

HOLLYWOOD, HEALTH & SOCIETY PROJECTS AND PUBLICATIONS

IMPACT STUDIES

Topic: <i>East Los High (Hulu)</i> – impact evaluation of fourth season with storylines on abortion, alcohol abuse, immigration, and political engagement	Aired: 07/13/16 (Season 4)
Status: Analysis in progress, manuscripts in preparation	
Methods: <ul style="list-style-type: none"> • Longitudinal online survey of <i>East Los High</i> viewers • Content analysis of Twitter data 	

Topic: <i>Code of Silence (Nigerian Film)</i> – impact evaluation of film addressing gender-based violence, women’s empowerment, family planning	Premiered: 08/07/15
Reference (Report): Rosenthal, E.L. (2016, June). <i>Code of Silence: Evaluation Highlights Key Findings from Research in Nigeria: A Report to the Bill and Melinda Gates Foundation.</i> Hollywood, Health & Society, USC Annenberg Norman Lear Center. Beverly Hills, CA.	
Methods: <ul style="list-style-type: none"> • Cross-sectional online survey of Nigerian film viewers 	
Findings: <ul style="list-style-type: none"> • Viewing the film was associated with less supportive attitudes toward rape, stronger beliefs that men have a role to play in preventing rape, and greater likelihood of suggesting that a rape should be reported to the police. 	

Topic: <i>East Los High (Hulu)</i> – impact evaluation of third season with storylines on domestic violence, immigration, barriers to health care, sexually transmitted diseases	Aired: 07/15/15 (Season 3)
Status: Manuscript in preparation	
Methods: <ul style="list-style-type: none"> • Cross-sectional online survey of <i>East Los High</i> viewers with comparison group of non-viewers matched demographically 	

<p>Topic: Royal Pains (USA) – impact evaluation on attitudes toward transgender people and policies</p>	<p>Aired: 06/23/15</p>
<p>Status: Under review: Gillig, T., Rosenthal, E.L., Murphy, S.T., & Folb, K.L. It's only entertainment?: The influence of television storylines on transgender people and policies.</p>	
<p>Methods:</p> <ul style="list-style-type: none"> • Cross-sectional online survey of <i>Royal Pains</i> viewers 	
<p>Findings:</p> <ul style="list-style-type: none"> • Exposure to both specific <i>Royal Pains</i> storyline and other transgender entertainment narratives associated with more supportive attitudes toward transgender people and policy issues • Relationship between political ideology and attitudes toward people mediated by identification with main characters and emotional response (hope, disgust); disgust does not mediate relationship between ideology and attitudes toward policy 	

<p>Topic: The Daily Show (Comedy Central) – impact evaluation of “The Snacks of Life” segment on nutrition and the food industry</p>	<p>Aired: 03/17/15</p>
<p>Reference (Report): Rosenthal, E.L., Kaplan, M., Folb, K.L., & Rogers, A.A. (2015, August). <i>Fake News, Real Knowledge: The Impact of Food and Nutrition Messages on The Daily Show with Jon Stewart (Preliminary Research Findings)</i>. A Report by Hollywood, Health & Society and the Norman Lear Center: Beverly Hills, CA.</p>	
<p>Methods:</p> <ul style="list-style-type: none"> • Longitudinal online survey of general U.S. population, experimental study comparing <i>The Daily Show</i> segment to traditional video and print news 	
<p>Findings:</p> <ul style="list-style-type: none"> • Those who saw Daily Show segment had greater knowledge, cynicism toward food industry, and reported eating more fruits and vegetables one month later than those who saw straight video or print news • The Daily Show segment increased cynicism primarily for those who had never before seen the Daily Show, but increased feelings of hopefulness about changing the food industry among prior viewers 	

<p>Topic: <i>Hamari Sister Didi</i> (Sony PAL, India) - impact evaluation of Indian TV storylines on vaccination, family planning, maternal and child health</p>	<p>Aired: 10/14 – 11/14</p>
<p>Reference (Report): Riley, A.H. & Rosenthal, E.L. (2015, April). Hamari Sister Didi: Evaluation Highlights. Key Findings from Preliminary Research in India: A Report to the Bill and Melinda Gates Foundation. Hollywood, Health & Society, USC Annenberg Norman Lear Center. Beverly Hills, CA.</p>	
<p>Methods:</p> <ul style="list-style-type: none"> Longitudinal in-person interviews of women aged 18-49 who watched <i>Hamari Sister Didi</i>, across 5 locations Uttar Pradesh, India 	
<p>Findings:</p> <ul style="list-style-type: none"> Overall, the program was associated with increased knowledge and more supportive attitudes related to vaccination and family planning Relative to rare viewers, regular viewers (those who watched at least once a week) had stronger outcomes related to the pentavalent vaccine 	

