

International Association for
Media and Communication Research

Asociación Internacional de Estudios
en Comunicación Social

Association Internationale des Études et
Recherches sur l'Information et la
Communication



IAMCR 2015

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

Abstracts of papers presented at the annual conference of the
International Association for Media and Communication Research

IAMCR

Montréal, Québec, Canada

12-16 July 2015¹²

-
- 1 We have endeavoured to ensure that these are the abstracts presented in Montréal. 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. Please advise us of any errors at support2015@iamcr-ocs.org.
 - 2 The email addresses have been intentionally altered to prevent harvesting by spammers.

Id: 9292

Title: Taking Taboo Topics Public: How HIV/AIDS Health Activism Reshaped Mass Communication and Civic Discourse

Authors:

Name: Ruth Massingill

Email: rmassingil_@_hsu.edu

Country: US (United States)

Affiliation: Sam Houston State University

Abstract: HIV/AIDS has been a powerful catalyst for changes in society. It has generated increasingly candid communication about causes and effects of the disease. Using formerly taboo topics to inform, persuade, and even entertain about HIV/AIDS has dramatically reshaped public communication. Since first identified by the U.S. Centers for Disease Control in 1981, HIV/AIDS has become a worldwide epidemic: crossing borders and cultures to threaten everyone'rich or poor, gay or straight'regardless of ethnicity or religion. An estimated 36 million people have died from AIDS-related causes, and more than 35 million are presently infected.HIV/AIDS has taken a devastating global death toll. It has also engendered far-reaching social consequences. Because the disease is spread through sexual contact and drug use, it is an unpleasant'even taboo'topic for many. Behind the statistics of infection lurks HIV/AIDS social disruption, which has altered personal relationships, social institutions, and cultural configurations. Social change communication has been a key strategy for HIV campaigns since the disease was recognized as a serious health threat. From the outset of the pandemic, health communicators understood the necessity for explicit dialogue. However, cultural resistance often drew a veil of silence over topics such as sexual practices and alternative sexuality. Gradually, once-forbidden subjects were incorporated into public discourse as health activists confronted stigma and discrimination associated with HIV/AIDS.HIV/AIDS created this demand for public candor. Over three decades, researchers have examined the content and efficacy of media campaigns. Various studies proposed culturally appropriate ways to overcome difficulties with HIV/AIDS education. Recently, 'new media' have been recommended to 'teach taboo topics without talking about them' by encouraging individuals to access explicit information online. Considerable scholastic research has examined the difficulties of communicating about HIV/AIDS' taboo topics. Less attention, however, is paid to the societal impact of post-HIV communication. For example, in our HIV-aware society, condoms are openly marketed and distributed, gay and transgender people fiercely advocate for access to healthcare, HIV/AIDS is often a theme in entertainment media, and the most personal human interactions are graphically shown on public health websites. This paper will explore how HIV/AIDS has profoundly changed society's cultural institutions by transforming media and public discussions about the disease. The author contends that the ongoing HIV/AIDS crisis, combined with new media, has accelerated the pace of these changes and stimulated global discussions about stigma and discrimination. Backgrounded by HIV/AIDS social communication history, this paper will also report perspectives obtained through semi-structured interviews with opinion leaders from commerce, entertainment, and health communication. The accompanying presentation will be an interactive examination of how HIV/AIDS has made public communication about the disease more forthright and how HIV/AIDS continues to empower health activism worldwide.

Id: 9303

Title: Understanding de-humanization processes and violence's impact on HIV/AIDS communication targeting Sex workers and LGBT in Sub-Saharan Africa

Authors:

Name: Cecilia Karolina Strand

Email: cecilia.stran_@_m.uu.se

Country: SE (Sweden)

Affiliation: department of informatics and mediaUppsala university, Sweden

Abstract: Background: The negative effects of criminalization on HIV service uptake by MSM, IDU and SW have received significant attention and it is widely recognized in the public health community that de-criminalization efforts are important to increase service uptake. A recent report published by the UN-initiated The Global Commission on HIV and the Law, systematically maps and corroborates earlier research findings on the negative effects of criminalization on most at risk populations' access to HIV services and ability to act in accordance with acquired knowledge on safer sex. The report also highlights the link between legal status and existence of systematic violence against LGBTs and sex workers. Violence is severely counterproductive to HIV/AIDS interventions. Methodology: Through a qualitative and quantitative content analysis of 198 written submissions made to the UNDP hosted Global Commission on HIV and the Law in 2011, the following study maps the different manifestations of violence perpetrated against LGBTs and sex worker. Besides mapping the various manifestations and identity of the perpetrators; a qualitative analysis of the narratives on the etiology of violence is analysed using James Waller's model of how ordinary people can commit acts of violence. Results: By using the three broad areas of proximate influence facilitating occurrence of violence; cultural construction of worldview, authority orientation, and finally social dominance orientation, in which all are present in the material; interesting patterns emerged. The analysis indicated that some of the same features as described in Waller's model are at plan. Violence against vulnerable populations, subsequently needs to be understood as not merely the effect of legal status, but a as the outcome of a broad set of societal process that not only facilitate and condone violence against LGBTs and sex workers, but even proscribe and encourage it. Vulnerable populations'experiences of violence is not only a serious human rights abuse, but a key barrier to service uptake. The study conclude that although decriminalization efforts of LGBT and sex workers needs our continued attention, effort to increase HIV service uptake among vulnerable groups and subsequent decrease incidence, are unlikely to be effective unless the causes to violence experienced by key vulnerable populations most notably perpetrated by law enforcement are fully addressed. A quick fix, such as fast-track targeted training on human rights and attitudinal change programs of law enforcement and the judiciary branches are unlikely to address the core of the problem. Waller's model of proximate influences making violence possible and authorizing individuals to carry out acts of violence against an out group, as well as making it a moral responsibility to inflict harm on out groups indicate that far more comprehensive societal changes must take place. Consequently, the processes of de-humanization of vulnerable groups need to be better understood and allowed to influence social policy and programs. The material does contain observations that could guide future communication interventions as well as the importance of partnering with the faith based organizations that greatly impact societal values and norms.

Id: 9312

Title: Learning from health resistance: A new framework for health communication and promotion

Authors:

Name: Olaf H. Werder

Email: olaf.werde_@_ydney.edu.au

Country: AU (Australia)

Affiliation: The University of SydneyAustralia

Abstract: Traditionally, public communication on health concerns centre on models, where the existence of the condition is attributed to individual choices. Responses subsequently are seen in individual-level interventions. Despite their often strong message contents (e.g., fear appeals), these interventions conventionally follow a 'nudging' philosophy, advocating collaboration between government and the market to steer people's choices toward a healthier life. The recurring emphasis on choice hereby originates from two erroneous assumptions: one, harmful behaviours are the result of reflective analysis, and instinctual reactions do not play a significant role in shaping behaviours; two, the environment, in which the harmful behaviours occur, is of lesser relevance. Yet, social and ethical dimensions of health might explain why even scientifically developed campaigns, applying validated health psychology models, have been confronted with public apathy or resistance to the offered change proposals (Sniehotta et al., 2014; West, 2005). We propose a new framework for the existing dominant health communication paradigm. This article offers initial ideas, incorporating social change concepts borrowed from the humanities disciplines. First, to more comprehensively understand human health behaviour, we need to start with a framework that can explain the three essential conditions of human behaviour, namely capability, opportunity, and motivation (such as Michie et al's (2011) framework of a behaviour system, called the 'COM-B system'). Advancing this basic framework of behaviour toward behaviour change, it becomes apparent that understanding human motivation lies at the heart, as motivation is not merely a reflective choice (see above) but an interaction of reflective and automatic processes (Mook, 1995). It is the automatic processes hereby that, while not explored much, often direct health-related behaviour. Habitual acting exists in a loop between cues, routines and rewards, where a particular cue triggers the anticipation of a reward in the brain that creates a craving until unthinkingly fulfilled (Duhigg, 2014). The way to change that habit requires besides a change in the routine also maintenance of the old cue and reward structure so associations are shifted over time, in turn establishing identities, where change becomes contagious. With PRIME Theory (West, 2006) we argue that formed identities are important sources of people's automatic processes, as they give stability to behaviour patterns. Therefore, we hold that successful and sustainable behaviour change requires a change of identity approach. Spreading new (health) identities throughout large publics additionally requires converting followers into self-directing leaders, which along with strong and weak tie concepts help members to move forward and sustain a new route, a concept inspired by, among others, the Civil Rights Movement. To that end, we propose an inclusion of humanities disciplines in the creation of the new framework. Health humanities offer a constructively critical paradigm to understanding health, its meanings, communication and promotion, as they approach human behaviour inductively and experimentally. Stressing the importance of social change and 'nourishing environments' to sustain human development and organisational efficacy, they are well suited to contribute the intuitiveness,

connectedness and reciprocity espoused above. Further details, current activities and ideas for collaborations will be discussed.

Id: 9351

Title: The Forms of Silence: Media Coverage on Neglected Diseases in Brazil

Authors:

Name: Igor Sacramento

Email: igorsacrament_@_mail.com

Country: BR (Brazil)

Affiliation: Oswaldo Cruz Foundation (Fiocruz)

Name: Raquel Paiva

Email: paivaraque_@_otmail.com

Country: BR (Brazil)

Affiliation: Federal University of Rio de Janeiro (UFRJ)

Abstract: This text aims to analyze the policy of silencing in two Brazilian newspapers about the social problems related to the endemic tropical diseases called, 'neglected diseases', such as dengue, malaria, tuberculosis, and Chagas disease. This text is part of a study of articles on the four mentioned diseases in the online collection from the newspapers, O Globo and Folha de S. Paulo, during the year 2013. First, we did a quantitative analysis of published articles by these newspapers within that year, observing the indicated diseases, the diseases addressed per month, the total amount of articles and covers stories, and the diseases on the front page. Next, we contextualized news coverage on neglected diseases in the context of Brazilian public health and explained why dengue should be central in the agenda. Then, we analyzed two articles 'one from each newspaper' which were cover stories, and addressed the relationship between basic sanitation and the spread of certain diseases. We believe that the communal journalistic practice can clarify the situation on diseases for people living in poorer regions, and also increase citizens' participation and intervention for the improvement in quality of life. In the following section, we briefly discuss the establishment of neglected diseases as problematic in the World Health Organization (WHO) and in the Ministry of Health (MOH) in Brazil.

