virtual information disconnected from the bodily patient. This disconnection on disease and a patient is a communicative action that constructs virtual patienthood and change interactions between a patient and healthcare organizations and its professionals.

Secondly, I ask how interactions between medical doctors, nurses and patients are altering because of health information spearing in Internet and social media and how these changes are reflected in the healthcare communication. E-health technologies, personalised e-health systems and multiple forms of social media are changing health communication at every level. These new contributions to health communication confirm reviews that characterise health communication as a one-way process of mass communication, in which the main source of health information was health institutions and professionals and laypeople were seen mostly as passive target groups, is losing its hegemonic position. Traditionally, health professionals have enjoyed a high social status. Today there have been an increasing number of signals indicating that lay people are challenging health authorities and medical expertise. Among health authorities and professionals, lay people’s activity about (ill)health on social media have been risen concerns about false, even fatal misinformation. However, misinformation is not only reason for concerns but health authorities are worried about erosion of medical expertise that diminish citizen’s confidence with healthcare and also health promotion.

Thirdly and finally, I ask how digitalization is seen in the context of health communication theory. Until these days, health communication has been tightly connected with the practices of health promotion and health care and there is only little theoretical analysis in the field of health communication. Digitalization of health communication raise up research questions that require such theoretical and methodological approach that the traditional health communication research could not offer. Thus, we need to ask more philosophical questions about health, illness, healthcare, health promotion and communication and reformulate the definition of health communication.
ABSTRACT
‘Health is wealth’ is a worldwide saying emphasizing the imperative of health in all aspects of human life. Health has been explained as the state of being free from illness or injury of a person’s mental or physical condition. New Technologies imply application of scientific knowledge for practical purposes in a particular industry, advances in scientific discoveries, or machinery and devices developed from scientific knowledge, like Information and Communication Technologies, Telemedicine and applications of technologies generally in preventive medicine, curative and management as well as post-treatment medicine and all aspects of healthcare-surgery, radiography, pediatrics, patients’ records, human resource administration and so on. This study investigates how Nollywood (Nigeria’s movie industry) depicts and applies new technologies in healthcare delivery, using qualitative content analysis. The approach will be adopted in order to gain deep insight into the use of technologies in Nigerian healthcare delivery. Focus will be on “Clinic Matters”, a television soap opera in Nigeria. Framing theory and diffusions of innovation underpin the study. The findings of the study hold significant lessons for media practitioners especially as regards media portrayals.

Key words: New Technologies, Depiction, Cable TV, Nollywood, Healthcare

Word count: 179
**Title:** Female Genital Mutilation/Cutting and the Communicative Interface Between Non-Government Organizations and the State/Policy in Egypt

**Session Type:** Individual submission

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**Abstract:** Global efforts to end female genital mutilation/cutting (FGM/C) have intensified in recent decades because of the rising awareness that such a practice is an act of violence against women and girls. Systematic literature review reveals that while extensive research has been conducted on FGM/C, most are focused mainly on its prevalence, medical consequences and management. On the other hand, the field of communication which is vital in understanding and combating FGM/C has been largely overlooked or ignored. Further, although Egypt is often described as the world’s FGM capital, hosting more than 100 million women and girls who have been subjected to FGM/C, it is significantly understudied.

This study assessed the communicative interface between the non-governmental organizations and the state in Egypt in the context of FGM/C. Drawing on critical theoretical perspectives, it particularly examined the effectiveness (or lack thereof) of community-based organizations vis-à-vis the prevention of FGM/C amidst the repeated and draconian changes in policy. Additionally, it examined the nature of the relationship among and between the local organizations and the Egyptian state and whether, and how, these relationships had been improving or hindering the process of bringing about substantive social and behavioral change at the grassroots level.