<p>Topic: <i>East Los High</i> (Hulu) - impact evaluation of second season with storylines on sexual health/family planning, advocacy, and health coverage</p>	<p>Aired: 7/14 – 9/14 (Season 2)</p>
<p>Status: Manuscript in preparation: Rosenthal, E.L., Zavahir, Y., & Backes, K.L.</p>	
<p>Methods:</p> <ul style="list-style-type: none"> Cross-sectional online pre/post study of regular <i>East Los High</i> viewers 	
<p>Findings:</p> <ul style="list-style-type: none"> Post-test participants were more likely than pre-test participants to reject the statements “birth control pills are effective as soon as a woman starts taking them” and “when using an intrauterine device (IUD), a woman needs to take a birth control pill every day”, and more likely to endorse the statement “condoms should be used as a backup method for the first 4 weeks after starting birth control pills” Post-test participants more readily identified the IUD as a “highly effective” form of birth control, and more strongly agreed with the statement “it is ok to change your mind about having sex at any time” At post-test, those who reported watching any of the “uncensored” videos (including one with information on the Affordable Care Act) had significantly greater perceived knowledge of ACA, greater intentions to talk to friends or family about ACA, and greater intentions to sign up or encourage a parent to sign up 	

<p>Topic: 90210 (CW) – impact evaluation of BRCA gene storyline</p>	<p>Aired: 3/12 – 5/12 1.5 million viewers</p>
<p>Status: Manuscript in preparation: Rosenthal, E.L., Buffington, S.C., & Cole, G. Promoting Awareness of Breast Cancer Risk Factors Through Entertainment Education.</p>	
<p>Methods:</p> <ul style="list-style-type: none"> • Cross-sectional online convenience sample recruited from links on show’s website and social media • Longitudinal online panel sample of regular TV viewers directed to view content 	
<p>Findings:</p> <ul style="list-style-type: none"> • Those who saw more episodes had greater familiarity with the BRCA gene and were more likely to report finding out about family history of breast cancer. 	

<p>Topic: El Clon (Telemundo) - impact evaluation of cervical cancer screening and prevention storyline</p>	<p>Aired: 8/10 2.2 million viewers</p>
<p>Status: Manuscript in preparation: Murphy, S.T., Hether, H.J., Frank, L.B., de Castro Buffington, S., Báezconde-Garbanati, L.A. Preventing Cancer in Primetime: Using Entertainment Education to Promote Cancer Prevention among Underserved Latinas.</p>	
<p>Methods:</p> <ul style="list-style-type: none"> • Cross-sectional pre/post online convenience sample recruited from show’s website 	
<p>Findings:</p> <ul style="list-style-type: none"> • Viewers of the storyline had significantly greater cervical cancer knowledge and behavior. • The strongest predictor of behavior was feeling transported or highly involved with the narrative. • Identification with the main character predicted interpersonal discussion and information-seeking behaviors. 	

<p>Topic: Law & Order: SVU (NBC) - impact evaluation of sexual assault, global health, and MRSA infection storyline</p>	<p>Aired: 03/17/10 9.2 million viewers</p>
<p>Reference (Peer-Reviewed Article): Murphy, S.T., Hether, H.J., Felt, L.J., & Buffington, S.C. (2012). Public Diplomacy in Prime Time: Exploring the Potential of Entertainment Education in International Public Diplomacy. <i>American Journal of Media Psychology</i>, 5, 5-32.</p>	
<p>Methods:</p> <ul style="list-style-type: none"> • Cross-sectional online panel sample restricted to viewers of the target content 	
<p>Findings:</p> <ul style="list-style-type: none"> • Transportation into storyline and identification with main character were both associated with increased knowledge about immigration/asylum, sexual violence, and conflict minerals; more supportive attitudes towards global health; and increased intentions to discuss global health • In the full regression model, character involvement was the stronger predictor of knowledge (e.g., conflict minerals, sexual violence, and asylum issues) and current or future behavior (i.e., discussing global health) while transportation was the stronger predictor of attitudes (i.e., support for aid) 	