Id: 9448

Title: The Public Discourse on Child Nutrition in India: A Case of Augmented Silence

Authors:

Name: Karthik Kamalanathan

Email: karthikd_@_mail.com

Country: IN (India)

Affiliation: University of Hyderabad

Name: Usha Raman

Email: usha.rama_@_mail.com

Country: IN (India)

Affiliation: University of Hyderabad

Abstract: The developing world is at a crucial juncture as the target date of the Millennium Development Goals - MDGs (UN, 2000) is fast approaching and under-nutrition and malnutrition continues to be an unresolved challenge. Eventually this dominates the agenda of the United Nations especially as the emerging Sustainable Development Goals (SDGs) envisages targets that are 'action-oriented, concise and easy to communicate' (UNGA, 2014). Although India has slightly improved in addressing issues around under-nutrition for a decade it has not moved very far in fulfilling the targets of the MDGs. Dissemination of nutrition information and knowledge among children and parents is essential for the generation of an active public discourse, which will in turn ensure that nutritional wellbeing is fundamental for any society. Nevertheless there is a clear absence of space within or around the lower cross section of the society to discuss, debate or dialogue on the theme of nutrition and it remains very ambiguous for the majority of society, particularly those on the margins. While the policy guidelines spell out the necessity to educate children and parents on nutrition there are very few attempts to implement them. The Mid Day Meals Scheme (MDMS) has been a flagship welfare programme of the government of India since 1995. The MDMS aims to primarily address under-nutrition and to improve the nutritional wellbeing of the school going children in India (MWCD, 1995). Using the Mid Day Meals Scheme as the main site of enquiry, the study attempts to identify the factors that subjugate the public discourse on nutrition and explore the existing political and socio-economic factors that impact this discourse in two states, Tamil Nadu and Telangana. The study uses a qualitative approach comprising document analysis and in-depth interviews. The primary data includes policy documents and Interviews with key stakeholders. The data suggest that government schools still continue to operate as agents of power that discourage challenge and actively produce students and by extension, their parents, as passive consumers of welfare-schemes, including the MDMS. Further, there is an active denial of space for interaction and intervention at various levels even though such spaces are essential for the building of an active and engaged civil society that can understand and claim their rights.

Id: 9659

Title: The use of edutainment in the fight against HIV and AIDS among the youth in Kenya: Audience interpretation of the sexual and HIV and AIDS Content in Shuga

Authors:

Name: Nancy Achieng Booker

Email: bookernanc_@_ahoo.com

Country: KE (Kenya)

Affiliation: Multi Media University College of Kenya

Abstract: HIV/AIDS continues to raise concerns the world over and particularly in sub-Saharan Africa, which accounts for more than 60% of all the people living with HIV, (UNAIDS, 2013). In a bid to reduce the new infections, contain the epidemic and ensure a healthy populace, governments, nongovernmental organizations and donor agencies continue to dedicate huge sums of money and apply numerous communication strategies in order to reach out to various groups of people. One such strategy has been the use of entertainment-education, (EE), "where HIV/AIDS messages are integrated into television, radio and popular music" (Govender, 2013, p. 5). When EE interventions are employed, they are either purposive or non-purposive, (Storey & Sood, 2013). The most common entertainment-education approach used in Africa to communicate health issues is drama, particularly in trying to appeal to the youth on their sexuality HIV and AIDS. One such televised drama that has been targeted at the youth is Shuga. The programme, currently in its third season, is a vivid and engaging drama that focuses on the loves, lives and sexual behavior of young people. Since the first season of the programme aired in 2009, questions have been raised about its effectiveness in creating awareness around HIV/AIDS due to its extensive sexual content and explicit portrayal of sexual issues. Reviews (Lindijer, 2014) and research (Nyaole, 2012) have pointed out that Shuga has unsettled the status quo on how issues of sexuality should be discussed with the youth, particularly in the African context. It has been viewed as a programme that seems to push the envelope and in so doing, may contribute negatively to the sexual behavior of young people and as postulated by Nabi and Clark (2008), "young viewers may begin to see such behaviours as relatively benign," (p. 408). Compounding this fact is that despite the drama having been watched by over 65% of its target audience (JHUCCP, 2012), evidence suggests that the number of infected college students continues to rise, (KAIS, 2013). In attempting to answer the questions that have been raised with regards to Shuga in enhancing positive sexual behavior among the youth, this paper will employ a qualitative approach, using FGDs to explore the various interpretations that the college-going youth in Nairobi, have on the sexual and HIV and AIDS related messages in Shuga. It will be premised on the fact there are often numerous factors that influence how audience members receive and interpret media messages (White, 1993; Wright, 2009). Audience interpretation of messages invariably determine the descriptive and injunctive norms that they have towards content and subsequently how they act on the information received (Ajzen and Fishbein, 1980).

Id: 9723

Title: An interactive video application for the rehabilitation of prostate cancer patients: evaluating the effect on usability and knowledge.

Authors:

Name: Katrin Tonndorf

Email: Katrin.Tonndor_@_ni-passau.de

Country: DE (Germany)

Affiliation: Passau University

Name: Julian Windscheid

Email: Julian.Windschei_@_ni-passau.de

Country: DE (Germany)

Affiliation: Passau University

Abstract: An aging population combined with financial cuts in the health care sector poses challenges to our society. One solution to resolve these problems is the use of information technology. E-Health applications are considered to have some advantages over traditional health communication services: They can improve patient empowerment by increasing access to information and promoting self-help [1]. Applications can employ multimedia components like images or videos to communicate complex health information [2]. Many studies provide evidence for the effectiveness of E-Health interventions, but few were conducted in a real-world situation with members of the target population [3]. Especially for older populations it isn't clear, whether digital applications are superior to printed information. In this abstract, we present the evaluation of an interactive video application. The tool was developed in cooperation with a clinic and supports prostate cancer patients in executing pelvic floor exercises. In order to answer the following questions, we conducted a field trial. There, we compared the video application to a flyer that offers information about the pelvic floor exercises. RQ1: How do the patients use the video application? RQ2: How do patients evaluate the usability the video application compared to the flyer? RQ3: How does the video application affects the knowledge of the patients compared to the flyer? During the study 227 patients were in the clinic. After arriving in the clinic, patients were informed about the trial. They had to bring their own device to use the video application. 85 patients were interested in using the application while 44 agreed to act as control group. The patients had an average age of 65.8 years. The usage of the application was automatically logged. At the time of writing, we can only present preliminary data about the first month of usage. The data reveals that 80 of the 85 patients became users of the application. They used the tool for an average of 14.7 sessions. Each session lasted approximately 19.4 minutes. Furthermore patients answered a questionnaire at the end of the rehab. The usability of the application ($M = 2.01$) was rated significantly better than the flyer ($M = 1.44$) [$F(1,108) = 5.36, p = .23$]. In a knowledge tests users of the application ($M = 6.9$) also scored significantly better than patients in the control group ($M = 5.8$) [$F(1,107) = 15.47, p = .00$]. The results show that the interactive video application can be an effective means to support rehabilitation even for old patients. [1] Sundar, S.S., Rice, R.E., Kim, H.-S., & Sciamanna, C.N. (2011). Online Health Information: Conceptual Challenges and Theoretical Opportunities. In T.L. Thompson, R. Parrott, & J.F. Nussbaum (Eds.), *The Routledge handbook of health communication* (pp. 181'202). Routledge.[2]

Buller, D.B., & Floyd, A.H.L. (2012). Internet-Based Interventions For Health Behavior Change. In S. M. Noar & N. G. Harrington (Eds.), eHealth Applications. Promising strategies for behavior change (pp. 59'78). Routledge.[3] Bennett, G.G., & Glasgow, R.E. (2009). The delivery of public health interventions via the Internet: actualizing their potential. Annual review of public health, 30, 273'292.

Id: 9753

Title: 20 Years of HIV/AIDS Medicines News Coverage: What Can We Learn'

Authors:

Name: Thomas Owen

Email: towe_@_ut.ac.nz

Country: NZ (New Zealand)

Affiliation: Auckland University of Technology

Abstract: This paper outlines the main features to emerge from mainstream news media coverage of HIV/AIDS medicines over the past two decades. Using a corpus-assisted discourse studies (CADS) approach, the paper considers a sample of 1,720 news stories from elite US and UK newspapers from 1995-2014, and a further sample of 359 articles from major South African outlets during the period of highest medicines coverage, 2000-2003. In the late-1990s, HIV/AIDS news coverage was relatively sparse; in early-2001, it dramatically increased; by 2003, coverage levels were around half those of 2001; and over the subsequent decade, 2004-2014, coverage steadily decreased towards its lowest levels across the 20-year sample. On current estimates, 35 million people are living with HIV, with only two in five of them receiving antiretroviral treatment. While this marks a considerable increase over the past ten years, it also signals that the global HIV/AIDS medicines access crisis is far from resolved. In the news media, however, the crisis rose to prominence 14 years ago, and has since almost entirely disappeared. This paper uses CADS' combination of linguistic corpus statistics and qualitative discourse analysis, and Laclauian discourse theoretical concepts of hegemony and dislocation, to examine the rise and fall of the HIV/AIDS medicines crisis in the news. Regarding the 2001 ascendance of the medicines story, the paper notes how political disputes over patent protections characterised medicines coverage at this time. In particular, the contest between major pharmaceutical companies and a transnational coalition of medicines advocacy groups structured the media debate, catalysing a major discourse change as the hegemonic strong patent protection discourse was dislocated, and a new counter-discourse promoting generic medicines and patent moderation was elevated in the news. The paper notes how such discourse change pre-empted wider policy changes, facilitating the increased prominence of generics within global HIV/AIDS responses. Regarding the subsequent decline in HIV/AIDS medicines coverage over the 2000s, the paper notes how the patent issue became virtually invisible, even within the small amount of medicines coverage that did remain. The paper considers such decline in light of three instances of 'fragmentation': the fragmentation of global medicine patent governance across multiple negotiating fora; the fragmentation and institutionalisation of 'third wave' global HIV/AIDS activism; and the fragmentation of the mainstream news ecology - in particular noting the shrinking of the global health news hole, and the increasing reliance of health journalism upon philanthropic funding. Combined together, these contextual factors have produced a less conducive environment for the promotion of the HIV/AIDS medicines news story than was apparent in 2001 - in particular for the overtly politicised and contested factors of medicine patents and generics, despite their continued relevance to global medicines governance. In this way, the paper uses CADS data to illustrate both the dislocation of hegemonic discourse in the news media, as well as the subsequent absorption and neutralisation of such resistance.