More specifically, a total of six in-depth interviews were held with key informants working in government and local non-profit organizations. These interviews were further supplemented with
critical and extensive review of policy documents and secondary sources as well as media reports to ensure rigor and richness in analysis. The emerging themes revealed multiple, shifting and intersecting layers of tensions in the relationship among and between the government and local organizations as also apparent in Egypt’s recent attempt to tighten control over the operations of NGOs through a new legislation. We argue that Egypt’s shifting, ambiguous and ambivalent stance related to FGM/C and its simmering tensions with non-governmental organizations could be understood in terms of the growing global and internal pressure against FGM/C on the one hand and the marriage between the state and religion in Egypt on the other.
Id: 18834

Title: Improving Health Practices for Achieving MDG: A Study on Role of Media and Communication in India

Session Type: Individual submission

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Abstract: As a signatory to Millennium Development Goals (MDG), India has made a pledge to reduce maternal mortality and ensure child survival through communication. This interface between people and the health system can be best sustained by innovative communication strategies designed to stimulate positive attitude and change. Communication strategies have the multi-fold purpose and can be designed in collaboration with different partners, collaborators and set their target audience to maximize the reach and access. Well-being and health of the people form the axis of the development change which is hinged on the use of participatory communication strategies. Communication is an important means and mediating factor in empowering communities on their health and nutrition entitlements. By keeping a dialogue between the community and other key stakeholders, interpersonal communication processes can empower the vulnerable groups in terms of providing information and knowledge. Today, communication in health has achieved recognition through interpersonal mode and acceptance as an integral part of health services. Communication approaches have become the integral part of National Rural Health Mission (NRHM) designed to provide quality services and help in promoting healthy life-styles in rural areas. It seeks and posit to encourage people to demand and make informed choices. Since there is an increase of maternal mortality and child mortality rate in a hugely populated country like India, which has become a threat to achieving millennium development goal. Thus, the study tries to assess the interpersonal communication campaign factors that determined a positive change in the knowledge, attitude, behavioral and uptake of services in the area of MCH. But the broader research question is how communications campaign has become effective for promoting Mother and Child Health practices/behaviours among the disadvantaged communities in rural areas. This paper is based on empirical study conducted in four states from different regional parts of the country to maintains it's diversity and culture and to understand influential and the probability factor due to intrapersonal communication in terms of measuring changes in knowledge and attitude along with impact of these factors in uptaking the health services in the country under NRHM. Inferential statistics (ANOVA & Co-relation) result shows that publicity campaign in terms of interpersonal and oral mode has made a significant impact on awareness generation on breastfeeding, institutional deliveries, and family planning. But the peculiarities of cultural, linguistic, regional and even semiotic differences further complicated the problem understanding the message delivered under these schemes since the point for legitimacy and acceptance of new behaviours. Hence, behaviour change through interpersonal communication attempts to create an environment where positive behaviour change is acceptable.

Key Words: Communication, Health Practice, BCC & Empowerment of Marginalised
Title: Can smartbots save our skin' Robot assisted healthcare communication for sunscreen use.

Session Type: Individual submission

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Abstract: In this theory paper, we present a critical analysis of information technology design for a smart robotics intervention in healthcare communication for skin cancer prevention.

Skin cancer is the most common type of cancer. 80,000 cases of cancer are diagnosed in Canada every year. 5000 of these cases are melanoma, the deadliest form of cancer (Canadian Skin Cancer Foundation). Current prevention efforts to reduce skin cancer focus on non-medical interventions to educate individuals on preventative actions that they can take to reduce the risk of this cancer. However, research has shown that both communication failure and information overload are significant problems affecting the quality of patient centered care.
Information technology has transformed the decision-making process for healthcare officials and offers new possibilities for healthcare communication, healthcare education and individual health awareness. While individuals may be informed with the help of information technology, as in the ‘quantified self’ (Swan, 2013), little evidence suggests that these interventions are improving healthcare. Social robotics combined with artificial intelligence have been used effectively to communicate and positively influence behaviour, thus this research proposes to develop and test these combined technologies for communicating skin cancer prevention knowledge and practices. Smart robotics technologies have progressed from agents designed to perform fixed routines, to interactive agents capable of conversational and relational interactions and behavioural support. Whereas studies so far in these fields focus more on how the robot can help humans physically or emotionally (Gockley & Matarić, 2006; Scassellatti, 2005; Tapus & Matarić, 2006; Wada et al., 2002), we are interested in a therapeutic communication (Marti et al. 2006) and educational approach (Heenrink et al., 2016).

The application of these smart technologies to influencing human behaviour raises important ethical issues. ‘Nudges’ (Thaler and Sunstein, 2008) involves the exploitation of non-reflective cognitive processes in technology users to achieve outcomes deemed to have positive value for the individual or society, implementing what has been described as a ‘soft’ or libertarian paternalism (Thaler and Sunstein, 2003). However there are concerns that while this type of mediated exploitation of cognitive behaviours is intended to support positive outcomes, it is vulnerable to exploitation and compromises individual rights and freedoms by circumventing individual agency (Hausman and Welch, 2010).