<p>Topic: Desperate Housewives (ABC) – impact evaluation of lymphoma storyline</p>	<p>Aired: 9/07 – 11/07 18.7 million viewers</p>
<p>Reference (Peer-Reviewed Article): Murphy, S., Frank, L., Moran, M., & Woodley, P. (2011, June). Involved, Transported or Emotional? Exploring the Determinants of Change in Knowledge, Attitudes and Behavior in Entertainment Education. <i>Journal of Communication</i>, 61, 3, 407-431.</p>	
<p>Methods:</p> <ul style="list-style-type: none"> • Longitudinal online panel sample of regular viewers of the show 	
<p>Findings:</p> <ul style="list-style-type: none"> • Transportation or involvement with the narrative was the best predictor of change in relevant knowledge, attitudes, and behavior • Although involvement with a specific character has been hailed an important direct predictor of EE effects, a structural equation model indicated that character involvement may be more important for its ability to heighten transportation and emotion 	

<p>Topic: Law & Order: SVU (NBC) – discussion of a global health storyline on HIV/AIDS and viewers political prioritization of health</p>	<p>Aired: 10/08 9 million viewers (18-49)</p>
<p>Reference (Peer-Reviewed Article): Okamoto, J., Buffington, S., Cloum, H.M., Mendenhall, B.M., Toboni, M., and Valente, T.W. (2011, February). The Influence of Health Knowledge in Shaping Political Priorities: Exploring HIV/AIDS Knowledge, Global Health, and Domestic Concerns. <i>Global Public Health</i>, 6, 8, 830-842.</p>	
<p>Methods:</p> <ul style="list-style-type: none"> • Cross-sectional online panel sample of regular TV viewers 	
<p>Findings:</p> <ul style="list-style-type: none"> • HIV/AIDS knowledge was significantly associated with both domestic and global health priorities after controlling for socio-demographic variables • Support for global health priorities mediated the relationship between HIV/AIDS knowledge and domestic priorities 	

<p>Topic: Numb3rs (CBS) & Law & Order: SVU (NBC) – toxic substance exposure/cancer clusters storylines</p>	<p>Aired: 11/06, 2/07 <i>Numb3rs</i>: 10.7 million viewers; <i>SVU</i>: 13.5 million viewers</p>
<p>Reference (Peer-Reviewed Article): Kennedy, M.G., Turf, E.E., Wilson, M., Wells, K., Huang, G.C., & Beck, V. (2011). Effects of a Television Drama about Environmental Exposure to Toxic Substances. <i>Public Health Reports</i>, 126, Suppl.1, 150-159.</p>	
<p>Methods:</p> <ul style="list-style-type: none"> • Cross-sectional online panel sample of U.S. residents (items included in omnibus survey); restricted to occasional L&O: SVU viewers 	
<p>Findings:</p> <ul style="list-style-type: none"> • Episode viewing and narrative transportation were positively associated with knowledge of toxic exposure effects • Transported viewers reported being more likely to report an unusually high number of cancer cases to authorities • The show also appeared to have prompted a clarification of federal pesticide-testing policy 	

<p>Topic: ER (NBC) – cancer myths, patient navigators and breast cancer screening behaviors</p>	<p>Aired: 4/05 16.1 million viewers</p>
<p>Reference (Peer-Reviewed Article): Marcus, P.M., Huang, G.C., Beck, V. & Miller, M.J. (2010, December). The impact of a primetime cancer storyline: from individual knowledge and behavioral intentions to policy-level changes. <i>Journal of Cancer Education</i>, 25, 4, 484-489.</p>	
<p>Methods:</p> <ul style="list-style-type: none"> • Cross-sectional online panel sample of NBC viewers 	
<p>Findings:</p> <ul style="list-style-type: none"> • Viewers were more likely to believe that cutting into cancer during surgery does NOT cause it to spread and become more fatal • Viewers were more likely to report that they would recommend a patient navigator to someone who has cancer • Viewers were more likely to get screened (or recommend screening) for breast cancer • Clips of the episode were shown to raise awareness of patient navigators in a Congressional Committee meeting before the Patient Navigator Act was signed into law (2005). 	