Id: 9795

Title: Challenging Hegemonic Beliefs about Physician-Assisted Death: The Brittany Maynard Effect

Authors:

Name: Kimberly Ann Lauffer

Email: klauff_@_gsu.edu

Country: US (United States)

Affiliation: Bowling Green State University

Name: Sean D Baker

Email: baker4s_@_mich.edu

Country: US (United States)

Affiliation: Central Michigan University

Abstract: While euthanasia has existed since Greek civilization, the right-to-die debate has waxed and waned in the United States over the 20th and 21st centuries. Different types of euthanasia have been both hailed and vilified; however, they gained proponents during the later half of the 20th century as other rights of self-determination were recognized, such as women's suffrage, birth control, abortion, and same-sex marriage. Some of euthanasia's proponents, such as Dr. Timothy Quill, were articulate and persuasive, but others, including Jack Kevorkian, were reckless and damaged the movement's momentum. Indeed, while Oregonians, including the advocacy group Compassion in Dying (later merged with The Hemlock Society and renamed Compassion & Choices), worked to pass a 1997 law permitting physician-aided suicide, Kevorkian continued performing assisted suicides, moving to active euthanasia in November 1999. He was convicted of second-degree murder in Michigan in 2000 and sentenced to 25 years in prison. In 2014, Brittany Maynard, 29, diagnosed with terminal brain cancer, elected to move from California to Oregon, one of two U.S. states that have legalized physician-assisted death, so that she could determine when she would die. This paper will analyze media coverage of Brittany Maynard's choice to use physician-assisted suicide in light of the hegemonic perspective on assisted death in the United States. A qualitative content analysis of 331 U.S. television and print items about the Maynard case was performed. Dominant frames were described and analyzed using multiple data analysis techniques, including thick descriptions, multiple coders, and directed reads of the stories. A majority of the pre-death media coverage falls into two themes. First, many news stories were short factual accounts of Maynard's decision to move to Oregon and described the legal parameters of Oregon's right-to-die law. These stories tended to present the case as a 'tragic' end to Maynard's terminal illness, allowing her 'pain' to end. At the same time, numerous opinion and editorials were published and these focused on larger social issues such as individual liberty and quality of life at death. Immediately after Maynard's death media coverage shifted into an advocacy frame. Maynard became an 'advocate' and 'spokeswoman' who energized the right-to-die movement and sparked social debate. Narratives shifted focus to the 'death with dignity' debate, a social movement reignited by the Maynard case. By emphasizing this debate, mainstream and traditional ideals about euthanasia were challenged by the media discourse. As a social movement, euthanasia supporters were able to secure media space to express counter-hegemonic perspectives to attempt to change social, ethical, and legal perspectives on euthanasia. Implications of the social, political and cultural

implications of the coverage are discussed, and we argue that because of her status as a young, attractive, sympathetic figure, the media coverage of her choice will affect future public attitudes toward and legalization of physician-aided death in the United States.

Id: 9928

Title: Empowering aspects of health communication and promotion for women: A case study of menstruation

Authors:

Name: Arpan Yagnik

Email: arpanyagni_@_mail.com

Country: US (United States)

Affiliation: Bowling Green State University

Name: Srinivas R Melkote

Email: melkot_@_gsu.edu

Country: US (United States)

Affiliation: School of Media and Communication Bowling Green State University

Abstract: Menstruation is a normal female physiological phenomenon among girls and women who make up half the global population (49.58%, 3.55 billion). Yet, research and dissemination of accurate information about menstruation has been relatively neglected compared to other types of health communication. The lack of accurate understanding about menstruation is widespread. This can be surmised based on the restrictive practices forced by different societies on menstruating girls and women. The very presence of menstruation, a positive health indicator, is misconstrued as unhealthy and impure by people in many societies. The lack of sufficient research and its dissemination have given way to stigmatized and disempowering practices directed at girls and women to prevail. Inappropriate and incorrect menstrual hygiene practices jeopardize the health and wellbeing of women and girls across the globe, especially in developing countries. Lack of information and misinformation about menstruation fosters irrational societal restrictions and taboo practices on the menstruating woman. Available research indicates that these are disempowering to females because they affect the health and wellbeing, educational opportunities, professional life choices, access to opportunities and other rights and privileges of women and girls. Menstruation and menstrual hygiene have strong implications on health and wellbeing of a woman, and of the overall society. Therefore, it becomes an important health and social issue. Since this is an area that has not been adequately researched, we will follow the example of early research in other health taboo topics such as family planning, leprosy, and HIV/AIDS, by first examining baseline Knowledge-Attitude-Practice (KAP) variables to build an initial base for menstruation related health communication study. Hence, the variables selected for this study are: knowledge of menstrual practices, attitude towards menstruation and menstrual practices, behavioral involvement in menstrual practices especially as it pertains to media exposure, and adoption of correct and hygienic practices. This study will also determine predictors of correct and safe hygienic practices in the context of menstruation. Method: A quantitative methodological approach will be adopted. Data will be collected through a structured survey questionnaire. A probability sample consisting of both women and men, from Ahmedabad city, India, was selected using multi-stage clustered sampling technique. Descriptive and analytical statistical techniques will be employed to analyse the data and prepare the findings. Implications: The study will provide useful insights about crucial variables that will prove useful to public health education and communication intervention

campaigns. The outcomes of this study are to create specific menstruation-related intervention strategies for public health communication campaigns. We are interested in facilitating interactions between practitioners and researchers and sharing and creating strategies to increase the relevance and uptake of research findings. Importantly, the results of this study will attempt to empower girls and women by providing research-based data on crucial aspects of menstruation and hopefully will lead to greater information of and lower stigma attached to menstruation and menstruating females.

Id: 9962

Title: On the way to the optimised brain' Media reporting on pharmacological cognitive enhancement

Authors:

Name: Oliver Quiring

Email: quirin_@_ni-mainz.de

Country: DE (Germany)

Affiliation: Department of Communication Johannes Gutenberg-University of Mainz

Abstract: It is the dream of many transhumanist thinkers: to overcome the limitations of the human body through technological means for the purpose of 'human enhancement' (Savulescu & Bostrom, 2009). While bioconservatives stress the importance of human nature and its constraints, bioliberals emphasize the great chances of improving mankind (Knoepffler & Savulescu, 2009). But how should modern societies deal with emerging technologies that are able to alter human capacities? Is it actually possible to improve humanity? What does 'improvement' mean? And, if it is an improvement, should we? For most people in western societies, mass media reporting is still an important source for both information and arguments on how society should handle these questions. There is a broad consensus in communication science that media coverage can have an influence on public understanding of technologies as well as on attitudes and behaviour of recipients (Donsbach, 1987). Media reporting about enhancement technologies therefore seems to be an important field where communication can show its ambiguous power. Pharmacological cognitive enhancement (PCE) is a topic which attracts increasing public interest (Roegerer, 2014). Though the use of prescription drugs to improve cognitive functioning in normal persons has been primarily discussed by bioethicists and neuroscientists, PCE meanwhile gets more and more media attention (Partridge et al., 2011). In science, PCE is still a highly controversial issue. While enthusiasts claim that the consumption of prescription stimulants such as methylphenidate for the purpose of PCE has many potential benefits for knowledge society (Greely et al., 2008), critics point out its medical and ethical risks and potential negative consequences for community functioning (Sahakian & Morein-Zamir, 2007). As most people are not (yet) affected by personal experience (Franke, Lieb & Hildt, 2012), it is very likely that media representation of PCE will have significant impact on how the technology is seen and evaluated by potential consumers as well as in public debate in general. Misleading enthusiastic or pessimistic media coverage might unrealistically raise expectations or fears about its future impact for good and ill and advantage policies mistakenly developed to facilitate or prohibit its use. Unfortunately, there is little empirical evidence on how PCE is reported (Partridge et al., 2011). And there is no scientific data on why journalists report it in a certain way. Using the example of German press, the present study therefore asks a) how legal, medical, ethical and social aspects of PCE are reported and b) what reasons there are for this kind of reporting. It addresses these questions by a) analysing the entire coverage of PCE in 19 major daily newspapers, weekly magazines and science focused magazines from 2004 to 2014 with the help of a quantitative content analysis. In addition, b) qualitative interviews with German journalists that have reported about PCE are conducted. The results indicate that media coverage of PCE is rather balanced. Most articles judge PCE neither in a positive nor in a negative way. Depending on the substances, different ethical and social aspects are discussed.

Id: 9992

Title: Venting Online - Using Sentiment Analysis to Evaluate Valence of Health-Related Communication in Digital Media

Authors:

Name: Alexander Ort

Email: alexander.ort_@_ni-tuebingen.de

Country: DE (Germany)

Affiliation: Eberhard Karls Universitaet Tuebingen

Name: Genevieve Mulack

Email: g.mulack_@_mx.de

Country: DE (Germany)

Affiliation:

Abstract: Digital media plays a central role in health related communication contexts. Over the last couple of years, the amount and use of health related communication in digital media has increased considerably (Fox & Duggan, 2013; Fox & Jones, 2009; Murero & Rice, 2013). Digitization of communication processes leads to huge amounts of texts. Exactly this quantity of follow-up communication in terms of user generated content needs to be analyzed in order to better understand and evaluate causes and effects of health related communication in general. Previous research has therefore basically relied on conventional content analysis (CA) (e.g.: Kamhawi & Weaver, 2003; Krippendorff, 2012; Neuendorf, 2002). This methodological strategy involves typical challenges. But principally, coding of valence and emotions by human coder is a major problem, as these categories are usually perceived individually different and can hardly be assessed by automatic coding. To overcome these limitations and to gain new insights on the role of emotional content, particularly valence, in digital media contexts the present contribution targeted following research question: Is there an adequate and efficient way to analyze and evaluate emotionality of health related follow-up communication online? To answer this question the implementation and effectiveness of sentiment analysis (SA) will be tested. Tan et al. (2011, p. 1397) describe sentiment analysis as '[...] one of the key emerging technologies in the effort to help people navigate the huge amount of user-generated content available online'. One main benefit of utilizing SA is the possibility of automatic, fast, objective, and cost-efficient analysis of large quantities of data. To make text interpretable every word gets associated with a numerical equivalent (Brysbaert, Kuperman, & Warriner, 2013). All the words of a textual unit (e.g., a commentary) form an emotional value that in turn can be interpreted and analyzed in terms of emotionality, valence and impact on succeeding texts (Taboada, Brooke, Tofiloski, Voll, & Stede, 2011). Empirical examination was carried out by applying a self-created automated tool on a sample of 97 blog and online-news site articles with almost 5,000 follow-up commentaries. Doing so the affective norms list of (Brysbaert et al., 2013) was used, which involves the emotional norms for 13,915 english lemmas. Approximately 218.000 out of 348.425 words could be assigned with an emotional value between one (absolutely negative) and ten (absolutely positive). Results were then compared with findings of CA valence coding, carried out by human coder (Krippendorff's alpha: ' ' .80). Results (e.g. comparison between different media types ' blogs and online-news) as well as questions and findings

about positive and negative bias of both methods will be presented and discussed at the conference. Hitherto results indicate, that SA can be a decent alternative to resource-intensive and time-consuming CA coding when it comes to analysis of valence and emotionality. Opportunities and best practices, with particular focus on data generation and management, as well as implementation will also be presented and discussed at the conference.

