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¹ We have endeavoured to ensure that these are the abstracts of the papers actually presented in Cartagena. 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. Email addresses have been intentionally altered to prevent harvesting by spammers.

Id: 14278

Title: Connecting with Killer Apps 'Can Digital Health Communication Overcome Health Resistant Behaviour'

Session Type: Individual submission

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Abstract: Research on health resistance (Crossley, 2002) has contributed two fundamental reasons for the deliberate disregard or dismissal of health messages by seemingly reasonable people: (1) a different definition or interpretation of health and health maintenance and (2) a suspicion of authority-driven science, medicine and government-funded communication. As we stated in the past, these arguments ask the question whether a currently used vision of human health and lifestyles works.

As a key means of addressing health issues among a digitally connected population, a growing number of health entities have turned to digitally driven promotion and outreach efforts. Among those, Mobile Health and Social Media Health (eHealth and mHealth) have taken a prominent role. The use of health apps, health blogs, targeted SMS messaging, virtual health environments and viral promotions have shown promise to not only reach heretofore unreachable groups but also communicate in a way that reduces resistance via familiarity and convenience of the medium. To find out whether that is so, we conducted a meta-analytical review (N=30) of recent case studies and project reports that presented the use of some digital technology to promote a particular healthy lifestyle (e.g., exercise blogs), encourage the use of a tool to improve one's lifestyle (e.g., calorie-counting apps, smoking cessation SMS) or discuss a particular health concern (e.g., binge drinking RMS feed).

We found problems native to all communication where the novelty of technology drives the narrative rather than the other way round, namely a lack of perceived benefit by recipients (tool is too static), misfit with lifestyle, lack of trust in the system (e.g., a need to provide too much personal data), technology malfunctions (broken links, etc.), confusion with technology and content, annoyance with interactivity (e.g., reminder functions pop up too often), cost, demographic profile mismatch of heavy digital user vs. those most in need of "digital contact," and a vast lack of participation by health providers.

As such, the current model of digital technology use, where target publics are mostly given information or nudging requests, is not compelling enough for a tech-fickle public, who disposes of new gadget quickly, especially if it is not able to provide any "added value." In addition, most digital health tools appear either too complicated or passive for people to stick with it long-term. We end by proposing two future directions. One, noticing a relative paucity of research to keep up with technological developments (e.g., it is hard to find FitBit and Smartphone studies), we see a need for more dynamic means of evaluating mHealth interventions. Two, we propose a participatory framework of (digital) health communication that is able to build connections through discussion and debate. Not only would this render the technology more humane and dialogical (hence reducing resistance in the message) but this approach would have direct health implications, working against isolation, antagonism and stress. Further details and related ideas will be discussed in more detail.

Id: 14428

Title: Positive Talk: Online Forums, HIV and MSM Sexual Health in the Canadian Context

Session Type: Individual submission

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Abstract: The advent of digital media ushered in an explosion of online hookups, and gay, queer and bi men were at the cusp of this revolution. Out HIV+ men who have sex with men (MSM) have always been a part of that mix, despite the systemic and interpersonal stigma they suffer. Anecdotal evidence from Canadian online sex hook up forums for MSM (Squirt, Grindr, BBRT) suggests there is a serious lag between popular discourse around HIV and the growing body of data that shows no causal link between those with undetectable status and those being newly infected. It is hypothesized that this is the result of shifting views about medical authority and the ease with which information or misinformation can be spread online. This paper investigates this hypothesis using both Foucauldian discourse analysis (Foucault 1976) and an action research based quantitative and qualitative content analysis (Israel 2012) of profiles, chats, and a systemic overview of profile construction to evaluate how disclosure, status, and sexual health are being communicated in select MSM communities. From this analysis, several conclusions may be drawn regarding the lack of impact of appropriate sexual health information, or even the right channels or functional options in profiles and platforms through which this information can be accurately disseminated and understood. While there has been some intervention online in the form of sexual health advocates and chat rooms devoted to sexual health, stigma and lack of consistent funding for these initiatives has played a significant role in their lack of success, as measured by the number of online users against growing rates of infection.

The paper seeks to address stigma by pointing to structural and systemic weaknesses in the way profiles are constructed, options given to the users, and the moderation (or lack thereof) in both instant and more permanent online fora. It further suggests policy changes that continue to place Out HIV+ community members in positions of authority in Aids Service Organizations (ASO), and health, education and government stakeholders, not merely as placeholders, but rather linked to a theoretical position that views their embodied wisdom as essential to public health around HIV and other STD's. These guidelines for MSM online hookups also incorporate a set of requests to the providers of online fora as a means of improving their services to the community, reducing stigma, and contributing to the reduction of transmission. They make fundamental use of the most recent scientific literature from the undetectable = untransmittable movement (CATIE 2017, PAC 2016) to shift the focus of sexual health responsibility away from HIV+ individuals who know their status and are in treatment towards providers of forums and users who wish to operate with varying degrees of anonymity by defining anonymity as privilege that comes with responsibility. By engaging both providers and users using broad policy and political pressure and support, systemic change can be actualized and the full potential of digital new media as a powerful tool for social progress around sexual health and sexual identity might be realized.

Id: 14461

Title: PHOTBOY, UNA HERRAMIENTA TECNOLÓGICA PARA LA PROMOCIÓN Y PREVENCIÓN DE DIFERENTES TIPOS DE CÁNCER CAUSADOS POR EL CONSUMO DE TABACO EN ESPACIOS PÚBLICOS DIGITALES DE LA CIUDAD DE PEREIRA

Session Type: Individual submission

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Abstract: Panel: Health Communication & Change and communication & HIV / AIDS Working Groups - CfP

La siguiente propuesta responde a la investigación titulada: Photoboy, liderada por la Universidad Católica de Pereira en compañía de la Red para la Cesación del Consumo de Tabaco de Risaralda, compuesta por la Universidad Tecnológica de Pereira, Universidad Libre, Oncólogos de Occidente, Fundación Oncólogos de Occidente y las Secretarías de Salud de Pereira y Risaralda en Colombia.

El objetivo del presente proyecto de investigación en comunicación y salud es evaluar la efectividad de las campañas tradicionales de comunicación para la prevención del consumo de tabaco y comparar la efectividad de una propuesta basada en la fotografía participativa en ambientes digitales escolares de la ciudad de Pereira, con el fin de crear una herramienta tecnológica capaz de llevar el mensaje de los efectos negativos del consumo de tabaco y las posibles causas de cáncer asociadas a esta práctica.

La revisión del estado del arte ha permitido identificar la relevancia que tienen los soportes mediáticos reticulares como motores para vehiculizar mensajes comunicativos, sin embargo, se ha dejado de un lado el estudio de la efectividad de dichas herramientas (Websites, Mobile App and Social Networks) en el espacio público digital o ciberespacio, es decir, un universo relacional y espacio de representación e intercambio, que se convierte en escenario para la transmisión, recepción y apropiación de cientos de mensajes informativos o comunicativos, los cuales logran incluirse en los espacios públicos tradicionales, y que en la actualidad llevan a los jóvenes a compartir momentos físicos, mediáticos y digitales durante su formación escolar.

El proyecto vincula estudiantes de los grados décimo y once de instituciones educativas de la ciudad de Pereira Colombia, los cuales participan de test psicológicos validados para estudiar las actitudes y estados de contemplación que tienen los jóvenes hacia el tabaco, y que luego pasan por una etapa de participación en grupos focales diseñados para evaluar la efectividad de las campañas de comunicación mediáticas, educativas y multimedia tradicionales.

Sin embargo, la propuesta más interesante de este proyecto de investigación es la aplicación de la estrategia “Photoboy” una herramienta de comunicación participativa que mediante un concurso fotográfico, que circula en el ciberespacio escolar, pretende estudiar la relación que tienen los estudiantes con el tabaco, entregar mensajes sobre los efectos de dicho consumo, pero al mismo tiempo, ser el insumo para el diseño de una estrategia virtual de promoción y prevención en salud, fundamentada en el uso de los websites, las redes sociales y las aplicaciones móviles.

El proyecto (en finalización) busca diseñar un modelo de evaluación digital, así como estrategias virtuales que puedan ser replicadas para el tratamiento de múltiples enfermedades que involucran a los jóvenes como las enfermedades de transmisión sexual, los embarazos no deseados, la obesidad, la inactividad física, el consumo de sustancias psicoactivas, entre otras.

Id: 14485

Title: Diffusion, Convergence and Influence of Pharmaceutical Innovations: A Comparative Study on China and U.S. Patents

Session Type: Individual submission

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Abstract: In global pharmaceutical industry, drug discovery is becoming progressively harder and R&D costs are spiraling out of control. The healthcare and pharmaceutical sectors are in a process of innovation convergence. Despite significant impact of pharmaceutical innovations on health care, our understanding of them is still limited because previous studies explored only a few cases and largely came from linear perspective. Guided by Diffusion of Innovations theoretical framework, this study analyzed the diffusion of pharmaceutical innovations based on patent data. By reviewing Diffusion of Innovations theory and technology convergence literature, which guide the analyses of trends and patterns in global pharmaceutical industry, this study presented detailed case of Chinese and U.S. pharmaceutical patents and investigated advancements that global pharmaceutical industry is experiencing. To identify and derive diffusion trends and convergence patterns of pharmaceutical innovations, the methodology of co-classification analysis and information visualization methods were employed to examine the pharmaceutical patents. A large volume of patent data, 15,422 patent filings citing Chinese pharmaceutical patents, 28,075 patent filings citing U.S. patents, and 6,064 patent filings citing both Chinese and U.S. patents during 2014-2015 were retrieved from the world patent database, Derwent Innovation Index. The overall statistics indicate that international pharmaceutical research is significantly more oriented towards the U.S. technology base, while China is still lagging behind in global pharmaceutical industry. A new approach was proposed for identifying certain diffusion of innovations theory-based concepts, including innovation attributes, adopter characteristics, and clustering. Based on Chinese pharmaceutical innovations, convergence has been taking place mainly by applying traditional Chinese medicine to pharmaceutical R&D, such as Chinese herbal medicines, plant extracts, and pharmaceutical preparations. Differently, convergence patterns of U.S. pharmaceutical patents were more dispersed, including synthetic compounds, biological products, and new treatment modalities in some specific disease areas, such as cancer, rheumatoid arthritis, alzheimers disease, multiple sclerosis, etc. Early adopters of Chinese patents were mainly universities within national sector, while early adopters of U.S. patents were academic institutions and large international pharmaceutical corporations of balanced quantity, contributing higher degree of technology convergence. It is noteworthy that technology convergence in cancer treating sector is expected to have a high future development potential. Exploring the convergence of both Chinese and U.S. pharmaceutical innovations allowed us to discover the technological trajectories under the influence of two different and sometimes disparate models of medicine within the context of globalization of medical practice. Findings of the study can provide a rich knowledge about the influence, diffusion and convergence trends of Chinese and U.S. pharmaceutical innovations, which are of great theoretical and practical significance. Using

comprehensive archival patent data over time may help overcome the recall problem and individual-blame bias. Social network analysis techniques rather than the traditional linear model were proposed and applied as alternative methodological approaches which may become future prospects of Diffusion of Innovation studies. In pharmaceutical industry, the findings may provide implications for researchers, policy makers, health professionals, and the general public, to help improve the overall health of society.