<p>Topic: 90210 (CW) – tracking of phone traffic to 1-800 hotline and Web hits to webpage from aired PSA</p>	<p>Aired: 04/09 1.9 million viewers</p>
<p>Reference (Peer-Reviewed Article): Nahm, S., Le, K., Buffington, S., Schiman, N., Raider, S., & Resko, S. (2010, Summer). Engaging Youth through Entertainment Education through Partnership and Collaboration. <i>Cases in Public Health Communication & Marketing</i>, 4, 2, 57-78.</p>	
<p>Methods:</p> <ul style="list-style-type: none"> • Tracking of hotline calls and web traffic, podcast subscriptions, livestreaming 	
<p>Findings:</p> <ul style="list-style-type: none"> • A significant increase in Web hits to the Child Adolescent Bipolar Foundation’s Web site occurred on the day that a 90210 episode featuring a major bipolar disorder storyline aired • The storyline and its accompanying multi-media outreach platform was a product of the collaborations and partnerships between SAMHSA (governmental), CABF (nongovernmental), the CW/90210 (entertainment industry), and HH&S (academic/public health/media & entertainment) 	

<p>Topic: <i>The Bold and The Beautiful (CBS)</i> – impact evaluation of SCID and bone marrow transplant storyline</p>	<p>Aired: 10/07 3.3 million viewers (domestic)</p>
<p>Reference (Peer-Reviewed Article): Lapsansky, C., Schuh, J.S., Movius, L., Cody, M.J., Woodley, P., & Buffington, S. (2010, Summer). Evaluating the “Baby Jack” Storyline on The Bold and the Beautiful: Making a Case for Bone Marrow Donations. <i>Cases in Public Health Communication & Marketing</i>, 4, 2, 8-27.</p>	
<p>Methods:</p> <ul style="list-style-type: none"> • Cross-sectional online convenience sample recruited from links on the show’s website 	
<p>Findings:</p> <ul style="list-style-type: none"> • The storyline increased viewers’ knowledge about bone marrow transplantation • Findings point to the importance of narrative transportation as a key element that led to knowledge gain and behavior change 	

<p>Topic: Organ Donation/Transplantation – organ donation and transplantation</p>	<p>Aired: 10/05 – 05/06 <i>Numb3rs</i>: 13.4 million viewers</p>
<p>References (Peer-Reviewed Articles): Morgan, S.E., Movius, L., & Cody, M.J. (2009, March). The power of narratives: The effect of organ donation entertainment television storylines on the attitudes, knowledge, and behaviors of donors and non-donors. <i>Journal of Communication</i>, 59, 1, 135-151. Movius, L., Cody, M., Huang, G. & Berkowitz, M. (2007, June). Motivating television viewers to become organ donors. <i>Cases in Public Health Communication & Marketing</i>, 1, 1-20.</p>	
<p>Methods:</p> <ul style="list-style-type: none"> • Cross-sectional online convenience sample recruited from show websites, fan-sites, online chat rooms 	
<p>Findings:</p> <ul style="list-style-type: none"> • Viewers acquired knowledge from the content of each drama, despite the fact that some content was inaccurate • Viewers who were not organ donors prior to exposure to the dramas were more likely to decide to donate organs if the drama explicitly encouraged donation, portrayed characters revealing how they had become donors and discussed the merits of donating (10% of non-donors who saw the <i>Numb3rs</i> episode reported the intention to become a donor) • Viewers were also more likely to become an organ donor if they were emotionally involved in the narrative. 	

<p>Topic: ER (NBC) & Grey's Anatomy (ABC) – BRCA breast and ovarian cancer gene mutation</p>	<p>Aired: 10/05 – 11/05 13.9 & 19.7 million viewers</p>
<p>Reference (Peer-Reviewed Article): Hether, H.J., Huang, G., Beck, V., Murphy, S.T. & Valente, T.W. (2008, December). Entertainment-education in a media-saturated environment: examining the impact of single and multiple exposures to breast cancer storylines on two popular medical dramas. <i>Journal of Health Communication</i>, 13, 8, 808-823.</p>	
<p>Methods:</p> <ul style="list-style-type: none"> • Longitudinal online panel sample of regular TV viewers 	
<p>Findings:</p> <ul style="list-style-type: none"> • Viewers who saw both <i>ER</i> and <i>Grey's Anatomy</i> storylines had greater knowledge that the BRCA gene mutation increases one's risk of breast cancer and were more likely to agree that mastectomy is a good option to prevent cancer • The more episodes respondents saw across both shows, the more likely they were to report that they would get tested for the BRCA gene; with each additional episode watched, respondents were nearly 10 times more likely to report that they would schedule a breast cancer screening 	