Id: 10084

Title: HIV-Positive: Exploring the Communicative Messages of HIV in a Post-AIDS Era

Authors:

Name: Daryl Art Mangosing

Email: daryl.mangosin_@_ufts.edu

Country: US (United States)

Affiliation: Tufts University, School of Medicine

Abstract: HIV and AIDS are generally thought to be synonymous, but one can be infected with HIV and still not develop AIDS. The development of antiretroviral therapy (ART) has made HIV no longer the deadly disease it once was. However, the AIDS epidemic has left a terrible lingering legacy, especially for those who are HIV-positive. An estimated 1.1 million people in the U.S. are currently living with HIV due to better treatments, whereas globally, approximately 35 million are living with HIV as of 2013. These epidemiological trends will continue to capture the attention of public health professionals, but what is overlooked in the race for a cure is the communication surrounding HIV and more so around those who have it. The purpose of this paper is to characterize the meaningful portrayals of the HIV-positive condition and to analyze its messages that are communicated from a variety of channels (i.e. literary metaphors, personal narratives, and news and popular media) to better understand the overall perceptions of living with HIV in American society alongside other global perspectives. Perceptions of health and illness in HIV discourse, collective themes described in metaphors, the media's portrayal of HIV, and expressions of identity through narratives are discussed. Following the analysis of these messages are implications for future direction that shed light on the considerations necessary for handling this historically devastating disease that lives on today. HIV has persevered through society from its birth in the AIDS epidemic to the manageable chronic disease it could be for those adhering to ART. As a result, there are now individuals living with HIV who are undetectable, have a non-compromised immune system, live a normal lifespan, and are unlikely to transmit the virus. Despite the perpetual impact of stigma and erroneous claims by media outlets, people with HIV continue to form positive metaphors, realize their own humanness, and ultimately frame their identities in a more sanguine outlook that sustains their health, livelihood, and resilience in society.

Id: 10279

Title: Critical Appraisal skills programme for journalists

Authors:

Name: KANNAN KRISHNASWAMY

Email: kkrishnaswam_@_eorgeinstitute.org.in

Country: IN (India)

Affiliation: Communications Manager, George Institute for Global Health

Abstract: Media is a key stakeholder in addressing the challenges of improving immunization coverage and vaccine up-take in India. Media engagement in immunization has witnessed significant success through India's polio crusade demonstrating the positive impact of strategic and sustained dialogues. During the last few years, turbulence in media discourse on Routine Immunization (RI) has been associated with the introduction of the pentavalent vaccine in a few states and reported incidents of Adverse Effects Following Immunization (AEFI) among children. Media focuses on factual and event based reporting and caters to the interest of its audience to have and provide for good health for every member in the family and community. However, a rigorous, scientific inquiry and balanced approach is essential to be able to understand and represent views on which interventions really work. A specialised set of skills and competencies are required to critically appraise health services especially when concerning their effectiveness and impact. The capacities to understand public health strategies and the appreciation of cost-benefit analysis of specific interventions will help journalists understand and report in a balanced manner. Examples of seemingly good ideas, advice and critiques have frequently resulted in relaying and promoting myths and superstition. At the same time, sensationalising sporadic and unintended adverse effects of immunisation has led to severe public outcry and policy paralysis that denies health benefits to large populations. A critical appraisal skills module currently offered to public health professionals can enable journalists to assess the trustworthiness, relevance and results of published papers and other available information including expert views and testimonials in order to arrive at a balanced perspective. Based on this felt need, a research study was conducted in 2014-15 with the dual purpose of: 1. Identifying specific areas of improvement in the current practice of health journalism with an emphasis on Routine Immunization and 2. Consulting with end-user on the most effective way of embedding the module in the daily reporting schedules of working journalists, editors and on-going journalism courses etc. Research Methodology 1. Focused Group Discussion Six FGDs with journalists and media academics in the country, conducted during September, 2014 ' February, 2015 were conducted to identify how issues of health are being reported and ascertain the gaps in the current coverage. 2. Analysis of Media Reportage using a Media Rating Tool An independent research analysis of all articles appearing on the subject of RI in the media, from January, 2014 ' October, 2014, was undertaken to support the problem areas identified in the above sessions and provide an additional perspective on media coverage. This analysis was based on similar international research done in U.K and Australia and Germany, particularly the 'Media Doctor' initiative which identifies a set of parameters to focus on the quality of health reportage. The paper will describe the results of the quantitative and qualitative analysis and the acceptability of the critical appraisal skills programme among journalists. Efforts being made to introduce the same to journalists in India will also be discussed.

Id: 10416

Title: Users of health-related Internet discussion boards: seeking support and information

Authors:

Name: Sinikka Torkkola

Email: sinikka.torkkol_@_ta.fi

Country: FI (Finland)

Affiliation: University of Tampere

Abstract: Social media are used to create virtual communities that give individuals opportunities to share their stories of personal illness and to find support. One of the earliest two-way communication channels was Internet discussion boards. In spite of novel forms of social media such as Facebook and Twitter, online discussion boards are still popular and widely used. This study analysed how individuals use two Finnish online discussion boards: Suomi24 (Finland 24 [F24]), run by an international media company and Meeting Point (MP), managed by The Finnish Diabetes Association. Questionnaires were distributed online in November and December 2014. Of these, 77 responses were obtained from MP and 103 from F24. The survey data on discussion group participants' backgrounds, habits, discussion motives and intensity were analysed using SPSS software. The majority of members are female and middle aged. A total of 67% of MP and 51% of F24 respondents visit the discussion boards more than once a week. The main reason for visits, especially for MP members is peer support. At least 60% of MP respondents agree with statements that online discussions improve their ability to bear, treat and understand their illness. F24 participants also agree with these statements, but less frequently. For F24 members, the discussion board appears to be more a place to find support than information. They do not feel that discussions improve their capacity to treat or understand their illness 'merely helping them to cope with it. The clearest differences between these two groups arose in answers to information questions. At least half of both groups state that they get new information from discussions. The respondent groups both use the discussion boards to get more details about medication. At least 55% of the participants agree with the statement that they are searching for more information on prescriptions. Especially for the F24 respondents, this search for facts is problematic because 48% of them agree with the statement that wrong information appears on the discussion board. These members see their discussion board as more unreliable than the MP respondents. Only 10% of MP members ' versus 40% of the F24 respondents ' evaluate the health counselling offered as poor. The board's medical information is thought to be good or excellent by 65% of the MP and 15% of the F24 participants. The discussion board is clearly only one of members' information sources since the majority of respondents, more than 64%, seek additional information from other Internet sites. Less than half ask for more information from health professionals. The answers to open-ended questions confirm the survey's results. Discussion boards are, first, places for empowerment and, second, sources of information. The Diabetic Association's MP, in which individuals must register before participating in discussions, appears to be a more permanent community. Their answers create the impression that, in sub-discussion groups, some form of established community also exists. In contrast, F24 seems to be a more open platform where people check to see if something they are looking for has appeared.

Id: 10457

Title: HIV/AIDS leadership communication addresses a wicked problem: Insights from Mandela

Authors:

Name: Colin Tinei Chasi

Email: colin_@_j.ac.za

Country: ZA (South Africa)

Affiliation: University of Johannesburg

Abstract: Leadership is widely regarded as involving practices that influence others to engage in behaviours that are intended by the leader. HIV/AIDS leadership can hence be considered to involve modes of communication by which leaders direct others to avoid high-risk HIV/AIDS behaviours and to generally behave in ways that ameliorate the effects of the epidemic. The problem is that HIV/AIDS is a wicked problem. As Rittle and Webber (1973) had seminally argued, wicked problems are eminently slippery, illusive, ill-defined and unnameable to resolution without untenable costs as they confound rational-logical planning and allied change agency. The proposed paper looks at how arguably the greatest African leader, Nelson Mandela, addressed HIV/AIDS. I intend to reflect on some of the limitations Mandela confronted as regards HIV/AIDS communication. I also intend to think about how Mandela's servant leadership is eventually, notwithstanding some important failures, manifested in ways that express values of ubuntu, in ways that aimed at advancing democracy and enabling everyone to become the most that they can be. These thoughts on HIV/AIDS leadership, grounded on the written record concerning a great African leader's engagement with HIV/AIDS, can offer important avenues for conceptualisation of leadership in this area and in other areas that pertain to development and health.

Id: 10506

Title: Communicating the non-communicable: developing media and communication strategies to tackle the growing NCD epidemic in the Pacific

Authors:

Name: Evangelia Papoutsaki

Email: epapoutsak_@_nitec.ac.nz

Country: NZ (New Zealand)

Affiliation: UNITEC, Auckland NZ

Abstract: The Pacific Islands face a health crisis fuelled by the increased prevalence of non-communicable diseases (NCDs). Today, these chronic conditions often inflict heavy financial costs on households and over 70% of deaths in the Pacific are estimated to be due to NCDs. Pressures imposed by globalisation and urbanisation have led to an increase in NCD risk factors such as unhealthy diets (a decline in growing local food and increase in the consumption of processed and imported food high in salt, sugar and fat), unhealthy behaviours like alcohol and tobacco consumption and levels of physical inactivity. These lifestyle changes amongst Pacific Island populations have led to an epidemic of NCDs such as obesity, diabetes, cancer, and cardiovascular disease. In order to reverse these trends communities require adequate health education and awareness around these health issues and this is currently lacking across the Pacific Islands. Furthermore, at times cultural codes may reinforce unhealthy lifestyles. Given that many NCDs are preventable, health promotion activities can play a key role in reducing the burden of NCDs in the Pacific. This paper assesses the challenges of addressing NCDs in the Pacific from the perspective of development communication and social change. Strategic media and communication initiatives can target specific areas identified as the causes of the increase of NCDs. The paper examines examples of how different countries coordinate their response and discusses a variety of media and communication initiatives that are currently being undertaken in countries across the Pacific. The paper utilises data collected in the PACMAS State of Media and Communication Baseline research project (2013), undertaken across 14 Pacific Island nations and through a partnership between RMIT University (Australia), the University of Goroka (Papua New Guinea) and UNITEC (New Zealand). The research was guided by the principles of Communicative Ecology and Communication for Development (C4D) that deliberately encompasses all forms and modes of communication, including community radio, information and communication technology (ICT) initiatives, and processes such as community dialogue along with the more traditional mass media. The main research methods included desk-based research, stakeholder interviews (212) and a verification survey with Pacific media and communication experts. Respondents indicated that due to the chronic nature of NCDs, communities often accept them as inevitable or a natural way to die. It was noted that the gap between awareness of NCDs and behavior change is challenging to address but programs using participatory approaches and face-to-face communication have shown some success in these contexts. Respondents called for a better understanding of the role of media in health communication and for links between government, non-governmental organisations and journalists to be strengthened. This paper highlights some of the key challenges and opportunities unique to the Pacific region when designing media based NCD strategies. By combining analyses across countries and including some best-practice examples the paper explores potential avenues for NCD

communication strategies in the Pacific in order to inform and assist further planning and design of health promotion strategies.