Id: 14844

Title: Embodied expertise and self-care practices: How runners enact medical expertise online

Session Type: Individual submission

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Abstract: The internet alters users' relationship with medical expertise in two main ways: it provides individual users with previously inaccessible medical expertise from multiple sources; and it allows them to form communities where they can negotiate this expertise and share their experiences of health and illness. Using the model of coproduction, this paper investigates the ways in which recreational runners negotiate their care in this virtual space. The ethnographic methods include a case study of the online social collective, Running Mania, in particular, participant observation of the injury forum and 17 interviews with participants recruited from among the website's users. While coproduction is often conceptualized as an active, collaborative effort of knowledge production between experts and laypersons, the paper argues that even in the absence of direct expert involvement, collective reflexivity toward freely accessible mediated medical expertise articulates with runners' embodied experiential expertise to produce new forms of situated knowledge and caring practices. The results indicate that the sharing of experiential expertise that occurs online provides a space in which users negotiate mediated medical expertise in the sociocultural context of their running practice, particularly in cases of controversial treatments or uncertain diagnoses. Users' interactions illustrate how this articulation between running and caring practices results in knowledge and knowhow that often challenges or reconfigures medical expertise. At the same time, the body is problematized online, where embodied expertise is (re)produced in the absence of a running body, blurring the distinction between interactional expertise (talking about running) and contributory expertise (doing running). Ultimately, the discursive body, the one that is performed through online communication practices, exists in tension with the experiential body, the one that is performed in face-to-face running and caring practices.

Id: 15040

Title: Yellow fever in Brazil: an outbreak in the press and in everyday life

Session Type: Individual submission

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Abstract: The goal of this paper is to analyze the role of journalism in the production of meanings about the yellow fever outbreak in the State of Minas Gerais in Brazil between December 2016 and March 2017. The analysis will be performed on the newspapers O Globo and Folha de S. Paulo, which were chosen because they are the main newspapers in the country in terms of circulation and relevancy in the media conglomerates. The analysis will be carried out according to the following issues: 1) how the newspapers set up explanations for the epidemiological event; 2) how they assign responsibilities for the event, contagions, illnesses and deaths and relate to the specialized institutions about the disease; 3) how they produce sensations of fear and vulnerability in the conduct of life by different individuals, but also how they coerce the press and the responsible sectors (State and science) to produce solutions for the health crisis advertised in the newspapers' pages and to identify risk factors for the illness. The work is based on the analysis of speeches, especially on the works by Michel Foucault and Norman Fairclough, taking as a basic principle the understanding that speech is likely to produce realities. It takes speech not as a reflection of reality or the object of its enunciation, but as a producer of what it states in the very process of enunciation. Journalism is characterized in contemporary society as a particular type of speech widely recognized and consecrated by acting on the mediation between the ordinary and the extraordinary, listing the relevant events and contributing to the construction of interpretations of everyday and public life. According to the Ministry of Health, the outbreak was local and did not vindicate panic. As for the population, it was necessary to take urgently the only existing prophylactic measure: vaccination. The press however esteemed that the epidemic was imminent. Keeping this in view, the methodological strategy unfolds in three parts: analysis of 1) journalistic texts, especially considering the statements from authorized sources and the strategies of panic and fear in the press; 2) statements from the Ministry of Health and from Fiocruz, particularly, in the face of rising panic and demand for vaccination; and 3) reports from users of the public health system (Single Health System) in Brazil in search of vaccination. We observe that the production of meanings about the yellow fever outbreak occurs in complex socio-cultural contexts that are not limited to the stimulus-response relationship of individuals with the media. In the Brazilian case, closely to the yellow fever outbreak, there was an unprecedented triple epidemic of dengue, zika and chikungunya, which gave rise to an extreme awareness about permanence and mortality caused by diseases which have the *Aedes Aegypti* mosquito as their vector. It must be taken into account that since 1942 urban yellow fever casualties have had a significant drop until its eradication, because of the manufacturing of the vaccine as well regular vaccination campaigns.

Id: 15125

Title: 'Vaccine Phobia' under the Perspective of Risk Communication

Session Type: Individual submission

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Abstract: In the recent decade, there have been plenty of vaccine incidents happening in mainland china. Particularly, the 2016 vaccine incident in Shandong, it's an illegal case cracked by local public security organs which triggered all-dimensional 'tsunami of public opinion', meanwhile it probably become a significant watershed in the history of vaccine regulation. Among these incidents, before the official investigation results release, several media use tagging words to apply strong psychological hint, meanwhile define the incident rashly, which amplify the risk of vaccination as well as intensify parents' panic and speed up the spread of 'vaccine phobia'. At present, the public gain knowledge through information consent form of vaccination and information communication via media. There were many cases worldwide of vaccine boycott movements led by media's improper coverage which caused large-scale outbreak of epidemic. Vaccine incidents in China implied the similar trend. Since the ministry of health of China included hepatitis B vaccine into planned immunization management in 1992, the virus-carrying rate of hepatitis B among national population has declined from 9.75% to 7.18%, amongst the rate of children under 5 decreased dramatically from 9% to less than 1%. Nevertheless, after the 2013 vaccine incident, statistics showed that there was a 30% decrease of the vaccination rate of hepatitis B and average 15% decrease on other vaccines in a month. When the 2016 illegal case occurred, vaccine phobia appeared again.

Both studies from Beck and Luhmann have shown that, media has formed a significant bridge for risk perception. Effective risk communication to the public via media is benefit for elimination of panic towards vaccination and drug-use. Otherwise, it will bring about concern and social panic. R. E. Kasperson et al. developed the SARF (social amplification of risk framework), afterwards Duckett and Busby proposed the SARA mode (social attribution of social amplification) based on SARF. SARA suggests risk amplifying or reducing through social amplifiers is not the result but the process of the occurrence of risk. The paper applies SARA mode to conduct case studies on suspected fatal cases caused by vaccine in 2013 and the illegal business operation of vaccine in 2016. Text analysis and quantitative analysis are applied. The paper categorizes media type, reporting type, reporting themes, sources of information to discuss whether media's coverage will lead to the decline of vaccination rate as well as how should media carry forward risk communication. We uses the online news search engine Baidu searching which include almost all related news from different kinds of media, and select one analyzing sample every 6 articles after removing non-authentic ones. Time period of research are 2013.12.13-2014.1.3 and 2016.3.12-2016.3.28.

Research questions are:

1. How is media's attitude towards vaccine safety?

2. Whether media's coverage present the risk of vaccination to the public?
3. How does media attribute the risk of vaccine?
4. Whether different sources of information take different roles during reporting? Is there any influence on risk construction?

Id: 15218

Title: Anti-obesity public service announcements: the relationship between the perceived realism and the identification with the announcement characters.

Session Type: Individual submission

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Abstract: Obesity has become a burning issue globally. According to World Health Organization, overeating represents a major health risk than insufficient food intake, with the exception of sub-Saharan Africa region and some parts of Asia. In the case of such an outspread issue, mass media outreach represents an important vehicle to address the problem, however the literature evaluating the effectiveness of anti-obesity messages is scarce and the concept of identification no elaborated on in that context.

Identification with the message characters facilitates engagement and fosters persuasion. To facilitate identification, it is necessary to create the perception of realism, via e.g. typicality, plausibility, factuality or/and personal probability estimation of the presented elements.

Four different ways of depicting the obese (within four different anti-obesity announcements) were presented to Mexican women in one on one interviews (total number of interviews was 17). The ways of depicting the obese included (1) as a person with unhealthy eating habits, the interviewed described the character as negligible and lazy, (2) active, that realizes activities that help to manage their weight and health, (3) as having troubles with daily activities due to their extra kilos, (4) as carrying other stigmatizing statuses: coming from lower socio-economic level, being a woman (the spot showed several obese people, among them mainly women).

The analysis shows that presenting an obese person in association with negative characteristics evokes disengagement while accompanying the status of obese with some positives or neutral elements facilitates identification. In terms of the theoretical advances it is proposed to include in the context of perceived realism the factor of the emotional valence of the elements that contribute to this perception of realism and specifically in case of designing anti-obesity announcement it is proposed to add characteristics that evoke some positive affect.

Id: 15393

Title: Storytelling the "superbug crisis": storylines, storytelling techniques, and storytellers on YouTube

Session Type: Individual submission

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Abstract: Antimicrobial resistance (AMR) is one of the greatest challenges facing the world in the 21st century. The overuse and misuse of antibiotics in human medicine and food production has made microbes resistant to drugs that previously provided effective cures for diseases and infections.

According to the World Health Organization (WHO) AMR is ‘one of the three greatest threats to human health’ and the threat from so called “superbugs” calls for increased awareness, knowledge and engagement from broad sections of society, not the least the general public. One of the strategic objectives in WHO’s global action plan to address antimicrobial resistance is to improve the public’s awareness and understanding of AMR. Experts and policymakers however struggle to effectively reach the public.

In this paper, we examine how antimicrobial resistance is communicated, represented and reconstructed on YouTube by employing a storytelling perspective. YouTube is an influential social media platform, reaching over a billion users worldwide. With the rapid growth of social media, YouTube is one platform providing publics with expert health knowledge. The key question is how expert knowledge about AMR is represented and reconstructed on YouTube? Drawing on qualitative text analysis of the 53 most viewed YouTube videos on antimicrobial resistance, antibiotics, superbugs, antibiotics use, and overuse of antibiotics in 2016, we examine the storylines, storytelling techniques, and the storytellers in videos about “superbugs”. Firstly, we examine what aspects of the AMR problem are addressed in the “storylines”; the overall theme of the stories, i.e. the core storyline; and how the AMR threat is described. Secondly, “storytelling techniques” relates to how the stories about AMR are told, which narrative devices are used; how still imagery, moving imagery, sound, and text are combined; and how complex AMR knowledge is articulated to lay audiences. Finally, the paper explores who are the AMR “storytellers” on YouTube. Who are the producers: are the videos user-generated or originating from corporations, news media, public agencies, universities etc.? What are the producers’ goals and objectives and how is the video production funded?

The aim of the study is to further our understanding about how stories about “superbugs” are currently communicated on YouTube, informing efforts to increase public awareness and understanding of this complex issue and providing new insights into the role of social media in health communication in general.

Id: 15549

Title: Applying Theory-Based Practice to Improve Healthcare Provider-Roma Interactions

Session Type: Individual submission

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Abstract: Based on secondary research, this paper first presents a review of the life conditions of the Roma and their experiences in medical settings in one country in Europe. With the aim of improving doctor-Roma interactions, it uses doctor-patient interaction theory, to suggest recommendations for implementing better interactions for better health outcomes for the Roma.

