

Cassell, M. M., C. Jackson, et al. (1998). "Health Communication on the Internet: An Effective Channel for Health Behavior Change?" Journal of Health Communication 3(1): 9p.

This article presents a theoretical rationale for using the Internet to conduct persuasive public health interventions. Through an examination of the conceptual bases of persuasion, it is posited that the World Wide Web and other Internet-based resources have many of the characteristics necessary for persuasive communication and may, in fact, constitute a hybrid channel that combines the positive attributes of interpersonal and mass communication. The notion that the Internet features many of the persuasive qualities of interpersonal communication makes it a prime candidate for the application of key behavioral science theories and principles to promote healthier behaviors. The broad reach that the Internet shares with many mass communication channels indicates an economy to Internet-based efforts to communicate with large audiences. It is concluded that if the Internet can be used for persuasive health communication and its reach continues to expand, it is time for public health professionals to explore the design and evaluation of Internet-based interventions directed at health behavior change.

Flora, J. A., E. W. Maibach, et al. (1989). "The Role of Media Across Four Levels of Health Promotion Intervention." Annual Review of Public Health 10(1): 181-201.

In this chapter the authors attempt to provide some insight into the uses of the media for health promotion. We begin by discussing one means of stratifying the media: mass versus targeted media. We then highlight four roles of the media for health promotion. We also present a framework to organize the goals or outcomes of comprehensive health promotion intervention. Our framework encompasses four distinct levels of audience organization: individuals, networks, organizations, and communities or society. The bulk of this paper discusses the current and potential uses of media at each of the four levels of audience organization.

Hawkins, R., J. M. Wiemann, et al. (1988). Advancing communication science : merging mass and interpersonal processes. Newbury Park, Calif., Sage Publications.

Chapter by Chaffee and Mutz - "Comparing mediated and interpersonal communication data."

O'Keefe, G. J., H. J. Ward, et al. (2002). "A Repertoire Approach to Environmental Information Channels." Science Communication 23(4): 392.

This study supports the hypothesis that individuals use repertoires or groups of overlapping information channels for various purposes. Landowners in three Wisconsin counties were segmented into urbanites, rural nonfarmers, and farmers. The authors analyzed the frequencies with which these groups used different channels and repertoires of channels for information regarding conservation. For each of the populations, three repertoires emerged, although each included different channel arrays. Also, within each population, demographic and conservation-related predictors of repertoires varied.

Rice, R. E. and C. K. Atkin (2001). Public Communication Campaigns, Sage Publications.

In this book Rice and Atkin provide readers with a comprehensive, up-to-date look into the field of public communication campaigns. Largely rewritten to reflect the latest theories and research, this text continues in the tradition of ongoing improvement and expansion into new areas. Furthermore, this third edition contains several new features. First, an expanded "sampler" section including more recent, intriguing and controversial

campaigns has been added. Second, more attention is given to specific practical implications and evaluation of campaigns, using examples from both AIDS and anti-drug campaigns. Third, the book's final section introduces a variety of recent campaign dimensions including community-oriented campaigns, entertainment-education campaigns, and Internet/Web-based campaigns. This volume will be a valuable resource for both students and researchers in the fields of communication, journalism, public relations, mass media, advertising, and public health programs.

**** Related Chapters include: (entire book would be useful to your efforts)**

- Input and output variables that are currently promising
- Using Interactive Media in Communication Campaigns

Schooler, C., S. H. Chaffee, et al. (1998). "Health Campaign Channels Tradeoffs Among Reach, Specificity, and Impact." Human Communication Research 24(3): 410-432.

The authors examined comparative effects of five health campaign channels used in the Stanford Five-City Multifactor Risk Reduction Project. Three distinct criterion variables were evaluated: (a) reach, measured as the number of messages intervention community residents remembered; (b) specificity, assessed by examining whether the campaign differentially reached those who were already knowledgeable and practicing cardiovascular disease risk reduction; and (c) impact, defined as the amount of knowledge gained during the 5-year campaign. Path analyses revealed that reach was highest for tip sheets. Specificity was highest for booklets and then television programs. Newspaper messages appeared to have the most impact, followed by booklets and television public service announcements, tip sheets, and finally, television programs. Channels varied according to reach, specificity, and impact, and each of these criteria were distinct. No channel was optimal for all three of the outcome measures, suggesting that channel selection involves tradeoffs among different types of effects.