Id: 10511

Title: Precision Estimates: The influence of information precision on risk perception and prevention behavior in bicycle accidents

Authors:

Name: Hannah Frueh

Email: hannah.frueh@nifr.ch

Country: CH (Switzerland)

Affiliation: DCM, University of Freiburg

Abstract: There are still more than 70,000 accidents with bicycles in Germany per year ' many of them involve serious head injuries that could be avoided if bicycle riders wore a helmet. Communicating riders that they are at risk is therefore a major task for health prevention communication. Still, it is quite difficult to communicate everyday risks such as bicycle accidents since this specific kind of risk is often underestimated by lay people. Along with the idea of informed decision making (Arnold, 2003), one could assume that the best way to inform recipients was to provide them with (scientifically generated) statistical information so they could make their own (informed) decision. Following the idea of Loschleder et al. (2013), recipients not only interpret the informative value of numbers but they also derive secondary information from a given number, for example they infer from precise numbers that this specific number was calculated very accurately, which, in turn, could be interpreted in terms of heuristic information processing and decision making as outlined by the theory Bounded Rationality (Simon, 1957; 2000). In order to find out how the precision of the information affects recipients, we conducted a paper-and-pencil survey in an experimental design with three experimental groups (G1=precise numbers, G2=rounded numbers, and exemplar information). Our research question was: How does the precision of a given information influence recipients' evaluations (e.g., Zubayr & Geese, 2009), susceptibility perceptions (e.g., Champion & Skinner, 2008), and behavioral intentions to engage in preventive behavior (Gibson, Callison, & Dolf Zillmann, 2011)? We assume that the more precise an information is provided, the more recipients' feel informed by this information, the more they feel at risk and the more they are willing to engage in preventive behavior. Since previous research has shown that recipients have sometimes difficulties in reading numeric, especially statistical information (Bar Hillel, 1980; Lipkus, 2008; Tversky & Kahneman, 1974; Zillmann, 2006), we used natural frequencies (Gigerenzer, 2011) in the numeric groups. 149 respondents took part in the experiment (75 % female; mean age 22 years). Participants were assigned randomly to the groups. We used 7-point scales (1=no agreement to 7=high agreement) to assess our dependent measures. Concentrating on participants usually wearing no helmet (n=79), results show mixed support for our assumptions: Even though recipients feel significantly better informed by the numeric versions ($F=4,9$ [2; 75]; $p<0,01$), feeling slightly better informed by the precise version ($M=4.0$; $SD=1.5$), these participants also feel less susceptible to be at risk and they tend to make others responsible for bicycle accidents. Nevertheless, the precision of the given information seems to have an influence on recipients' evaluations. Further implications of these results for communicating risk in health contexts ' as the limitations of the present study ' are discussed.

Id: 10517

Title: Examination of risk perception, condom compliance and screening and testing behavior of male and transgender sex workers in India

Authors:

Name: Satarupa Dasgupta

Email: satarupadasgupt_@_mail.com

Country: US (United States)

Affiliation: New York University

Abstract: AbstractThe purpose of this study is to examine the risk perception, sexual health decision-making and healthcare seeking behavior of male and transgender commercial sex workers in India in order to reduce STI/HIV transmission, increase adherence to screening/testing and positive health practices among this population. The study was conducted in red light districts of Calcutta, and rural subdivisions of West Bengal, India. Male and transgender sex workers comprise 15% of the sex workers' populace in India. Yet they are a hyper-marginalized and invisible populace whose sexuality, health and wellbeing have been rarely subjected to study. The lack of information about sexual health behavior and decision-making among male and transgender sex workers hinders effective formulation of intervention programs directed at them. An analysis of, risk perception, decision-making and sexual healthcare seeking behavior can provide guidance to formulate future HIV/AIDS prevention, awareness initiatives and evidence-based interventions among similar high-risk populations. The fluidity in gender identities of the male and transgender sex workers, the prevalence of bisexuality and diversity of sexual partners have important implications for sexual risk perceptions of this group. Previous studies show erratic condom use with regular male partners and consistently low condom use with female partners. Prevalence of misinformation on transmission of sexually infectious diseases is common among male and transgender sex workers in India. Like commercial female sex workers, male and transgender sex workers are a heavily marginalized group in India. But unlike female sex workers, the male sex workers in India face marginalization at multiple levels owing to their choice of profession and sexual orientation. Economic insecurity, social marginalization and stigmatization make prevention efforts with this extremely vulnerable group very difficult. Contextual factors like poverty, violence and stigma significantly raise sex workers' HIV/AIDS and STI risk through being pressured by a client into unprotected sexual intercourse besides affecting their physical and mental wellbeing. In the project the following attributes of the male and transgender sex workers in three red light districts are examined--- a) condom compliance and perception of risk b) socio-cultural contextualization of sexual health behavior c) the rate of accessing healthcare resources like STI/HIV screening clinics, free medical consultation and free condom distribution centers and the motivation for accessing or non-accessing such health resources.

Id: 10584

Title: Press framing of the (2014-2015) Ebola crisis: A comparative case study of, South Africa, Zambia and Zimbabwe.

Authors:

Name: Brian Pindayi

Email: brian.pindayi_@_ebmail.co.za

Country: ZM (Zambia)

Affiliation: Rusangu University

Abstract: Understanding the extent to which newspapers affect people's attitudes with regards to diseases and epidemics in Southern Africa can assist media practitioners, policy makers and private organisations in crafting effective health messages. This research seeks to investigate how press coverage of the Ebola crisis affected people's attitudes towards Ebola and by inference sanitary practices in Southern Africa. The research questions are: One, what are the dominant themes in press coverage of the Ebola crisis' Two, how does newspaper ownership affect press coverage of the Ebola crisis' Three, How does press coverage of the Ebola crisis affect sanitary practices and people's attitudes towards Ebola' A content analysis of 4 newspaper titles in Zambia, 4 newspaper titles in Zimbabwe and 4 newspaper titles in South Africa will be carried out to ascertain the dominant themes in newspaper coverage and the extent to which newspaper ownership influenced content with regards to Ebola. A thousand questionnaires will be distributed in each of the three countries (South Africa, Zambia and Zimbabwe) to determine the extent to which people's sanitary practices and attitudes towards Ebola are being influenced by press coverage. By outlining the dominant themes of press coverage of the Ebola outbreak, this research will enable media practitioners and other health communicators to have a panoramic view of how the press has been covering the Ebola outbreak. By looking at the influence of newspaper ownership on the kind of stories that were printed with regards to Ebola this research will ascertain whether theories such as the propaganda model go beyond political realms to influence health communication and health practices. By shedding light on the influence of the press on attitudes towards sanitary practices and Ebola, this research will enable health communicators and private organisations to gauge the effectiveness of the press in altering people's attitudes and perceptions towards sanitary practices and diseases.

Id: 10595

Title: Who speaks in the news coverage of HIV / AIDS in five Mexican newspapers'

Authors:

Name: Miguel Sanchez Maldonado
Email: miguelsanchezmaldonad_@_otmail.com
Country: MX (Mexico)
Affiliation: Universidad Autonoma de Coahuila

Name: Jose Luis Terron Blanco
Email: joseluis.terro_@_ab.cat
Country: ES (Spain)
Affiliation: Universitat Autonoma de Barcelona

Name: Jose Carlos Lozano Rendon
Email: jose.lozan_@_amiu.edu
Country: US (United States)
Affiliation: Texas A&M International University

Abstract: The phenomenon of HIV/AIDS can be approached from three different perspectives: scientific, social and individual. Media have privileged the coverage of scientific and social perspectives leaving aside the individual stories behind the statistics. We have quantitatively analyzed 760 articles published in five Mexican newspapers, La Jornada, El Norte, El Universal, El Informador, Milenio, to know who are the subjects in the coverage of HIV/AIDS in Mexican newspapers on the period of October 2012 to March 2013. We conclude that the newspaper coverage of HIV/AIDS is dictated by the season of events as well as the prominence of politicians and celebrities who participate on those events. Also the issue of the feminization of AIDS is still poorly addressed and secondly that there is an absence of voices of women experts and stakeholders. In the case of NGOs we emphasize their ability to create agenda, to serve as information sources that give voice to PVV and to contrast governmental information. Finally, content analysis showed that a neutral language was used to talk about HIV/AIDS, and that they authors do not unnecessarily used alarmist data or related death to the disease. The production time required on interpretive and opinion genera and the divulgation treatment does not guarantee the correct use of terms.

Id: 10608

Title: Contesting the Power of Media and Communication in the Context of Mental Health Issues

Authors:

Name: Kate Holland

Email: kate.hollan_@_anberra.edu.au

Country: AU (Australia)

Affiliation: University of Canberra

Abstract: This paper will report on findings from an ongoing project examining the reporting and portrayal of mental health issues in Australian media. The study involved discourse analysis of six-months of newspaper, online and television coverage during 2014, from which the paper draws on selected items. Mental Health Week in October provided a catalyst for media coverage and also generated divergent viewpoints about the kinds of messages about mental health that should be promoted. The ABC national public broadcaster dedicated a week of programming to mental health issues under the banner of 'Mental As', which was celebrated for opening up a public conversation. It also received some criticism for paying too little attention to issues such as lack of funding and access to services. The analysis of an online article, including reader comments, dealing with these issues illustrates the tension between communication as a driver for social change or as a means of maintaining the status quo, with contributors to the discussion disagreeing about the merits of awareness raising efforts in the context of the perceived lack of services and access to care and support. The next item is a newspaper opinion piece about the potential for media to contribute to a contagion of mental health issues by glamorising mental illness, which the author suggested was one of the characteristics of media reporting during mental health week. The article reflected concerns about the impact of new media, particularly on young people, in the form of encouraging identification with a particular diagnostic category because of the social benefits attained by way of peer recognition and reinforcement. I relate these concerns to literature in which the internet is implicated in the manufacture of psychopathology and debate surrounding pro-ana online communities wherein I suggest assumptions about participants in such communities can work to discount understandings that would recognise their complexity and the challenge they present to medical expertise. The study is part of a larger project drawing upon 'biocommunicability' (Briggs and Hallin, 2007, 2010) and health resistance (Crossley, 2002) as lenses through which to view communication practices around mental health issues. Briggs and Hallin have identified biomedical authority, patient-consumer and public sphere as predominant models of biocommunicability in newspaper coverage of health. Within these models social actors are variously cast in certain roles in relation to the flow of health information and invited to inhabit positions such as recipients, producers and gatekeepers (Briggs & Hallin, 2007). The items in this paper have been chosen for closer analysis because they problematise communication and its role and power in relation to social and political change as well as individual behaviour. They also provide a useful basis from which to examine how arguments about the power of media and communication in the context of mental health issues variously position and address patients/consumers, citizens, advocates, media professionals and medical/mental health experts.

Id: 10617

Title: Community Radio and Rural Women's Voices in Health Communication: The Case of Henvaivani Community Radio Chamba, Uttarakhand, India

Authors:

Name: Shweta Anand

Email: shwetavij1_@_mail.com

Country: IN (India)

Affiliation: Lady Irwin College, University of Delhi

Name: Archana Kumar

Email: archna_@_otmail.com

Country: IN (India)

Affiliation: Lady Irwin College, University of Delhi

Abstract: Despite consistent efforts and use of multi pronged strategies and programmes, challenges of health continue to persist in India. The countries performance on most health indicators not only continues to be abysmal, it further has seen a more alarming plateauing in recent years. Health care delivery systems remain inadequate for serving the needs of marginalized community groups, especially women, compounded by a complex mix of issues of accessibility, reach and quality that are juxtaposed by the continuance of socio-cultural practices that impede people's access to health. Overcoming these challenges require deliberate effort in comprehending how health is culturally constructed by communities, a deeper understanding of how health information is generated and disseminated within the their region-specific health issues and interspersing health communication within them. The paper highlights methodological and initial insights from an on-going research which aims at understanding the role a community based media like community radio can play in structuring health communication flows for women. Using a mixed method approach the research is being conducted in a multiphase manner, where in the first phase mapping the activities and programmes of Henvaivani community radio in context to women's health was done. The second phase endeavored to quantitatively measure the changes in the knowledge and attitude of women and men because of their association with the community media and the final phase will gain qualitative in-depth insights about the role community based media can play in influencing information flows within a community and the significant role in triggering the processes of change within a community. The story based participatory method, The Most significant Change technique will be used to provide an understanding of the processes and dimensions of change influenced by the Community Radio. The paper highlights the first two phases of the research and the challenges of health communication for women in the region.