<p>Topic: ER (NBC) – youth heart disease, obesity, 5 A Day</p>	<p>Aired: 05/04 24.8 million viewers</p>
<p>Reference (Peer-Reviewed Article): Valente, T.W., Murphy, S.T., Huang, G., Gusek, J., Greene, J. & Beck, V. (2007, September). Evaluating a minor storyline on ER about teen obesity, hypertension and 5 A Day. <i>Journal of Health Communication</i>, 12, 6, 551-566.</p>	
<p>Methods:</p> <ul style="list-style-type: none"> • Longitudinal online panel sample of regular TV viewers • Cross-sectional online convenience sample recruited from show's website • Cross-sectional mail survey of heavy TV viewers (items included in omnibus survey) 	
<p>Findings:</p> <ul style="list-style-type: none"> • Exposure to the storyline affected self-reported behavior change and had modest impacts on knowledge, attitudes, and practices • These effects were stronger for men than for women, possibly due to men's lower knowledge levels at baseline 	

<p>Topic: <i>Ladrón de Corazones (Telemundo)</i> – breast cancer</p>	<p>Aired: 09/03 415,000 viewers (18-49)</p>
<p>Reference (Peer-Reviewed Article): Wilkin, H.A., Valente, T.W., Murphy, S.T., Cody, M.J., Huang, G.C. & Beck, V. (2007, July/August). Does entertainment-education work with Latinos in the United States? Identification and the effects of a telenovela breast cancer storyline. <i>Journal of Health Communication, 12, 5, 455-469.</i></p>	
<p>Methods:</p> <ul style="list-style-type: none"> • Tracking of hotline calls • Longitudinal representative phone survey of telenovela viewers • Focus groups 	
<p>Findings:</p> <ul style="list-style-type: none"> • An analysis of call attempts to 1-800-4-CANCER demonstrated a significant increase in calls when a PSA featuring the number aired during the program. • A nationwide telephone survey indicated that viewers, especially those who identify with Spanish-language television characters, gained specific knowledge from viewing the story and that male viewers were significantly more likely to recommend that women have a mammogram • These trends were confirmed and further explored using focus groups of Ladrón viewers 	

<p>Topic: <i>The Bold and The Beautiful (CBS)</i> – HIV stigma in Botswana</p>	<p>Aired: 2002-2003</p>
<p>Reference (Peer-Reviewed Article): O’Leary, A., Kennedy, M.G., Pappas-DeLuca, K.A., Nkete, M., Beck, V. & Galavotti, C. (2007, June). Association between exposure to an HIV story line in The Bold and The Beautiful and HIV-related stigma in Botswana. <i>AIDS Education and Prevention, 19, 3, 209-217.</i></p>	
<p>Methods:</p> <ul style="list-style-type: none"> • Cross-sectional population-based in-person interviews (items included in omnibus survey), restricted to those with regular TV access • Longitudinal representative phone survey of telenovela viewers 	
<p>Findings:</p> <ul style="list-style-type: none"> • Compared with non-viewers of the show, viewers indicated significantly lower levels of HIV stigma, when other related factors were controlled statistically 	

<p>Topic: <i>ER (NBC)</i> - Syphilis</p>	<p>Aired: 03/03 20.9 million viewers</p>
<p>Reference (Peer-Reviewed Article): Whittier, D.K., Kennedy, M.G., Seeley, S., St. Lawrence, J.S. & Beck, V. (2005, April/May). Embedding health messages into entertainment television: Effect on gay men’s response to a syphilis outbreak. <i>Journal of Health Communication</i>, 10, 3, 251-259.</p>	
<p>Methods:</p> <ul style="list-style-type: none"> • Online convenience sample recruited from links posted in gay chat rooms in high-risk urban areas, additional invitations posted in chat rooms by volunteers from community-based organizations 	
<p>Findings:</p> <ul style="list-style-type: none"> • Gay chat room visitors who saw the storyline were more likely than other visitors to say that they intended to get screened for syphilis and to advise others to get tested for syphilis 	

