

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

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¹ We have endeavoured to ensure that these are the abstracts of the papers actually presented at the conference. Nevertheless, due to cancellations, additions and other factors, abstracts may be included here that were not presented and abstracts that were presented may not be included.

Id: 19877

Title: E-Health Projects coverage of urban slum dwellers in Nigeria

Session Type: Individual submission

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Abstract: The purpose of this study was to assess e-health projects coverage of Nigerian urban slum dwellers in their operational concepts and programme formats. Growing evidence of health inequalities within urban populations is of major concern in Low and Middle Income Countries (LMICs) and this is in part attributed to exclusive conception and implementation of e-health projects. The Bellagio Group convened by the World Health Organization (WHO) in September, 2011 recommends rigorous assessment of e-health projects around the world to generate evidence that will help “redress health inequalities in innovative ways.” One particular concern across Africa including Nigeria is the poor e-health coverage of slum populations who bear the highest burden of diseases within urban settlements, an aspect of the health crisis which now needs to be better understood. Assessments of e-health projects in Africa have been ongoing. Apart from the fact that not much has been done on Nigeria, the assessments tend to focus on the general urban populations. Little attention is given to how e-health projects cover the health concerns of vulnerable and disadvantaged populations such as slum dwellers. All in all, Two hundred (200) e-health projects were identified using the google and yahoo search engines. One hundred and fifty were purposively selected based on comprehensive information dwelling on their visions, missions, key principles as well as their communication policies and strategies using the document analysis method. The content of their visions, missions, key principles as well as their communication policies and strategies were then examined and analysed based on eight thematic areas; focus, objectives, goals, tools, content, design, target audience and socio-economic differential using the latest version of QCMap software. In general, the study findings show that e-health projects bunched slum dwellers with non-slum dwellers in their coverage formats. Urban slum dwellers were not specifically and specially defined within projects. Their strategy content reflects the general urban population. Also, e-health projects programme plans and designs were devoid of social inequalities analysis that would make the urban slum dweller stand out. It is recommended that an all-inclusive and socially disaggregated national e-health framework be developed to guide e-health projects design and implementation in Nigeria.

Keywords: Nigeria, e-health projects, urban, slum dwellers, populations, health inequalities, Africa

Id: 19939

Title: Support, Comparison, and Surveillance: Implications of Social Media in Weight Management Interventions

Session Type: Individual submission

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Abstract: In China, an estimate of 32.3% of the adult population were overweight or obese in 2016. Obesity is associated with a number of non-communicable diseases and chronic conditions. By losing 5% to 10% of initial body weight, obese and overweight adults can decrease risk factors for obesity-related illnesses even if they are still within the overweight or obese range. Weight management requires lifestyle modifications and thus often faces challenges of low adherence, low retention, non-clinically significant weight loss, limited long-term effects, and a tendency to regain weight. To promote sustainability, researchers have advocated the use of social media technology to enhance the continuity of overweight and obese adults' healthy weight practices. The trend of using social media as a platform for delivery of weight management interventions has been substantial. However, little is known about the underlying processes of social media interactions and ways through which online interactions exert social influences on weight management. This study provided a qualitative inquiry into the dynamics of social media interactions in shaping overweight and obese adults' weight control behavior. Three aspects of social media interactions—social support, social comparison, and surveillance, and two sources of social media influences—

medical professionals and peers were explored to present a comprehensive analysis of the cyber-social influences of social media interactions.

The studied context involved a social media-based weight management program launched by a tertiary hospital in charge of regional disease prevention and control in a southeastern province in China. WeChat is the most popular social media app in China and has exceeded a penetration rate of 93% in large cities and 80% across the population. In the professionally-led and free-of-charge weight management program, each patient joined one WeChat group with 10-12 members based on the time he or she joined the program. Within each group, members reported their weight and dietary intake on a regular basis and received individual feedback from nutritionists and endocrinologists. Members can also freely interact with each other and with medical professionals through question posting and information sharing. A purposive sample of 32 members were interviewed with variations in age, gender, and weight loss outcomes. The average duration of participant membership was 1.5 years.

Results of thematic analysis identified three themes: professionally-led support in the form of capacity building, reaction and resistance to surveillance, and co-presence of peer support and peer comparison. The first theme delineated support from medical professionals that helped enhance participants' capacity to perform healthy dietary and exercise behaviors. The second theme addressed public surveillance and social surveillance on WeChat and participants' reaction to the panopticon gaze. The third theme revealed peer influences in the forms of support and comparison that motivated participants' self-control of weight in both positive and negative ways. Findings highlighted the mutually reinforced relations among social interaction factors and their fluctuant influences on weight management. Implications of the study concern improved strategies for maintaining the positive dynamics of social media interactions.

Id: 20023

Title: To Construct e-HDL as Examining Health Literacy Ability in Taiwan: Crossing Public Health and Communication Fields

Session Type: Individual submission

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Abstract: The study was to develop the assessment tool for the e-healthy diet literacy based on the comprehensive conceptual framework of health literacy, and examine the association between health literacy (HL), e-healthy diet literacy(e-HDL), healthy outcomes and behaviors. A population-based study was conducted on 1342 adults aged 18 years and above, between April and September 2018. The multi-stage random sampling method was used to recruit the study sample from four regions and 19 cities and counties in Taiwan. Health literacy was measured by HL-SF12 questionnaire contained 12 items, the internet based healthy diet literacy questionnaire (e-HDLQ) was developed to measure healthy diet literacy. Personal characteristics and socio-demographics, Health status and behaviors were also measured. Principal component analysis (PCA), linear regression models, logistic regression models were used to analyze the data. The mean age of study population was 33.9 ± 11.4 , ranged from 18 to 64 years old. The e-HDLQ was constructed with 11 items. The positive association between HL and e-HDL was also found ($B = 0.27$, $p < 0.001$). Result of multivariate analysis showed that both HL and e-HDL was significantly lower in men, and higher in those who used Facebook to search. HL positively associated with ability to pay for medication ($B = 2.47 \sim 5.07$, $p < 0.001$), and social status ($B = 1.38 \sim 3.22$, $p < 0.001$). e-HDL was lower in older participants ($B = -2.24$ to -2.30 , $p < 0.001$), and those who searched for healthy cooking ($B = -1.14$, $p = 0.023$), or healthy food places ($B = -2.34$, $p < 0.001$), or weight control ($B = -1.27$, $p = 0.026$), positively associated with education ($B = 3.7 \sim 4.826$, $p < 0.001$). Both HL and e-HDL were positively associated with health status and physical activity. Health literacy strongly associated e-HDL, both were determined by gender, searching means, and linked to health outcome and behaviors.

Keywords: health literacy, e-healthy diet literacy, food literacy, health risk, health status, health behaviors

Id: 20134

Title: The Momo Challenge: A Mixed-Method Approach on How Suicidal Games on YouTube May Cause Harm to Adolescents

Session Type: Individual submission

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Abstract: Relevance: Each year, 800,000 people die of suicide, with suicide being the second leading cause of death among adolescents aged between 15-29 years old. These youngsters are especially susceptible to harmful depictions of suicide in the media, which might elicit Werther effects. Additionally, adolescents are vulnerable to peer pressure; a pressure that intensifies in a digital age in which omnipresent social media invade private spaces. Combined, depictions of suicide and cyberbullying pose high self-harm potential. Suicide games like the Blue Whale Challenge or the Momo Challenge take advantage of these two risk factors by demanding their players to perform self-harming dares and, ultimately, to commit suicide. However, empirical knowledge about this emerging cyber threat and its dissemination through social media is still lacking.

Aim: In recent years, YouTube has become one of the most popular social media platforms for the young audience. With the rise of suicide games, dozens of videos have been uploaded that contain potentially harmful depictions of such dares. Therefore, we aim to investigate the reach of the Momo Suicide Game on YouTube, how young users engage with this video material, and how its content might put them at risk. **Method:** We conducted a manually edited network analysis of YouTube videos dealing with the Momo Challenge (nvertices = 211) and combined it with a manual content analysis of the video material (n = 53; 25%). We then analyzed comments of those users who have commented on at least two videos dealing with the Momo Challenge (n = 762; 50%).

Results: The study is still in progress; thus, we cannot provide final results yet. First insights show that these videos have a high reach with top-scorings of up to 15 Million views and 20,000 user comments. Furthermore, highly involved users tend to comment beneath several of these videos, thus creating a network of potentially harmful interactions and discussions. As the YouTube algorithm favors videos with high engagement rates, these interactions may lead to further spread of suicide games such as the Momo Challenge.

Future Prospects: Future studies may investigate the effectiveness of YouTube's trigger warnings on adolescents because this study's first insights indicate a boomerang effect, which leads youngsters to turn to such videos even more eagerly. Thus, tech giants need to develop further strategies to deal with such potentially harmful trends.

Keywords: Momo Challenge, cyberbullying, suicide

Id: 20225

Title: Social Support Seeking on Social Media among Obese People in China: Revisiting the Extended Parallel Process Model

Session Type: Individual submission

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Abstract: Background:

China has become the country with the largest number of obese people since 2014. Obese people in China experience not only deterioration of physical health but also psychological distress.

Moreover, due to social obesity stigma, most of obese people are unwilling to seek social support in the offline context. Alternatively, social media has become an important venue for them to receive social support. The current study aims to examine the antecedents of online social support seeking among obese people in China based on the extended parallel process model (EPPM).

Theoretical Framework:

According to the EPPM, perceived threat and perceived efficacy could affect individuals' health behaviors, such as social support seeking. People who perceive a high level of threat or efficacy are more likely to engage in health behaviors (Witte, 1992). Specifically, perceived threat has been conceptualized as a two-dimensional concept, including perceived susceptibility and severity of the disease. However, only one aspect, perceived severity is applicable to the current examination of obese people. Given that the sample group of people has suffered from obesity, they are not worry about the likelihood of being obese, but concern about how serious the obesity is likely to be and how to control it. Besides severity of physical health, obese people may also feel threatened by the negative social outcomes caused by the stigma of obesity (Chen, Guo & Shi, 2018). Thus, perceived severity of obesity and perceived severity of stigma are two elements of perceived severity, which could be positively associated with social support seeking. In addition, perceived efficacy, referring to the ability to seek effective social support messages on social media, could be another determinant of online social support seeking. Therefore, it is hypothesized that a) perceived severity of obesity, b) perceived severity of stigma, and c) perceived efficacy are positively associated with online social support seeking. Besides, these three factors interact to effect online social support seeking.

Method:

A total of 480 obese people in China have completed online survey. Control variables included social media use and demographic variables such as age, gender, education and ethnics.

Results:

According to the results of the ANCOVA, perceived severity of stigma, and perceived efficacy had main effects on online social support seeking. However, perceived severity of obesity is not significant associated with online social support seeking. Besides, three factors interacted to effect online social support seeking. Moreover, when two kinds of perceived severity are low, perceived efficacy did not affect online social support seeking. Similarly, when perceived efficacy is low, perceive severity of obesity and stigma did not significantly affect online social support seeking.

Implications:

First, we extended the construct of perceived threat in the topic of obesity by developing perceived severity with two dimensions: (1) physical outcomes and (2) social outcomes. Second, the current study suggested that teleinterventions of obesity should not only provide online social support, but also increase individuals' perceived severity of stigma and efficacy.