Id: 10633

Title: Autism Online: Vulnerability and Ethical Dilemmas in Ethnographic Research on Autism and Social Media

Authors:

Name: Vered Seidmann

Email: vered00_@_ntu.edu.sg

Country: SG (Singapore)

Affiliation: Wee Kim Wee School of Communication and Information Studies (WKWSCI), Nanyang Technological University, Singapore

Name: Natalie Pang

Email: NLSPAN_@_tu.edu.sg

Country: SG (Singapore)

Affiliation: Wee Kim Wee School of Communication and Information Studies (WKWSCI), Nanyang Technological University, Singapore

Abstract: Over the past twenty years, autistic people have increasingly perceived the Internet as a predominantly safe and controlled environment in which they can communicate among themselves and with the outside world without having to cope with the myriad of complex social cues common to face-to-face communication in the physical world. In this online environment, people can communicate asynchronously, they can create neuro-shared or separate spaces (Bertilsdotter Rosqvist, Brownlow & O'Dell, 2013), and they can 'come out' as autistic and describe their experiences without full disclosure (Davidson, 2008; Davidson & Henderson, 2010; Davidson et al., 2012). Accompanying this trend has been the growth of research on culture and social interaction within and between online autistic individuals and communities viewed as vulnerable by university research-ethics committees dominated by the biomedical approach. The concept of vulnerability embeds assumptions about independence, competence, informed consent, and risk. The biomedical approach tends to define 'vulnerability' in terms of how much an individual is perceived as autonomous and capable of making informed decisions during the research process. In adhering to a set of universal principles, the biomedical approach considers vulnerable populations to be less competent and in need of more protection. On the other hand, the notions of risk, harm and vulnerability can be conceptualized differently in the tradition of qualitative research. Vulnerability can be seen as a result of social negotiation and environmental structure more than a result of inherent deficits of the individual. The perception of individuals on the autism spectrum constituting a vulnerable group has implications for the assumptions and demands on researchers in the research process before, during and after going out to the field. According to Parker (2007:2249), attention to culture and meaning is crucial to the understanding of 'morally significant features'. Silverman (2008) claims that advocates from the disabilities community go against the biomedical approach's tendency to focus on deficits and to distinguish between low-functioning and high-functioning. Sinclair (1993), one of the most influential activists in the autistic community, talks about the need to give up assumptions about shared meanings and about normalcy. Giving up shared meanings and assumptions about normalcy can have implications for the main assumptions about vulnerability and open the door to approaches that will move from the emphasis on weakness and

fragility to openness and receptiveness (Witham et al., 2013).Based on this line of reasoning, the first part of the paper will examine the conceptual frameworks of vulnerability; the second part will discuss challenges derived from the perception of vulnerability and the perception of the research process; and the third part will explore possible methodological solutions to these challenges.

Id: 10716

Title: Risk-Perception and Self-efficacy for Alcohol Consumption and HIV/AIDS: A Comparative Study of Young Adults in Kenya and USA

Authors:

Name: Nancy Muturi

Email: nmutur_@_state.edu

Country: US (United States)

Affiliation: Kansas State University

Abstract: Background: Alcohol consumption and HIV/AIDS are two global public health concerns facing young adults today. The World Health Organization estimates more than 200 alcohol-related diseases and injuries and it is the fifth risk factor for disease, disability and death globally.[1] Young adults from 18 to 24 years old are the most likely age group to abuse alcohol and by age 19 and 20 years 70 percent of all drinkers engage in heavy drinking.[2,3] Concomitantly, the global HIV epidemic impacts young adults disproportionately and it is among the leading causes of death among those age 25 to 49 years, which implies that majority contract HIV while in the 15 to 25 age group given the 10-year incubation period.4 Alcohol abuse is one of the primary risk factors for HIV and other STDs due to its effects on behavior and sexual arousal.[5] Health communication seeks to increase understanding of health risks, enhance risk perception and motivating behavior change. Extant literature and risk-perception theories have demonstrated the association between perception of personal risks to a disease as a predictor of individual's propensity to take preventive action6 although this may vary across cultures and environments. Based on the social cognitive theory and the health belief model, the current study examined perceived risk and self-efficacy for alcoholism consumption and for HIV infection among young adults. Method: A survey was administered to US and Kenyan university students (N=950). Key variables included alcohol consumption, alcohol expectancies, risk perception for alcohol and for HIV infection, perceived knowledge of HIV/AIDS, self-efficacy for alcohol refusal and for HIV prevention. Results: A significant differences was found in alcohol consumption where US students were heavier drinkers ($t=16$, $df=790$, $p=.000$) but had a lower risk perception for alcohol consumption compared to Kenyan students. There were no significant differences in alcohol expectancies, and both groups reported a relatively high perceived self-efficacy for alcohol consumption and relatively low risk perception for alcohol consumption. Only 25.6% of US students perceived themselves as highly knowledgeable about HIV/AIDS compared to 74% of Kenyan students. There was a positive relationship between perceived risk for alcohol and for HIV/AIDS ($r=.357$, $p=.000$) but there was no significant difference in students self-efficacy for HIV/AIDS ($t=.647$, $df=937$, $p=.518$). Gender played a significant role in predicting alcohol consumption ($r' =-.150$, $p=< .001$) whereas student's age, year on college and knowledge about HIV/AIDS were insignificant factors. Conclusion: The study concludes that given the association between alcohol consumption and sex-related alcohol expectancies, coupled by limited knowledge about HIV/AIDS it is important health campaigns to focus on HIV knowledge among US students. Although US has low HIV prevalence compared to Kenya, in the context of alcohol consumption risk perception and self-efficacy are necessary especially due to the similarities in alcohol expectancies, consumption behaviors and low risk perception which may put them at risk of HIV and other STDs. An integration of alcohol and HIV

programming including culture-specific communication strategies are necessary given their common etiologies.

Id: 10846

Title: Negotiating 'risk': Chinese migrant mothers' perceptions of health messages in the UK

Authors:

Name: Qian (Sarah) Gong

Email: qg_@_e.ac.uk

Country: GB (United Kingdom)

Affiliation: Department of Media and Communication, University of Leicester

Abstract: This paper analyses new Chinese migrant mothers' perceptions of health messages during their antenatal and postnatal care in the UK. Over the last few years, a less interventionist approach towards managing birth and children's healthcare has started to emerge in the UK (NHS, 2010). In China however, as neoliberalism moves into the healthcare sector, medicalised and risk-centred management of pregnancy and childbirth has become the dominant practice (Gong and Jackson, 2013). The risk-centred rationale and neoliberal ideology underpinning the management of pregnancy and childbirth have produced local configurations: in China the emphasis is predominately on medical surveillance (antenatal/postnatal health checks and elective Caesarean section) whereas in the UK emphasis is less on medical surveillance but more on self-surveillance (alcohol abstinence and long-term breastfeeding) and individual responsibilities. This paper draws on theoretical perspective of individualisation from Beck's (1992) risk society. It is based on a pilot study that interviewed ten new migrant mothers of Chinese origin. All of these mothers have had a child within the last three years and maintain strong ties with family and friends in their country of origin. They have varied socioeconomic background, educational level, and family composition. These women were asked about the sources of their healthcare information, and how they perceive healthcare messages (e.g. exercise during pregnancy, safe food, screening tests, infant feeding decisions) and how they engage with them. The findings suggest that the key sources of information for these women are Chinese media, friends and family and healthcare professionals (GP and midwife) in the UK. Most of them have read healthcare information from NHS patient pamphlets (e.g. 'The Pregnancy Book', 'Screening Tests for You and Your baby') but relied more on word-of-mouth information from friends and family and from Chinese websites and smart phone messaging apps. All of them support the idea of close medical surveillance such as screenings and blood tests, and most of them believe that they receive insufficient care, which is due to their knowledge of highly medicalised practices regarding pregnancy and childbirth in China. They have different levels of acceptance of the messages aiming at reducing health risks based on self-surveillance ' often manifest in the 'intensive motherhood' discourse ' such as take folic acid, exercise regularly, and provide long-term breastfeeding. While women from middle class background more rigidly adhere to these recommendations, women with lower socioeconomic background are more likely to engage with the recommendations selectively by contextualising them in their cultural norms (e.g. refrain from swimming in the first trimester, weaning at three months). For the latter, their own cultural knowledge competing with the discourse of 'intensive motherhood' may have provided them with a different subject position in resisting the dominant discourse of risk management in pregnancy and childbirth. This paper argues the varied ways in which these women perceive/negotiate with healthcare messages are fragmented by socio-cultural factors such as ethnicity, class and social and cultural capital, the critical analysis of which is essential to explain their healthcare experiences in their

host country.

Id: 10922

Title: Beyond the Double-Edged Sword: A Review of Benefits and Risks of the Internet on Non-Suicidal Self-Injury

Authors:

Name: Yukari Seko

Email: ysek_@_oguelph.ca

Country: CA (Canada)

Affiliation: University of Guelph

Name: Stephen Lewis

Email: stephen.lewi_@_oguelph.ca

Country: CA (Canada)

Affiliation: University of Guelph

Abstract: The relative anonymity, accessibility, and boundary-spanning nature of the Internet make it a powerful venue for sharing highly personal and sensitive experiences with little social cost. Non-suicidal self-injury (NSSI), the deliberate damaging of body tissues without suicidal intent (Nock & Favazza, 2009), is one of such topics that has acquired new global visibility online. While the growing body of research has identified the Internet as becoming a significant resource for people who self-injure to seek health information and interact with similar others (Duggan, Heath, Lewis & Baxter, 2012; Lewis, Mahdy, Michal, & Arbuthnott, 2014), the potential behavioral and emotional impacts the Internet may have on the self-injuring individuals remains unclear. This review study provides a critical synthesis of current evidence-based knowledge on perceived benefits and risks of Internet use to people who self-injure. An extensive literature search was performed in June 2014 in 7 scholarly databases including MEDLINE, PsychINFO and CINAHL that identified 1130 English-language articles for relevance screening. Studies were included if they: 1) described direct impacts on online activities for people who self-injure; 2) reported empirical findings of original research; and 3) focused exclusively on NSSI. A total of 24 articles published between 2005-2014 were included for review. We then employed thematic analysis techniques (Dixon-Woods et al., 2005) to inductively identify benefits and risks of online NSSI activities. To ensure the rigor of analysis, we collaboratively designed data extraction method and independently coded all publications. At each stage of the review, we met to ensure the extracted data was consistent and resolved disagreements by consensus. 14 studies took an observational approach to examine online NSSI content, while 10 studies directly collected data from people involved in online NSSI activities. The reviewed studies covered a variety of online platforms including discussion boards, personal websites, social network sites and photo/video-sharing sites. Our thematic analysis identified 6 potential benefits and 6 potential risks pertaining to online NSSI activities. Many of the reviewed studies reported that joining an online cohort may foster a sense of community that mitigate the feeling of isolation and lead to improved self-esteem and coping skills among those who self-injure. Some people also derive comfort from viewing NSSI images that may substitute for enactment of NSSI. Conversely, online NSSI activities may impede recovery through normalization of NSSI behaviour and the validation of 'self-injurer' identity. Studies also found adverse impacts of online anonymity that potentially perpetuates hostility and stigma against NSSI. Given the

double-edged impacts of online NSSI activities, future research should aim at minimizing the potential risks, while maximizing the benefits. Knowing the pros and cons of online activities and clients' perspectives regarding why they use online media to share NSSI experience would help professionals build empathetic, non-judgmental relationship with their clients. Guidelines have been offered in this regard (Lewis, Heath, Michal & Duggan, 2012). We conclude by calling for a more inter-disciplinary approach to online NSSI activities that may offer a comprehensive understanding of particular needs people who self-injure expect the Internet to fulfill.

