

# TEEM '14

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Enhancing Multiculturality

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Francisco José García-Peñalvo  
University of Salamanca

TEEM'14 is organized by the Research GRoup in InterAction and eLearning (GRIAL) and Research Institute for Educational Sciences (IUCE) at the University of Salamanca.



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# Communication, Education and Health Promotion

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Health promotion is defined as the process of enabling people to increase control over their health and its determinants, and thereby improve their health (World Health Organization). One of the most used approaches to health promotion is based on education and communication media. Health campaigns and education-entertainment approaches (entertainment advocacy) are been used by scholars in health communication to prevent very different diseases and to improve quality of life. Health communication is a transdisciplinary field whose intended outcomes are increasing audience knowledge and awareness of a health issue, influencing behaviors and attitudes towards a health issue and implementing and evaluating health interventions disseminated using media in very different ways (from advertising and social marketing campaigns to television fiction or videogames) [1;7;13]

Health communication is an interdisciplinary marriage between health and communication research and has its own division in the International Communication Association since the mid-1970s [1]. At present, there are two journals indexed in JCR-WoK Communication discipline: *Journal of Health Communication: International Perspectives* and *Health Communication*, both edited by Taylor and Francis and both occupying a high position in regards to impact factor. The focus of this discipline is on social and health problems, like smoking, AIDS, unsafe sexual behaviours, substance abuse, heart disease, unhealthy diet and so on. From a theoretical point of view, health communication researchers have paid careful attention to *antecedents* to health behaviours, so illness prevention and health promotion

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are two main focus, and theories like social cognitive theory, theory of reasoned action, the transtheoretical model, the extended parallel process model, the health belief model, the ELM and narrative persuasion models are important benchmarks [12]. Designing messages to prevent or promote health and healthy lifestyles is an important approach in health communication interventions. Mass media campaigns try to persuade people or to increase awareness of various health risks and diseases. Health communication practitioners typically borrow standard methodological techniques from social and behavioural sciences. In particular, evaluation research approaches have been used to develop and analyse the health messages on people. Formative and summative evaluation are special cases in this context. Researchers try to collect precampaign background information about the target audience and also try to measure the effectiveness after the campaign implementation. While formative research occurs before campaigns have been designed, summative research is designed to discover the campaign outcomes [1]. In some cases, social marketing is the template that is used to organize a media campaign applying marketing's "four P's: product, price, promotion and place [12].

Another innovative approach to designing and implementing health interventions messages is entertainment-education (EE) [8]: "EE is the process of purposely designing and implementing a media message to both entertain and educate, in order to increase audience members' knowledge about an educational issue, create favourable attitudes, shift social norms, and change overt behaviour" [9]. In this case, fictional stories are usually created and delivered through classic channels (like TV series, short or feature films) or more interactive media (e.g., videogames) [4-5]. The early main research question being asked by EE researchers was "does it have an effect?". But, at present, empirical analysis of EE interventions explore *why* and *how* EE has its effects on audience individuals. Although the early predominant theory in the past EE projects was Bandura's social learning theory, more recent theorizing focus on persuasion models [11]. In particular, a few theoretical narrative persuasion models have recently developed by authors as Emily Moyer-Gusé (Entertainment overcoming resistance model [6]), Michael Slater (Extended elaboration likelihood model [10]) and Melanie Green (Transportation-imagery model [2]).

Media have the power of influencing individual health beliefs, attitudes and behaviours. So, analyzing media contents and their impact on people in relation to health is another focus on research in this field. What is the kind of information transmitted by the media? Are media biased when providing health information? How has the information seeking process changed in the Internet era? These are some specific questions that health communication researchers are trying to handle nowadays.

The link between media exposure and weight disturbance (both underweight and overweight) is being studying very carefully. It has been demonstrated by meta-analysis the "big picture" of the effects media have on people in this context. For example, effect sizes for body dissatisfaction, thin-ideal