Id: 20240

Title: Instagram's Healthy World

Session Type: Individual submission

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Abstract: Adolescents and young adulthood are phases in which it is important to develop one's own identity (Vogelsang 2014: 144). The process includes self-presentations in digital public areas on social network sides (SNS) (Kaplan/Haenlein 2010: 63), where, photos and videos are getting more attention (e.g. Instagram). Here, the networked images are not only components of identity processes, but also important for creating visual memories (van Dijck 2008). At this, illness narrative content is getting more attention on SNS like blogs (Stage 2017: 51). These narratives have changed from former retrospective narrations to a nowadays discontinuously appearing narration, because „the narrator documents their experiences while diagnosis and treatment unfold” (Page 2010: 10). Combining illness narratives on SNS and visually oriented culture of Instagram (Lee 2015: 552), we have to face the term autopathography (Tembeck 2016). The possibility of recording and archiving private moments in a digital area through photos and texts lead to a personal narration (biography) about the disease (pathography). In this visual diary on Instagram, illness recordings are not just pictures' objects, but also identity processes by accepting the depicted person as being ill.

In Germany, Instagram is mostly used by adolescent and young adults between age 12 and 19 (Feierabend et al., 2017: 32). Furthermore, various studies have shown the importance of SNS, just as Instagram - especially for young people with cancer (AYAs/age 15-39) regarding to identity processes within chronic illnesses (Chou/Moskowitz 2016: 90). The aim of the conference article is to show AYA's different illness narrative self-presentations and identity processes on Instagram. Our study examined how German-speaking cancer bloggers stage themselves on this app (def. cancer bloggers: (1) age 14 and 39, (2) making cancer references (eg. word/hashtag) in their Instagram biographies).

In total 142 bloggers (7553 photos) for Instagram-Posts (P) and 103 bloggers (4117 photos) for Insta-Stories (S) were included in the sample. We used a standardised content analysis, whereby relevant categories were examined (eg. motifs, body images, hashtags/captions, emojis) with an intercoder reliability of Cronbach alpha 0.85.

Despite blogger's public staging as (former) cancer patients, they don't share much illness narratives. With regard to photo's and video's motifs, food and landscapes dominate. Pictured illness content is poorly represented. Instead, captions/hashtags offered more illness-narrative references but sent messages are mostly positive/neutral. All in all, cancer bloggers present themselves ambivalent on their illness narrative Instagram's autopathography.

Chou/Moskowitz (2016): Social media use in adolescent and young adult (AYA) cancer survivors. *CurrOpinPsych.* 88–91.

Feierabend et al. (2017): *JIM* 2017.

Kaplan/Haenlein (2010): User of the world, unite!. *Business Horizons*, 53, 59-68.

Lee et al. (2015): Pictures Speak Louder than Words. *CyberpsycholBehavSoc* 18, 552–556.

Page (2012): *Stories and social media*. New York: Routledge.

Stage (2017): *Networked Cancer*. Basingstoke/UK: Palgrave.

van Dijck (2008): Digital photography. *VisComm.*, 7(1), 57–76.

Vogelsang (2014): *Digitale Medien–Jugendkulturen–Identität*, 137–154.

Id: 20287

Title: Miracle doctors, miracle cures, and invented traditions: designing health-related interventions on online social networks in Vietnam

Session Type: Individual submission

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Abstract: This paper presents a social network analysis of the propagation of traditional medical knowledge and practices on social media networks in Vietnam. Despite its widespread popularity throughout Southeast Asia, the propagation of non-scientific, non-biomedical knowledge and practices on online social networks is an understudied topic. The substantial scale with which non-biomedical knowledge and practices proliferate on social media platforms such as Facebook means that its potential impact on population health warrants careful examination. From sharing family medical recipes to discussing medicinal properties of indigenous plants, from selling medicinal plants to crowdsourcing the diagnosis of diseases and illnesses via photos and videos, from advocating for traditional alternatives to unaffordable biomedicine to creating cult followings of miracle doctors, these online social networks constitute an emerging health ecology that reflects the historical continuities of local and regional socio-cultural realities as much as it conditions health experiences of the local population.

In Vietnam and Southeast Asia, the issue of regulating non-biomedical practices is one fraught with contentions. Postcolonial governments across this region of newly independent states are eager to enlist traditional and indigenous medicines in various continuing ‘modernisation’ and ‘scientisation’ projects. These processes result in a body of state-legitimated non-biomedical practices that excludes a much larger uncoded yet popular set of practices, often regarded as quackery or superstition. As codified ‘traditional’ therapeutic approaches become incorporated into mainstream medical curriculum, uncoded folk medicine proliferates through oral traditions, hand-me-down secret family recipes, and most recently, via online social media networks at a much larger scale.

Increasing interest in health-related intervention through social networks in recent years has testified the impact that these networks could have in shaping individual health behaviours through access to resources, opportunities, and constraints. While social networks, both online and offline, can generate social support, social cohesion, social capital, as well as facilitate social norms, they can also create negative health consequences of social isolation. Central to health-related intervention via social networks is the idea that health outcomes can be modelled as a function of network processes. Participants of a social network act based on the specifics of their network environment; their position within the network influence their behaviour and capacity to influence others. As such, understanding the network structure and network properties of emerging online health ecologies is instrumental to not only understanding the state of health and perceptions of well-being in the local context, but also inform effective intervention.

Id: 20452

Title: What Satisfies Pediatric Parents in China: A Model based on the Online Doctor's Reviews

Session Type: Individual submission

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Abstract: Background: Patient satisfaction is an important proximal outcome of a clinic visit (Street, Makoul, Arora, & Epstein, 2009). While existing research extensively explores the theoretical and practical dimensions of patient satisfaction through literature review (e.g., Campen et al., 1995; Ware et al., 1983) and survey research (e.g., Choi et al., 2005; Westaway et al., 2003), there is not one universally accepted definition of patient satisfaction. In addition, patient satisfaction research is mostly conducted in western countries such as the United States. Since the ideas about health, illness, and doctor-patient relationship are cultural specific, it is very possible that patients in different parts of the world would define satisfaction differently. Recently, the rise of Internet-based physician review websites (such as Healthgrades and Yelp) allows patients to share their experiences and evaluations of physicians publicly online. In doing so, patients become prosumers, who not only consume health information but also produce health information such as writing reviews about on their medical encounters (Sarasohn-Kahn, 2008). The burgeoning online medical services open new opportunities to understand patient satisfaction.

Purpose: This study seeks to understand how pediatric patients in China define patient satisfaction through an inductive analysis of their evaluation of pediatricians posted online.

Method: This study employed qualitative content analysis of reviews of pediatricians posted on the "Good Doctor Website" (haodf.com), a China-based physician review platform. We focused on the Pediatrics Departments, as a recent study by Zhang et al. (2018) shows that Chinese pediatricians receive the most negative comments from patients. A total of 523 comments were randomly chosen from reviews of pediatricians in a top-tier hospital in Beijing using a python crawler program. To analyze the data collected, we followed the grounded theory building tradition to inductively identify meaningful concepts from texts by using various coding techniques, such as initial coding, vivo coding, and focused coding (Charmaz, 2006). Atlas-ti, a hermeneutic qualitative data analysis software, was used to assist the management of the data and content analysis.

Result: Five dimensions of patient satisfaction emerged from the content analysis: pediatricians' communication styles, work ethics, medical competence, cost awareness, and overall health outcome. Compared to the traditional conceptualization of patient satisfaction in previous research

(e.g., Ware et al., 1983; Westaway et al., 2003), our findings emphasize prosumers' preferences for doctors' good communication styles, including courteous attitudes, listening to patients, offering sincere encouragement to patients, and explicit medical explanations. In addition, we find that the review platform showcases how doctors' good reputation online can attract non-local patients, which suggests that the Internet may increase the transparency of the medical services that have rarely been socially monitored before the prosumer age.

Conclusion: This study informs future theorization and empirical investigation of the convergence of communication technologies and patient-center communication.

Keywords: patient satisfaction, doctor-patient communication, online doctor review, China, inductive content analysis

Id: 20877

Title: Direct-to-Consumer Advertising'How Pharmaceutical Companies Are Drawing You in on Instagram

Session Type: Individual submission

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Abstract: While healthcare has been the leading industry in the United States, both in terms of size and breadth, its transition to integrate advanced forms of communication and information technology has been slow. However, now with the rise of social media, healthcare is starting to embrace these changes—transforming what has traditionally been a face-to-face industry. As the concept of customer engagement transitions, value creation has become centralized around the interaction between seller and customer. This change has not only led to more individualized healthcare, but also more targeted approaches to advertisement. Though direct-to-consumer pharmaceutical advertisements are largely illegal in most other nations, in the United States they have become an increasingly popular way to engage a new generation of interactive consumers. Evidence suggests that direct-to-consumer pharmaceutical advertisements can have positive or negative effects on patient populations, but as Internet use continues to expand, little research and even less regulatory oversight has left patients and public health policymakers without a necessary understanding of what it is these advertisements are communicating on social media platforms. Addressing these new types of marketing campaigns, this study sought to understand direct-to-consumer advertisements on social media—using a comparative approach between pharmaceutical, healthcare, and retail accounts. From a theoretical perspective, this study builds on the works of mass communications scholars and the critical cultural traditions of understanding ideological values and symbolic meanings embedded in different forms of discourse. Rather than looking at the traditional model of communication as a linear process, it follows in the works of Hall, Gramsci, and Barthes who all argued for a more complex understanding of communication and discourse. And by particularly focusing on the intentions of advertisements to influence the behavior and opinions of consumers, this study also builds on the seminal works of Marxism—looking not only at how these new direct-to-consumer campaigns are ideologically built to sell products, but also how they do or do not rely on previously established strategies of health communication or product advertisements on social media. Using the method of a multimodal discourse analysis, decoding the various forms of discourse used by these campaigns and their underlying ideological elements, this study not only provides a thick description of what it is that these new direct-to-consumer campaigns look like, but also why they represent a uniquely challenging problem to consumers and the regulatory agencies that try to keep them safe.

Id: 20980

Title: Conflict and Health: Communication Interventions in Isolation

Session Type: Individual submission

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Abstract: The North Eastern region of India, comprising of 8 states, has over 220 ethnic groups and an equal number of dialects. Multi-linguistic, multi-cultural, multi-ethnic, and multi-religious diversity is unique to this region, albeit contributing to the isolation of the communities both physically, due to its geographic location, and socially from each other and from the rest of the country. Located in the strategic northeastern corner of India, it is part of a region which shares a highly porous and sensitive frontier with China in the North, Myanmar in the East, Bangladesh in the Southwest and Bhutan to the Northwest. Naga insurgency, which started in the 1950s, known as the mother of the Northeast insurgencies, is one of the oldest unresolved armed conflicts in the world. In total, Manipur, Assam, Nagaland and Tripura have witnessed scales of conflict that could, at least between 1990 and 2000, can be characterised as low intensity conflicts. Currently, most of the states in the region are affected by some form of conflict, except for Arunachal Pradesh, Mizoram and Sikkim in which the situation is at the moment relatively stable. The reasons for the respective conflicts are wide ranging from separatist movements, to inter-community, communal and inter-ethnic conflicts.

This study is a three year research project. The study as part of its initial engagement has attempted to understand the various forms of health communication engaged by the Government and other local bodies in various dialects. North East India has very less penetration of Non-Governmental Organisations (NGO). Most of the tribal areas are served by the Faith Based Organisations (FBO) who complements the Government Programmes. Therefore, the FBO also add up as counselling centres in the times of conflict. This study will present the initial findings that were collected in all the 8 states.

