HOLLYWOOD, HEALTH & SOCIETY
PROJECTS AND PUBLICATIONS

IMPACT STUDIES

Upcoming:

<table>
<thead>
<tr>
<th><strong>Code Black</strong> (CBS)</th>
<th>Topic: Measles, vaccine hesitancy</th>
<th>Aired: 11/02/16 (4.45 million viewers)</th>
<th>Status: Pending funding</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Madam Secretary</strong> (CBS)</td>
<td>Topic: Measles, vaccine hesitancy</td>
<td>Aired: 03/24/19 (4.92 million viewers)</td>
<td>Status: Pending funding</td>
</tr>
</tbody>
</table>

Manuscripts in Preparation:

<table>
<thead>
<tr>
<th><strong>American Crime</strong> (ABC)</th>
<th>Topic: Abortion</th>
<th>Aired: 03/12/17-04/30/17 (3.33 million viewers)</th>
<th>Status: Accepted for presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Citation:</strong> Sparks, P., Murphy, S., &amp; Rosenthal, E. (2019, May). Attribution of Responsibility in a TV Drama Shifts Support for Abortion Policy. Paper accepted for presentation at the International Communication Association Conference.</td>
<td></td>
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<tr>
<td><strong>Methods:</strong></td>
<td>• Longitudinal experimental study manipulating attribution of responsibility in storyline (internal or external)</td>
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<tr>
<td><strong>Findings:</strong></td>
<td>• Internal attribution condition: more likely to perceive the situation as being character’s responsibility, lower levels of identification, higher levels of reactance, more likely to say that women who have abortions are “to blame” for their situation.</td>
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<td></td>
<td>• External attribution condition: greater compassion for women who have had an abortion, more likely to agree that “a woman’s decision to end a pregnancy is not made easily.”</td>
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<td></td>
<td>• Support for abortion rights at post-test was positively associated with identification, transportation and reactance, while negatively associated with attribution of responsibility to the character</td>
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<tr>
<td><strong>Madam Secretary</strong> (CBS)</td>
<td>Topic: Nuclear vulnerabilities</td>
<td>Aired: 05/20/18 (6.22 million viewers)</td>
<td>Status: Data analysis</td>
</tr>
<tr>
<td><strong>Methods:</strong></td>
<td>• Longitudinal online survey of Madam Secretary viewers</td>
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</tbody>
</table>
Findings:
- Among self-identified Democrats, viewers had a significant increase in likelihood correctly identifying the meaning of “hair-trigger alert,” from 55.3% to 75.3%.
- At posttest, who had seen the episode had greater knowledge of the potential impacts of taking missiles off hair-trigger alert.
- Additional data analysis in progress.

Published:

<table>
<thead>
<tr>
<th>Indian Soap Operas</th>
<th>Topics: Family planning, birth spacing, delaying marriage, son preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hum Paanch, Big Memsaab</td>
<td>Aired: January 2018</td>
</tr>
<tr>
<td>Status: Report completed</td>
<td></td>
</tr>
</tbody>
</table>

Methods:
- Longitudinal in-person interviews of regular TV viewers

Findings:
- The results suggest significant positive changes in knowledge and attitudes regarding birth spacing knowledge and intent, delaying childbirth, self-efficacy, early marriage norms, contraceptive use, and family decision making. There were also significant reductions in endorsement of patriarchal and misogynistic attitudes in relation to son preference.

<table>
<thead>
<tr>
<th>East Los High (Hulu)</th>
<th>Topics: Abortion, alcohol abuse, immigration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aired: 07/13/16 (Season 4)</td>
<td></td>
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<tr>
<td>Status: Published</td>
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</tbody>
</table>