Id: 10926

Title: Digital Media and Cancer Diagnosis: A Critical Analysis of Communication in a Health-Threatening Situation for Adolescents and Young Adults

Authors:

Name: Christine Linke

Email: linke.christine.d_@_mail.com

Country: DE (Germany)

Affiliation: University of Rostock

Abstract: Digital media communication is a natural part of adolescents and young adults' everyday life. In the oftentimes sudden situation of a diagnosis of cancer, an individuals' construction of reality is challenged and well established interaction patterns might turn upside down. At the same time digital communication offers a path of dealing with questions and fears and enables an empowerment. Beyond the diagnosis, treatment and therapy communication between doctor and patient respectively therapist and patient the internet has become a crucial source of medical information of all different kinds and qualities. Hereby the competency to sort and deal with those unclear masses of medical content vary a lot. Furthermore social media are offering a communicative place to exchange with other patients or survivors and it is especially young people, who use this communication to also interact with their family and friends in the context of their cancer therapy. The group of adolescents and young adults (AYA) cancer patients is especially interesting for future research as there still is a lack of analysis regarding their special needs. They have to deal with the thread of the disease in a period of life where education and professional career, sexuality, building relationships and starting a family are in the center of their living. Not surprisingly, it has been show that AYAs therefore have different needs for information and communication about their cancer (Decker, Phillips, & Haase, 2004; Ishibashi, 2001). The analysis is part of an interdisciplinary project including perspectives of oncology, oncological pediatric, clinical psychology and therapy as well as communication and media studies. This critical analysis is hereby focusing the matter of digital communication and is firstly offering a meta-analysis of the interdisciplinary research fundus on AYA's communication needs and patterns. Based on this a theoretical framework of AYA's Digital Media Communication is developed including perspectives of social construction of identity, personal relationships in health crisis situations, (dis)empowerment in medical relations and matters of unequal patient competency and communications overload and in the digital age. Hereby a strong impetus of transdisciplinary exchange is formulated whereas as the challenge of practical questions for social theory and methodology is accepted.

Id: 11043

Title: PENTECOSTALS, HEALING AND MEDICATION: The non-use of Anti-Retroviral among Malawian Pentecostal Churches

Authors:

Name: Joseph Muyangata

Email: joseph_muyangat_@_ahoo.com

Country: US (United States)

Affiliation: International Christian Center

Name: Ghislaine Youmbi-Muyangata

Email: youmbighislain_@_mail.com

Country: US (United States)

Affiliation: International Christian Center

Abstract: The HEALTH Communication and Change and HIV and AIDS Communication University of Quebec, Montreal, Canada, July 12-16, 2015 PENTECOSTALS, HEALING AND MEDICATION: The non-use of Anti-Retroviral among Malawian Pentecostal Churches Joseph Muyangata & Ghislaine Muyangata International Christian Center 1673 Dean Street Brooklyn, New York 11213 USA The Malawian government and media have both had an increasing interest to probe the Pentecostal belief system of acclaimed healing miracles especially their relationship to physical health among People Living with HIV and AIDS (PLWHA). Most of the presumed healing miracles have many times yielded negative results among people living with HIV and AIDS, resulting in deaths. This has been an ongoing observation among Malawian Pentecostal believers after stopping their Anti Retro Viral Drugs (ARVs) medication. Since 2003, ARVs are free in Malawi and have a life prolonging effect. Adherence to the regimen ensures that the people infected no longer see the disease as a death sentence. Though ARVs are free in Malawi, some Pentecostal teaching is influencing people to discontinue the use of biomedical treatment; replacing it with prayer. Research will be quoted to show that this is the result of the church seeking supernatural healing on the basis of wrong teaching. Further this paper will explore what the teaching is that is leading to Pentecostals discouraging PLWHA from using ARVs. Researches show that delaying, inconsistencies and lack of adherence to ART lead to premature deaths of people living with HIV and AIDS. Given a population of 13 million in Malawi, 80,000 deaths per year to AIDS related diseases alone should be a sobering statistic. It is no surprise that the government made ARVs free to infected people in order to reduce these numbers. Nonetheless, some of the deaths are attributed to the advice that is received from Pentecostal churches to stop taking ARV medication and trust in prayer alone. This is the problem this research is going to be investigating in this study. Research will be quoted to show that there is fear among some Pentecostal churches which leads to the belief that accepting the use of ARV and getting people cured with medication is an obstruction to God's judgement. This study will also investigate the sacred scriptures' interpretations that lead to people not taking their medication as influenced by the Pentecostal teaching. This study will also; 1. Investigate what leads the Pentecostal church to recommend faith healing in place of medical healing (like ARVs) for biomedical ailments such as HIV and AIDS. 2. Recommend the proper use of faith healing as a means to be used alongside ARV medication for AIDS patients. 3.



IAMCR2015

Recommend training for pastors and members of the Pentecostal church on the use of ARVS and also how they can interpret the Bible for their own good.

Id: 11383

Title: The Role of Social Influence In HIV/AIDS Prevention Interventions

Authors:

Name: Deepti Chittamuru

Email: dchittamur_@_sc.upenn.edu

Country: US (United States)

Affiliation: Annenberg School for Communication, University of Pennsylvania

Abstract: Background: African Americans have considerably higher rates of HIV/AIDS than do Whites, Hispanics, Asians, and Native Americans in USA. As recently as 2010, African Americans had the highest rate of new HIV infections accounting for 44% of all new infections and were infected 7.9 times more than Whites (CDC, 2012). But even though a disproportionate number of new HIV infections occur amongst young adults, especially African Americans youth, testing for HIV is very low in this population. (CDC, 2012) Center for Disease Control (CDC) recommends universal HIV testing, but especially testing among those at highest risk as an effective way to prevent HIV/AIDS. Theory: Social cognitive theory informed the design of the online video based HIV prevention intervention while the Theory of Reasoned Action approach and social network theory informed the design and analysis of the evaluation. Intervention: Reality Check is a thirteen episode serial drama streamed online and accessible via mobile phones and desktop. Reality Check was developed as an entertainment education program on HIV/AIDS prevention by systematically applying principles from Social Cognitive Theory to encourage HIV Testing and condom use amongst African American young adults between the ages of 18 and 24. The major components of the intervention are as follows - The participants will watch one episode online each week for 13 consecutive weeks and receive text messages with information regarding the availability of HIV testing centers and clinics near their locations. Methods: This intervention will be evaluated as a 2X2 factorial randomized controlled trial. The first factor is exposure to the intervention (Reality Check) and the second factor is social Influence, operationalized by recruiting 2-5 friends to form friendship groups for each participants. Each participant and their friendship group will be exposed to the intervention in this condition. The first set of hypotheses regarding the effect of Reality Check are as follows: Participants exposed to the intervention will be more likely to get tested for HIV and use condoms as well as be less homophobic when compared to participants not exposed to the intervention. Our second set of hypotheses is related to the effect of delivering the intervention to the participant in friendship groups. There is some evidence that strong ties in a social network matter more in helping a person change her health behaviors rather than weak ties (Centola, 2011). We hypothesize that exposure to the intervention amongst the participants' friendship groups will enhance the effect of the intervention on the participant. The descriptive norm of participants in friendship groups will be affected by the change in attitudes of their friends thus enhancing the intervention effect in this condition. A power analysis was conducted to determine the sample size for the study. Each condition will have 62 participants. A three month follow up will be conducted to measure the persistence of the intervention effect. Outcomes used to measure the efficacy of the intervention are-1. HIV Testing (Self Reported Behavior)2.

Condom Use (Self Reported Behavior)3. Attitudes toward HIV Testing, Condom Use and Homosexuality

Id: 11455

Title: Public participation and self-care practices: How runners negotiate medical expertise

Authors:

Name: Patricia Campbell

Email: trish.campbel_@_dc.ab.ca

Country: CA (Canada)

Affiliation: University of CalgaryRed Deer College

Abstract: Recent STS literature has called for increased public participation in techno-scientific decision making, including formal processes such as citizen participation in consensus conferences, and informal processes, such as a broader recognition of various collective forms of laypersons' expertise. This democratic push has led to significant controversy regarding formulations of who counts as an expert and what counts as expertise. However, in all of this policy-driven controversy, little attention has been paid to the everyday context of laypersons' participation interactions with expertise, in this case, medical technoscience. Using theoretical constructions of lay expertise and the expert patient, this paper investigates the ways in which laypersons reflexively negotiate various medical and health expert discourses in managing the everyday uncertainties surrounding their own health. This negotiation is theorized as a form of public participation with medical technoscience through the social production of knowledge and practices of self-care. Participants recruited from a running-based website and a local face-to-face running group were interviewed to investigate how they had accessed and used expertise to manage their running-related injuries. The results suggest that active health management is clearly embedded within running culture; however, participants' constructions of healthy bodies (i.e. those that can run) often challenge expert medical constructions of health. Participants seem to value running experience as a component of expertise, both in medical practitioners and peers, suggesting a coproduction of a hybrid expert discourse produced in the interaction between running knowledge and medical knowledge. Most participants seek expertise both online and face-to face although face-to-face is generally perceived as more trustworthy. Participants' assessment of social networks as mediators of expertise is mixed: some see it as valuable and others see it primarily as a means of support. Contrary to Beck's hypothesis, participants generally do not seem to feel a lack of control regarding their health due to the vast, potentially conflicting, resources available. Overall, runners' self-care practices illustrate how running becomes a site of both discipline and resistance as expert medical discourse is actively negotiated and shaped in the context of everyday life.