The major challenge in such conflicts is health care delivery. The direct impact of such conflicts has a direct impact on population health and overall development. However, the extent of its impact on long-term health, and the opportunity costs, are less well understood. Protracted conflict has degraded the trajectory of public health in the north east India and has hurt population health outside of the conflict zone. Such conflicts have led to trust deficit between tribals and the health workers. This has led to increased hostilities between tribes who are health functionaries to the ones who are health care seekers. Women have to travel to an official health centre to avail Government programmes. Moreover, there have been instances where people have declined taking health care services from rival tribes.

Id: 21000

Title: The role of communication in mediating access to new HIV prevention technologies in HIV high burden districts in KwaZulu-Natal, South Africa

Session Type: Individual submission

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Abstract: The introduction of new HIV prevention technologies has ignited the need to advance communication and participant inclusivity in public health agendas. The right to access HIV treatment and also HIV prevention options is fundamental to human dignity and effective social participation can mediate adoption of these new HIV prevention innovations. With HIV incidence rates disproportionately high among adolescent girls and young women (AGYW) in Sub-Saharan Africa, pre-exposure prophylaxis has the potential to radically change the face of the HIV epidemic with access of PrEP for these key target populations. However, PrEP to date has only been targeted at sex workers in South Africa, resulting in PrEP becoming associated with stigmatized identities and behaviours long before it is made available to AGYW. As such, access to PrEP is at risk of being presaged by discourses that tie these prevention efforts to promiscuity and sexual deviance. It is within this context that this article explores how men and women in KwaZulu-Natal, the epicenter of HIV infection; make sense of oral PrEP as a potential HIV prevention strategy amidst current stigmatized associations. The paper further investigates the role of participant inclusivity utilizing a culture centred approach to mediate the introduction and adoption of PrEP. Twelve gender-specific group discussions of 45 minutes using purposive sampling were conducted with a cumulative total of 88 respondents in Vulindlela. The data was manually coded and collectively generated objective-derived themes that pertain to the benefits/opportunities, the potential barriers for PrEP among men and women and key considerations for the promotion of oral PrEP. Promotion of PrEP as part of combination prevention strategies can effectively assist women to enhance already existing health behavior routines. Understanding the adoption of these innovations within an interchange of cultural and gender norms highlights that intrapersonal ability of women alone is insufficient for effective product uptake, but rather understanding the interpersonal connectivity of male and female engagement within a broader socio-ecological system can epitomize the adoption of new PrEP innovations. The article highlights the importance of mobilizing the voices of those who will benefit from new HIV prevention technologies to understand the opportunities and barriers for successful product uptake; the role of efficacious communication then becomes a key pillar in advancing new HIV prevention strategies.

Id: 21073

Title: PERCEPTION TOWARDS HIV/AIDS INFECTION AND ITS EFFECT ON CONDOM USE AMONG THE YOUTH OF KENYA'S KIBERA SLUM

Session Type: Individual submission

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Abstract: While studies have shown that the total number of new HIV / AIDS infections globally has been reducing, it is regrettable that many Sub Saharan countries continue to record high HIV prevalence. This is especially among the youth living in slums like Kibera in Kenya. The proper and consistent condom has been presented as one of the best ways of preventing the transmission of HIV among the youth because abstinence is not working for youth who are already sexually active. Though several behaviour change campaigns have been done in Kenya to promote the use of condoms among the youth, their uptake is still low. Consequently, this study sought to find out what factors were influencing condom use decisions among the youth. Using the Theory of Planned Behaviour this study has shown that intention to perform a behaviour is greatly influenced by attitude, social norms and perceived behavioural control. Data for this quantitative study was collected by issuing questionnaires to 400 youth in Kibera who had been selected using purposive sampling from a population of approximately 50,000 youth. Data collected was keyed into SPSS for analysis and presented in tables and graphs. Findings of the study revealed that many of the youth were sexually active (51%) but were not using condoms because their perception was that they were at no risk of infection (53.2%). This perception of not being at risk impedes condom use among the youth hence the high HIV prevalence. The study recommends that communicators, especially in this era of new media should tailor campaigns to address the perception of youth towards condoms. In addition, condom communication campaigns should link condom use to the perception of risk of infection.

Id: 21086

Title: The loneliness of silver social media users: the mediating role of SNS

Session Type: Individual submission

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Abstract: With the emergence of smart phones, online social networking sites (SNSs) have already changed the way people interact with others in the digital era (Vromen et al., 2015). WeChat, a most popular social media online application in China (CNNIC, 2016), is playing a pivotal role with 1.58 billion monthly active users (Tencent, 2018). Similar to some popular instant communication applications (WhatsApp, Line, Facebook Messenger), WeChat is considered as a mobile multi-purpose messaging application, which provides text messaging, hold-to-talk voice message, video and audio calls et al. WeChat data shows that in September 2016, the number of WeChat active users over 55 years old was 7.68 million, and by September 2017 it had reached 50 million. More and more older people are integrating to the cyber world and growing older in the information age. But in comparison with the youth, especially undergraduates, few studies pay attention to the elder groups. Therefore, the social effects and social influences of social networking sites (SNSs) on seniors have become the main focus of this paper.

After retired from work or growing old, the seniors are facing the decreasing social capital and increasing loneliness. Everyone may have a chance to suffer loneliness at different age ranges, the old is not the unique group to experience loneliness (Dykstra, 2009). While the seniors are considered as the major suffers (Victor et al. 2002). Social networking sites (SNSs), especially WeChat, are of great importance for the seniors to maintain and develop their social network and social capital in China. Lots of researches found that the Internet usage is able to raise social network size, contributing to generate or maintain social capital (Hampton & Ling, 2013, Steinfield et al., 2008), alleviating loneliness and improving psychological well-being among seniors (Chan, 2013; Choi & DiNitto, 2013; Coll-Planas, Del Valle Gómez, Bonilla, Masat, Puig & Monteserin, 2017; Pfeil, Arjan & Zaphiris, 2009; Russell, Campbell & Hughes, 2008; Sum, Mathews, Pourghasem & Hughes, 2008).

The overarching goal of this study is to understand and examine the implications of using WeChat for social capital (bonding social capital and bridging social capital) and loneliness, among Chinese 'silver surfers'. Based on an online survey (n = 305), we found that the WeChat use is significantly associated with social capital and loneliness in the group of people aged above 50, but there is a non-significant correlation between social capital and loneliness. Some scholars encourage seniors

to embrace the digital age, but is it the more the better? No. In this study we found that it's not healthy for the seniors to immerse in the SNSs too long, which would lead loneliness, according to the currently data. So we hold the belief that the seniors are not supposed to spend too much time on WeChat to enjoy the virtue world.

Keywords

WeChat, WeChat use, Social Networking Sites, Social Capital, Loneliness

Id: 21101

Title: (S)pin the flu vaccine: Recipes for concern

Session Type: Individual submission

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Abstract: The World Health Organization estimates that the influenza virus contributes to between 290,000 - 650,000 annual deaths. The most effective way to prevent seasonal influenza is vaccination. Scientific consensus exists on the effectiveness and safety of these vaccines; however, vaccine myths are especially prevalent on the Internet and social networking sites. There is reason to believe that visual social media sites, such as Pinterest, may also be used to spread misinformation regarding the influenza vaccine. The inclusion of visuals enhances individuals' processing of health risk information; however, the extent of flu vaccine misinformation in Pinterest posts is unknown. In addition, Pinterest is understudied as a platform and is primarily used by women, who make the majority of healthcare-related decisions for their families. This study explored the content/nature of influenza information that is shared on Pinterest. To theoretically ground the current study, messages were also analyzed using Health Belief Model constructs: perceived severity, susceptibility, benefits of and barriers to obtaining the flu vaccine.

This study focused on the following two research questions:

RQ 1: How is the flu vaccine discussed on Pinterest and how do users engage with these posts?

RQ 2: To what extent are Health Belief Model constructs present in flu-vaccine related posts on Pinterest?

A quantitative content analysis of 500 flu-vaccine-related Pinterest posts was carried out using a sample collected through manual systematic random sampling. Posts were coded for engagement variables; account characteristics; Health Belief Model variables; conspiracy theories; framing; and visual characteristics. Intercoder reliability testing showed that individual Scott's Pi coefficients

were all reliable. Mann-Whitney and Kruskal Wallis tests were used to check for differences in engagement between posts with versus without a range of dichotomous and nominal variables. While many recent vaccine-focused social media studies have produced an alarming picture of a majority of anti-vaccine posts on several platforms, this study provides a somewhat more balanced picture: posts supporting and posts critiquing the flu vaccine seem to be mostly evenly distributed. In addition, perceived benefits of and perceived barriers to the flu vaccine were both present in approximately one-quarter of the sample. However, all pins associated with increased engagement appeared to be associated with anti-vaccine variables.

According to the Health Belief Model, unless people perceive the flu to be a serious disease and themselves to be at risk of contracting the flu, they will not be likely to get the vaccine. In this sample, perceived severity and susceptibility were barely present, creating an area of concern. Moreover, almost half the visuals included potentially fear-inducing components, and these may influence people's perceptions through the communication of a more implicit threat.

Another finding of interest was that the majority of the pinners in this sample were individuals, while only 5% of all pins were confirmed to either originate with official medical accounts such as the CDC. This is concerning since it appears to suggest that the public health voice – often likely to be one to provide trustworthy and reliable information - may be largely absent on this platform.

Id: 21162

Title: La publicidad de complementos alimenticios (CA). Análisis de la presencia de testimoniales, declaraciones saludables y apelaciones en la radio generalista en España

Session Type: Individual submission

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Abstract: El principal objetivo del estudio es analizar la presencia de testimoniales y la información relacionada con la salud en la publicidad de complementos alimenticios (CA) en la radio informativa española. Con este fin, se realizó un análisis de contenido de todos los anuncios de radio emitidos en 2017, obteniendo un corpus de 165 spots diferentes que se emitieron un total de 10.566 veces en las tres cadenas generalistas de más audiencia que suman un total de 9.000.000 de oyentes diarios. La principal aportación teórica ha sido aplicar Elaboration Likelihood Model (ELM) (Buchholz & Smith, 1991; Petty, Cacioppo, & Schumann, 1983; Priester & Petty, 2003) al medio radio poniendo en relación variables periféricas como la fuente del mensaje y otras centrales del contenido del anuncio.

Las variables analizadas fueron el tipo de testimonial (Brownfield, Bernhardt, Phan, Williams, & Parker, 2004; Choi & Kim, 2011; Chung, Hwang, & Kim, 2007; Kaphingst, DeJong, Rudd, & Daltroy, 2004; Main, Argo, & Huhmann, 2004; Shaw, Zhang, & Metallinos-Katsaras, 2009; Wallack & Dorfman, 1992), tipo de declaración (Chung et al., 2007; Orquin & Scholderer, 2015; Wallack & Dorfman, 1992) y tipo de apelación (Albers-Miller & Royne Stafford, 1999; Chan, Leung, & Tsang, 2013; Main et al., 2004). En consonancia con los antecedentes, los resultados muestran que el portavoz anónimo es el tipo de voz más habitual (60%). Sin embargo, el 40% de los spots de radio de CA utilizan testimoniales con un alto reconocimiento, influencia social y demostrada eficacia publicitaria como los expertos y famosos (Bhutada & Rollins, 2015; Kaphingst et al. 2004; LaTour & Smith, 1986; Limbu, Huhmann, & Peterson, 2012; Rollins & Bhutada, 2014; Wu, Linn, Fu, & Sukoco, 2012). Cabe señalar que el 25% de estos anuncios cuentan con la presencia de celebridades a pesar de que estudios previos han demostrado su escasa presencia publicitaria en el medio radio (Perelló-Oliver, Muela-Molina & Campos-Zabala, 2018). La tradicional infrautilización de los famosos en los anuncios de radio se debe a las características del medio que no puede explotar el potencial visual y el atractivo de sus protagonistas.