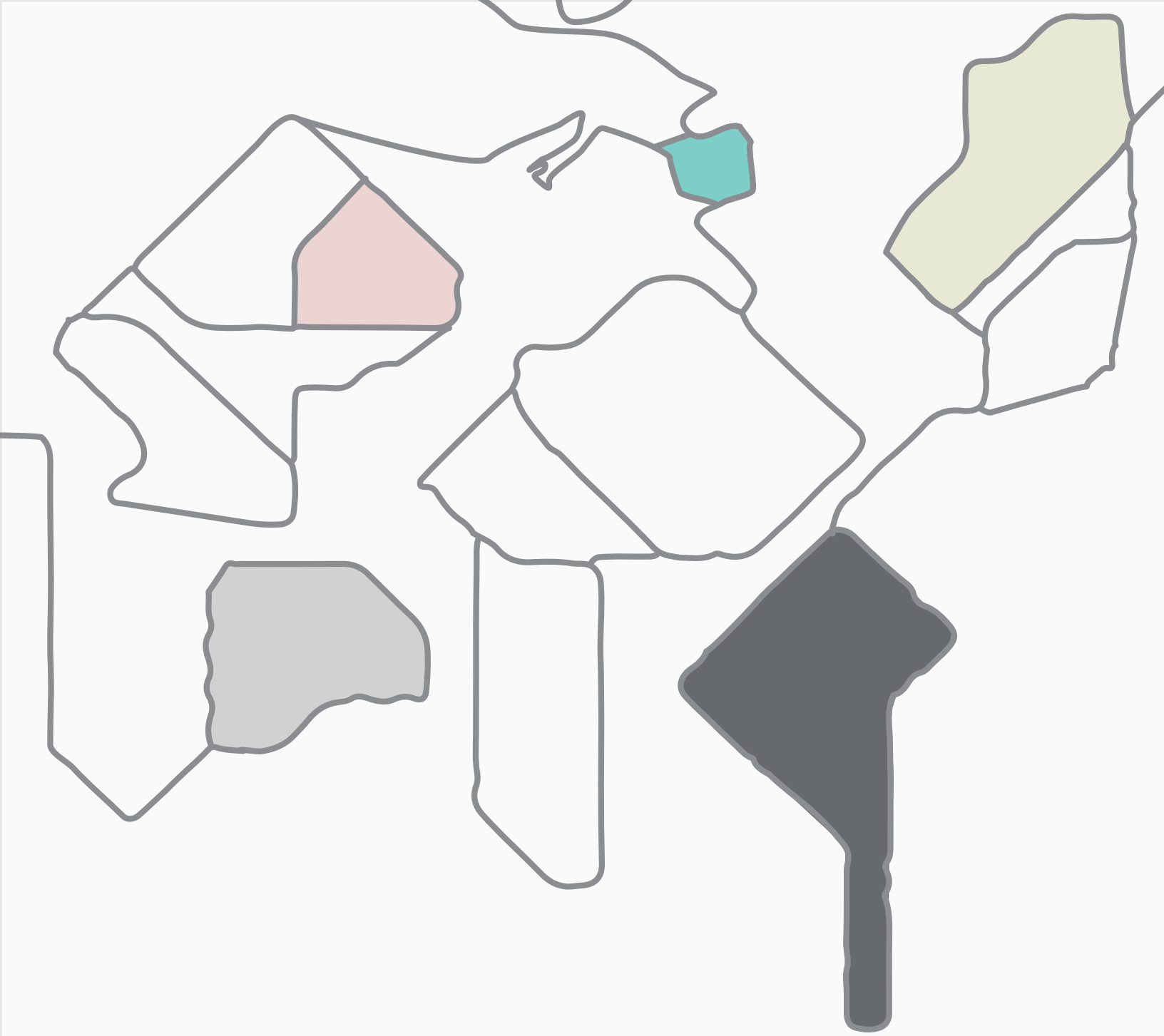
internalization, and eating behaviours and beliefs about eating ranged from  $d = -.28$  to  $-.39$ , which represent moderate effects in the direction of decreased satisfaction with the body and increased eating problems [3].

Another promising approach is *e-Health*. It is a relatively recent term for healthcare practice supported by electronic/digital processes, including the healthcare practice using the Internet but also health applications and links on mobile phones (m-Health). Compared with traditional mass media, interactive media and the Internet may have several advantages for health communication efforts: improved access to health information (more personalized and tailored), on-demand access to health information, support, and services, enhanced ability to dispense materials widely, just-in-time expert decision support and, in general, greater health information choices for health consumers [12]. There are several challenges in this research area. For example, with web-based interventions, formative research needs to identify whether the requirements of the site match users' digital literacy (regarding computer use, information searching, understanding health information, ability to contextualize the information and so on). One promising approach is to develop a valid and reliable e-Health literacy scale, based on social cognitive and self-efficacy theories. And another challenge is to decide on and implement appropriate information architecture when designing online campaign components [7].

The track "*Communication, Education and Health Promotion*" is focused on these topics and its main goal is to discuss around the relationship between health promotion and education from a communication media research point of view. It has been presented papers focusing on this general topic in its different dimensions: narrative persuasion and EE, the searching for health information by young people on the Internet, health, food and body image, formative research and behaviour change communication and telemedicine and e-Health. Finally, five papers were selected after the review process. The aim of the paper entitled "*Processes and mechanisms of narrative persuasion in entertainment-education interventions through audiovisual fiction. The role of identification with characters*" is to further our knowledge of the explanatory processes of narrative persuasion in the field of health communication, using data obtained in a research study of entertainment-education based on audiovisual fiction. The paper "*Health information and youth: challenges in the Internet age*" presents the result of a qualitative study based on the in-depth interviews; authors analyse the information on health topics for young people that is available on the Internet. The third paper entitled "*The influence of media contents about health in the construction of the discourse about the body in young adults and teenagers*" also present a qualitative study whose aims were to explore how young people develop their discourse about the importance of the body's aesthetic image. From a very different perspective, the study entitled "*Behavior Change Communication Strategy for Yaws Elimination: A Strategic Approach*" presents a behavior change communication strategic (lead by the World Health Organization to eliminate neglected diseases) and focuses on the findings from the formative research and the subsequent strategy that emerge from the research. Finally, the paper "*Healthcare Information Systems Promotion: From an Improved Management of Telemedicine Processes to Home Healthcare Processes*" aims at identifying the main challenges behind home healthcare processes; authors rely on the approach of Business Process Management (BPM).

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