The Roma are members of an ethnic group that migrated from North India to the rest of Asia and Europe in the 10th century, and have since faced both structural constraints of poor living conditions and institutionalized discrimination including in health care settings. Secondary research has confirmed prejudice against the Roma among health care providers (HCP) and the reflection of this prejudice in HCP-Roma interactions, with only a very few exceptions to this attitude and practice. HCP often use individual blame calling the Roma dirty, uneducated, and incapable of interacting appropriately in health care settings; they pay little attention to the structural conditions of poverty that the Roma experience. HCP often exhibit lack of understanding and respect for Roma cultural orientations, and speak to them in a medical language that is often out of reach for the Roma. Roma health is impacted by these conditions; considerable health disparities are noted between the Roma and majority populations. Roma access health services using their own ethnotheories (distinctive cultural beliefs and practices) that provide them with societal/psychological support but that are seen as barriers by the HCP. For example, family members accompany a patient because they do not want the patient to die a “social death” from being alone but the HCP find this to be an invasion of privacy.

Within the context of Roma health access and status, this paper first reviews the discrimination against the Roma, in general and in health care settings, both at the structural and individual levels. This review includes discussion of Roma ethnotheories. The paper then provides a review of theories of medical communication that could alleviate the situation with a goal to provide recommendations for better health outcomes for the Roma. Literature on HCP-patient communication includes two theoretical orientations, the biomedical and the patient-centered, sometimes called the instrumental and the affective, or the voice of medicine and the voice of the lifeworld. Principles of the biomedical model have been long institutionalized in the professional socialization of the HCP. The biomedical voice emphasizes communication in which both doctor and patient exclusively use medical knowledge, while the voice of the lifeworld emphasizes patients as unique human beings and also values their social experience. This paper will provide suggestions on how the voice of the lifeworld can be applied to improve health care for the Roma.

Id: 15553

Title: Tweeting the Zika virus: a social network analysis

Session Type: Individual submission

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Abstract: The role of social media in the diffusion of public health related information could be very relevant

especially in contagious or epidemic situations. To monitor what is published, by whom, and how it is diffused could allow us to detect and even prevent epidemic foci, to assess virus propagation patterns and to disseminate protection procedures and therapeutics. Furthermore, a chronologically distanced observation of a particular period/event could give us useful insights into the effectiveness of official agencies' communication strategies.

This paper is the result of such an (evaluative) analysis in regards to the Zika virus. We performed a social network analysis of more than 500 thousands tweets, starting a day before the announcement of a possible vaccine by the Obama Administration and finishing a week later (February/March 2016). The resulting dataset was parsed and subsequently analyzed using the software Gephi and R.

The analysis allowed us to determine who actively spread and who controlled the flux of information. Some relevant observations can be summarized as follows: a) the adoption of an official hashtag (#ZikaVirus) by entities such as WHO, OMS, and CDC was not followed by the

media and other users that preferred to use a simpler hashtag (#Zika); b) in less developed countries, where the disease was widespread, the conversation around the Zika Virus was more horizontal than in high-income countries, where the topic remained on the whole restricted to the media outlets (vertical); c) in-degree centrality measures showed that media outlets were exponentially more relevant, but when analyzed under other measures, such as closeness and betweenness, the same media outlets lacked strength, being surpassed by activists and politicians (that is a strong indication that the flux of communication was mainly influenced by opinion-makers outside the media, despite the massive presence of news outlets); d) regarding tweet topics, the most common was a ‘call-to- arms’ in the fight against the Zika virus agent (mosquito); e) infographics, images, and videos were prominent in the shared contents.

Id: 15649

Title: DISCLOSURE OF MEDICINES: THE FOCUS OF MEDIA ON REVERSE POLICY AND SOCIETY BEHAVIOR

Session Type: Individual submission

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Abstract: The world has been watching the advances of science that reach the health area. The easy supply of medicines in Brazil is a reality that has consequences. In addition to unpretentious and irregular consumption, the storage of residual drugs, the increase of "home-based drugs" and the inadequate disposal of these wastes are a problem for collective health. It is estimated that, in Brazil, the volume of household waste of medicines is between 4.1 thousand and 13.8 thousand tons per year (TORRES, 2016). The destination of these residues, in the majority, is carried out of the wrong form, being discarded in common trash. Santos (2016), argues that inappropriate disposal is done by people, for lack of information and disclosure about the environmental damage that this causes in the environment. Misinformation is an injury, without knowing what to do, the population improperly disposes of medicines and puts their own health at risk. Studying the subject is justified by the need to know if there are communicational deficiencies. Is salutary to understand if the media adequately deals with the subject, to find out if the population is aware of the impact that this practice causes and to identify if the theme has the necessary media coverage. In order to elucidate what information the population receives, documentary search was carried out in the publications of the newspaper A Gazeta, from 2000 to 2016, a total of 5.840 editions using a search system and choosing nine descriptors. There were only 35 articles on the subject and divided into three categories: negative (15), positive (13) and negative with alternatives to solve the problem (7). Negative ones denounce incorrect discards and negligent actions, positive ones inform the correct form and initiatives of entities to organize public politics that aim at the control of the discard and the orientation the population and the others inform incorrect discards and they guide the appropriate form to do it. Inappropriate guidelines have been found such as throwing medicines in the sink under running water. The low prevalence of materials in the print media calls our attention. To understand if the population has information about the topic, a questionnaire was prepared in Google Docs, made available over the internet in social networks for three days. The data demonstrate how 201 respondents act and find out that only 12% correctly disposes of waste and 2% keep the medicine, 96% discard the packaging in the common waste and they should also have a special destination. The survey reveals that 81% of respondents never received information about the correct disposal and 42% believe that the responsibility for this disposal should be the citizen's.

The research is descriptive quantitative analytical and used as a methodological technique, documentary research, questionnaire and bibliographic review reveal the degree of disinformation regarding disposal policies, their responsibilities and the environmental risks generated due to incorrectly discarded. It identifies the need to implement policies to discard in order to believe in communicational power, so as to minimize environmental and socioeconomic impacts.

Id: 15783

Title: "Evaluación de políticas públicas en salud: Caso promoción y comunicación de la salud en México'

Session Type: Individual submission

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Abstract: El objetivo de la promoción de la salud es el cambio de hábitos saludables a partir de acciones y condiciones propicias para la salud; y la comunicación en salud interviene en la modificación del comportamiento, en los procesos de cambio social que contribuyen al mejoramiento de la calidad de vida. Para ello, es necesario un modelo de planificación que tome en cuenta el uso de un marco teórico-metodológico de la promoción y de la comunicación de la salud. En México, como parte de sus políticas públicas, nació la necesidad de generar un modelo que fuera “un marco de referencia para construir la plataforma organizacional, la infraestructura física y de personal”: Modelo Operativo de Promoción de la Salud (MOPS), vigente hasta este momento, motivo por el cual es importante el análisis e identificación de las necesidades de actualización de este Modelo. El objetivo del trabajo es la evaluación de políticas públicas en salud de la promoción y comunicación de la salud a nivel estatal, municipal y comunitario; a partir de: conceptualizar los objetivos de los modelos teóricos y metodológicos, así como los mecanismos de evaluación de los programas de salud pública; identificar los indicadores metodológicos de evidencia de promoción y comunicación de la salud. Metodología descriptiva documental, se analizaron 67 programas estratégicos de promoción de la salud, en las 32 entidades federativas de México. Resultados: Sobre los procesos de promoción de la salud, las actividades de desarrollo organizacional (85.1%), seguido por el de actividades de desarrollo personal (41.8%), y finalmente aquellos de actividades de desarrollo político (44.8%). El 92.5% busca consolidar la promoción, el 68.7% está direccionado explícitamente a la protección de la salud, y el 53.7% hacia la prevención de las enfermedades. En conclusión, la evidencia de la promoción y comunicación de la salud es un factor altamente determinante para identificar las líneas de acción que deben impulsarse o modificarse para influir en las determinantes de la salud pública.

Id: 15825

Title: Políticas transferentes: el caso de la regulación publicitaria en México

Session Type: Individual submission

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Abstract: Introducción. La Encuesta Nacional de Salud y Nutrición estima que en México la prevalencia combinada de sobrepeso y obesidad en escolares es del 34.4%, lo que coloca al país como el de mayor obesidad en niños según el Fondo de la Naciones Unidas para la Infancia (UNICEF). Por otro lado el Instituto Federal de Telecomunicaciones estima que los niños dedican un promedio de 4.34 horas al día a ver televisión lo que coloca a México como en país en el cual los niños ven más televisión. UNICEF reconoce a la publicidad de alimentos y bebidas no saludables como un factor de riesgo para el sobrepeso y obesidad infantil y la Organización Mundial de la Salud (OMS) presentó en 2011 un Conjunto de Recomendaciones sobre la promoción de alimentos y bebidas no alcohólicas dirigidas a niños. Esto dio como resultado que en 2014 se publicaran en México reglas sanitarias para la publicidad de alimentos y bebidas no alcohólicas en horarios infantiles. Objetivo. Analizar los lineamientos de la publicidad de alimentos y bebidas no alcohólicas dirigidos a los niños en México desde la perspectiva de la transferencia en políticas públicas. Argumento central. Las Políticas públicas entendidas como el conjunto de acciones emprendidas por las instituciones del Estado enfocadas en las causas definidas de un problema público, ha sido la forma en que las sociedades democrático liberales toman las mejores decisiones según la información disponible, sin embargo en los últimos años esta información no procede únicamente de actores domésticos, sino que las supranacionales han tomado un papel relevante en la importación de las ideas de los problemas y sus soluciones a lo cual se le ha denominado transferencia en políticas públicas con lo cual se enfrenta de manera similar los problemas públicos en distintas partes del mundo sin considerar necesariamente las diferentes realidades de los distintos países. Metodología Análisis documental comparado sobre tres documentos organizacionales de la política mexicana y un documento de la supranacional involucrada. Resultados En el conjunto de recomendaciones sobre la promoción de alimentos y bebidas no alcohólicas dirigidas a los niños, la OMS hace doce recomendaciones agrupadas en cinco apartado. La política mexicana se dice parcialmente equivalente con las recomendaciones de la OMS, lo cual se puede apreciar al contrastar las recomendaciones con lo establecido en el programa mexicanos donde se puede notar que de las doce recomendaciones: México considera en su política siete de manera total, cuatro de manera parcial y únicamente una no es atendida. Conclusiones. La política mexicana define y enfrenta el problema según las directrices de la supranacional transferente que dicta el actuar de los actores locales. Pese a que la política mexicana se ajusta a lo recomendado por la OMS, se ignora la información local disponible y se permite vulnerar a la población supuestamente protegida en los contenidos y los horarios que más consumen. Por otro lado la política se sectorializa y termina siendo más que una política de comunicación y salud una política exclusiva del sector salud.

Id: 15876

Title: Papá Oso: Comunicación y salud neonatal en el marco del valor económico y cultural de un recién nacido enfermo en el Hospital Regional de Cusco, Perú.