Según el ELM, un testimonial es una herramienta periférica que aumenta la capacidad persuasiva de la publicidad. Sin embargo, este trabajo muestra que, para productos de alta implicación como CA, se utilizan ambas rutas -central y periférica- para potenciar el efecto persuasivo del mensaje. Así, las apelaciones racionales predominan en los anuncios de los testimoniales con mayor influencia como los doctores y famosos. Es decir, que cuanto más reconocimiento social y credibilidad tiene el personaje, más peso tienen los argumentos directos, explícitos y racionales y menos atención se presta a la parte emocional del mensaje publicitario. Este predominio de los recursos racionales viene condicionado por la ausencia del elemento visual en la radio, hecho que condiciona los planteamientos generales del ELM en su aplicación en este medio.

Id: 21174

Title: How we discuss AIDS: A study on AIDS information on social media in China from social computing perspective

Session Type: Individual submission

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Abstract: Although the established narratives on the HIV/AIDS epidemic can provide us with a brief overview of the history and present of the epidemic, they cannot reveal the nuanced complex and cultural and sociopolitical meanings of HIV/AIDS as constructed, practiced, and negotiated in everyday lived experience. (Ding, 2017) Particularly in China, where the government has been slow to respond to the crisis, people have come to learn about HIV/AIDS, understand its consequences, and construct their own beliefs and attitudes largely through reading and reflecting on other people's stories as shared online. (Leslie and Matthew, 2006)

Against the backdrop, this study aims to develop a holistic understanding of the patterns and dynamics in discourses about AIDS from various information sources in China by looking at related posts on Weibo, the Chinese equivalent of Twitter, and the dominant platform for public discussion online.

This study used the Latent Dirichlet Allocation (LDA) topic model to extract AIDS information topics from social media from the perspective of social computing. F.-Y. Wang, Carley, Zeng, and Mao (2007), synthesizing from multiple sources, define social computing as the “computational facilitation of social studies and human social dynamics as well as the design and use of ICT technologies that consider social context” (p. 79)

One of the research questions is the frequency of information on AIDS (keywords) on Weibo. The second question is about how AIDS information is classified on social media(topics). We selected one week from 29th November to 5th December in 2018, covering the World AIDS Day of December 1, and used Python to capture 8036 AIDS-related posts published in this week on Weibo.

Topic modeling belongs to the category of unsupervised learning. It refers to the algorithm for automatically summarizing and archiving large texts by discovering hidden "topics" intensively discussed in the document. There are 20 topics we got and we grouped them into 6 categories including transmission and rumors, PWLHA, epidemic, incidents, prevention and therapy, campaign and intervention, which manifested obvious differences from topics of traditional media reports that featured medicine, politics and economy etc. (Liu and Zhang, 2005)

From the perspective of research significance, at the methodological level, this research can provide an effective way to explore the online public opinion of social media users and learn about the public's knowledge and awareness of health issues or specific events. At theoretical level, the study is expected to provide examples for theoretical research on health communication using big data and social media in the future. While at the practical level, we can understand in real time how people use social media to offer and share information about AIDS, provide guidance for health communication practitioners to use social media for effective health promotion.

Keywords: AIDS, Weibo, Social computing, User-generated content, Topic modeling

Id: 21177

Title: Digitizing health care communication: a comparison of Finland, Italy, Spain and Norway

Session Type: Individual submission

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Abstract: Demographic global changes have put health organizations across the globe under considerable strain (OECD/EU, 2018). Digitization of health care systems in many countries has been a promising way of developing more efficient and sustainable infrastructure. At the end of January 2019, 57 per cent of the world's population were using Internet, and 45 per cent were using social media (We Are Social, 2019). However, digitization of health care systems has taken place in two parallel tracks: while several studies confirm that most patients have embraced the use of digital utilities to improve their personal health care management, health care organizations continue to face problems with digitization that prevent them from optimizing their patient treatment strategies. Many problems are financial and technological, while others result from cultural factors but also privacy concerns handling patient data following the EU GDPR (European Commission 2019; Lovari, 2017; Sendra and Farré, 2017; Vaagan, 2015).

At the same time, the steady empowerment of patients through digitization is a double-edged sword. On the one hand, technologies have undoubtedly democratized the access to health care (Gonzalez-Polledo, 2018), but to what extent? Do all individuals have the same conditions (Cioni et al. 2018)

or digital competences to use these resources? On the contrary, the proliferation of these practices is raising concerns in terms of ethics and data protection (Lupton, 2012; Vaagan, 2015; Roland, 2018). After more than a decade since the onset of health 2.0 (Hughes, B., Joshi, I., & Wareham, J., 2008), this study examines how and to what extent health care communication is being digitized in two North European and two South European countries: Finland, Norway, Italy, and Spain. The sum of the health care expenditure in these countries amounted to EUR 298 billion in 2015 (Eurostat, 2018). All four countries have relatively high rates of Internet penetration and use of social media (ITU, 2018). Furthermore, the study continues the discussion on the digitalisation of health care communication and the theories of health communication (Torkkola, 2015).

Our main research objective is to analyse and compare the documents and digitization policies of health care organizations in these four countries during the last 10 years. Analysis would be driven by some factors like the type of technology, actors involved, the aim or aims of the digitization, legal constraints, and the communication about the policies. After this first mapping, further analysis would examine the possible trajectories for digitization and healthcare through four key concepts, all related to digital health: hyperconnectivity (i.e. wearables and other devices), artificial intelligence (i.e. bot, vocal assistants, etc.), virtual reality (for instance, virtual hospitals), and big data (also related to social media). In this preliminary study, similarities and differences will be discussed focusing on theoretical and practical implications for health communication.

Id: 21363

Title: The Impact of Pregnant Women's Online Health Information Seeking on their Dietary and Nutritional Intake Behaviors

Session Type: Individual submission

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Abstract: Looking for dietary and nutritional information online is very common among pregnant women in Taiwan. With the abundant health information available online from many platforms, including professional medical websites, medical professionals' personal blogs, discussion boards, forums, social media, and so forth, pregnant women are facing the challenges to differentiate the quality of the information they acquired online. The purpose of this study is to examine to what extent do pregnant women's dietary and nutritional intake behaviors are influenced by the health information quality, their perceived risks during pregnancy, the level of their online health information seeking, the degree of their online health literacy, and the amount of social supports they received online. An online survey was conducted from March 27 to April 7 in 2018. A sample of 500 pregnant women in Taiwan was recruited for data analysis. Respondents were asked to answer survey questions to measure their changes in dietary and nutritional intake behaviors during pregnancy, perceived risks, degree of their online health information seeking behaviors, online health information quality, online social supports, and online health literacy. Statistical analyses using multiple linear regressions were applied for hypotheses testing. The results showed that (1) pregnant women's dietary and nutritional intake behaviors are influenced by the frequency of their online health information seeking; (2) their perceived risks during pregnancy has an impact on their online health information seeking behaviors; (3) the timeliness of information as one of the sub-dimensions of information quality has a direct impact on pregnant women's change in health behaviors; and (4) the more informational and emotional social supports they received online, the higher degree of the change in their dietary and nutritional intake behavior. The findings in this study indicate the importance of online health information seeking, information quality (i.e. the timeliness of the information), online social supports (i.e., informational and emotional supports), and perceived risks, as well as how they influence pregnant women's health behaviors in the field of health communication research.

Id: 21380

Title: Health communication through the advertising of functional foods

Session Type: Individual submission

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Abstract: Nowadays, we are immersed in what authors like Díaz and Morant (2005) have called "sanismo". This denomination refers to the increasingly incipient concern for health that consumer feels. Food with magnesium to reduce our fatigue, with vitamins B6 and D that help our defenses, rich in fiber, in omega 3, etc. The functional foods market is growing and this fact is reflected in an increase in the health claims that these products make in their advertising. The objective of this research was to study what information about food health benefits appears in advertisements and how this information is presented. This could help to improve the consumer's information and understanding, resulting in better health.

Academic studies on food advertising have focused their research on different areas: There are studies of content analysis whose aim is observing what both the claim and the nutritional value of the product are (Barker and BurrIDGE , 2014, Cuevas-Casado, Romero-Fernández and Royo-Bordonada, (2012) There are also many which seek to determine if the messages are misleading (Brushwood, et al., 2013; Muela and Oliver, 2011). However, the literature consulted in this regard fails to analyse what information is presented and how it is used in health claims advertising.

We have analysed 210 advertisements broadcasted on tv in 2016. The following items were studied: advertising claim; how the claim is presented (slogan, main character, image and/or voice over); the presence of additional information as well as the main claim, what the information was, how it was presented and vocabulary used.

The main results show that of 210 advertisements analysed 103 used the "flavour" claim and 88 used "health" claim. Of the latter, only 56 contained additional information as well as the main claim, and this information was presented using a text that was difficult to read due to letter size, colour and/or because it was moving.

In conclusion, this research shows that there are weaknesses in the content and form when presenting the relevant information of a product's health benefits. This fact could result in incorrect consumer understanding and, in consequence, affect his health. We propose some recommendations to improve the design and information in the advertisements to make them clearer and more thorough.

This research was conducted as part of "Reclamos de salud en la publicidad de alimentos y comprensión del consumidor " (Health claims in food advertising and understanding consumer GV/2016/088), an RDI project funded by the Generalitat Valenciana, Spain and directed by Cristina González Díaz

Id: 21516

Title: The effects of language use on health information diffusion and audience engagement on Twitter

Session Type: Individual submission

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Abstract: Due to the ubiquitous information technologies, social media have extensively been leveraged for social benefits, especially health promotion and cancer prevention. For example, Twitter provides a platform to efficiently disseminate up-to-date information about cancer prevention, diagnosis, and treatment. At the same time, the technologies equip the information consumers with the ability to exercise information selection in this digital era when various resources proliferate. Some messages go viral whereas some languish in obscurity. Therefore, an important question for health communication scholars to consider is what factors determine the diffusion of health information on social media.

Previous research has identified a number of content and sender factors affecting audience selective exposure and media engagement, such as presence of message efficacy component, number of followers, profile verification, etc. This study aims to expand this line of research by investigating how language use of cancer diagnosis and prevention messages on Twitter affects its diffusion and audience engagement. Specifically, three research questions are proposed: (1) To what extent do emotion words (positive, negative, fear, hope) affect cancer-related tweets' diffusion size and structure, as well as people's liking and commenting behavior? (2) To what extent do cognitive processing words affect tweets' diffusion size and structure, as well as people's liking and commenting behavior? (3) Do cancer diagnosis and treatment related words have any influence on tweets' diffusion size and structure, as well as people's liking and commenting behavior?