<p>Topic: <i>The Bold and The Beautiful (CBS)</i> – HIV hotline calls</p>	<p>Aired: 08/01 5.7 million viewers</p>
<p>Reference (Peer-Reviewed Article): Kennedy, M.G., O’Leary, A., Beck, V., Pollard, W. E. & Simpson, P. (2004, June). Increases in calls to the CDC National STD and AIDS hotline following AIDS-related episodes in a soap opera. <i>Journal of Communication</i>, 54, 2, 287-301.</p>	
<p>Methods:</p> <ul style="list-style-type: none"> • Tracking of hotline call attempts • Cross-sectional phone survey of a sample of callers 	
<p>Findings:</p> <ul style="list-style-type: none"> • Viewers who called for information when the CDC’s 800-number for HIV-AIDS aired after a highly dramatic episode created the largest spike in callers to the number that year (5,313 call attempts) • This was compared to callers to the 800-number when it aired on MTV, BET and <i>60 Minutes</i>; the second highest number of calls (4,570 call attempts) was on National HIV Testing Day, when the hotline number was highly publicized in the media 	

TV MONITORING PROJECT

Reference (Report):

Rosenthal, E.L. (2015, August). [The food we see, the food they eat: The image of food in entertainment](#). A report by Hollywood, Health & Society, USC Annenberg Norman Lear Center. Beverly Hills, CA.

Topic:

2004-2013 TV Monitoring – depictions of food

Findings:

- Food is depicted in 80% of episodes
- Fruits and vegetables are equally likely to be shown as desserts and sweets (approx. 30% of episodes), but desserts and sweets are significantly more likely to be consumed on-screen
- Pattern is most pronounced in comedies, where desserts and sweets are eaten almost 2.5 times as often as fruits and vegetables

Reference (Report):

Rosenthal, E.L., Murphy, S.T., & Talati, S. (2014, November). [An analysis of health content in popular prime time television programs: 2009-2011](#). A report by Hollywood, Health & Society, USC Annenberg Norman Lear Center. Beverly Hills, CA.

Topic:

2009-2011 TV Monitoring – overall findings, breakdowns by audience group

Reference (Peer-Reviewed Article):

Pariera, K.L., Hether, H.J., Murphy, S.M., de Castro Buffington, S., & Baezconde-Garbanati, L. (2014). [Portrayals of reproductive and sexual health issues on primetime television](#). *Health Communication*, 29, 698-706.

Topic:

2009-2011 TV Monitoring – depictions of reproductive and sexual health issues

Findings:

- Pregnancy and delivery complications were the most commonly depicted reproductive health issue
- Most storylines featured information about treatments and symptoms, but not prevention
- Reproductive health issues were typically framed in terms of losses, and the majority of storylines had moderate educational content.

Reference (Peer-Reviewed Article):

Hether, H.J. & Murphy, S.T. (2009, June). [Sex roles in health storylines on primetime television: A content analysis](#). *Sex Roles*, 62, 11-12, 810-821.

Topic:

2004-2006 TV Monitoring – depiction of male vs. female characters

Findings:

- More male characters are depicted as caregivers, ill or injured characters, bystanders, and persons who caused the illness or injury.
- Health storylines that focused on an ill or injured male character were generally more serious in tone, more likely to take place in a medical setting, and tended to include more accurate health information with higher educational value than those with ill or injured female characters.

Reference (Book Chapter):

Murphy, S.T., Wilkin, H.A., Cody, M.J. & Huang, G.C. (2008). Health messages on primetime television: A longitudinal content analysis. In A. Jordan, D. Kunkel, J. Manganello & M. Fishbein (Eds.), *Media Messages and Public Health: A Decisions Approach to Content Analysis* (pp. 173-191). New York: Routledge.

Topic:

TV Monitoring – content analysis methodology

Reference (Report):

Murphy, S.T., Hether, H.J., & Rideout, V. (2008). [How healthy is prime time: An analysis of health content in popular prime time television programs](#). A report by the Kaiser Family Foundation and the USC Annenberg Norman Lear Center's Hollywood, Health & Society. Menlo Park, CA: Henry J. Kaiser Family Foundation.