Session Type: Individual submission

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Abstract: En el año 2016 se inició en la Unidad de Neonatología del Hospital Regional de Cusco, el proyecto Papá Oso que busca fortalecer la participación de los padres de familia en el cuidado y asistencia del bebe recién nacido, junto a la madre de familia.

El proyecto adopta una metodología construccionista, es decir, el modelo de comunicación que se propuso resultó del proceso de diagnóstico y de las prácticas que el propio equipo de trabajo estableció como necesidad implementar. Así también, debemos mencionar que para la intervención e investigación se ha utilizado metodologías post-cualitativas de recopilación de datos, las cuales incluyen: entrevistas, videos, performance y fotografía.

Las relaciones económico emocionales entre los servidores de salud y los padres de los niños, así como la valoración del médico se exploran en el marco del interés (contemporáneo) por entender la emoción, el sentimiento, el afecto, insumos fundamentales para proponer una comunicación para la salud que vincule una poética del afecto y políticas de salud. Son abordadas desde el continuum razón-emoción discutidos por Sedlaceck desde la economía y por Godelier desde la antropología y que nos permiten pensar en una cultura de la salud en la que confluyen el orden de la ciencia, la cultura de hospital y la definición de la pobreza, además de las culturas de salud locales.

Se elige el Hospital Regional del Cusco debido a la situación de vulnerabilidad de la población rural y específicamente los recién nacidos y las madres que acaban de dar a luz, y la necesidad de implementar estrategias para reducir la tasa de mortalidad infantil debido a que es la tercera región con mayor mortalidad neonatal en el Perú: 7%. Es además el principal centro de atención de la región del Cusco donde el 30% de los pacientes tienen como lengua materna el quechua.

En Perú, el 32% de muertes de neonatos, se producen las primeras 24 horas de vida por asfixia en el parto; el 49% se producen entre el primer y séptimo días por asfixia o infecciones, debido a las condiciones del centro de salud; y el 18% se producen entre el día 8 y 28 por infecciones debido a las condiciones del hogar.

Entre los principales resultados se encuentran: el diseño colectivo de una propuesta y plan de mejora de la comunicación para el servicio de Neonatología, y la articulación de una Comisión de investigación y comunicación, integrada por representantes del personal de salud del servicio de Neonatología

El proyecto es resultado del esfuerzo de un equipo multidisciplinario que busca además promover la discusión de una política pública sobre la participación equitativa del padre y abrir un espacio de discusión sobre las normativas de salud del cuidado y asistencia del bebe e investigar.

Id: 15906

Title: Repertoires of media criticism and praise and their connections to biocommunicability: an interview study with mental health consumers, advocates and professionals

Session Type: Individual submission

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Abstract: Media representations of mental health issues have long been of interest and concern to scholars, people experiencing mental distress, their families and carers, and mental health advocates and professionals. Stigmatising portrayals are often identified as a barrier to people seeking help because of fears about how they will be treated if they receive a psychiatric diagnosis and access mental health treatments and services. However, surprisingly little research has examined how people interpret and respond to media portrayals and how they view journalistic practices in this area, including the characteristics they value in media reporting and for what reasons. This paper will shed light on these questions by drawing on qualitative interviews and focus groups with people with lived experience of mental distress, people working in advocacy organisations, mental health researchers and professionals, journalists and general community members. A total of 83 people participated in the study, comprising 38 individual interviews and seven focus groups. The breakdown of participants is as follows: journalists (9), advocacy organisations (9), mental health professionals/researchers (8), consumers (34), general community members (23).

The paper will examine the different ways of relating to and interpreting media portrayals and associated assumptions about their impacts by analysing what participants said about the role of the media and about specific stories shown to them in the interview. These TV, print and online news stories were selected to include coverage of different aspects of mental health issues, from different media outlets, and because they could be seen as reflecting different models of biocommunicability (biomedical authority, patient-consumer, public sphere) (Briggs & Hallin, 2016). Conceptually, the paper draws upon biocommunicability as a useful lens to bring to media reception and criticism because of its focus on the types of relationships that are forged in media portrayals of health issues and other health communication practices. It draws attention to how appraisals of the quality and impacts of media portrayals may be related as much to the types of relationships forged in media texts and the subject positions audiences are invited to adopt, as to the specific messages they contain. The interview analysis is guided by the following questions: What concerns characterise people's responses to media reporting of mental health issues? Which features of the news text do they reiterate/resist? What kinds of knowledge, personal experiences and assumptions do they draw upon to contextualise and substantiate their views?

The interviews were qualitatively analysed and this paper will focus on the following areas of concern: the (mis)use of personal narratives and the voices of people with lived experience; the potentially unintended consequences of efforts to destigmatise and 'normalise' mental health issues; and sensitivities around language and images. Attention will also be given to participants' ideas about the media's role in challenging misconceptions and stereotypes. The paper will seek to identify potential implications of these findings for mental health advocates, anti-stigma campaigners and media professionals.

Briggs, C.L., & Hallin, D.C. (2016). *Making health public: How news coverage is remaking media, medicine and contemporary life*. Abingdon: Routledge.

Id: 16012

Title: Big data approaches for health communication research: predictive sentiment and network analyses in social media

Session Type: Individual submission

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Abstract: There is a growing interest in surveying health communication using large-scale data produced by social media, but little is still done with big data distributed techniques (Liu & Park, 2014). Some approaches are only based on automated sentiment analysis using dictionaries that score words (e.g. giving an a priori negative or positive value to each word) (Leetaru, 2012; Feldman, 2013) and other methods such as predictive sentiment analysis based on supervised machine learning (Vinodhini & Chandrasekaran, 2012) are still scarce in communication research (van Zoonen & Toni 2016). Additionally, network analysis has been already implemented in health communication to evaluate and visualize the relationship between health actors in the diffusion of health innovations (Crook, Stephens, & Pastorek, 2016; Greenan, 2015) using graph-based concepts (centrality, density, size, clustering, exposure and -more recently- infectiousness and susceptibility). This paper explains and evaluates the main big data approaches that are now available to scholars to study social networks and health communication. Specifically, we describe the three most used approaches (1. Automated sentiment analysis, 2. Predictive sentiment analysis, 3. Network analysis) and illustrate their use with open and commercial platforms (NLTK for Python, SciLearn for Python, Spark, Gephi, iGraph for R). These big data approaches are particularly useful in health communication, where the confrontation and debate generated by health issues (Disease prevention; Health innovations; Reputation, etc.) in social media is relevant for government planning and the implementation of public health strategies. Thus, modeling health communication messages in social media such as Twitter provides a unique opportunity to test prediction for future individual behavior. Moreover, predicting real time sentiments in health messages during a long period allows longitudinal analysis to detect changes over the time, which might help to improve theoretical knowledge. The computational methods explained in this paper might help health communication scholars to study big amounts of health tweets in any language running sentiment analysis in real-time and network analysis with few limitations. All these methods require programming skills, but exiting models allows short-time efforts and easy adaptations.

Id: 16198

Title: Is fake news our post-modern mythology' The case of the anti-vaccine movement

Session Type: Individual submission

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Abstract: Recent developments in the intersection of political communication, media and technology have introduced complex challenges associated with the so-called “post-truth era”. Today, controversial and, in some cases, misleading information finds its way online in accelerating pace, reaching global audiences at an unprecedented scale. In this highly transformative ecosystem, identifying and debunking fake news, once it has been spread and established in people’s consciousness, can become an extremely challenging process. Most often fake news leverages on existing perceptions or predispositions to capture its audience and builds upon recipients’ worries and fears to form an alternative version of “the ground truth”.

My research proposal lies at the core of this problem and aspires to build a tunable model for the study of fake news in the digital networked paradigm. Being inspired by the growing effect of filter bubbles in which we build our own personal ecosystems of information and taking into account that people become increasingly dependent on acquiring health information that influences their family’s health decisions, my study focuses on the anti-vaccine movement and its employed narrative to convince the public against childhood vaccination.

The proposed research employs content and discourse analysis as well as online ethnography to study the anti-vaccine narrative that is unfolded online, using as triggers selected Facebook posts shared in anti-vaccine Facebook groups that became viral beyond the specific group and the social network itself. The aim of the paper is to monitor the online rhetoric that is developed in anti-vaccine support Facebook pages or groups and their members’ interactions, while tracking the unfolding claims based on falsified and misleading ‘scientific’ information. Moreover, the proposed research aspires to contribute to the dissemination of scientific findings to the general public, while immunizing them against online misinterpretation or falsification. At its core, it pursues to contribute to the deeper understanding of the human fundamental urge to translate complicated phenomena with simplistic interpretations. As old civilizations with poor understanding of physical phenomena created myths to explain nature, history, or rituals, post-modern networked societies, often over-informed and misinformed, may just as well call for their own ‘post-modern mythologies’ to make sense of our hyper-connected world.

Id: 16264

Title: Pro-vaccination in the news: Campaigns through public petitions and social media

Session Type: Individual submission

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Abstract: Samantha Vanderslott, Postdoctoral Researcher, University of Oxford

Media stories of vaccination tend to concentrate on negative news, particularly on anti-vaccination and vaccine controversies. However, a number of pro-vaccination stories have reached prominence in the British press, exposed through social media, online news and e-governance platforms such as online public petitions.

A public petition in April 2016 asked to ‘Give the Meningitis B vaccine to ALL children, not just newborn babies’ (Petition Parliament Webpage). It garnered 823,346 signatures, the most any petition had received at that time and was debated in Parliament. The petition gained attention through the case of two-year old Faye Burdett, who died of Meningitis B in February 2016, after pictures of her in hospital were circulated on social media and then major news sites (The Telegraph, 2016). Other cases sparking public debate, have included two-year old Jasper Allen who had a severe Chickenpox, leading for his family to call for free Chickenpox vaccination with another public petition (Campbell, 2016).

In the wake of much documented resistance to vaccination, albeit from a small number of parents, the significance of these developments warrants further study through with parents, campaigners, health professionals and policy makers. This paper, drawing on theoretical insights from science and technology studies, argues a pro-vaccination counter is being formed and explores how parents with views in support of vaccination are creating an impact through new media outlets.