Tweets on cancer diagnosis and prevention posted from 1 January, 2017 to 1 January, 2018 was collected by a web-crawler program. These tweets will be analyzed using Linguistic Inquiry and Word Count (LIWC), a software program that measures grammatical and psychological dimensions in text records. Three linguistic dimensions will be created and assessed: emotional affective words, cognitive processing words, and cancer diagnosis and treatment words. For dependent variables, number of retweets is measured as the diffusion size. Diffusion structure is operationalized by assessing the extent to which a tweet is broadcast (diffused to a large number of followers from a single individual) or viral (goes through multiple steps from the originator to the followers). Each tweet's liking and comments number are calculated as a measurement of people's media engagement behavior. A linear regression will be used to examine the association between linguistic dimensions and tweets diffusion as well as people's media engagement.

This research will address the following theoretical, methodological, and practical issues. First, adopting a linguistic approach, this study tests how language use of cancer-related tweets affects its

diffusion and audience engagement. Second, this study collected people's actual liking, commenting, and retransmission behavior on Twitter. This large-scale data collected in a natural setting will address recall inaccuracy, data subjectivity, and sampling bias. Third, the results have practical implications for health practitioners to design spreadable cancer-related messages by considering the linguistic factors in a prevention message.

Id: 21572

Title: Cancer information seeking and cancer knowledge, attitude, and practice in China: Trends from 2012 to 2017

Session Type: Individual submission

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Abstract: Background

With the largest population in the world, about a fifth of all global cancer cases occur in China, and cancer has become the leading cause of death in this country since 2010. To reduce the serious and growing cancer burden in China, it is important to disseminate relevant cancer-related information to the public. Yet, cancer information seeking (CIS) is still uncommon in developing countries, and empirical studies that systematically examined CIS remain limited in China.

The knowledge, attitude and practice (KAP) model is critical to identify knowledge gaps, attitude changes, and behavioral patterns that can facilitate the planning and implementation of cancer control efforts, reduce barriers in the program delivery, and offer solutions for improving quality and accessibility of healthcare services.

Thus, in line with the importance of CIS and KAP, this study aims to examine (a) the effects of two dimensions of CIS (active CIS and diversity of CIS) on KAP (cancer knowledge, cancer worry, and cancer screening), and (b) whether CIS and KAP, and their relationships have changed from 2012 to 2017 in China.

Methods

Two probability sample surveys, using multistage stratified random sampling, were conducted in 2012 and 2017 respectively, in two cities in China, including Beijing, representing first-tier cities, and Hefei, representing second-tier cities. The sample size was 2,568 in 2012, and 3,090 in 2017. The survey questionnaire was designed with a basis of the US Health Information National Trend Survey.

Results

Trends of CIS and KAP

There were significant differences in CIS and KAP between 2012 and 2017. For CIS, the percentage of active cancer information seekers dropped from 27% in 2012 to 17% in 2017. A decreasing trend was also observed in diversity of CIS, with the mean reducing from 1.14 in 2012

to .71 in 2017. Regarding KAP, an overall downward trend has been revealed. Specifically, cancer knowledge declined from 1.85 in 2012 to 1.72 in 2017. Also, respondents reported less cancer worry ($M=2.18$) in 2017, down from 2012 ($M=2.61$). Similarly, less frequent cancer screening was shown in 2017 ($M=3.57$), decreasing from 2012 ($M=3.67$).

Relationships between CIS and KAP

CIS has exerted significant impacts on KAP over time. In 2012, active CIS increased cancer knowledge and cancer screening. Similarly, in 2017, active CIS was positively linked to cancer knowledge, cancer screening, as well as cancer worry. In addition, diversity of CIS was a significant predictor of cancer knowledge and cancer worry in 2012, and in 2017, it predicted cancer worry.

Conclusion

This study has broken new theoretical grounds in (1) distinguishing different dimensions of CIS and their impacts on KAP; and (2) analyzing two waves of data to illustrate trends of CIS and KAP, and their relationships over time in China.

In many developed countries, cancer prevention and control has gained increasing attention. However, in China, people's cancer information seeking, cancer knowledge, cancer worry, and cancer screening have decreased over time. We call for promoting cancer prevention through multi-level actions, including clinical consultations, public health campaigns, and joint societal efforts in China.

Id: 21591

Title: How Doctors Manage Consumerism and Their Communication with Patients in China's Neoliberal Economy

Session Type: Individual submission

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Abstract: China's healthcare system underwent considerable reforms since China started to implement the economic reforms in 1979. The central government drastically reduced its funding in healthcare services and relegated the monetary responsibility to provincial and local governments. An unexpected outcome of this new policy is the enlarged divide between coastal and inland provinces. Furthermore, the logics of market and economy were introduced into the hospital operations, requiring hospitals to be fiscally accountable and doctors to make profits. China's central government issued a new policy in 2009 that stresses the public service nature of hospitals and medical operations, thus marking a shift from an over-reliance on the market to the re-establishment of the central government's role in financing medical services. However, the lack of government funding means that hospitals and doctors still have to make profits for survival. The marketization of healthcare is also accompanied by the transformation of Chinese people from socialist citizens to capitalist consumers, which has complicated the already strained doctor-patient relationship and communication practices. Doctors are put in the situation where they are viewed simultaneously as professionals driven by profit and public service providers whose ultimate goal is to treat patients with little or no consideration of monetary returns in the socialist condition. The neoliberal conditions and rising influence of consumer culture have thus complicated how doctors are (mis)perceived and how they communicate and manage their relationship with the patients. This paper analyzes how doctors manage consumerism, other structural changes and the doctor-patient relationship in the broad context of neoliberalism and rising consumer culture. We are especially interested in looking how structural inequality created by health-related policies and the neoliberal subjectivity created by market reforms produce new challenges for doctors and patients. The analysis is based on interviews with doctors and patients as well as media reports and academic and industry research. We argue that the new mode of governance is characterized by self-interest, opportunism, and strategic management of information, mistrust and decision-making processes.

Id: 21649

Title: Risk communication with context-specific messages to promote food safety in home kitchens in India ' A case for refining the dominant discourse of WHO

Session Type: Individual submission

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Abstract: The World Health Organization's (WHO's) 'Five-Keys-to-Safer-Food' campaign inspires food safety risk communication in several countries. Such campaigns offer little protection unless cultural, behavioral, and contextual aspects that shape practices are addressed. Issues at the consumer end also affect food safety and these relate to how consumers acquire, cook, store and consume foods. In India, diverse food habits, hygiene practices, and centuries-old traditions coexist with the changes introduced by globalization making food safety promotion a daunting public-health task. Taking the theoretical underpinnings of critical health communications research approach (Lupton, 1994 and Zoller and Kline, 2008), which critiques the production, circulation and reception of dominant health discourses, emphasizes on deconstruction of the biased assumptions of health promotion messages and calls for development of context-sensitive models of health promotion. This study aimed to develop context-specific messages or keys to food safety promotion and assess the efficacy of a risk communication campaign based on them. In the first phase, a cross-sectional study was conducted among primary home food preparers (N=400) in rural and urban ((at) 200 each) areas of Telangana, India to enlist the key risk factors that affect safety of foods in home kitchens. In addition, literature was reviewed; focus group discussions and non-participant observations were conducted. Based on these, an 87-item comprehensive index questionnaire covering variables like knowledge, practices and enabling-environment was developed and administered. Simultaneously, 400 food samples and hand rinses were collected from the study participants for microbial analysis. Association between each of these 87 variables and presence of high risk food borne pathogens was checked. Eleven out of 87 index variables were found to be significantly associated with food contamination. Of these, 9 were related to context-specific practices and 2 were related to enabling environment. The identified 11

key variables were used to develop a household food safety index (HFSI) that can rapidly ascertain food safety status at household level.

These 11 parameters were collapsed into five context-specific key messages which broadly related to hand hygiene, separation of raw and cooked foods, safety of drinking water at point-of-use, maintenance of domestic kitchen and washing raw fruits/vegetables.

In phase-2, a risk communication campaign was carried out among a set of new participants (N=120) selected (40 each) from urban, rural and slum areas. A variety of communication tools like shareable videos, pamphlets and slideshows covering the context-specific five keys were developed in Telugu, Hindustani (local languages) and English. After the campaign, significant improvement was observed in HFSI scores of the participants indicating that risk communication based on critical health communication framework has been effective and efficacious in promoting household food safety. This study strongly backs the view that India indeed presents a strong case for refining the dominant food safety discourse of WHO.

Id: 21664

Title: I'D Rather Have AIDS: Rural Women's Perceptions of Cervical Cancer in Kenya

Session Type: Individual submission

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Abstract: Cervical cancer is among the leading causes of death among women of reproductive age globally. With estimated 570,000 new cases in 2018, it is the fourth most frequent cancer in women representing 6.6% of all female cancers, but 90% of the deaths are in low- and middle-income countries (WHO, 2018) where health services are deserving. These are countries that are highly impacted by other communicable diseases, including HIV and AIDS and other sexually transmitted infections. In Kenya, 14.3 million women ages 15 years and older are at risk of cervical cancer, more than 4,800 cervical cancer cases are diagnosed annually and in 2017 approximately 2450 deaths were reported (Bruni et al., 2017).

Human papillomavirus (HPV) is the main cause of cervical cancer, specifically HPV 16 and 18 genotypes that are associated with about 70% of all invasive cervical cancers (Menon et al, 2016). It is the most common sexually transmitted infection (STI) that affects men and women. HPV is also associated with vaginal, vulvar, anal, penal and oropharyngeal cancers (Cates et al, 2012) and is more prevalent in countries with higher levels of HIV prevalence. Kenya, for instance, has an HIV infection rate of about 6% and an HPV incidence rate (per 100,000 a year) of about 22.4 (Bruni et al, 2017). HIV positive women are at higher risk of progressing to cervical cancer if infected with HPV due to the suppressed immune system (Menon et al, 2016).

Preventing cervical cancer entail abstinence, use of condoms, HPV vaccination, and screening for cervical cancer. Kenya is among the countries that have adopted HPV vaccination as a measure for preventing cervical cancer, but vaccine uptake has been limited (Vermandere et. al., 2015). This may be attributed to a lack of access to information and services, communication strategies used, and other elements associated with STIs. Although information about HPV and cervical cancer is available through online sources, making accessibility possible to everyone regardless of geographical borders, many factors limit this accessibility especially those with the greatest need.

The purpose of this study was to examine rural women's perceptions and barriers for participation in cervical cancer prevention programs. Based on McGuire's information processing theory, the study focused on message exposure and understanding of HPV and cervical cancer as well as socioeconomic and cultural barriers to prevention.

Data were gathered through focus groups among rural women in Central Kenya who were sexually active (22-64). Key findings indicated limited access to information and services, lack of knowledge and understanding of HPV and its association with cervical cancer, fear of screening and stigmatization, inadequate doctor-patient communication about cervical cancer, imbalanced gender

relation as well as personal and cultural barriers to prevention. The study suggests communicating about HPV as an STD, provide information and service accessibility, and focusing on stigma. Empowering women in doctor-patient communication, promoting spousal communication and targeting men in preventing HPV transmission and to motivate women to go for cervical cancer screening is also recommended.

Id: 21688

Title: Risk communication with context-specific messages for promoting food safety in home kitchens in India ' A case for refining the dominant discourse of WHO

Session Type: Individual submission

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Abstract: The World Health Organization's (WHO's) 'Five-Keys-to-Safer-Food' campaign inspires food safety risk communication in several countries. Such campaigns offer little protection unless cultural, behavioral, and contextual aspects that shape practices are addressed. Issues at the consumer end also affect food safety and these relate to how consumers acquire, cook, store and consume foods. In India, diverse food habits, hygiene practices, and centuries-old traditions coexist with the changes introduced by globalization making food safety promotion a daunting public-health task. Taking the theoretical underpinnings of critical health communications research approach (Lupton, 1994 and Zoller and Kline, 2008), which critiques the production, circulation and reception of dominant health discourses, emphasizes on deconstruction of the biased assumptions of health promotion messages and calls for development of context-sensitive models of health promotion. This study aimed to develop context-specific messages or keys to food safety promotion and assess the efficacy of a risk communication campaign based on them.