We critically evaluate the use of nudges and instrumental theories of technology (Bunge, 1966; Vincenti, 1990) in the design of a smart robotics intervention in healthcare communication for skin cancer prevention and compare these theories to social shaping theories of technology (Williams & Edge, 1996). We adopt an action-centric design philosophy that utilizes a distributed agency model of information technology that combines a goal-oriented, instrumental approach, with user-centric design and development. In doing so we formalize ongoing individual shaping and agency in the use of the smart technology.
**Id:** 18959

**Title:** Communicating smoking-related health risks and smoking cessation - an explorative study of professional and lay understandings in China

**Session Type:** Individual submission

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**Abstract:** Tobacco smoking is one of China's foremost public health problems. With more than 300 million smokers, the annual number of deaths from smoking is projected to reach 3 million in 2050. Despite the dire projections, Chinese smokers' motivation to quit is low: only 16.1 per cent of Chinese smokers plan to quit and less than 10 per cent succeed in doing so long-term (WHO, 2010). Chinese smokers' relative lack of motivation to quit has been linked to a number of socio-cultural, economic and political factors (Ma et al. 2008). While there are some survey-based studies of their basic knowledge of the hazards of smoking (Jiang, et al. 2010; Liu, et al. 2016), there is a lack of in-depth investigation of smokers' understanding of health risks associated with smoking. Informed by a recent major study into the genetics of respiratory health (Wain et al. 2017), this paper addresses the gap in the literature by investigating Chinese smokers' and health professionals' understanding of health risks (general and genetically-specific) in broader social, cultural and clinical contexts (Lupton, 1999). It investigates the communication of smoking-related health risks in everyday as well as clinical settings and explores: 1) the socially situated character of smokers' understandings of smoking, smoking-related risks, and orientations towards cessation; 2) the communication of health risks and smoking cessation advice between smokers and health professionals, and 3) the interaction between professional and lay understandings of smoking-related risks and orientations towards cessation. This paper is based on evidence from five focus groups with smokers of varied smoking history (novice, established and long-term), three interviews with smoking cessation practitioners (two doctors and a nurse) and 1,179 survey questionnaires with a broad distribution of smokers. Preliminary analysis of the data suggests that general media campaigns for raising public awareness of the harmful effects of smoking have little or no impact on smokers' intention to quit. Advice on health risks and smoking cessation provided by health professionals is considered useful and trustworthy by smokers, however their intention to quit is often undermined by socio-cultural pressure/needs of smoking. Health professionals believe that the effectiveness of their communication to smokers is limited by inadequate hospital resources (e.g. personnel and financial support) and government regulation, although they also recognise the socio-cultural pressure of smoking. The findings also show that public awareness of genetic risks of smoking is low. However more than half of the smokers surveyed indicate that if genetic testing becomes clinically available to predict their future risks of developing serious diseases (e.g. cancer), they are willing to take the...
test and quit smoking if the test result shows high risk. The above findings suggest that genetic testing of smoking related risks may be a new avenue to explore smoking cessation strategies, as it is deemed to be more individual and precise. However, further research is needed to explore how smokers perceive the 'certainty' of and ethics issues (e.g. privacy and data protection) surrounding genetic testing, and the impact of the perception on their intention to quit.
Id: 19025

Title: Cultivation Effects of Hollywood Horror Films on Young Thais' Attitudes toward Mental Illness

Session Type: Individual submission

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Abstract: Background:
Hollywood horror movies have depicted people with mental illness (PMIs) in negative ways, such as The Shinning's (1980) depictions of mentally ill characters killing people (Wedding, Boyd, & Neimiec, 2010). Cultivation theory (Gerbner & Gross, 1976) proposed that regular exposure to media messages would shape individuals' view of reality to be similar to those portrayed in media. Applying cultivation theory could suggest that audiences, especially heavy viewers, are likely to hold negative stereotypes about PMIs (Stout, ViUegas, & Jennings, 2004). This current study aims to examine the influences of exposure to Hollywood horror film portrayals of mental illness on attitudes towards and willingness to interact with PMIs of young adults in Thailand. The roles of economic (parental income) and sociocultural variables (collectivism and Buddhism) were controlled as these have been shown to predict perceptions of PMIs (Lauber, Nordt, Falcato, & Rössler, 2004).