Campbell, D. (2016). “Worst case of chickenpox” sparks call for rethink on vaccination | Society | The Guardian. The Guardian. Retrieved from

<https://www.theguardian.com/society/2016/aug/01/worst-case-of-chickenpox-sparks-call-for-vaccination-rethink>

Petition Parliament Webpage. (n.d.). Give the Meningitis B vaccine to ALL children, not just newborn babies. Retrieved from <https://petition.parliament.uk/petitions/108072>

The Telegraph. (2016). Parents release heartbreaking image of girl, two, dying of meningitis as 400,000 sign vaccine petition - Telegraph. Retrieved from

<http://www.telegraph.co.uk/news/health/news/12161133/Heartbreaking-image-Faye-Burdett-two-dying-of-meningitis-parents-vaccine-campaign.html>

Id: 16322

Title: Participatory Health Communication: An effective approach to reach gays for HIV prevention

Session Type: Individual submission

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Abstract: In India, Gays, like other sexual minorities remained a hidden population due to fear of prosecution under the stringent law. They are prone to verbal, nonverbal, and physical stigma, discrimination, and abuse where negative labels, stereotypes, insults, and physical attacks are perpetrated against them in individuals or groups to deny them dignity, respect, and basic human rights. They are socially marginalized and often criminalized, even if their behavior or actions are not illegal by law or immoral by belief. Due to this, it difficult to reach out to such high-risk population groups through existing health or social services, either because the services are not available or accessible to the marginalized community members or because of the perceived or actual judgmental attitude, stigma and discrimination by healthcare workers and those associated with the field. Participatory Communication is defined as a dynamic, interactional and transformative process of dialogue between people, groups, and institutions that enables people, both individually and collectively, to realize their full potential and be engaged in their own welfare (Singhal 2001) The participatory approaches in an HIV intervention program is a logical and pragmatic way to foster the engagement of community members with the program and thereby improve their access to relevant HIV-related services. Participatory communication is a dynamic process featuring increased engagement of community members right from understanding the communication needs of the community members to designing and outreach with customized messages, which in turn strengthens their solidarity and enhances the community's collective bargaining power vis-à-vis mainstream society. The current study aims to examine and analyze how participatory health communication in HIV prevention programs for gay and transgender communities has been effective in Telangana state in India. The study also intends to find out the importance of the role of community members in the process of HIV communication. Ethnographic methods involving focus group discussions of the outreach workers and the recipients and in depth interviews of the key stakeholders would be the methods used for conducting the study. This will elucidate how significant the role of community participation has been in HIV communication among gay communities

Id: 16367

Title: Mental health discussion on Weibo: two case studies of suicide and depression

Session Type: Individual submission

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Abstract: New media and ICT have changed the way ordinary people consume health news. Citizens now have various sources for health news and can also participate in health information dissemination. The health authorities in China are intervening to address health issues using Weibo, a microblogging site which is equivalent of Twitter in China. Many health care centres, disease control centres, local hospitals have official Weibo accounts to disseminate reliable health information to the general public. Many Chinese netizens have also been actively discussing health related issues on Weibo (Wang et al. 2014). While there is an increased accessibility to health information from the internet and new media, users are often likely to get unreliable rumours and fake news from different sources. Among all health areas, mental illness is an area that has been overlooked or even 'invisible' in Chinese society. In populations where mental health resources are scarce or unavailable, or where stigma prevents help-seeking, the Internet has provided a tool to identify and reach at-risk persons as well as characterise individuals seeking health information online (Liu et al. 2014). This study explores how mental health issues are discussed on a virtual public space by Chinese netizens. It uses two case studies focusing on two incidents: 1, a 29 year old Chinese singer and actor allegedly committed suicide due to depression; 2. a mum who suffered postnatal depression committed suicide by jumping off her apartment building with her two young children in which incident all three died. The study analyses the discourse of Weibo comments/likes in relation to these two incidents and discusses the implication of how social media could provide a public space for the promotion of awareness of mental health, the positive influence of raising awareness and limitation of reliable sources for mental health issues.

Reference:

De Choudhury, M. (2013). Role of social media in tackling challenges in mental health. Paper presented at the Proceedings of the 2nd international workshop on Socially-aware multimedia.

Liu, N. H., Contreras, O., Muñoz, R. F., & Leykin, Y. (2014). Assessing suicide attempts and depression among Chinese speakers over the internet. *Crisis*.

Wang, S., Paul, M. J., & Dredze, M. (2014). Exploring health topics in Chinese social media: An analysis of Sina Weibo. Paper presented at the AAAI Workshop on the World Wide Web and Public Health Intelligence.

Id: 16413

Title: Impacto del audiovisual en el fortalecimiento de las Habilidades Sociales en jóvenes

Session Type: Individual submission

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Abstract: Este avance hace parte de la propuesta de investigación “Impacto del audiovisual en el fortalecimiento de las Habilidades Sociales en los Jóvenes”. Los medios de comunicación nos mantienen informados de comportamientos cada vez más crecientes de jóvenes caracterizado por violencia, matoneo, menosprecio por las normas de convivencia, falta de respeto y carencia de interés en el estudio o en el trabajo. Ante lo anterior, se hace necesario encaminar acciones que ayuden a brindar soluciones a esta problemática que afecta la juventud. Es importante conocer el impacto del audiovisual en el desarrollo/ fortalecimiento de las habilidades sociales en los jóvenes tales como comunicación, empatía, negociación y manejo de conflictos, liderazgo, trabajo en equipo. Esta propuesta de investigación se plantea dentro de la metodología cuasi experimental, de tipo cuantitativa de corte explicativa, que pretende aportar a la promoción de la salud y bienestar de los jóvenes y de la sociedad en general.

De acuerdo con Kelly (1987) existe una importante relación entre la competencia social de la infancia y adolescencia con la adaptación social y psicológica. Kelly expresa que la competencia social se relaciona con un mejor ajuste social en el grupo-clase y en el grupo-amigos, y en una mejor adaptación académica. Para la mencionada autora la baja aceptación personal, el rechazo o el aislamiento social, son consecuencias de no disponer de destrezas sociales adecuadas.

De acuerdo con Cohen, D. (1998) un hecho importante descubierto en las investigaciones de la violencia en la TV es el fenómeno del aprendizaje observacional. Teoría avalada por muchos científicos que distinguen entre la adquisición de una conducta y su ejecución. De modo que la conducta aprendida puede ser almacenada y ejecutada posteriormente si se presentan las circunstancias apropiadas. Si los niños son inducidos por el poder de atracción de los contenidos audiovisuales, es necesario establecer, determinar el impacto del audiovisual en el fortalecimiento de las habilidades sociales. De acuerdo con Juan José Igartua, (2008) la investigación sobre entretenimiento mediático ha teorizado que uno de los principales factores explicativos del disfrute de los formatos narrativos es la identificación con los personajes, Sin embargo, menciona que es escasa la investigación al respecto. Lo que sugiere que es relevante investigar este tipo de temáticas. Para la OMS el desarrollo de habilidades sociales es un enfoque para afrontar las exigencias y desafíos de la vida diaria. Son competencias de naturaleza psicosocial que pueden aplicarse en diversas áreas: estilos de vida personales, relaciones interpersonales, acciones para transformar la comunidad. La importancia de las habilidades sociales y la importancia de su desarrollo se centra en que persiguen mejorar la capacidad para vivir una vida más sana y feliz, intervenir sobre los determinantes de la salud y el bienestar, y participar de manera activa en la construcción de sociedades más justas, solidarias y equitativas.

Id: 16419

Title: Panel: Addressing New Disease Threats - Intersection between Socio-cultural Research, Health Communication and Communities and New Media Technologies for Zika Prevention and Care

Session Type: Panel Submission

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Abstract: This panel will focus on the role of harnessing a range of health and risk communication interventions used in 2016 across the Latin America and the Caribbean (LAC) Region to address threats posed by the Zika virus.

With little anticipation the LAC region and the world at large were confronted with a public health challenge in late 2015 to communicate with the public and engage vulnerable communities to adopt preventive practices against Zika, an Aedes mosquito borne disease. While the disease itself is usually mild or asymptomatic, its consequences are most severe if women are infected with it when pregnant. A percentage of babies among pregnant women infected with Zika have been born with congenital syndrome associated with the virus, resulting in mild to severe form of life-long disability among children. With no vaccine against Zika for the time being, the best available tools to prevent impact of Zika on children is to address unwanted pregnancies and related reproductive health needs, engaging communities in controlling mosquitoes breeding sites and promoting the use of personal protection measures.

The proposed panel will explore a range of communication interventions to address this novel disease. Panelist will present evidence and describe a range of communication interventions that have been implemented to confront this novel public health threat. Panelists will present, how new media technologies (Facebook, Google, SMS-surveys, U-Report, etc.), community outreach and engagement using local networks and organized groups (religious, youth, sports, school, etc.) and mass media communication have been used to measure prevailing risk perception, individual and collective efficacy and means to practice protective behaviours. The panel will also explore use of survey-based tools to track baseline and endline data on the outcome of communication interventions and how healthcare workers are being trained and engaged to improve effective communication. Global, regional and country level coordination, technical support and capacity building on Zika risk communication will also be discussed.

Names of Panelists and Title of the Papers

1. Kuor Kumoji, Maria Elena Figueroa, Gabrielle Hunter, Alice Payne Merritt, Anton Schneider and Arianna Serino – Using new media to track knowledge, perceptions, and practices around Zika in four Latin American countries: SMS survey monitoring methodology

2. Kevin Bardosh, Rosa Giovanna Nunez, Maria Jose De Leon - Operationalizing social research for Zika prevention: Reflections on UNICEF's effort to translate qualitative data into improved risk communication and community engagement across eight Latin America and the Caribbean countries.
3. Ketan Chitnis, Jose Lainez, Rafael Obregon – Harnessing evidence-based communication and new media technologies for Zika prevention and care and support: Emerging lessons from Latin American countries
4. Cristina Mana, Gaya Gamhewage, Juliet Bedford -Risk communication in the age of Zika: a WHO coordinated response in the midst of uncertainty

Panel Chair: Rafael Obregon

Id: 16509

Title: Challenges of the New Media Ecology during the Ebola-crisis in 2014

Session Type: Individual submission

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Abstract: This paper discusses the role of the internet as a communication tool during global health crises. It can be an invaluable tool for governments, INGOs and NGOs engaged in crisis management and disease control. However, the internet's open and global character also entails the risk of conspiracy theories and other disinformation spreading rapidly. As such, the new media ecology can both have potential for managing “the risk society” of late modernity (Beck, 2003; Giddens, 1991), but also be an inherent part of it, furthering unpredictability and lack of control (Hoskins & O’Loughlin, 2010).

In other words, social media might create or enhance risks and even crises related to health (Coombs, 2015). Focusing on these challenges, the most recent Ebola-crisis in 2014 is used as a case study. The term “E-bolanoia” is derived from the more general term “pandemic paranoia” ((Hornmoen, 2011)) to specify the focus on Ebola and the potential electronic disruption (e-ruption) inherent in the internet (Kalnes, 2009).

Besides the very physical viral risk, there is therefore also a virtual viral risk of conspiracy theories and paranoia. This paper maps this discourse, as it appeared on social media sites as Twitter (for instance #ebolaconspiracy), YouTube and Facebook during the height of the crisis in October 2014, including possible attempts of the Governments agencies, INGOs and NGOs to counter it. It also traces the interaction between online media and established national mass media in the dissemination of stories spreading fear and distrust. The concept of the hybrid media system, as suggested by Chadwick (Chadwick, 2013) captures this close interaction between established and new media.

The analysis compares the online discourse about Ebola in the USA and Norway, both highly developed democracies, and detects some striking differences. In the USA the level of accusations against the Government and other authorities was high, not only of sheer incompetence in handling the Ebola risk, but also of being involved in conspiracies related to Ebola. The data for the Norwegian case, on the other hand, indicates little distrust in the capability of the Government and its agencies to handle the risk.