In the first phase, a cross-sectional study was conducted among primary home food preparers (N=400) in rural and urban ((at) 200 each) areas of Telangana, India to enlist the key risk factors that affect safety of foods in home kitchens. In addition, literature was reviewed; focus group discussions and non-participant observations were conducted. Based on these, an 87-item comprehensive index questionnaire covering variables like knowledge, practices and enabling-environment was developed and administered. Simultaneously, 400 food samples and hand rinses were collected from the study participants for microbial analysis. Association between each of these 87 variables and presence of high risk food borne pathogens was checked. Eleven out of 87 index variables were found to be significantly associated ($p<0.05$) with food contamination. Of these, 9 were related to context-specific practices and 2 were related to enabling environment. The identified 11 key variables were used to develop a household food safety index (HFSI) that can rapidly ascertain food safety status at household level.

These 11 parameters were collapsed into five context-specific key messages which broadly related to hand hygiene, separation of raw and cooked foods, safety of drinking water at point-of-use, maintenance of domestic kitchen and washing raw fruits/vegetables.

In phase-2, a risk communication campaign was carried out among a set of new participants (N=120) selected (40 each) from urban, rural and slum areas. A variety of communication tools like shareable videos, pamphlets and slideshows covering the context-specific five keys were developed in Telugu, Hindustani (local languages) and English. After the campaign, significant ($p<0.05$) improvement was observed in HFSI scores of the participants indicating that risk communication based on critical health communication framework has been effective and efficacious in promoting

household food safety. This study strongly backs the view that India indeed presents a strong case for refining the dominant food safety discourse of WHO.

Id: 21708

Title: Beneath the tip of the iceberg: A qualitative approach to capturing engagement with cancer information on Facebook

Session Type: Individual submission

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Abstract: Most of what is known regarding cancer information engagement on social media stems from quantitative methodologies. Using available Facebook metrics, public health literature has often quantified cancer information engagement by measuring the likes, comments and/or shares of posts within cancer organizations' Facebook Pages. Although analyzing this content provides insight to certain factors that may enhance engagement with cancer information on social media platforms, this content isn't necessarily representative of the cancer information generally available to and consumed by platform users. Understanding how users engage with user-generated or shared cancer information that may not come from reliable sources can provide further insight to features that affect engagement and contribute to the dissemination of accurate cancer information – particularly those conveying cancer prevention and screening (CPS) recommendations. This insight may lead to better ways of reaching underserved audiences at higher risk of cancer health disparities (CHDs), thus educating them on ways to reduce their cancer burden.

This paper discusses the challenges of current approaches to CPS information engagement on Facebook, and presents a qualitative approach to understanding engagement. For this study, 20 self-identified Latino/Hispanics ages 40-75 with no history of cancer participated in semi-structured, in-depth interviews to discuss their Facebook utilization and engagement with cancer information on the platform. This diverse population not only avidly uses Facebook, but also faces high CHDs: cancer is the leading cause of death among U.S. Latinos and cancer incidence rates are highest for screenable cancers linked to preventable behaviors (breast, prostate, colorectal). Participants accessed their Facebook account alongside the researcher, typed "cancer" in the search bar, and discussed cancer-related posts they engaged with during the previous 6-12 months. Engagement was defined as liking, commenting and/or sharing a post; clicking on a post link; reading an article

in a post; and/or watching a video within a post. Content engagement prompted questions regarding the reasons for engagement, and whether engagement triggered further action.

A thematic analysis revealed that participants rarely engage with CPS information through likes, comments, and/or shares, but instead by viewing/reading content. Furthermore, rarely did CPS information from health organizations appear or elicit engagement among participants. Instead, engagement was most common when individuals had personal relationships to those posting information, when posts included videos and/or images, and when information promoted popular Latin American foods as cancer remedies. Lastly, engagement often led to varying levels of action. Findings highlight that current approaches to measuring engagement do not fully capture the cancer information landscape on Facebook. While Facebook allows administrators to access some post viewing metrics on their Pages, this quantification of engagement cannot be readily captured elsewhere on the platform. Incorporating qualitative methods, such as those outlined in this paper, allow for a better representation of how persons engage with CPS in reality and make substantial contributions to scientific knowledge relating to engagement on social media platforms. These methods may also be applied to future studies regarding how to best communicate cancer information on these platforms, an important step towards addressing CHDs among the most vulnerable.

Id: 22017

Title: Communicating cannabis: Biomedical framings in practitioner publications

Session Type: Individual submission

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Abstract: After being illegal for many decades, cannabis, through its medical therapeutic benefits, is enjoying a resurgence as a legal substance for treating a range of chronic and acute diseases as well as for palliative care patients. This framing study investigates how knowledge about medicinal cannabis is being mediated among the medical professions in Australia in their scholarly and practitioner publications. Such publications are spaces where the role and worth of medical professions is constructed and doctors' authority, expertise, and professional dominance reinforced and legitimated. Discourse about new and emerging medicines, research, and technologies are an important topic in practitioner publications. Whilst these topics may be a site of contestation in which disputes and debates occur, they also may provide a space for boundary work and social closure.

This study also explores the unusual phenomenon whereby the medical profession is being encouraged to embrace a plant medicine; one that does not yet have gold-standard EBM research behind it for all the illnesses for which it may be prescribed. The significance of the project is founded on the rise and integration of complementary and alternative medicines (CAM) into mainstream healthcare.

Using content analysis, we mapped key frames arising from the discourse about medicinal cannabis in Medical Journal of Australia, Australian Doctor, Medical Observer and the Australian Journal of General Practitioners from 2000-2018. Using NVivo, we coded for article type, frames, headline and article tone, sources, and visuals. We retrieved 108 articles. The majority of framings were positive about MC and acknowledged its legitimacy as a therapeutic option for doctors. Articles also framed positive research findings about cannabis as much as the deficiencies of evidence for its use. No articles suggested MC should not be legalised. Doctors' concerns were conveyed through frames about safety issues, accessing and prescribing, and the research challenges posed by MC. Framings of cannabis legalisation being driven by community members were also frequent. Across the articles, MC was typically framed as a pharmaceutical substance rather than a plant medicine.

This study places a sociological lens on mediations that demonstrate the medical profession embracing (albeit with uncertainty and ambiguity) a plant medicine; one that does not yet have

gold-standard EBM research to support it, but appears validated by some quality research and anecdotes, as well as traditional usages across human history. The representations also reflect the mainstreaming process in action, which is reliant on doctors' capacity and willingness to prescribe MC. We argue that this process is also dependent on the successful framing of cannabis in medical practitioner publications as a scientised, molecularised, and pharmaceuticalised, substance.

Id: 22054

Title: Who Plays the Role' ---A Study on Media's Influence on People's Cognition and Intention on HPV Vaccination in China

Session Type: Individual submission

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Abstract: In July 2017, HPV vaccine-Cervarix(at) was officially launched in mainland China, and with the HPV vaccine-Gardasil(at) and Gardasil(at) 9 launching into the market, HPV vaccination has finally been introduced in mainland China. Compared to other countries, it took almost 10 years for the HPV vaccine entering China, and the HPV vaccine is a rather fresh thing for the general public.

Media coverage always serves as a window for people to understand the reality, so does in the popularization of HPV vaccine. The vaccine launching news was once a big heat in mass media as well as social media which plays a crucial part in information communication in China especially for the young. However, several studies have showed that the cognition of Chinese women to the very vaccine is relatively at low level (Zhang et al., 2017; Zeng et al., 2015). Other research also found that media's information of HPV vaccine is lacking, inaccurate and vague (Deng, 2018). Given the circumstance, the public probably cannot get sufficient information from the media about HPV vaccination, and their attitude and willingness of practice toward HPV vaccination will be effected. Additionally, the case of HPV vaccine mandates represents a genuinely "new" issue on which even political elite and medical experts' opinions were dynamic(Fowler et al., 2012), so HPV vaccine is still of controversy due to extreme cases and various debate about its prevention of cervical cancer in China.

Focusing on media and the public's cognition of HPV vaccine, the paper sets hypotheses as: 1. People in China mainly gain their knowledge on HPV vaccination through both mass media and social media; 2. Information provided by the media has changed the public's attitude towards the HPV vaccination. Based on the hypotheses stated above, the paper applies research method of online-questionnaire assisted with in-depth interview with group aged 18-45, in order to analyze media's influence on the public's cognitive level of HPV vaccination. With the help of framework

of K.A.P. (knowledge, attitude and practice) in health communication, the paper tries to answer the research questions listed as below:

1. Through what channel Chinese people get information of HPV vaccine? and how majorly does media's role played in people's cognition?
2. Does social media practice (like attitude of Key Opinion Leaders) effect the general public opinion towards HPV vaccination?
3. Whether or not Chinese people attain sufficient and accurate knowledge of HPV vaccination?
4. Does media coverage improve or weaken the target group's intention of vaccination?
5. As for gain frames and loss frames which have been proved effective for health behavior changing (Rothman & Salovey, 1997), which one is more effective on the group's intention for HPV vaccination?

Id: 22202

Title: Health professionals under the pressures of social media

Session Type: Individual submission

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Abstract: Traditionally, health care institutions and their professionals have enjoyed high social status and esteem in society. Western medicine has largely legitimised its status by establishing its scientific criteria on objective knowledge production. New medical and information technology is changing the nature of health care interaction between individuals and health organizations and its professionals. There have been an increasing number of signals indicating that medical authority is challenged by lay people in social media in various ways.

In our ongoing research project the pressures of ignorance and disinformation on expertise, we examine how health professionals take social media into account in their expertise and interactions with the patients. In the empirical part of the study, we will conduct a survey to 1100 medical practitioners and 3000 nurses working in the Pirkanmaa Hospital District at its Tampere University Hospital in March 2019. In the survey, we will make questions on five different sections: 1) frequency and diversity of the use of social media; 2) influence of social media on interaction between a care provider and a patient; 3) Influence of social media on expertise; 4) protection of privacy of professionals; and 5) the formal and informal instruction of social media used in the hospital. In this paper, we will present preliminary findings of the survey.

The case study presented in this paper is a subproject of the research project Struggling with Ignorance: Negative Expertise and the Erosion of the Finnish Information Society at the Turn of 2020 (NEGATE). Based on the epistemology of ignorance and theories of professional education, the project outlines the significance of non-knowing and ignorance for professional work, stressing the potential of non-knowing in creativity, unlearning and the toleration of uncertainty. In the research project, we investigate how radical changes in the information society alter the status, authority and employability of highly educated professionals and experts.

Id: 22286

Title: Antecedents and Consequences of Suicide Stigma in South Korea

Session Type: Individual submission

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Abstract: About 36 Koreans commit suicide every day, the highest ranked suicide rate among member countries of the Organization for Economic Cooperation and Development (OECD). Despite the high suicide rate, most Koreans tend to perceive suicide as “something unrelated to me” or “someone else’s problem.” Furthermore, suicide and mental illness are highly stigmatized in Korean society. Stigma toward mental illness or symptoms is a key barrier to help-seeking and receiving timely, appropriate treatment in order to curb the suicide rates.