Id: 11497

Title: Global response to Ebola in West Africa: Globalization or fragmentation

Authors:

Name: Esi E Thompson

Email: eduwa_@_mail.com

Country: US (United States)

Affiliation: University of Oregon

Abstract: Some win, some loose in the process of globalization. The idea of globalization has intrigued many scholars in the ways it simultaneously includes and excludes various categories of people within particular contexts. Some scholars have observed the hegemonic power of the discourse of globalization. The recent Ebola crisis in three countries ' Guinea, Liberia, and Sierra Leone 'in West Africa has both challenged and supported the discourse on globalization and its impacts. As Eid and Fyfe (2009, p. 8) note, it is in the 'context of the increased public awareness of crises, as well as their growing impact on populations and countries' that globalization becomes evident. The response of the international community to the Ebola crisis therefore makes an interesting case study of globalization and its inherent fragmentation, and how this plays out across the North and South divides. Thus, how did the international community respond to the Ebola outbreak in West Africa and in what ways did the response (what, when, how) reflect the hegemonic powers of globalization' Guided by Held and his colleague's definition of globalization as the 'widening interconnectedness in all aspects of contemporary social life, from the cultural to the criminal, the financial to the spiritual' (Held et al 2006, p. 5), I analyze how the global community responded to the recent Ebola outbreak, using insights from globalization theories. Using data from the international media, health, and humanitarian organizations on the recent Ebola outbreak in West Africa, I argue that fragmentation is inherent in globalization and the hegemonic nature of globalization becomes most evident in global health situations.

Id: 11508

Title: Looking healthy, measuring lifestyle: Online discourse of a fitness boot camp

Authors:

Name: Nithila Kanagasabai

Email: nithila._@_mail.com

Country: IN (India)

Affiliation: School of Media and Cultural Studies, Advanced Centre for Women's Studies Tata Institute of Social Sciences.

Abstract: The object of the proposed paper is to examine the emergence of the Quantified Self in an age where looking healthy has gained more traction than being healthy (Shilling 2005). It has been argued that the Quantified Self has gone beyond simply number-crunching to reflecting on the data gathered thus (Boesel 2013). In this context, this paper seeks to explore the online discourse of fitness boot camps. Boot camps are inherently social, in that they focus on camaraderie as a necessary environment for training; they also have a strong streak of quantitative data collection as a boot camp always begins and ends with a 'measuring' of fitness levels. Boot camps also often employ the rhetoric of 'being' healthy and 'feeling' good and consciously place themselves in stark opposition to the quick-fix weight loss solutions and the 'looking' good language associated with gymming. So how then do pictures and text circulated by/as part of boot camp training, on social networks and micro-blogging sites create a digital biosociality (Wolf 2011) In the age of the spornosexual (Simpson 2014), how do images add up as 'measurements' of the success of the venture' Moreover, what happens when self-tracking practices of quantifiable data, and reflections of the same find their way into the news feed' What discourses of health and the somatic self do these then perpetuate' These are some of the questions that the paper hopes to address. For this purpose, this study will focus on the online activity of one boot camp company located in India. The above-mentioned questions are further complicated by an element of postcoloniality, given that the location of the study where the concept of a boot camp is fairly recent, and where trainers have to be trained and certified in the West. Keywords: Quantified self, digital biosociality, somatic self

Id: 11576

Title: 'Ebola a source of empowerment or disempowerment'

Authors:

Name: Connie St Louis

Email: c.stloui_@_ity.ac.uk

Country: GB (United Kingdom)

Affiliation: City University London

Abstract: Despite Twitter's promise of increasing diversity and egalitarianism of users, this technology exists within the hegemony of social, political, and institutional arenas and as a result there has been little change. When news breaks on Twitter it is professional journalism content that dominates the medium and it is these dominant forces that usually dictate which voices are carried on reporters' live Twitter feeds. (Artwick, C. 2014) According to Schudson 'one study after another produces essentially the same observation' Journalism, on a day-to-day basis, is the story of the interaction of reporters and government officials" (Schudson, 2011). Tuchman (1978 210)) has also found that there is a reliance in journalism on elite and official sources. This paper will report on the results of an extensive content analysis of the Twitter response of the public to the recent Ebola outbreak (March 2014 to the present day). The use of Twitter as an information channel by health agencies such as the World Health Organisation (WHO) is increasing. However, there has been little research on the reception and impact of that information by the general public. This paper will report on the effect and perception of both national and international health agencies information tweets. By collecting and examining public response to these posts; it is possible to understand whether this is a 'useful' or 'alarm making' communication method which inspires a sense of dread and personal threat (Joffe, H. 2011) Is Twitter an appropriate way to circulate health information in an Ebola crisis and what impact does it have' Is there informed discussion in this public sphere or does the dissemination of health information on Twitter cause the public to panic. The paper will analyse the type of information that health agencies /or governments disseminated via Twitter and try to understand the public reaction to this information during different phases of the outbreak' Will more elite sources of information communicating directly to the public responses by the public will be analysed to measure the impact of the information released on Twitter by major health agencies such as the WHO (World Health Organisation), ECDC (The European Centre of Disease Prevention and Control) and CDC (Center for Disease Control and Prevention) as well as the Department of Health during the Ebola crisis, from the Twitter archive using the hashtag 'Ebola' References Artwick, C. (2014) 'News sourcing and gender on Twitter' Journalism, Vol. 15(8) 1111-1127 Joffe, H. (2011) 'Public apprehension of emerging infective diseases: are changes afoot' Public Understanding of Science, Volume 20 446-460 Schudson, M. (2011) The Sociology of News. Page 142. New York: WW Norton & Company. Tuchman, G. (1978) Making News: A Study in the Construction of Reality. Page 210. New York: The Free Press.

Id: 11611

Title: Content analysis providing the tools for re-engaging major stakeholders in controversial topics around sexual diversity and HIV.

Authors:

Name: Yolanda Etakathrina Paul

Email: yolandapau_@_mail.com

Country: JM (Jamaica)

Affiliation: The University of the West Indies, HIV and AIDS Response Programme, Mona Jamaica (UWI HARP)

Name: Marjan de Bruin

Email: marjandebui_@_mail.com

Country: JM (Jamaica)

Affiliation: The University of the West Indies, HIV and AIDS Response Programme, Mona Jamaica (UWI HARP)

Abstract: Background In Jamaica a country with a strong inter-media agenda setting in an oral culture newspaper coverage influences radio and television topic selection on a daily basis, indirectly contributing to shaping the public agenda. Certain topics resonate more than others, but some e.g. homosexuality are able to trigger debates that continue for months morning, midday and afternoon, almost on a daily basis. In May 2014, controversies between three parties, one of them The University of the West Indies, triggered emotional media coverage, heated debates on radio talk shows, and demonstrations by fundamentalist churches in the heart of Kingston never seen before. Homosexuality, and sexual diversity were at the heart of the debate. This issue is closely related to the country's HIV and AIDS epidemic, given the high prevalence rate among the gay community (33%). At the same time, over 80% of the country's population considers same sex relations an 'immoral' issue (Boxill, 2012); hetero-normative is strong and crossing the demarcation of gender solicits public action and outcry. This content analysis will identify the dominant voices as well as those missing and excluded in the public discourse; it will analyze the use of metaphors, which produced powerful associations with ideological positions and review the narratives from major actors (selected churches, civil society and academia) in what seemed to have been a clash of cultures. Methodology The coverage included starts on May 19th and ends at the end of July 2015, when publicity decreased to nothing at all. In our analysis we use two approaches: 1. A traditional quantitative approach will sketch the media coverage and formats used. The process included: (i) using select key words from headlines and or text to gather articles (e.g. LGBT, gay rights, anal sex); (ii) spots checks for possible missing articles (one in every four newspapers and online checks to match soft versus hard copies of articles); and (iii) articles collated according to categories and dates. 2. The qualitative component will focus on a narrative analysis of information from major actors to discover the media's strategies of persuasion (e.g. the use of metaphors which produced powerful associations with ideological positions), consistent categorization of 'the other' and articulation of social identities, involving LGBTI persons. Indication of Results (analysis in progress) The interest and relevance of this content analysis will come through its qualitative component. This is expected to highlight the: (i) More dominant groups within the society,

which managed to have their voices heard versus those whose voices have been left out.(ii) Media's choice of issues and associated main characters, which set the stage for a consistent narrative discourse; (iii) Inclusiveness 'or selectiveness'of media's portrayal of non-conforming groups in the events taking place between May and August 2014.

Use of Findings and ConclusionThe findings of this content analysis will be strategically used in selected interventions targeting major actors, e.g. media professionals, but also churches and government, in an effort to re-engage for change.

References:Boxill, I. (2012). National Survey of Attitudes and Perceptions of Jamaicans Towards Same Sex Relationships. Department of Sociology, Psychology and Social Work, UWI, Mona

Id: 11622

Title: Health Communication, marginality and citizenship among sex workers in Mysore, India

Authors:

Name: Shamshad Khan

Email: Shamshad.Kha_@_tsa.edu

Country: US (United States)

Affiliation: University of Texas at San Antonio

Name: Robert Lorway

Email: roblorwa_@_otmail.com

Country: CA (Canada)

Affiliation: University of Manitoba

Abstract: In the last couple of decades there has been a significant turn towards a critical and 'culture-centered' approach to health communication. In contrast to the dominant approaches in public health and communication, critical and culture-centered approaches encourage us to move beyond biomedical and behavioral models to make visible conditions of marginality and unequal power relations that underlie risk behavior and poor health profiles of a population and the larger social processes that contribute to them. They also insist on unsettling and interrupting the dominant discourses, ideologies and social values that remain deeply embedded into public health interventions and communication projects and on revealing ways in which conditions of subalternity are created, reiterated, and sustained through these projects. Moreover, they challenge us to be self-reflexive about our own positionalities (as researchers) as they also insist on asserting our agency and activism as well as those of the research participants, thereby opening up space for alternative theorizing for health communication and social change. Drawing on a year-long ethnographic research in southern Karnataka, India, this paper seeks to interrogate the role of the post-colonial Indian state, which, in the last two and a half decades, has mainly focused on the behaviour-centred 'targeted intervention' program among its 'high-risk groups' ' mainly 'female sex workers,' 'injecting drug users,' and 'men who have sex with men' ' as a key component of its AIDS policy. Citing concrete examples from the field, it further demonstrates how male and female sex workers in Mysore represent an alternative framework for understanding and encountering HIV and their structural vulnerability to the disease ' a framework that remains grounded in their everyday experiences of marginality and visions for social change that go well beyond conventional biomedical and behavioral models. This paper also analyzes their structural realities and vulnerability as revealed by their stories of poverty, unequal power and gender relations, discrimination and violence, and experiences of injustice ' all determined by large-scale social forces and yet being challenged by their everyday forms of resistance, mobilizations and alliance building. This paper thus aims to bring forth alternative voices and experiences, often blocked by the dominant discourse, thereby potentially re-centring health communication in marginalized spaces.