Hence, some societies are apparently more resilient (Hollnagel, 2014) during periods of high risk or crisis than others. The paper discusses possible causes for these variations and future challenges related to the mediated communication of disease related risks or crises. As such, the discussion is directly related to strategies against what recently has become known as “fake news” and “post fact society”.

Id: 16529

Title: Demystifying the epidemic: Understanding educated perceptions of Zulu cultural beliefs about HIV and AIDS communication

Session Type: Individual submission

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Abstract: The impact of the HIV and AIDS epidemic continues to echo in many regions around the world. About 6.2% of the world's population resides in Eastern and Southern Africa, but this region carries the heaviest burden of HIV infection as it accommodates close to half of all people living with HIV in the world. An estimated 24.7 million people were living with HIV in 2015 in Eastern and Southern Africa and this accounts for 71% of the global total (UNAIDS, 2016). Using the Culture Centred Approach (CCA), this exploratory study considers the case of KwaZulu-Natal, which is the third populous province in South Africa after Gauteng and the Western Cape. This province bears the highest prevalence rate of HIV infection in the country. Despite high knowledge of HIV and access to testing services on campus, university students remain susceptible to HIV infection. Statistics reveal that young women aged 15 -24 years are disproportionately infected by HIV compared to their male counterparts due to various factors, including culture. Central to the CCA is the understanding that communicating about health comprises the negotiation of common meanings among cultural members. Focus group discussions were used as a primary source of data collection in this qualitative study and emerging themes were analysed through thematic analysis.

Findings reveal that while students may have high knowledge of HIV and AIDS transmission, it does not translate to high knowledge about AIDS treatment and care. Further, findings imply that culture does influence treatment seeking options among students at Howard College, UKZN. Therefore, this makes it imperative for health communication to be culturally sensitive if it is to be accepted by cultural members.

Id: 16547

Title: Bridging health information gaps ' Can mass media usage improve health inequalities in favor of the socially disadvantaged' Results from a representative survey study in Germany

Session Type: Individual submission

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Abstract: People with low health literacy have major difficulties to cope with the structures of health care systems. They also suffer from disadvantages which result from misunderstandings of medical information and behavioral recommendations which target the primary prevention of chronic and infectious diseases (Schaeffer, Berens & Vogt, 2017). Mass media coverage may help to improve the understanding of a diverse range of health topics and make health information more understandable for the recipients in need.

During the last two decades the Internet in particular has become an increasingly important information source for health-relevant information (Harries, Sillence, Briggs, 2011; Kristiansen & Bonfadelli, 2013; Rossmann, 2010). However, numerous studies found a massive digital divide regarding access and use of health information on the Internet. Health information online is much easier accessible to and more frequently used by younger persons with higher socio-economic status, prior knowledge and better ICT skills (van Deursen & van Dijk, 2011a; 2011b; Rossmann, 2010). These are exactly those people who suffer the least from diseases. Public health research found that socio-economic status along with age are the most striking determinants for health inequalities (Wilkinson & Marmot, 2003; Robert-Koch Institut, 2010). It is the poor and socially disadvantaged who suffer the most.

Thus, it is precisely the elderly and persons with a low socioeconomic status who are in need for adequate health information (Robert-Koch-Institut, 2010), i.e. the group of people who use the Internet the least but suffer the most from health inequalities.

In order to investigate the potentials of media information on the improvement of health inequalities, we argue that multiple media venues have to be investigated in conjunction.

Our study aims to examine how and why the German population uses the mass media and the Internet to inform themselves about health topics. To answer our research questions, we initiated a representative telephone survey in Germany with 502 participants.

We ask whether and how the elderly and persons with a low socioeconomic status inform themselves about health and how their media usage differs from the young and better educated people? (RQ 1) Do they have the same motives concerning the usage? (RQ2) Are they able to improve their health literacy without using the Internet? (RQ 3)

Preliminary results indicate that the general interest in health topics in Germany is high. 80 percent of the respondents were either very or rather interested in the health topics. The respondents most frequently used TV and the Internet for health information. Interestingly enough, especially respondents with low socioeconomic status were either very or rather interested in the health topics, even more than respondents with higher socioeconomic status. Additionally, our preliminary results indicate only minor differences in the comprehensibility for the different socio-economic categories. For presentation our final analyses will be enriched with more differentiated results.

Id: 16576

Title: La tendencia fitness en Instagram: interacciones sociales virtuales y las representaciones de salud y bienestar.

Session Type: Individual submission

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Abstract: La tendencia fitness ha tomado mucha fuerza en los últimos años, gracias no solo a la promoción de patrones de belleza asociados a la esbeltez a través de la publicidad, el mercado y los diversos medios de comunicación, sino también al auge y a las múltiples posibilidades que ofrecen las redes sociales como Twitter, Instagram o Facebook. Un fenómeno particular que ocurre en Instagram es el aumento creciente de figuras reconocidas como actores, deportistas o usuarios comunes, que han conseguido una cantidad considerable de seguidores al compartir sus prácticas, rutinas y hábitos que constituyen su estilo de vida saludable y que marcan la tendencia fitness; es tanto su éxito y cada vez mayor su poder de convocatoria que ya en alguna literatura se les denomina “influencers” en este campo. Este fenómeno permite prever que los mensajes difundidos a través de estas cuentas pueden influir o modificar la manera en que su audiencia concibe los ideales de salud y bienestar, y la forma en que esta misma se relaciona con los profesionales de la salud, quienes hasta hace algún tiempo, se puede decir, tenían el conocimiento hegemónico respecto a estos temas. Debido a lo expuesto, se desarrolla en la actualidad un estudio desde la etnografía virtual que busca “Explorar la forma en que tres de las más destacadas cuentas de Instagram, relacionadas con la tendencia fitness en Latinoamérica, representan la salud y el bienestar a través de sus publicaciones, y las reacciones de sus seguidores ante las mismas, por medio de sus respuestas e interacciones”. Se escogió la etnografía virtual porque permite la indagación en los aspectos socioculturales de aquellos fenómenos mediados por la tecnología de internet, como sucede en el caso de lo fitness a través de Instagram. Así, la observación no participante de la interacción social virtual que se da en estas cuentas, será triangulada con el análisis de contenido y de discurso de las publicaciones con más “likes” y comentarios de sus seguidores en los últimos tres meses. Se espera que los resultados se orienten a la identificación de categorías emergentes que permitan construir una reflexión teórica como punto de referencia para el desarrollo de estudios posteriores en este ámbito, ya que la interacción en el espacio virtual asociado a distintos temas toma cada vez más importancia en las dinámicas socioculturales.

Id: 16582

Title: Facebook as a health communication strategy: the experience of a Brazilian scientific institution

Session Type: Individual submission

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Abstract: The work presents how the Oswaldo Cruz Foundation's (Fiocruz) branch in the Brazilian capital has been inserted in the most popular social network of the country, using it as a tool to popularize science, to strengthen the bond with society and, thus, contribute to the Health promotion and strengthening of the National Health System (SUS), one of the largest public health systems in the world.

Fiocruz is one of the most respected public health institutions in the world, and considers health communication a strategic field to assist the SUS in fulfilling its functions.

Among the challenges that social media faces to call public's attention is making scientific knowledge on health an attractive and intelligible subject. They also allow greater interaction and reach due to the popularity gained in Brazil, especially the Facebook platform - the most popular social media of the country.

For this reason, Fiocruz Brasília chose it, creating a project whose objective is to contribute to health promotion, give greater visibility to the institution's activities and strengthen SUS initiatives.

The page was launched on August 10, 2016 and in February 2017, it reached almost 2,000 likes - without any paid publication. For the continuous update of the fanpage, several strategies were defined. The posts were divided into five categories, one per weekday: Events; News and Courses; Engagement Posts; Tips for Publications and Submission of Articles in Scientific Magazines and Congresses; and General (on lighter topics related to health promotion).

With simple and objective language, it interacts with the followers, narrowing the bonds between institution and user. Images, gifs and fun videos, always related to health issues. We also work with the unusual, using adaptation of popular ideas and challenges that generate identification. The schedules and frequency of the posts were modified, because contrary to the literature, it was perceived a greater public reach and engagement in different moments.

A monthly monitoring was defined to verify the accomplishment of the objectives, to evaluate the actions and to define new goals. Significant data has been found, such as the profile of the public: mostly female (74% of the total). The dissemination of courses in creative formats generates the greatest amount of interaction and involvement, as well as comments, doubts and suggestions from users - all answered. This suggests interest in public health training.

The dissemination of scientific knowledge strengthens the health system, allowing elaboration and improvement of public policies and meeting the demand for training of professionals, bringing improvements to the Brazilian population's life quality.

In a country of continental dimensions, with a public and universal health system, the challenge of making communication in health, especially in a scientific institution, is huge. The major challenge is to make this communication fulfill the role of not only preventing diseases or bringing information to the population, but also establishing a dialogical and participatory process with society, making scientific knowledge accessible and collaborating with health promotion.

Id: 16602

Title: PANEL: Addressing New Disease Threats - Intersection between Socio-cultural Research, Health Communication and Communities and New Media Technologies for Zika Prevention and Care

Session Type: Panel Submission

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Abstract: Paper title: Operationalizing Social Research for Zika Prevention: Reflections on UNICEF's Effort to Translate Qualitative Data into Improved Risk Communication across 8 Latin America and Caribbean Nations

A central challenge for public health and epidemic response agencies in the 21st century is the need to tailor risk communication and community engagement in ways that account for social difference and the gap between knowledge and practices. To achieve this, the West African Ebola epidemic starkly revealed the need for greater incorporation of social science knowledge during health emergencies. However, institutional gaps remain that limit the timely generation and utilization of social research. During the initial phases of the Zika Response in Latin America and the Caribbean, a number of international agencies and organizations sought to address this through, for example, a Knowledge, Attitudes and Practices (KAP) resource pack, which was widely used. This was in many ways unprecedented for a public health emergency, and was developed alongside efforts to use new media and communication pathways and mechanisms, including community engagement, social media and SMS technology. Although it is widely acknowledged that novel communication and media should be informed by "evidence", what type(s) of operational research is most useful? How can the traditional gap between social research and better public health action be mended? And what institutional changes need to occur to realize this goal, especially given the lag time between Zika infection and the manifestations of Zika congenital syndrome? This paper will reflect on these questions by discussing efforts by UNICEF's Latin America and Caribbean Regional Office (LACRO) to use a series of qualitative studies to inform programmatic work in risk communication and community engagement for Zika Virus. Data from a meta-analysis of studies undertaken in Belize, Bolivia, Brazil, Colombia, Dominican Republic, Ecuador, Mexico and Peru will be presented. These studies explored a range of local understandings and practices related to Zika prevention and control, including the gaps between "proper" public health recommendations and actual practices in the context of changing social, economic and political forces. The analysis will discuss the challenges encountered by the UNICEF country and regional offices as they

attempted to use these studies to inform programmatic efforts. In this sense, the paper will reflect on how Zika has challenged public health authorities and agencies to think differently about the utilization and management of knowledge, especially in reference to emerging communication and media forms and rapidly changing socio-economic conditions in the region.