The purpose of this study is to examine the antecedents and consequences of suicide stigma. A total of 510 Koreans participated in an online survey. The questionnaire included questions assessing suicide stigma, cultural beliefs (Chemyon sensitivity, conformity tendency, and interdependent self), attitude toward seeking professional psychological help (ATSPPH), attitude toward mental health services (ATSMHS), and demographics. ATSPPH was made as a latent variable consisting of one’s willingness to seeking professional help and not coping on one’s own. ATSMHS was also made as a latent variable including perceived value of mental health services and perceived importance of mental health services.

First, a confirmatory factor analysis was performed to assess the reliability and validity of Korean Suicide Stigma Scale. Results confirmed that suicide stigma in Korea consists of six factors; incompetence, glorification, sympathy, being immoral, selfishness, and social exclusion. These dimensions were clearly distinguished from suicide stigma in Western societies. Second, a structural equation model was performed to assess the cultural beliefs as antecedents of suicide stigma as well as consequences of the stigma.

Results showed that people with high sensitivity to Chemyon (a cultural belief emphasizing others’ views) tended to perceive that suicidal people were incompetent, immoral, selfish, and disconnected from society, showing high levels of suicide stigma. People who consider themselves as interdependent also demonstrated high levels of suicide stigma, viewing suicidal people as incapable, self-centered, disconnected, and immoral. Conformity tendency was also positively associated with five factors of suicide stigma; incompetence, glorification, being immoral, selfishness, and social exclusion.

As a result, suicide stigma composed of six factors had direct effects on ATSPPH and ATSMHS. In particular, being immoral, sympathy and glorification were significantly related to ATSPPH. Participants viewing suicidal people as being immoral and glorified were more likely to have

negative ATSPPH. In contrast, sympathy was positively related to ATSPPH. Regarding ATSMHS, glorification was negatively associated with ATSMHS. On the other hand, sympathy was positively associated with ATHSMHS. Results underscore the important role of cultural beliefs, indicating useful insights and directions to lower suicide stigma among Koreans.

Id: 22405

Title: Framing HPV and cervical cancer: An analysis of news coverage in English language newspapers in India

Session Type: Individual submission

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Abstract: Cervical cancer is one of the leading causes of cancer-related deaths among women in India. Absence of affordable, quality healthcare, poor nutrition, unhygienic environments and regressive social norms put women from low income and marginalized households at a high risk of being infected with the cervical cancer causing strains of Human Papillomavirus (HPV). Cervical cancer is also a highly preventable disease, if detected early or vaccinated against before an HPV infection. Yet, efforts by public health advocates to implement an effective screening and vaccination program in India are dwindling. The HPV vaccine has only been included in the pediatric list of Universal Immunization Program (UIP) of India as a non-mandatory vaccine.

Controversies around the Randomized Control Trials (RCT) of the vaccine and associated fear in the public, high cost of the vaccine, opposition from right-wing groups, and lack of awareness (Hussain et al., 2014) are cited as major causes of sluggish efforts to control cervical cancer in India. A failure to control the high incidence of cervical cancer in India can severely affect the public health system, worsening the country's heavy burden of disease. Inability to assuage fears related to the efficacy and safety of the HPV vaccine can relegate the progress made by the UIP in combating preventable diseases like polio and measles through vaccination.

In the current light, there's a need for strategic planning of health promotion and a critical assessment of Indian media's role in covering the issue. The ecological model of health behavior considers media as an important structural influence on health behavior and attitude (Sallis & Owen, 2015). This paper aims to unravel the frames assigned by Indian media to HPV/cervical cancer issue. For the study, a sample is drawn from four English language newspapers in India: The Hindu, The Times of India, The Hindustan Times and The Indian Express, and two independent news websites: The Wire and Scroll.in. The sample includes coverage of HPV/cervical cancer from 2015 to 2018. Using a directed content analysis approach (Hsieh & Shannon, 2005), content is categorized on the basis of medical and non-medical determinants of health (DOH). The study is informed by a body of research that highlights the significance of incorporating DOH in health messages to influence public policy makers (Lantz, Lichtenstein, & Pollack, 2007), and studies that confirm traces of overarching political and economic discourses in media's health reporting (Abdelmutti & Hoffman-Goetz, 2009).

The study reveals that newspapers employ the economic frame most frequently, among non-medical frames of the issue. It is also observed that authoritative sources are preferred while reporting about the health issue, while the "voice" of the public is absent. Through a detailed

description and discussion of the frames the paper highlights the implication of the media coverage of HPV/cervical cancer and signals at future areas of research.

Keywords: cervical cancer, determinants of health, framing, health journalism, HPV, media

Id: 22434

Title: Narrative tools for smoking prevention in adults. Effects of narrative voice and audience-character similarity

Session Type: Individual submission

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Abstract: Smoking is linked to multiple health problems, but it is also the biggest preventable cause of premature death. Therefore, an important goal in health communication is to improve the effectiveness of campaigns targeted to smokers. The present paper is based on narrative persuasion research (Moyer-Gusé, 2008) and, in particular, on empirical research on smoking prevention with narrative messages (Kim, 2018).

The main theoretical models of narrative persuasion (Moyer-Gusé, 2008) have identified several psychological processes responsible for the impact of narrative messages on attitudes and behaviours, highlighting the role of identification with the protagonist because it reduces “resistance” toward the persuasive message through decreasing “critical” cognitive processing (lowering counterarguing and reactance). Given that identification is a relevant process in narrative health communication, current research is focused on figuring out how to increase this process. The present study focuses on the impact of two factors: audience-character similarity and narrative voice.

Similarity describes a process through which the individual exposed to a narrative shares certain traits with the protagonist. Given that the empirical evidence on the effect of similarity shows inconsistent results (Tukachinsky, 2014), we propose that it is possible that similarity influences identification only in certain conditions, depending on other characteristics of the message (Kim, 2019), like narrative voice. Narrative voice or point of view refers to the perspective adopted by the narrator and from which the story is told. Neuropsychological research has shown that first-person (versus third-person) narratives are processed in a neurological different way (Van Krieken, Hoeken & Sanders, 2017).

Our study establishes the concept of “optimal reception condition” and analyses the “joint effect” of audience-character similarity and narrative voice. Because first-person voice could facilitate that the audience of the message takes more easily the perspective of the character when audience-character similarity is high, it was hypothesized (H1) that the combination of reading a first-person narrative whose protagonist shows a high similarity with the audience will induce the highest levels of identification. Secondly (H2), this research tests a serial mediator model, in order to contrast the indirect effect of the optimal reception condition on the intention to quit smoking, perceived self-efficacy and response efficacy, through identification (as primary mediator) and counterarguing and reactance (as a secondary mediators).

To test our predictions, an online experiment was carried out with QUALTRICS, accessing to a sample of 680 (Spanish) smokers between 18 and 55 years old (50% female). Participants were exposed to a narrative message featuring an adult smoker (a 35-year-old man) who related his experience in the process of quitting smoking. Narrative voice (first versus third-person) and behavioural similarity (high versus low) were experimentally manipulated in the message.

The results showed that the optimal reception condition induced the highest levels of identification with the protagonist. In addition, we observed statistically significant indirect effects of the optimal reception condition on intention to quit smoking, perceived self-efficacy and response efficacy through identification that, in turn, reduced reactance. In conclusion, this research provides empirical evidence on how to improve smoking prevention interventions aimed at adults.

Id: 22482

Title: Health communication for pregnant Chinese migrant women in northern England

Session Type: Individual submission

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Abstract: Health literacy, an integral component of health communication, has long been linked to health outcomes of both general and migrant populations. While much previous work on health literacy relied on quantitative measures of (English) literacy and numeracy of mainstream adult population (e.g. NAAL, TOFHLA), recent work informed by an ecological model (Dutta, 2007) aims to provide critical-cultural and interpretive analysis of individual and system conditions of health literacy, recognising the role of language, social capital, culture and healthcare providers (Berkman, et al, 2010; Squiers et al., 2012). Meanwhile, researchers of migrant health also argue for a more refined theoretical lens to capture complex influences (non-translatable educational status, language more than SES as a health risk) on migrant health (Acevedo-Garcia, 2012). This paper intends to contribute to the critical-cultural and interpretive research on migrant health, drawing on the concept of health literacy in a cross-national, ICT-mediated healthcare context. It investigates how pregnant Chinese migrant women in England seek, access, understand, appraise and communicate health information in their maternity care. This paper is based on a study supported by two NHS Trusts where 30 interviews with pregnant Chinese women (17) and midwives (13) and 7 observations of midwife appointments were conducted.

Preliminary analysis suggests that most Chinese women, regardless of their educational attainment and socioeconomic background, do not read information leaflets (e.g. ultrasound scans) provided by the NHS due to language barrier. However, they value information provided orally by their midwife. The arrival of the leaflets, usually during the first midwife appointment when women are 8-10 weeks pregnant, was thought to be too late and have missed the window of opportunity when women first found out about their pregnancy (week 4-6) and wanted more information. Due to limited social capital, most women turn to their Chinese social circle for support, including getting pregnancy advice from family and friends. Most women engage with Chinese pregnancy websites and apps extensively to seek information and monitor maternal and fetal health, but often find them inconsistent with the NHS practices. While some women are digitally savvy (e.g. being able to identify powerful translation apps for their midwife appointment), they demonstrate low eHealth literacy in terms of the ability to discern the credibility of online sources. Few are aware of data protection and privacy issues. Some women's health practices (e.g. purchase private scan to avoid the risk of nuchal chord) are underpinned by a sense of vulnerability and the notion of 'risk', shaped by women's knowledge of risk-averse maternity care practices in China (learned from Chinese websites and apps) and limited public healthcare resources in England, and social isolation. It's clear that several social, cultural and ecological factors influence Chinese women's health communication. Digital media reconfigure some of the influence, producing both enabling (immediate information in Chinese; translation app) and disempowering (risk and scaremongering,

inconsistency) effects. These findings can be used to review some practices of the NHS, and to potentially inform the development of a conceptual framework for migrant health literacy.

Id: 22691

Title: Decoding Food Labeling using 'Food Label Decrypto' Android App

Session Type: Individual submission

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Abstract: Background & Objective: Food labels inform consumers about the overall quality, standard and safety related to packaged-food. Interpretation of food labels is a complex and time-taking exercise. Therefore, the aim of the present investigation was to understand the food labeling in India and its understanding among the consumers to make an attempt to develop a user-friendly android based application for decoding the food labels. Methods: Two situational analysis were carried as the groundwork to develop the android app (1) Market-survey (supermarkets=4, grocery stores=4): To examine the type of food labeling predominant on packaged foods (n=1,020) in India. (2) Consumer-survey (n=807 consumers): To examine the extent of consumer understanding of food labels. Results: Results revealed that majority (64.1%) of food products displayed Nutrition-Information-Panel (NIP) as “per 100 g”; 19% as “per 100 g and per serving” and 2% as “per serving.” Remaining products had a combination of two or more type of NIPs. Of the total products (n=1,020), only 337 products listed ingredients in descending order of percentage weights as per the Food Safety and Standards Authority of India (FSSAI) guidelines. The most common symbols/logos found on the products were either vegetarian or non-vegetarian logo (98.6%) followed by FPO (22.6%), ISO (12.4%), HACCP (5%), ISI (0.6%) and AGMARK (0.2%). Consumer survey revealed that majority of the consumers (93%) used ingredients list for product information followed by NIP (83%) and symbols/logos (73%). However, the understanding about the use of the same was low and ranged between 24% to 34% for each component. Conclusion: On one hand, there is a variety of nutrition information available on food labels, and on the other, understanding of the same is low among consumers. Therefore, the present android-application can aid in making informed choices by the consumers.