Method:
Participants (N = 372) were undergraduate students at a southern public university and were recruited by cluster sampling technique in summer 2016. Participants were asked to complete a paper-and-pencil questionnaire, which measures horror film exposure, three aspects of attitudes toward PMIs (including Benevolence, Social Restrictiveness, Community Mental Health Ideology), willingness to interact with PMIs, collectivism and Buddhism, and past personal experiences with PMIs.

Analysis strategy: Hierarchical regression was used with horror film exposure as the predictor entered in the second step and the sociocultural and economic variables in step one. Four separate regressions were run, one for each dependent variable (Benevolence, Social Restrictiveness, Community Mental Health Ideology, and willingness).

Findings and Discussion:
The research results showed a mix of reverse and no cultivation effects, even when sociocultural and economic factors were controlled. One potential explanation of the findings is that cultivation is associated with cognitive processes, such as perceived realism and audiences' existing attitudes.
(Cho et al., 2011; Hall, 2003; Potter, 2014). As participants are a new generation of Thais whose attitudes may be influenced by technological and medical developments, they might perceive that horror film messages were unreal and over-stigmatized PMIs. This perhaps resulted in not being influenced by the media messages or feeling sympathetic towards PMIs who were stigmatized by the mass media. In addition, although researchers (Annenberg Media Exposure Research Group, 2008; Lee & Niederdeppe, 2011) have suggested testing the cultivation theory across media content and platforms in addition to criminal news on TV as originally proposed by Gerbner (1976), the cultivation effects might be specific to particular genre and mediums. Future research may examine the cultivation effects of other media, such as negative blogs about mental illness, on individuals' attitudes toward PMIs.
Serious information or scare-mongering? The German print media coverage of the Ebola virus outbreak 2014 / 2015.

Individual submission

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The Ebola Virus Disease (EVD) is a severe, often fatal haemorrhagic fever with case fatality rates varying from 25% to 90% (WHO, 2018). The last outbreak in West Africa 2014 / 2015 caused a total of 28,616 cases in Guinea, Liberia and Sierra Leone, with 11,310 deaths (WHO, 2016). Thus it was the greatest outbreak since the lethal virus had been detected in 1976 (Jacobsen, 2012, 88). The epidemic plague solely occurred in Africa until in 2014 individual infected or diseased persons appeared in the USA and Europe, so that Ebola was finally diagnosed as a global health problem which affords sustainable public health solutions.

As a highly contagious illness Ebola has always been an appealing subject of media reporting. The virus is transmitted to people through wild animals (e.g. fruit bats, monkeys, forest antelope or porcupines) and spreads in the human population via direct contact with the blood, secretions, organs or other bodily fluids of infected people, and with surfaces and materials (e.g. bedding, clothing) contaminated with these fluids (WHO, 2018). The patients must be under quarantine, partly lying in tents made of transparent plastic, and the health professionals wear protective clothing that remind to science fiction movies. Hence, Ebola delivers the media stories and photo ops which can be used for information as well as for scare-mongering.

Therefore this quantitative content analysis investigates how German print media reported on the Ebola outbreak 2014. The study examines not only the issues concerning the infectious disease, medical treatment, health professionals and institutions and political and cultural discourses but also focuses on the visualisation of the Ebola outbreak searching for typical motifs. Although several content analysis of media reporting during the Ebola outbreak 2014 examined the role of social media (e.g. Twitter, YouTube) (Crook et. al., 2016; Fung et. al., 2016; Househ, 2015; Kim et. al., 2016; Mondragon, 2017; Nagpal et. al., 2015), only few studies analysed the newspaper coverage (Gerlach, 2016) or sensational style (Ihekweazu, 2017) and none explored the German print media coverage on Ebola.
Title: The Angelina-Jolie-effect: How German women perceive a celebrity's medical self-disclosure.

Session Type: Individual submission

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Abstract: On 14th May 2013, the Hollywood star Angelina Jolie published an article in the New York Times entitled My medical choice. While nearly all people try to build protective walls around their personal health issues, Angelina Jolie reveals a sensational intimate secret by thrusting her BRCA mutation and prophylactical double mastectomy into the public spotlight. As a result from this public revelation in the New York Times an exaggerated demand for genetic testing and prophylactical mastectomy was registered in many countries.