Id: 16607

Title: Ugandan state-sponsored homophobia colonialization project ' a study of state actors' digital presence and shaping of political opportunity structures

Session Type: Individual submission

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Abstract: Uganda gained international notoriety in 2009, for introducing one of the world's harshest anti-homosexuality Bill, proposing the death penalty for "aggravated homosexuality", jail time for the "promotion" of homosexuality as well as proposed mandatory citizen reporting of suspected homosexuals. The introduction of the Bill and parliament's passing the Bill despite intense international and domestic criticism, indicates an increasingly both stronger and more confident discourse of state-sponsored homophobia. This study analyze three official state actors' Twitter and Facebook accounts – Ugandan Parliament, the Office of the Prime Minister and finally the Uganda Media Center, which was put in place to facilitate the dissemination of government policies- to explore their usage of the aforementioned platforms to pursue persecution of LGBTQIs between 2009 and 2016.

Through a time-series analysis, the 29 tweets and 46 Facebook entries are found to be concentrated around the Ugandan Parliament's passing of the law in December 2013 and the President's signing, effectively turning the Bill into law in February 2014. The successfully legal challenge in August 2014 is awarded less attention. The discourse analysis indicated that the platforms are increasingly used to a promote a Ugandan brand of state-sponsored homophobia that rely on post-colonial rationality. Persecution of sexual minorities are rationalized using a range of logics, including protection of Ugandan traditions and ensuring cultural sovereignty, and thus ensuring the preservation of the Ugandan nation. Homophobia becomes a positively loaded differentiator from a disintegrating West.

Finally, the paper discusses the implications of state- actors' gradual colonialization and integration of social media into the state propaganda apparatus. All social change and political action takes place in a context which contains both constraints and opportunities defined by the existing institutional arrangements and distribution of political power. Individual and collective agency are confined and guided by these inescapable contexts, i.e., the societal 'political opportunity structures'. It is argued that this ongoing colonialization project, further solidifies state-sponsored hegemonic discourses on sexual minorities, and thus effectively hampers social mobilization around and realization of human rights for all.

Id: 16608

Title: Cinema at the hospital: an analysis at the University Hospital of Rio de Janeiro

Session Type: Individual submission

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Abstract: In 1988 the text of the Brazilian Federal Constitution brought a great differential: for the first time, health was recognized as a basic condition of citizenship, formed not only by a network of services, but also by a system of schools, universities, communication vehicles, etc., which should also be aimed at promoting the quality of life for all, without restriction.

It is possible to relate that situation to some initiatives that dialogue with the Communication and Education in spaces destined to health services, such as activities focused on artistic practices in hospitals. This is the case of the Cinema and Hospital projects (conducted since 2011 at the Institute of Child Care and Pediatrics Martagão Gesteira - IPPMG) and Cinema and Old Age (conducted since 2013 in the wards of the University Hospital of Rio de Janeiro). In both cases, there is the coordination of the team of Cinema to Learn and Unlearn, CINEAD.

From the observation with both projects, carried out from jun / 2015 to the present moment, a question is asked: what is the place of cinema as a communicational process in social phenomena related to health, particularly in the daily life of infirmity and the elderly? This issue will guide this article, which has in the initiatives Cinema and Old Age and Cinema in the Hospital its corpus of research.

The objective is to understand, in the crossing and expansion of the film narrative in the hospital environment, in the sharing of affections and experiences the creation of territorialities. Therefore, if cinema offers such experimentation, I construct what Andrea França (2006) characterizes as "sensitive territories", that is to say: environments of symbolic sharing, where the realized experiences are of the order of the imaginary and the affective, promoting links Between subjects. There is a need to think of the practices of cinema as forms of sociability in a political scenario where there is the growing use of film projects as public policy of access to culture and consolidation of citizenship. Specifically, it intends to investigate the initiatives of CINEAD as instruments in which policies and practices can be developed and the Unified Health System can be strengthened by strategies aimed at linking individuals and their emancipation through To narrate their own stories in filmmaking. There is the perception of communication as a social fact, that is, intrinsically associated with the daily structures and the fundamental rights of the citizen.

To try to delineate the experience, the multi-methodological process of associating bibliographical revision with participant observation, carried out with the theoretical support of cartography, is used according to the presuppositions of Jesús Martín-Barbero (2014) and Virginia Kastrup (2009). Both authors Understand the act of mapping as deterritorialization, in which the researcher needs to look to observe the phenomenon and, consequently, to understand the complexity of a corpus formed not only by subjects inserted in an environment at one time unpredictable and unstable with the infirmity Of a hospital, but by the sociabilities resulting from these interactions.

Id: 16617

Title: (De)Constructing Body Image in Advertising.

Session Type: Individual submission

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Abstract: Body image is a product of social interactions spurred, among other factors, by advertising (Bordo, 2004). Even different research works have pointed advertising as a key factor that affects body image satisfaction in children (Grabe, Ward & Hyde, 2008; Myers and Biocca, 1992; Hargreaves & Tiggemann, 2004) a few studies have explored the social implications of it. From the need to explore a complex approach of the role of advertising in the construction of corporality, this ongoing research analyzes body image construction in young children in Spain from two perspectives: the production and consumption of advertising. In this communication we present the corresponding results to the first part of our analysis. Through content analysis and discourse analysis we studied the representation and construction of body image in advertising consumed by young children (6-9 y/o) during the first semestre of 2015. From a sample of 132 spots, we identified the physical and psychosocial traits of 428 main and supporting character, the discursive strategies, cultural schemes and imaginaries about body which are spurred in these communicative productions. We conclude that body image figures as a key message to interpellate young audiences by producing and reproducing different ways to understand corporality, as a dimension of identity, situations or narratives.

Id: 16658

Title: PANEL: Addressing New Disease Threats - Intersection between Socio-cultural Research, Health Communication and Communities and New Media Technologies for Zika Prevention and Care

Session Type: Panel Submission

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Abstract: TITLE: Using new media to track knowledge, perceptions, and practices around Zika in four Latin American countries: SMS survey monitoring methodology

New media, such as SMS and online social media platforms have transformed discourse and communication around health issues and disease outbreaks, influencing the communication response of public health agencies and national governments. The use of SMS technology to collect research and monitoring data, and for messaging to improve use of health services is increasingly globally. Likewise, analyzing the content of public social media has been used to understand how controversial or new health topics (e.g. emergency contraception, H1N1, Zika) are discussed in the context of social media.

The Health Communication Capacity Collaborative (HC3) project is using SMS technology to conduct repeated, rapid quantitative assessments about Zika virus infection among individuals of

reproductive age in Guatemala, Honduras, El Salvador and Dominican Republic. The surveys assess knowledge of Zika risks, and prevention of infection and transmission including contraceptive options, condom use, and personal protections. HC3 is also conducting a content analysis of public posts on Twitter, to explore trends in the public discourse and rumors around Zika in the same four countries.

This presentation will describe the methods and results of three waves of the SMS survey regarding Zika knowledge and practices. The results will show how key indicators changed over time in each country and for subsets of the sample. In addition, this presentation will review findings and insights from tracking rumors, myths, and misinformation about Zika on public social media platforms. Reflections on the use of these data for Zika communication programs and on the applicability of these technologies and methods during future public health emergencies will be discussed.

Id: 16694

Title: Panel: Addressing New Disease Threats - Intersection between Socio-cultural Research, Health Communication and Communities and New Media Technologies for Zika Prevention and Care

Session Type: Panel Submission

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Abstract: Paper title: Harnessing evidence-based communication and new media technologies for Zika prevention and care and support: Emerging lessons from Latin American countries

While health and risk communication strategies and interventions are the cornerstone of all public health responses, every time the world is confronted with an outbreak of a novel virus, this pushes the field of communication to build upon past experiences and devise new ways to communicate risk and uptake of protective practices. The most recent Zika virus outbreak, which began in north-eastern Brazil in late 2015, spreading rapidly across all Latin American and Caribbean countries is another example of pushing the boundaries of health communication.

The communication challenge which included public health education and communication to protect against mosquitoes and actively engaging communities in getting rid of breeding sites, has turned out to be more complex. First, *Aedes Aegypti*, the mosquito that causes Zika is the same mosquitoes that causes Dengue and Chikungunya, both diseases that are relatively mild and non-fatal and widespread across the region, and hence communities' perception of risk of the threat posed by Zika has been low. Second, personal protection against mosquitoes and vector control, have not been very successful in the region because it is not implemented comprehensively making government responders and communities complacent. Lastly, because the worst outcome of Zika is when a pregnant women gets infected with it in putting her baby at risk of being born with a congenital syndrome, the focus of effective communication interventions is complex as it requires counselling and advice around planned or unplanned pregnancy against the existing national sexual and reproductive health policies.

This presentation draws upon UNICEF experience of using a range of qualitative, participatory and quantitative data collected through traditional and innovative sources to understand people's risk perceptions, knowledge around prevention, efficacy to act on behaviours, understand care and support needs as well as track rumours and other concerns around Zika. It further, analyses how this

data was used to devise a range of strategies and use of mediated, inter-personal, community outreach and new media channels to have a dialogue between governments, non-government organizations, international agencies, healthcare providers and the most at risk communities – including adolescents. Lastly, the presentation will discuss going forward, based on lessons and the current epidemiology of Zika, what should be the focus of on-going Zika communication on prevention and support to families with children affected by Zika. We draw upon data conducted in countries such as Brazil, Colombia, Mexico, Honduras, Guatemala and Dominican Republic among others and programme experiences of using communication across multi-media, schools, young people's networks and community and health workers platforms to engage with the most at-risk population – women and their partners. Findings and recommendations will contribute to inform future large-scale health communication interventions that require international action to address novel disease threats.

Id: 16728

Title: The Angelina-Jolie-effect: How German women perceive a celebrity's medical self-disclosure

Session Type: Individual submission

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

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

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

The results of this qualitative content analysis served as basis for designing semi-structured interviews with twenty women hit by a BRCA mutation and three focus group discussions each with six healthy female participants. During the interviews and focus group discussions the participants were asked about their opinion and attitude concerning Angelina Jolie's personality, celebrity status, social roles and her reasons for undergoing a prophylactical double mastectomy and oophorectomy. Especially the women suffering from BRCA were inquired in how far they can identify with Angelina Jolie and in what way the actress can serve as role model not only but primarily for medical decisions. All interviewees were asked to assess the presentational styles of the press coverage.