Shah, D. V., J. M. McLeod, et al. (2001). "Communication, Context, and Community: An Exploration of Print, Broadcast, and Internet Influences." Communication Research 28(4): 464-506.

This research explores the influence of mass media use and community context on civic engagement. The article presents a multilevel test of print, broadcast, and Internet effects on interpersonal trust and civic participation that acknowledges there are (a) micro-level differences in the motives underlying media use, (b) age-cohort differences in patterns of media use and levels of civic engagement, and (c) macro-level differences in community / communication context. Accordingly, the effects of individual differences in media use and aggregate differences in community context are analyzed within generational subsamples using a pooled data set developed from the 1998 and 1999 DDB Life Style Studies. The data suggest that informational uses of mass media are positively related to the production of social capital, whereas social-recreational uses are negatively related to these civic indicators. Informational uses of mass media were also found to interact with community context to influence civic engagement. Analyses within subsamples find that among the youngest adult Americans, use of the Internet for information exchange more strongly influences trust in people and civic participation than do uses of traditional print and broadcast news media.

Slater, M. D. (1999). "Integrating Application of Media Effects, Persuasion, and Behavior Change Theories to Communication Campaigns: A Stages-of-Change Framework." Health Communication 11(4): 335-354.

A central problem in the planning of communication campaigns to change health behaviors is how to identify and apply appropriate communication, persuasion, and

behavior change theories to overcome obstacles to behavior change. The stages-of-change model (Prochaska, DiClemente, & Norcross, 1992) provides a framework for integrating theories of media effects, such as agenda setting and multistep flow; theories of persuasion, such as the elaboration likelihood model and protection motivation theory; and theories of behavior change, such as the theory of reasoned action, social cognitive theory, and attitude accessibility, for communication campaign purposes. Implications for audience segmentation, selection of objectives, campaign strategy, and message design are discussed.

The stages-of-change model proposes five major stages in the behavior change process: (1) **precontemplation** - describes people who have no intention to change and often no awareness that there may be reason to consider behavior change; (2) **contemplation** - people have recognized that a problem exists and are considering taking action in the not-too-distant future but have not committed themselves to taking action; (3) **preparation** - a transitional stage in which people have begun to experiment with or attempt the relevant action and are intending to try the action again but have not yet successfully modified their own behavior; (4) **action** - successful behavior change for some specified length of time; and (5) **maintenance** - refers to the ability to sustain the behavior change. Functionally, this model is used to match behavior change interventions to the appropriate stage.

NOTE: Identifying what stage a target audience or community is in will help determine what media/communication interventions to use via what channels.

Stephens, K. K., R. N. Rimal, et al. (2004). "Expanding the Reach of Health Campaigns: Community Organizations as Meta-Channels for the Dissemination of Health Information." *Journal of Health Communication* 9(Supplement 1): 97-111.

This study investigates whether, and to what extent, community organizations can serve as viable channels of health information. We use Putnam's (2000) findings on social capital to argue that organizations can serve two major functions in health campaigns: instrumental (e.g., providing material support) and affinity (social support). Through a secondary analysis of data from the Stanford Five-City Project, we find significant support for our predictions about who joins community organizations. Membership in community organizations explains greater variance in health outcomes than that explained by general media use, demographic indicators, and health-specific media use. Implications for health campaigns are discussed.

Trumbo, C. W. (1998). "Communication Channels and Risk Information: A Cost-Utility Model." *Science Communication* 20(2): 190.

Studies of risk communication examining channels emphasize the mass versus interpersonal dichotomy. This approach has not produced entirely consistent results and has neglected to consider other potential attributes of channels. This article presents and evaluates a model featuring cost and expected utility as fundamental aspects of communication channels. Within a case involving risk communication, people are shown to relate channel cost and expected utility to their evaluation of channel usefulness. Recommendations are made for how these concepts might be developed in future research.