Topic:

2004-2006 TV Monitoring – overall findings, breakdowns by audience group

OTHER HH&S PUBLICATIONS

Peer-Reviewed Articles

Backer, T.E., Dearing, J., Singhal, A. & Valente, T. (2005, June). [Writing with Ev – Words to transform science into action.](#) *Journal of Health Communication*, 10, 4, 289-302.

Wilson, K. E. & Beck, V. (2002, September). [Entertainment outreach for women’s health at CDC.](#) *Journal of Women’s Health and Gender-Based Medicine*, 11, 7, 575-578.

Books and Chapters

Kennedy, M.G., Beck, V. & Freimuth, V.S. (2007). Entertainment education and HIV prevention. In T. Edgar, S. M. Noar, V.S. Freimuth (Eds.), *Communication Perspectives on HIV/AIDS for the 21st Century* (pp. 253-276). Mahwah, NJ: Lawrence Erlbaum Associates.

Greenberg, B.S., Salmon, C.T., Patel, D., Beck, V. & Cole, G. (2004). Evolution of an E-E research agenda. In A. Singhal, M. Cody, E. Rogers, M. Sabido (Eds.), *Entertainment-Education and social change: History, research, and practice* (pp. 191-206). Mahwah, New Jersey: Erlbaum Associates.

Beck, V. (2004). Working with daytime and prime-time television shows in the United States to promote health. In A. Singhal, M. Cody, E. Rogers, M. Sabido (Eds.), *Entertainment-Education and social change: History, research, and practice* (pp. 207-224). Mahwah, New Jersey: Erlbaum Associates.

Reports and Other Publications (Not Peer-Reviewed)

Singhal, A., Buffington, S., & Murphy, S. (2010). Finding What Works: Developing a Research Agenda to Measure the Impact of Entertainment Education on Policy Behavior to Advance Global Health. A CDC Report.

Cauffiel, L. (2010). ‘I Saw it on a Reality Show’: Health Information Opportunities in Alternative Television. A Bill and Melinda Gates Foundation Report.

Brailsford, K. & Goodman, A. (November, 2006). Progress in Preventing Childhood Obesity: How Do We Measure Up? A Report of the Committee on Progress in Preventing Childhood Obesity, National Academy of Sciences, p. 191-192.

(2005). CDC Now: Protecting Health for Life. The State of CDC Reports, p.10.

Updated 10/25/16

Phillips, Z., Huang, G.C., Beck, V., & Pollard, W.E. TV Drama/Comedy Viewers and Health Information: 2005 Porter Novelli HealthStyles Survey. A CDC Report.

http://www.cdc.gov/healthcommunication/toolstemplates/entertainmented/healthstyles_2005.pdf

Murphy, S.T., & Cody, M.J. (2003). Summary Report: Developing a Research Agenda for entertainment education and multicultural audiences. A conference sponsored by The Centers for Disease Control and Prevention, Hollywood, Health & Society, USC Annenberg Norman Lear Center. <http://www.learcenter.org/pdf/EEReport.pdf>

Beck, V., Huang, G.C., Pollard, W.E., & Johnson, T.J. (2003). 2002 Healthstyles Survey: Telenovela Viewers and Health Information. A CDC Report.

<http://www.cdc.gov/healthcommunication/toolstemplates/entertainmented/2002survey.html>

Beck, V., Huang, G.C., Pollard, W.E., & Johnson, T.J. (2003). 2001 Healthstyles Survey: TV Drama Viewers and Health Information. A CDC Report.

<http://www.cdc.gov/healthcommunication/toolstemplates/entertainmented/2001survey.html>

Beck, V., & Pollard, W.E. (2001). 2000 Healthstyles Survey: Prime Time Viewers and Health Information. A CDC Report.

<http://www.cdc.gov/healthcommunication/toolstemplates/entertainmented/2000survey.html>

Pollard, W.E., & Beck, V. (2000). 1999 Healthstyles Survey: Soap Opera Viewers and Health Information. A CDC Report.

<http://www.cdc.gov/healthcommunication/toolstemplates/entertainmented/1999survey.html>

Your Issue Here: Working with Hollywood to Deliver Your Message to Millions. A report of the Robert Wood Johnson Foundation.