Id: 16751

Title: Do the Media in Pakistan Help Its Readers/Audience Make Informed Decisions': A Case Study of Polio Vaccinatio

Session Type: Individual submission

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Abstract: 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. Some scholars have studied media coverage of vaccinations like the human papillomavirus (HPV) vaccine. In the context of HPV, the media content has been found to be lacking comprehensiveness, transparency, and relevant information about the diseases caused by HPV and the vaccines developed to counter the virus. However, media coverage of polio and vaccination remains understudied. This study seeks to understand the media coverage of polio and anti-polio vaccine in Pakistan. Through a systematic content analysis approach, the study examines how news media reported polio and anti-polio vaccine. The term media in this project refers to radio and newspapers—the two most popular sources of information in the Khyber Pukhtunkhwa province (henceforth Pakhtoonkhwa) and the Federally Administered Tribal Areas (FATA) of Pakistan. Newspapers and radio remain the two most powerful media sources in the country to reach populations in the semi-Urban and rural areas. As the newspapers circulation decreases in the West, Pakistan has seen a rise in the number of newspapers. Currently, there are more than 2,000 daily newspapers in the country with over six million readers, compared to 1,100 dailies in 2002 with a circulation of three million. It is also estimated that each newspaper is read by at least five people, therefor the actual readership stands at 30 million in a country of 200 million people (Siddiqi, 2016a). Similarly, the country has seen a rapid boom in the radio industry. There are around 150 radio stations, including 28 owned by the government. The radio has been successful due to its reach to the underprivileged population, especially those living in FATA and the far-flung areas of Pakhtoonkhwa. The research question guiding this study are: 1) What are the most prominent sources of information used by radio and newspaper reporters?; 2) How are the issues and agendas of elite sources reproduced in the content of the news items of newspapers and radio broadcasts; 3) What type of contextual information about polio and anti-polio vaccines is presented to the public?; 4) Do news items of newspapers and radio broadcasts provide comprehensive information about polio and anti-polio vaccine?; 5) How do news stories The results show that both newspapers and radio stations relied on official sources of information, they did not provide comprehensive information the readers to make them help informed decisions. The newspapers published articles that had factual inaccuracies.

Id: 16752

Title: Commission HIV/AIDS news in Ugandan newspapers: Conversations with health news editors and reporters

Session Type: Individual submission

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Abstract: Research about HIV/AIDS coverage was conducted in Uganda from 1992 to 2011 and results indicated that coverage of the disease, although varied in amount between New Vision and The Monitor newspapers, had increased in both newspapers for almost each year under study (Napakol, 2016). Given that studies in different regions had showed a decline in coverage of HIV/AIDS (Steven and Shawnika, 2013), this study therefore, sought to talk to health news editors and reporters of both New Vision and The Monitor to find out how they not only framed stories related to HIV/AIDS but also understand decisions that followed positioning, length, frames used and ultimately publication. The study also sought to understand policies if any, that guided health reporters' decisions on publication of such articles. Of specific interest also was the need to find out if there are policies that target inclusion of minority groups such as People Living with HIV/AIDS and women in articles related to HIV/AIDS.

In-depth interviews were conducted with health editors and reporters to collect data. One health editor and three health reporters from each newspaper were interviewed.

Collected data is transcribed and will be analyzed thematically. A preliminary analysis indicates an effort, especially by the New Vision paper to include HIV/AIDS related stories in its different pullouts so as to reach various audiences while in The Monitor, although HIV/AIDS related stories are left to compete with stories about different issues or even diseases, journalists are encouraged to source educational but interesting articles that draw readers' attention.

Id: 16841

Title: COMUNICACIÓN PARA EL BIENESTAR: CÓMO EL ENFOQUE EDUCOMUNICATIVO AYUDA A CREAR Y DIVULGAR EL CONOCIMIENTO EN LA INVESTIGACIÓN EN SALUD

Session Type: Individual submission

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Abstract: Esta ponencia tiene como objetivo presentar una visión diferente de las demandas de Educación y Difusión del Conocimiento basado en la Educomunicación, que se considera aquí como un conjunto de acciones que articula los sujetos sociales en la intersección entre las áreas de Comunicación y Educación (Soares, 2012).

Nuestro estudio de caso es el Centro de Investigación Aplicada de la Asistencia Social y Comportamiento Humano (CPABEC), una organización con sede en el Instituto de Psicología de la Universidad de Sao Paulo, que reúne a la colaboración de investigadores de varias otras universidades y cuenta con la financiación de recursos públicas (FAPESP) y privadas (Cosméticos Natura).

Fue creado con el objetivo principal de aclarar el concepto de lo que es "bienestar" en el contexto brasileño y mapear los posibles indicadores para asegurar su validez científica. Allí se reúnen líneas de investigación articuladas en torno a dos pilares: la psicología haciendo hincapié en las características positivas del ser humano (Kahneman y Deaton, 2010) y la neurociencia (Wickens, 2015), con énfasis en la base neural de la conducta. El tamaño y la complejidad de la investigación en el CPABEC necesitan estrategias y herramientas comunicacionales que tienen como objetivo mucho más que promover los intercambios de información específica y limitada: deben crear una red de comunicación que, además de garantizar la eficacia de los procesos gestión, demostrar su valor social. Esta doble finalidad cumple con la "expertise" desarrollada por la educomunicación, tal como epistemológicamente sostenida por CCA (Departamento de Comunicación y Artes de la ECA-USP) y con base en la práctica de la producción de los medios de comunicación del Laboratorio de Innovación, Desarrollo de la Investigación en Comunicación Educativa (LABIDECOM).

Nuestro informe se describe la creación del Plan de Comunicación Integrada en CPABEC como una serie de acciones encaminadas a construir, de manera colectiva y colaborativa, la Identidad organizacional del Centro con respecto a (1) el mensaje, (2) la Imagen y (3) el Discurso. Como el resultado final, esperamos que al compartir nuestra experiencia en la comunicación aplicada a la investigación en Salud y Bienestar, podemos ayudar a los responsables de comunicación que se enfrentan a los mismos retos en contextos similares.

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Id: 16917

Title: La construcción social del vih y su tratamiento a través del uso de plataformas de facebook: Vih, Aprendiendo a sonreír de nuevo; un estudio de caso en México.

Session Type: Individual submission

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Abstract: En esta ponencia, se aborda la construcción social del significado del vih y su tratamiento, en usuarios que viven y conviven con el VIH, a través del uso de la plataforma de facebook: “Vih, aprendiendo a sonreír de nuevo”. Este espacio virtual fue creado en México y agrupa a más de 6000 usuarios de habla hispana, que lo reconocen como un espacio de encuentro, reconocimiento y aprendizaje. Es a través de esta plataforma que se han generado redes de apoyo en las que se publican experiencias que sumadas van construyendo una idea compartida de lo que significa vivir con el vih, generando un impacto en el tratamiento de esta condición. El uso de la red virtual permite una exposición anónima de relevancia afectiva en la que se construye y ejerce la condición del VIH ante una comunidad.

Este estudio de caso se incrusta en la discusión antropológica de las reconstrucciones identitarias, así como en el estudio de la dimensión social del tratamiento del VIH, cuyo referente se encuentra ligado a las representaciones culturales de la salud y la enfermedad. Es a partir del acercamiento a los usuarios de esta plataforma que se construye la dimensión cualitativa-experiencial que nos permitirá exponer marcos de referencia pertinentes para la construcción de un nuevo significado del tratamiento del VIH. La relevancia del uso de redes y el intercambio experiencial radica en el impacto que dicho ejercicio puede tener en la salud de los participantes seropositivos y en la desmitificación del significado del VIH.

Id: 17008

Title: Attribution of responsibility in Suicide TV Media Coverage: the Case of Colombian TV News

Session Type: Individual submission

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Abstract: Television news, which has an effect on the way society perceives reality, seems to focus its reporting on superficial events without looking deeply into structural problems (Iyengar, 1990, 1991, 1996). Previous research has shown TV news tends to cover social issues such as poverty and immigration in an episodic way, concentrating only on sporadic events that generally blame individuals for the social problems. Evidence also shows that the way media cover suicide could influence people's perception and behaviors around this problem (Chang, 2012; Gould, 2001; Stack, 2005; Pirkis, 2009). Therefore, this study explains whether TV media coverage is helping the public to understand the reasons behind suicide or not, and if it is offering useful information to palliate this social issue, helping viewers who are vulnerable or mentally ill.

This research uses framing as a theory (Reese, 2007), content analysis as method, and follows mental health manuals and coverage recommendations to evaluate the way Colombian TV media is covering suicide. To achieve its purpose, this study takes as a unit of analysis TV news reports aired from national and regional Colombian networks, from 2013 to 2014. This project measures definitions, evaluations, and recommendations that TV news displays when reporting and explaining cases of suicide to audiences. Results show important differences between local and national media in the way they cover suicide. Given that patterns on media portrayals might trigger or prevent public behaviors, the study shows how especially local television covers suicide in a way that might prone suicide ideation and even copycat behavior among vulnerable population.

Id: 17019

Title: ADOPCION DE INNOVACIONES EN SALUD Y REDES INTERPERSONALES

Session Type: Individual submission

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Abstract: Las innovaciones en salud han sido estudiadas por investigadores desde distintos puntos de vista que buscan responder: ¿Por qué las organizaciones innovan?, ¿cuál es el proceso que utilizan?, ¿cómo dispersan su innovación? (Inca S; Hamer J; Botjee D; Espin J; Velasco R; Mueller J et al, 2012).

Berwick menciona que la innovación se facilita o dificulta por la influencia de las características de adoptadores y factores contextuales (Berwick, D.M, 2009). Estudiosos (Dennis JL, Herbert Y, Langley A, 2002) manifiestan que tiene un núcleo duro y una periferia y por último Greenghalg argumenta que el acto de innovar depende entre otros de los sistemas de redes .(Greenghalg, 2014). En relación a los determinantes de difusión de la innovación se puede apreciar en revisión de literatura 4 clases de modelos que muestran cómo las redes influyen este proceso (Valente, 2010): 1) integración y líderes de opinión 2) modelos estructurales 3) modelos de valores crítico 4) modelos dinámicos. Cada uno muestra una evolución en sus aportes al análisis de la innovación. (Valente, 2010).

Dentro de las variables a estudiar tenemos: ventajas relativas, percepción relativa, observabilidad, ensayabilidad, canales, contexto, consideramos trabajar con las categorías de los canales interpersonales, que hemos denominado redes interpersonales trabajadas en los avances científicos en el campo (Greenan Ch, 2015). Tales categorías de Greenan CH, son : intrínsecas, las medidas de centralidad (grado intermediación y cercanía) , 2) Exposición , 3) Infecciosidad, 4)

Susceptibilidad. La propuesta de Greenan supera las categorías de Rogers (percepción relativa, ensayabilidad, observabilidad, contexto), con el objeto de avanzar y sobre todo poder realizar aportes empíricos como teóricos más productivos en el momento de plantearse investigaciones, esto soportado con base en revisiones que muestran el valor agregado que aporta el análisis de las características de la red. (Kunst L; Kratzer J, 2007; Jippes E, Achterkamp M, Brand P, Kiewiet D, Pols J, Van Engelen, J,2010)

Por lo tanto el objetivo de este trabajo es describir y reflexionar sobre la importancia de las redes interpersonales y su relación con la adopción de innovaciones en salud.

