

Health Communication Panels auf der Jahrestagung der International Communication Association (ICA) 2006, 19.-23. Juni, Dresden

(eine Auswahl)

Effects of Entertainment-Education on Knowledge, Risk Perception, and Behavior

Monday, 12:00-1:15 pm

Seminar 3

Chair: Corinne Shefner-Rogers, U of New Mexico, USA

Health Risk Information, Health Involvement, and Life Satisfaction: An Exploration of the Effects of Portrayals of Health Risks in Television Medical Dramas on College Students' Life Satisfaction
(*Yinjiao Ye, U of Alabama, USA*)

Informing the Public About Bioterrorism Threats Through the Popular TV Show "24"
(*Michael J. Cody, U of Southern California, USA, Sheila Teresa Murphy, U of Southern California, USA, Holley A. Wilkin, U of Southern California, USA, Mandy S. Berkowitz, U of Southern California, USA, Vicki Beck, U of Southern California, USA, Grace Huang, U of Southern California, USA, Debora Glik, U of California, USA*)

Promoting Organ Donation Through Entertainment-Education TV Program in Korea: "Open Your Eyes"
Hyun Soon Park, Sungkyunkwan U, Korea
(*M. I. Choi, Hanyang U, Korea, C. S. Kim, Sungkyunkwan U, Korea, E. S. Kim, Sungkyunkwan U, Korea, Y. J. Kwon, Sungkyunkwan U, Korea, Byoungwan Lee, Hanyang U, Korea, H. J. Lee, Sungkyunkwan U, Korea, J. Y. Lim, Sungkyunkwan U, Korea, M. K. Sung, Sungkyunkwan U, Korea*)

The Effects of a Telenovela Storyline on Breast Cancer Knowledge and Behaviors Among Hispanic/Latino Audiences
(*Holley A. Wilkin, U of Southern California, USA, Thomas W. Valente, U of Southern California, USA, Sheila Teresa Murphy, U of Southern California, USA, Michael J. Cody, U of Southern California, USA, Grace Huang, U of Southern California, USA, Vicki Beck, U of Southern California, USA*)

Cancer and Tobacco News Coverage: Implications for Screening, Prevention, and Advocacy

Wednesday, 1:30-2:45 pm

Conference 3

Chair: Renee A. Botta, U of Denver, USA

Does News Represent Epidemiological Phenomena? The Burden of Cancer in News Coverage of 1988-1992

(Jae-Hwa Shin, U of Southern Mississippi, USA, Glen T. Cameron, U of Missouri, USA)

No News Is Bad News: U.S. Media Coverage of Tobacco

(Marilee Long, Colorado State U, USA, Michael D. Slater, Ohio State U, USA, Lindsay Lysengen, Colorado State U, USA)

Prevention and Screening Efficacy Messages in Newspaper Accounts of Cancer

(Cortney M. Moriarty, U of Illinois, USA, Jo Ellen Stryker, Emory U, USA)

Still Much to Learn from Peter Jennings: Newspapers' Missed Opportunity to Educate the Public

(Rebecca Van de Vord, Washington State U, USA, Yi-Chun "Yvonne" Chen, Washington State U, USA, Stacey Jolene Hust, Washington State U, USA)

HIV/AIDS Communication: Condom Use, Condom Negotiation, and Voluntary Testing

Wednesday, 3:00-4:15 pm

Conference 4

Chair: Rachel A. Smith, U of Texas, USA

Do I Have to Say It? An Analysis of the Mediating Role Communication Between Intention and Condom Use Behavior Among Women

(Michelle D. Shumate, North Dakota State U, USA, Min Liu, North Dakota State U, USA, Lynn Carol Miller, U of Southern California, USA)

Media Dependency and Attitudes Toward Condom Use in Zambia

(Renee A. Botta, U of Denver, USA)

Understanding the Motivations Underlying Voluntary HIV Testing Behavior: An Attribute-Centered Approach

(Rajiv N. Rimal, Johns Hopkins U, USA, Alisha Heather Creel, Johns Hopkins U, USA, Erna Keulder, Research Facilitation Services, Namibia)

What Matters and Changes in Condom Use?: Public Perceptions and Practices Before and After the 2004 HIV/AIDS Campaign in Taiwan

(Mei-Ling Hsu, National Chengchi U, Taiwan)

This panel examines the dynamics of communication around HIV/AIDS-related issues and the effective, design of programs to improve preventive behaviors and voluntary testing.