Keywords: Food labeling, FSSAI, Nutrition Information Panel, Symbols/logos

Id: 22904

Title: Family Planning in Global Health Governance: A Political Economy Analysis of the Bill and Melinda Gates Foundation's Campaign for Contraception in Developing Nations

Session Type: Individual submission

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Abstract: The Bill and Melinda Gates Foundation (BMGF) uses multilateral partnerships and governmental relations as a global health and development actor in the arena of global health governance. “Global health governance involves an amalgamation of various state, non-state, private, and public actors and as such has developed beyond the institutional role of the World Health Organization (WHO) and state based ministries of health” (Harman, 2012). As the foundation exerts power in the form of financial grants it also exerts power over the discourse about global health and development by crafting messages that represent value systems from wealthy nations for programs employed in developing nations.

This study is a critical political economy analysis of the BMGF's campaign for contraception from 2014 through 2018. It answers the following research questions: 1) How does the BMGF use strategic and economic relationships to design and deploy its family planning campaigns?; 2) How are BMGF messages about family planning situated historically within broader development discourses, for instance, of modernization vs. critical discourses?; 3) How are BMFG messages about family planning situated historically within the field of international family planning and reproductive health discourses?

This research employs critical discourse analysis of BMGF documents, including annual reports, media articles, website content, and BMGF funded academic articles to answer these research questions. It combines theory and literature from critical political economy, development, feminism, and public health campaigns to historically analyze the BMGF's role as a global health actor in family planning campaigns.

Id: 22919

Title: Communicating During Public Health Emergencies: The 2014 Chikungunya Outbreak in Jamaica

Session Type: Individual submission

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Abstract: In August 2014 Jamaica confirmed its first case of the Chikungunya virus (Chik V). In a Jamaica Health and Lifestyle Survey conducted during 2016-2017 it was reported that the virus infected approximately 80% of the island's population and has remained in the island since the first outbreak in 2014. The initial reaction of the Ministry of Health during the 2014 outbreak and the communication that followed revealed very low numbers of Chik V cases. This contrasted with what Jamaicans believed to be the reality. Much of the population was also convinced that the information concerning the source and spread of the virus were being withheld from them. Their need to know the facts was compounded by limited access to information on the virus during the crisis. This led to many Jamaicans utilizing unofficial sources of information as alternatives to adequate official information from the Ministry of Health. Social media channels became one such alternative that Jamaicans used to express their frustration and disperse information they believed represented the depth of information that they required. The paper argues that user-generated content on social media can be a tool used to cope with the need for clear information sharing during public health emergencies in the absence of expected official sources of information. In this case, social media technology enabled citizens in their attempt to secure human dignity at a time when the prerequisites for ethical health communication which include truth, completeness, correctness, relevance and sincerity, comprehensibility, inclusion, and equity and utility were seemingly not being upheld by the relevant authorities. The study will employ a multi-method approach that will glean information from different sources. These include secondary data gathered from a knowledge, attitude and practices (KAP) study done during the outbreak in 2014; a review of newspaper articles and other traditional media artifacts published or broadcast during the height of the outbreak between September and December 2014; as well as user-generated content shared on social media platforms. An analysis of existing literature addressing the role of media in risk communication will also be done. This approach to data-collection and analysis is expected to describe the nature of the communication around the Chikungunya virus that was provided by the Ministry of Health via traditional media platforms; examine how this related to the behaviour of Jamaicans; and analyze how new media, namely social media, were used to fill gaps in the information provided.

Id: 22979

Title: False Balancing: A Content Analysis of the Media Coverage of Polio Vaccination Campaigns in Pakistan

Session Type: Individual submission

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Abstract: Introduction: Media can play an important role in creating awareness about vaccine-preventable diseases. Due to their capacity to reach a large number of people simultaneously, media outlets are effective tools for dissemination of information about diseases and the vaccines used to counter them. However, recent studies have shown that media coverage of vaccination in different contexts and countries tends to lack comprehensive information and transparency, and creates uncertainty about the vaccine (Abdelmutti and Hoffman-Goetz, 2009; Bodemer, Müller, Okan, Garcia-Retamero, & Neumeyer-Gromen, 2012; Calloway, Jorgensen, Saraiya, & Tsui, 2006). The information in the media about vaccination also lacks accuracy (Sood, Klassen, Cronin, Massey, & Shefner-Rogers, 2015). Incomplete and non-transparent media coverage of health issues is a major risk for public health (Bodemer, et al., 2012). The lack of background information about diseases and vaccinations developed to treat them can misguide audiences. Similarly, “false-balancing” as a theoretical concept has recently received attention from public health scholars. Previous studies had noted that false-balancing techniques in the production of news stories created uncertainty around verified knowledge by “balancing” the arguments of pro-vaccine medical experts with the false claims of non-experts who oppose vaccination (Dixon and Clarke, 2012; Dixon and Clarke, 2013; Thomas, Tandoc Jr, & Hinnant, 2017). Dixon and Clark (2013) noted that people reading a falsely balanced story were likely to believe that the scientists were divided on the effectiveness of vaccine. This belief that scientists are divided on the effectiveness of vaccine may lead to vaccine hesitancy. Our content analysis of the media coverage of polio vaccination campaigns in Pakistan aims to explore the relationship between truth-telling and false-balancing in the context of polio vaccine. Methods: Based on the past literature on false-balancing, comprehensive information and truth telling, we created a code sheet. Using Lexis Nexis, we identified 53 news stories that met the inclusion criteria. The data was analyzed using SPSS (24, IBM).

Results: The results showed that a majority of the news stories (87%) were falsely balanced and therefore included scientifically invalid claims of parents about the side-effects of polio vaccine. Only a minority of stories (n=23) provided basic information about the effectiveness of polio vaccine.

Conclusion: The belief that a journalist should report the allegations of parents— even if the claims are proven scientifically wrong— as a kind of opposite view to the official position on vaccines, results in false-balancing. Therefore, there is a need to tell journalists that not all claims are worth covering and that reporting scientifically incorrect or invalid claims can result in vaccine hesitancy among readers, especially among those who have less familiarity with the science of disease.

Id: 22988

Title: Cáncer en la Holocubierta: La construcción cultural de una enfermedad a través de los videojuegos

Session Type: Individual submission

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Abstract: [ESP]

En su conocido libro *Hamlet on the Holodeck*, Janet H. Murray abordó sobre cómo los universos literarios evolucionan y se convierten en entornos de realidad virtual representados a través de la holocubierta de *Star Trek*. Esta tecnología consistía en una sala vacía en la que una computadora simulaba situaciones de la vida real y se usaba para entrenar a los personajes de la serie en diferentes tipos de situaciones (la misma lógica utilizada para los *X-Men* en la Sala de Peligros). El uso de esta metáfora ilustró el potencial inmersivo e interactivo de los nuevos medios para sus usuarios, quienes pudieron interactuar con un mundo ficticio sin ser conscientes de su entorno. Representando juegos como un modelo narrativo espacial de ficción interactiva que propone mundos virtuales es actualmente uno de los enfoques analíticos más populares para los videojuegos. Este artículo pretende abordar cómo este enfoque se ha cristalizado en la construcción cultural de una de las enfermedades más trágicas de nuestro tiempo: el cáncer.

Este estudio explora la intersección entre el cáncer, una de las principales causas de muerte en la sociedad contemporánea, y los videojuegos, uno de los medios más importantes en la cultura pop del siglo XXI. Las técnicas de análisis de contenido se aplicaron al mensaje de ocho juegos basados en una narrativa sobre la enfermedad, los pacientes, los tratamientos y los resultados obtenidos en los últimos quince años. Los resultados apuntan a una construcción de cáncer que se basa en la ciencia, el apoyo social y las convicciones espirituales para el empoderamiento individual y social en relación a la enfermedad.

[ENG]

In her well-known book *Hamlet on the Holodeck*, Janet H. Murray discussed how literary universes evolve and become virtual reality environments represented by *Star Trek's* holodeck. This technology consisted of an empty room in which a computer simulated real-life situations and was used to train the characters of the series (following

the same logic used for the X-Men in the Danger Room). The use of this metaphor illustrated the immersive and interactive potential of the new media for their users, who were able to interact with a fictional world without being aware of their surrounding environment. Portraying games as a narrative spatial model of interactive fiction that proposes virtual worlds is currently one of the most popular analytic approaches to video games. This article aims to address how this approach has become crystallized in the cultural construction of one of the most tragic diseases of our time: cancer. This study explores the intersection between cancer, one of the main causes of death in contemporary society, and videogames, one of the most significant media in twenty-first century pop culture. Content analysis techniques were applied to the message contained in eight games based around a narrative concerning the disease, patients, treatments and outcomes obtained over the last fifteen years. The results point to a construction of cancer which relied on science, social support and spiritual convictions for social empowerment.`

Id: 23194

Title: Sexual Health, Discursive Silence: Rising HIV Infection in Canadian Youth and Health Risk Communication in a So-Called "Universal Health Care" System.

Session Type: Individual submission

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Abstract: In the 70 years since the UDHR, and the declaration of human health as a human right, great strides have been made in public health, both in Canada and around the globe. Canada's public health system and Medicare were introduced in the Province of Saskatchewan in 1962, and in 10 years, the entire country was covered. Or so the conventional wisdom goes. As many researchers in health and health communication are all too well aware, social determinants play a very important role in how citizens access, use and benefit from even public health systems (or how they do not). In the Canadian context, social isolation in the HIV+ and co-infected communities provides a stark lesson in how power operates on marginalized bodies differently. Crenshaw (1989) describes the different ways certain people are privileged and others are not in any system as "intersectionality". Thus, the "dynamics of inequality" that are operant in Canada are significant and important to understanding how health communication can effectuate change in a community, or shut it out. This paper looks specifically at two intertwined issues, campaign fatigue in ASO's and the rising incidence of HIV infection in youth (18-25), at the intersections of race, sexuality and gender. It hopes to that corroborate community (BIPOC) based intervention strategies are potentially effective, require more funding and application, and support this conclusion through data collected.

As one of the fastest growing demographics for HIV infection and transmission (Canada Public Health, 2018), youth in Canada face unique and specific challenges for health communication. Among youth demographics, HIV is thought to be curable, or a "gay disease". Culturally exacerbated stigma about M2M sex combine to produce an ideal storm which is driving the rise in infection rates. Campaign fatigue in the traditional ASO framework of funders, fundraising, service providers and clients makes the existing problem worse. What is emerging in the Canadian youth context is a distinction between "haves" and "have nots", with access to services hinging on community support, the "have nots" (BIPOC youth in particular) are getting left behind (AIDS Vancouver 2017). Faith based medicine as well as superstition and homophobia trouble the boundaries of access to diagnosis and treatment further, with much misinformation and confusion about who is susceptible to HIV/AIDS and what steps to take to prevent exposure or transmission. This research involves a brief literature review of existing strategies (CATIE 2016, CATIE 2017, CHABAC 2017) survey, interviews with service providers in Indigenous, Black and PoC communities as well as youth (18-25) living with HIV and youth sexually active in that demographic in order to arrive at a series of policy positions and guidelines for how better to share information about sexual health, but also as an affirmation of the basic human right of health for all citizens of the nation, and the world.