Methods:
- Longitudinal online survey of East Los High viewers

Findings:
- Viewing ELH associated with story-consistent shifts in attitudes toward abortion, alcohol abuse, and immigration from pre-test to post-test
- Relationship between character identification and attitude change moderated by viewing experience: co-viewing, second-screening, and face to face discussion enhance identification effect while binge-watching inhibits it
<table>
<thead>
<tr>
<th>Program</th>
<th>Topics</th>
<th>Aired</th>
<th>Status</th>
<th>Citation</th>
<th>Methods</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>90210 (CW)</strong></td>
<td>Breast cancer (BRCA gene)</td>
<td>03/12 – 05/12 (1.5 million viewers)</td>
<td>Published</td>
<td>Rosenthal, E.L., Buffington, S.C., &amp; Cole, G. (2018, February). <em>From the small screen to breast cancer screening: examining the effects of a television storyline on awareness of genetic risk factors</em>. <em>Journal of Communication in Healthcare</em>, 11(2), 140-150.</td>
<td>Cross-sectional online convenience sample recruited from links on show’s website and social media</td>
<td>Longitudinal online panel sample of regular TV viewers directed to view content</td>
</tr>
<tr>
<td><strong>Rethink Aging (HH&amp;S original videos)</strong></td>
<td>Older adults and aging</td>
<td>01/30/17, 02/25/17</td>
<td>Report completed</td>
<td>Cafferty, L.A., &amp; Rosenthal, E.L. (2017, November). <em>Rethink Aging: Key findings from Rethink Aging original content videos</em>. A Report to the SCAN Foundation. Hollywood, Health &amp; Society, USC Annenberg Norman Lear Center. Beverly Hills, CA.</td>
<td>Experimental study comparing videos to text article</td>
<td>Young adults and hiring managers rated The Entrepreneur video to be significantly more entertaining than the article, whereas older adults...</td>
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<td>Royal Pains (USA)</td>
<td>Topic: Transgender health</td>
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<tr>
<td>Aired: 06/23/15</td>
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<tr>
<td>Status: Published</td>
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<tr>
<td>Methods:</td>
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<tr>
<td>• Cross-sectional online survey of <em>Royal Pains</em> viewers</td>
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<tr>
<td>Findings:</td>
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<tr>
<td>• Exposure to both specific <em>Royal Pains</em> storyline and other transgender entertainment narratives associated with more supportive attitudes toward transgender people and policy issues</td>
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<tr>
<td>• 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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<tr>
<th>Code of Silence (Nigerian Film)</th>
<th>Topics: Gender-based violence, women’s empowerment, family planning</th>
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<tbody>
<tr>
<td>Premiered: 08/07/15</td>
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<tr>
<td>Status: Report completed</td>
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<tr>
<td>Methods:</td>
<td></td>
</tr>
<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>The Daily Show (Comedy Central)</th>
<th>Topic: Nutrition, food industry</th>
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<tbody>
<tr>
<td>Aired: 03/17/15 (“The Snacks of Life” segment; 1.17 million viewers)</td>
<td></td>
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<tr>
<td>Status: Report completed</td>
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Rated the article significantly more informative than *The Entrepreneur* video.

- Hiring managers who watched *The Entrepreneur* (p = .03) or read the article reported significantly less fear of losses related to aging than those who watched *The Student*. Additionally, those who watched *The Student* had significantly less fear of older adults than those who read the article.
| **Messages on The Daily Show with Jon Stewart (Preliminary Research Findings)** | **Methods:**  
Longitudinal online survey of general U.S. population, experimental study comparing *The Daily Show* segment to traditional video and print news  
**Findings:**  
- 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 |
| --- | --- |
| **Hamari Sister Didi (Sony PAL; Indian TV Show)** | **Topics:** Vaccination, family planning, maternal and child health  
**Aired:** 10/14 – 11/14  
**Status:** Report completed  
**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 |
| **Law & Order: SVU (NBC)** | **Topics:** Sexual assault, global health, MRSA infection  
**Aired:** 03/17/10; 9.2 million viewers  
**Status:** Published  
**Methods:**  
- Cross-sectional online panel sample restricted to viewers of the target content |
Findings:
- Transportation and identification 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)** | **Topic:** Lymphoma  
**Aired:** 9/07 – 11/07; 18.7 million viewers  
**Status:** Published  
**Citation:** 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. *Journal of Communication, 61*, 3, 407-431. |
| **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)** | **Topic:** Global health, HIV/AIDS  
**Aired:** 10/08; 9 million viewers (18-49)  
**Status:** Published  
| **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. |

**Topic:** Toxic substance exposure, cancer clusters
| **Numb3rs (CBS); Law & Order: SVU (NBC)** | **Aired:** 11/06, 02/07; **Numb3rs:** 10.7 million viewers; **SVU:** 13.5 million viewers  
**Status:** Published  
**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 |
| **ER (NBC)** | **Topics:** Cancer myths, patient navigators, breast cancer screening behaviors  
**Aired:** 04/05; 16.1 million viewers  
**Status:** Published  
**Citation:** 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*. *Journal of Cancer Education, 25, 4*, 484-489.  
**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). |
| **90210 (CW)** | **Topic:** Bipolar disorder  
**Aired:** 04/09; 1.9 million viewers  
**Status:** Published  
**Citation:** Nahm, S., Le, K., Buffington, S., Schiman, N., Raider, S., & Resko, S. (2010, Summer). *Engaging Youth through Entertainment Education* |
### Through Partnership and Collaboration

