HOLLYWOOD, HEALTH & SOCIETY
PROJECTS AND PUBLICATIONS

IMPACT STUDIES

<table>
<thead>
<tr>
<th>Topic: East Los High (Hulu) – impact evaluation of fourth season with storylines on abortion, alcohol abuse, immigration, and political engagement</th>
<th>Aired: 07/13/16 (Season 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Status: Analysis in progress, manuscripts in preparation</td>
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<tr>
<td>Methods:</td>
<td></td>
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<tr>
<td>• Longitudinal online survey of East Los High viewers</td>
<td></td>
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<tr>
<td>• Content analysis of Twitter data</td>
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<table>
<thead>
<tr>
<th>Topic: Code of Silence (Nigerian Film) – impact evaluation of film addressing gender-based violence, women’s empowerment, family planning</th>
<th>Premiered: 08/07/15</th>
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<tbody>
<tr>
<td>Methods:</td>
<td></td>
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<tr>
<td>• Cross-sectional online survey of Nigerian film viewers</td>
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<tr>
<td>Findings:</td>
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<tr>
<td>• 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.</td>
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<thead>
<tr>
<th>Topic: East Los High (Hulu) – impact evaluation of third season with storylines on domestic violence, immigration, barriers to health care, sexually transmitted diseases</th>
<th>Aired: 07/15/15 (Season 3)</th>
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<tbody>
<tr>
<td>Status: Manuscript in preparation</td>
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<tr>
<td>Methods:</td>
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<tr>
<td>• Cross-sectional online survey of East Los High viewers with comparison group of non-viewers matched demographically</td>
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<tr>
<td>Topic: Royal Pains (USA)</td>
<td>Aired: 06/23/15</td>
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<tr>
<td><strong>Status:</strong></td>
<td>Under review: Gillig, T., Rosenthal, E.L., Murphy, S.T., &amp; Folb, K.L. It's only entertainment?: The influence of television storylines on transgender people and policies.</td>
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<tr>
<td><strong>Methods:</strong></td>
<td>Cross-sectional online survey of Royal Pains viewers</td>
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<tr>
<td><strong>Findings:</strong></td>
<td>Exposure to both specific Royal Pains 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.</td>
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<thead>
<tr>
<th>Topic: The Daily Show (Comedy Central)</th>
<th>Aired: 03/17/15</th>
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<tbody>
<tr>
<td><strong>Methods:</strong> Longitudinal online survey of general U.S. population, experimental study comparing The Daily Show segment to traditional video and print news.</td>
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<tr>
<td><strong>Findings:</strong> 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.</td>
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### Topic: *Hamari Sister Didi (Sony PAL, India)* - impact evaluation of Indian TV storylines on vaccination, family planning, maternal and child health

**Aired:** 10/14 – 11/14

**Reference (Report):**

**Methods:**
- Longitudinal in-person interviews of women aged 18-49 who watched *Hamari Sister Didi*, across 5 locations Uttar Pradesh, India

**Findings:**
- 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

### Topic: *East Los High (Hulu)* - impact evaluation of second season with storylines on sexual health/family planning, advocacy, and health coverage

**Aired:** 7/14 – 9/14 (Season 2)

**Status:**

**Methods:**
- Cross-sectional online pre/post study of regular *East Los High* viewers

**Findings:**
- 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
<table>
<thead>
<tr>
<th>Topic:</th>
<th>Aired:</th>
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<tbody>
<tr>
<td><strong>90210 (CW)</strong> – impact evaluation of BRCA gene storyline</td>
<td>3/12 – 5/12</td>
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<tr>
<td><strong>El Clon (Telemundo)</strong> - impact evaluation of cervical cancer screening and prevention storyline</td>
<td>8/10</td>
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<table>
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<th>Methods:</th>
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<tbody>
<tr>
<td>• Cross-sectional online convenience sample recruited from links on show’s website and social media</td>
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<tr>
<td>• Longitudinal online panel sample of regular TV viewers directed to view content</td>
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<tr>
<td>• Cross-sectional pre/post online convenience sample recruited from show’s website</td>
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<th>Findings:</th>
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<tr>
<td>• 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.</td>
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<tr>
<td>• Viewers of the storyline had significantly greater cervical cancer knowledge and behavior.</td>
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<tr>
<td>• The strongest predictor of behavior was feeling transported or highly involved with the narrative.</td>
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<td>• Identification with the main character predicted interpersonal discussion and information-seeking behaviors.</td>
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### Law & Order: SVU (NBC) - impact evaluation of sexual assault, global health, and MRSA infection storyline