Campaign Causal Attribution: Group Randomized Design, Longitudinal Analysis, and Theory Testing

Thursday, 1:30-2:45 pm

Conference 5

Chair: Michael D. Slater, Ohio State U, USA

Personal Influence and the Effects of the National Youth Antidrug Media Campaign
(Robert Hornik, U of Pennsylvania, USA)

Testing the Long Term Effects of the Go Sun Smart Worksite Sun Protection Program: A Group-Randomized Experimental Study
(Peter A. Andersen, San Diego State U, USA, David B. Buller, Klein Buendel, Inc., USA, Voeks Jenifer, U of Alabama, USA, Barbara J. Walkosz, U of Colorado, Denver, USA, Michael D. Scott, California State U - Chico, USA, Gary R. Cutter, U of Alabama, USA, Mark B. Dignan, U of Kentucky, USA)

The Impact of a Mass Media Campaign on HIV/AIDS Knowledge and Behavior Change in North India: Results from a Longitudinal Study
(Suruchi Sood, Johns Hopkins U, USA, Corinne Shefner-Rogers, U of New Mexico, USA, Manisha Sengupta, Johns Hopkins U, USA)

This session presents three campaign evaluations, two domestic and one international, using different analytic strategies--a group randomized design, a three-wave longitudinal design, and theory modelling (personal influence)--to understand the process and effects of sun protection, AIDS prevention and antismoking campaigns.

Food, Nutrition, and Obesity

Thursday, 3:00-4:15 pm

Conference 4

Chair: Jae-Hwa Shin, U of Southern Mississippi, USA

Participants

An Analysis of the Appeal Methods Utilized in Children's Television Food Advertising
(Leslie Williams, U of Pennsylvania, USA)

Nationwide Newspaper Coverage of Genetically Modified Foods: A Community Structure Approach
(John C. Pollock, College of New Jersey, USA, Pam Braddock, College of New Jersey, USA, Kristine Corbine, College of New Jersey, USA, Michelleslie Maltese-Nehrbass, College of New Jersey, USA)

Perceived Credibility of Dietary Supplement Advertisements: A Comparison Between Medium and Format
(Ben S. Wasike, U of Texas, Brownsville, USA, H. Denis Wu, Louisiana State U, USA)

Understanding Optimal Nutrition among Women of Childbearing Age in the U.S. and Puerto Rico: Employing Formative Research to Lay the Foundation for National Birth Defect Prevention Campaigns
(Lisa L. Massi Lindsey, Centers for Disease Control and Prevention, USA, Heather K. Carter, Centers for Disease Control and Prevention, USA, Christine E. Prue, Centers for Disease Control and Prevention, USA, Alina L. Flores, Centers for Disease Control and Prevention, USA, Elia Correa-Sierra, Puerto Rico Department of Health, Puerto Rico, Diana Valencia, Puerto Rico Department of Health, Puerto Rico)

This session examines communication around diet and nutrition, including news coverage of genetically modified foods, advertisement of dietary supplements and children's foods, and nutritional campaigns to prevent birth defects.

Public Information Campaigns in Context: Mass Media, Interpersonal Communication and Cultural Factors

Wednesday, 12:00-1:15 pm

Conference 4

Respondent: Ronald E. Rice, U of California - Santa Barbara, USA

A Comparative Study of the Relative Effectiveness of Health Campaigns and Mass Media Information
(Urs Dahinden, U of Zurich, Switzerland, Heinz Bonfadelli, U of Zurich, Switzerland, Bettina Borisch, U of Geneva, Switzerland, Andre Rougemont, U of Geneva, Switzerland)

Information on Healthy Food in German Television. Present Status and Trends for the Future
(Patrick Roessler, U of Erfurt, Germany)

Tailoring Health Communication Campaigns for Organ Donation
(Peter J. Schulz, U of Lugano, Switzerland, Joachim Haes, U of Lugano, Switzerland, David Brinberg, Virginia Tech, USA, Kent Nakamoto, Virginia Tech, USA)

Initiating Interpersonal Communication by a Public Information Campaign
(Thomas N. Friemel, U of Zurich, Switzerland)

Public information campaigns and their perception by its target audiences are embedded in a wide range of context factors which have to be considered for a successful health campaign. This panel discusses mass media coverage, interpersonal communication and cultural differences as three main context factors. Based on empirical findings a comparison of effectiveness as well as the relevance, opportunities, and threats of these factors are discussed by researchers from Switzerland, Germany, and U.S.