Shortly after Angelina Jolie’s announcement in the New York Times, Germany’s most important political magazine Der Spiegel published a literal translation of her statement and thus put the relatively unknown BRCA mutation on the German media agenda. Considering the so-called Angelina-Jolie-effect in other countries this study examines the German press coverage of Angelina Jolie’s case as well as how female recipients who do and do not suffering from BRCA mutation perceive this reporting.

To analyse how German print media covered Angelina Jolie’s BRCA mutation diagnosis, her radical decision to undergo a prophylactical double mastectomy and subsequent oophorectomy a qualitative content analysis of 13 different print media was conducted. The media sample encompasses articles which were published between May 2013 and May 2016 in high quality newspapers and political magazines as well as in the tabloid press and illustrated people magazines. The results of the qualitative content analysis show for example which other issues are linked to Angelina Jolie’s mutation and surgery, how the press assesses her medical decision, explains medical aspects or serves as health promotion. Moreover, the findings illustrate which stereotypes the press uses to depict the celebrity Angelina Jolie (e.g. sex bomb, mother, wife), which functions of celebrities the coverage offers (e.g. para-social interaction, orientation) and which presentational styles occur (e.g. factual, objective, entertaining).

The results of this qualitative content analysis served as basis for designing semi-structured interviews with twenty women hit by a BRCA mutation and three focus group discussions each with six healthy female participants. During the interviews and focus group discussions the participants were asked about their opinion and attitude concerning Angelina
Jolie’s personality, celebrity status, social roles and her reasons for undergoing a prophylactical double mastectomy and oophorectomy. Especially the women suffering from BRCA were inquired in how far they can identify with Angelina Jolie and in what way the actress can serve as role model not only but primarily for medical decisions. All interviewees were asked to assess the presentational styles of the press coverage.
Abstract: This small scale, qualitative explorative study, investigates access to health care services for Lesbian, Gay, Bisexual, and Transgender (LGBT) students and staff at one of the Campuses of The University of the West Indies in Jamaica. Local and international literature on the access to healthcare services by gender and sexual minorities have shown the many challenges these groups face. In Jamaica, no local research on this issue exists for students and staff, at Tertiary Level institutions. Data collection methods were: focus groups and key informant interviews. Stratified purposive sampling for Key Informants and LGBT staff and students were used. Data analysis used open and axial coding.

The conceptual framework laid out several domains: the perceptions and experiences of actors involved; the factors at various levels which influence the alignment of needs and services; the degree of “access”; the institutional procedures and communication channels; and the overarching societal norms and belief systems which have the power to trigger stigmatizing and discriminating. The theoretical perspectives driving this study were eclectically chosen from a variety of theories – e.g. social constructivism, social ecology, stigma and discrimination theories –and inspired by a phenomenological point of view.

The main research question in this study focuses on the alignment between healthcare needs of LGBTQI persons (students and staff at The University of the West Indies Mona Campus) and the primary healthcare services offered at this University.

Preliminary findings: A seemingly simple concept such as “access” turned out to be a potential field of contestation due to varying stakeholder perceptions of demand and supply. Several students strategized their identity: they felt their chances of accessing treatment would increase by switching identities, pretending not to be LGBT. Others did not want to seek access, although needed, turned off by the waiting time at the health centre. Several referred to the unease of being observed, for instance at the counselling unit; the sensitivity for being seen through the eyes of others was high. In addition, the absence of LGBT specific material in the health centre made them feel excluded,
not part of the regular patients. (A complete analysis of findings will be included in the Conference Presentation).

The staff of health care services, be it treatment or counselling, had little knowledge about the specific healthcare needs of the LGBT community; they also did not know about the health-related policies on the campus, but expressed willingness to engage in workshops to learn more about LGBT specific needs.

The institutional procedures for report and redress were not known among LGBT students; the need for a bigger and more defined health care space was identified as a priority and more structured mechanisms to deal with cases of stigma and discrimination need to be established.

Use of final findings: The study will provide new knowledge which, in the second stage of this project, will be used to inform UWI’s management on need for policies and establish the mechanisms to develop such policies.
**Id:** 19147

**Title:** This is my Stance or Factors Impacting the Sustainability of Vaccination based on Vaccinators' Narratives.

**Session Type:** Individual submission

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**Abstract:** Vaccination is a great humans' achievement in the field of public health. It has contributed to a dramatic decline of infectious diseases and increased the average life expectancy. Compulsory and worldwide vaccination has resulted in eradication of smallpox and significantly reduced polio cases globally leading to its eradication. Although vaccination has saved thousands of humans' lives, still whether to vaccinate or refuse vaccination is the barrier that devides vaccinators into pro and anti-vaccination individuals.