**Aired:** 03/17/10
- 9.2 million viewers

**Reference (Peer-Reviewed Article):**

**Methods:**
- Cross-sectional online panel sample restricted to viewers of the target content

**Findings:**
- 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)

### Desperate Housewives (ABC) – impact evaluation of lymphoma storyline

**Aired:** 9/07 – 11/07
- 18.7 million viewers

**Reference (Peer-Reviewed Article):**

**Methods:**
- Longitudinal online panel sample of regular viewers of the show

**Findings:**
- 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
### Law & Order: SVU (NBC) – discussion of a global health storyline on HIV/AIDS and viewers political prioritization of health

**Aired:**
- 10/08
- 9 million viewers (18-49)

**Reference (Peer-Reviewed Article):**

**Methods:**
- Cross-sectional online panel sample of regular TV viewers

**Findings:**
- 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

### Numb3rs (CBS) & Law & Order: SVU (NBC) – toxic substance exposure/cancer clusters storylines

**Aired:**
- 11/06, 2/07
- Numb3rs: 10.7 million viewers; SVU: 13.5 million viewers

**Reference (Peer-Reviewed Article):**

**Methods:**
- Cross-sectional online panel sample of U.S. residents (items included in omnibus survey); restricted to occasional L&O: SVU viewers

**Findings:**
- 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
**Topic:**
**ER (NBC)** – cancer myths, patient navigators and breast cancer screening behaviors

**Aired:**
4/05
16.1 million viewers

**Reference (Peer-Reviewed Article):**

**Methods:**
- Cross-sectional online panel sample of NBC viewers

**Findings:**
- 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).

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**Topic:**
**90210 (CW)** – tracking of phone traffic to 1-800 hotline and Web hits to webpage from aired PSA

**Aired:**
04/09
1.9 million viewers

**Reference (Peer-Reviewed Article):**

**Methods:**
- Tracking of hotline calls and web traffic, podcast subscriptions, livestreaming

**Findings:**
- 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)
### The Bold and The Beautiful (CBS) – impact evaluation of SCID and bone marrow transplant storyline

**Aired:**
- 10/07
- 3.3 million viewers (domestic)

**Reference (Peer-Reviewed Article):**

**Methods:**
- Cross-sectional online convenience sample recruited from links on the show’s website

**Findings:**
- 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

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### Organ Donation/Transplantation – organ donation and transplantation

**Aired:**
- 10/05 – 05/06
- *Numb3rs*: 13.4 million viewers

**References (Peer-Reviewed Articles):**


**Methods:**
- Cross-sectional online convenience sample recruited from show websites, fan-sites, online chat rooms

**Findings:**
- 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 *Numb3rs* 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.
**Topic:**

*ER (NBC) & Grey’s Anatomy (ABC)* – BRCA breast and ovarian cancer gene mutation

**Aired:**

10/05 – 11/05

13.9 & 19.7 million viewers

**Reference (Peer-Reviewed Article):**


**Methods:**

- Longitudinal online panel sample of regular TV viewers

**Findings:**

- Viewers who saw both *ER* and *Grey’s Anatomy* 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

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**Topic:**

*ER (NBC)* – youth heart disease, obesity, 5 A Day

**Aired:**

05/04

24.8 million viewers

**Reference (Peer-Reviewed Article):**


**Methods:**

- 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)

**Findings:**

- 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
### Topic: Ladrón de Corazones (Telemundo) – breast cancer

**Aired:**
- 09/03
- 415,000 viewers (18-49)

**Reference (Peer-Reviewed Article):**

**Methods:**
- Tracking of hotline calls
- Longitudinal representative phone survey of telenovela viewers
- Focus groups

**Findings:**
- 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

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### Topic: The Bold and The Beautiful (CBS) – HIV stigma in Botswana

**Aired:**
- 2002-2003

**Reference (Peer-Reviewed Article):**

**Methods:**
- 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

**Findings:**
- Compared with non-viewers of the show, viewers indicated significantly lower levels of HIV stigma, when other related factors were controlled statistically
### ER (NBC) – Syphilis

**Aired:** 03/03
20.9 million viewers

**Reference (Peer-Reviewed Article):**

**Methods:**
- 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

**Findings:**
- 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

### The Bold and The Beautiful (CBS) – HIV hotline calls

**Aired:** 08/01
5.7 million viewers

**Reference (Peer-Reviewed Article):**

**Methods:**
- Tracking of hotline call attempts
- Cross-sectional phone survey of a sample of callers

**Findings:**
- 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 60 Minutes; 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):  

**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):  

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

### Reference (Peer-Reviewed Article):

**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):

**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):

**Topic:**

TV Monitoring – content analysis methodology

### Reference (Report):

**Topic:**

2004-2006 TV Monitoring – overall findings, breakdowns by audience group
OTHER HH&S PUBLICATIONS

Peer-Reviewed Articles


Books and Chapters


Reports and Other Publications (Not Peer-Reviewed)