This study investigated pro and anti-vaccination individuals' perceptions about their vaccination position. The goal of the study was to determine what impacts and impacted these individuals to develop a particular position about vaccination; what factors (such as media, celebrities, family members, etc.) influenced their standpoint on vaccination; what hinders vaccination sustainability in developed counties based on vaccinators' narratives. Potentially, this study tried to reveal new information about both groups perceptions listening to their stories and to examine tensions between both groups that influence them to or not change health behaviors for sustainability purposes, and what role media and communication played in generating this public debate.

To answer the research questions, a series of in-depth interviews with individuals, who claim they either have a pro or anti-vaccination standpoint have been conducted to learn their vaccination knowledge and experiences. The interviews were transcribed and analyzed using a thematic narrative approach to qualitative analysis. The in-depth interviews allowed the researcher to explore the experiences and feelings of both groups’ members who offered a rich and complete data set to be analyzed.

The data were coded using cause and effect coding and a thematic narrative approach. Cause and effect coding allowed the researcher to explore if and how global dynamics effects vaccinators' decisions to develop a standpoint, communication, experiences, and dissatisfaction. The thematic narrative approach allowed the researcher to analyze the interviews, stories, and experiences of participants as a whole, rather than individual and isolated fragments of the interviews. Themes, or conceptualizations of interaction, a relationship, or an event, were identified throughout the transcripts. Themes were identified based on three criteria: recurrence, repetition, and forcefulness. Using these three criteria the transcripts were analyzed several times allowing the themes to emerge. Special focus was given on the entirety of each interview and each interviewee’s narrative and experience, rather than focusing on responses to one or two questions.

Findings revealed eleven broad categories in the analysis of interviews with pro-vaccination individuals and four broad categories in the analysis of interviews with anti-vaccination participants. Findings showed that both pro and anti-vaccination participants come from either pro-vaccines or vaccines hesitant families. Each group shared a particular standpoint and there is a
specific philosophy behind their position. Results also showed that pro-vaccination individuals value vaccination history and all goods related to vaccination. They use this progress as an argument to support their argumentation regarding vaccination. Anti-vaccination individuals neither accept nor deny those facts. They have personal arguments to reject vaccination, but still do not provide scientist evidences to make their argument sound strong.
Id: 19182


Session Type: Individual submission

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Abstract: van Dijk (2008) in his book Discourse and Power defined Critical Discourse Studies (CDS) as “an academic movement” that concentrated on revealing “how power and especially power abuse are reproduced in society” (p. vii) through discourse analysis. For van Dijk, the power elites in western societies realized the reproduction of power structure through influencing public discourse in various arenas, especially the mass media, to discursively construct the social inequality and injustice “based on gender, class and race” (p. vii). CDS in western societies has found that the dominated groups such as minorities, female, and the Third World countries were often portrayed negatively in news reports as the backward people who were not part of “Our own group” but rather among the negative “Others” (van Dijk, 2008, p. 5). The “otherness” and thus the derogating image of the dominated groups were discursively reproduced to stigmatize the disadvantaged people in media public discourse at many levels. AIDS and AIDS victims in China bear the “otherness” in China’s media public discourse. Unlike any other disease, AIDS in China has always been related to immoral sex, although many AIDS victims infected HIV during blood trading with the ignorance of the risk of getting AIDS, which was denied by the Chinese government. Yang’s (2007) study found that Chinese television reports and newspaper reports between 2000 and 2006 framed gay men to look like the origin of AIDS. The current study utilizes van Dijk’s (2008) theory of CDS as the theoretical framework and will analyze how ten national newspapers of China covered the World AIDS Day from 2006 to 2017. Preliminary findings show that the public discourse shaped by major national newspapers of China concentrated on stigmatizing gay men for infecting the disease because of immoral life style. An outstanding writing style of newspaper reports is to provide “facts” such as percentage numbers to make the case without providing identifiable sources, implying that all facts are from official and thus authoritative sources. The voice of the stigmatized group is not presented and the inequality of moral images between gay men and other social groups is reproduced year after year.