*Cases in Public Health Communication & Marketing, 4, 2, 57-78.*

**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)

**Topics:** SCID, bone marrow transplant

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

**Status:** Published


**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

#### Numb3rs (CBS) and others

**Topic:** Organ donation and transplantation

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

**Status:** Published


**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.

<table>
<thead>
<tr>
<th>ER (NBC) &amp; Grey’s Anatomy (ABC)</th>
<th>Topic: BRCA breast and ovarian cancer gene mutation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aired: 10/05 – 11/05; 13.9 &amp; 19.7 million viewers</td>
<td>Status: Published</td>
</tr>
<tr>
<td>Methods:</td>
<td>• Longitudinal online panel sample of regular TV viewers</td>
</tr>
<tr>
<td>Findings:</td>
<td>• Viewers who saw both <em>ER</em> and <em>Grey’s Anatomy</em> 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.</td>
</tr>
<tr>
<td>• 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.</td>
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</tbody>
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<table>
<thead>
<tr>
<th>ER (NBC)</th>
<th>Topics: Youth heart disease, obesity</th>
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</thead>
<tbody>
<tr>
<td>Aired: 05/04; 24.8 million viewers</td>
<td>Status: Published</td>
</tr>
<tr>
<td>Citation: Valente, T.W., Murphy, S.T., Huang, G., Gusek, J., Greene, J. &amp; Beck, V. (2007, September). <em>Evaluating a minor storyline on ER about teen obesity, hypertension and 5 A Day.</em> <em>Journal of Health Communication, 12,</em> 6, 551-566.</td>
<td></td>
</tr>
<tr>
<td>Methods:</td>
<td>• Longitudinal online panel sample of regular TV viewers</td>
</tr>
<tr>
<td>• Cross-sectional online convenience sample recruited from show’s website</td>
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</table>
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

**Ladrón de Corazones (Telemundo)**

**Topic:** Breast cancer

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

**Status:** Published


**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

**The Bold and The Beautiful (CBS)**

**Topic:** HIV stigma in Botswana

**Aired:** 2002-2003

**Status:** Published


**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

<table>
<thead>
<tr>
<th>ER (NBC)</th>
<th>Topic: Syphilis</th>
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<tbody>
<tr>
<td>Aired: 03/03; 20.9 million viewers</td>
<td></td>
</tr>
<tr>
<td>Status: Published</td>
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</table>

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

<table>
<thead>
<tr>
<th>The Bold and The Beautiful (CBS)</th>
<th>Topic: HIV</th>
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<tbody>
<tr>
<td>Aired: 08/01; 5.7 million viewers</td>
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<tr>
<td>Status: Published</td>
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</table>

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
## CONTENT ANALYSIS

| Tobacco product placement in music videos | Years: 2018  
Status: Data collection in progress |
|-----------------------------------------|-----------------------------------|
| Person-centered care on TV              | Years: 2016-2017  
Status: Report completed; Poster presentation  
| Food depictions on TV                   | Years: 2004-2013 (TV Monitoring Project data)  
Status: Report completed  
| TV Monitoring Project: Overall findings, audience group breakdowns | Years: 2009-2011 (TV Monitoring Project data)  
Status: Report completed  

### Findings:

**Tobacco product placement in music videos**

- The most commonly depicted PCC behaviors included good manners and eye contact. Rarely did providers give educational material to the patient, help the patient navigate resources, or ask the patient about psychosocial issues.
- PCC behaviors were more likely to be depicted in medical shows than non-medical shows.

**Person-centered care on TV**

- 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
<table>
<thead>
<tr>
<th>Title</th>
<th>Status</th>
<th>Citation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Findings:</td>
<td></td>
<td>• Pregnancy and delivery complications were the most commonly depicted reproductive health issue&lt;br&gt;• Most storylines featured information about treatments and symptoms, but not prevention&lt;br&gt;• Reproductive health issues were typically framed in terms of losses, and the majority of storylines had moderate educational content.</td>
</tr>
<tr>
<td>Findings:</td>
<td></td>
<td>• More male characters are depicted as caregivers, ill or injured characters, bystanders, and persons who caused the illness or injury.&lt;br&gt;• 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.</td>
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</tbody>
</table>
OTHER HH&S PUBLICATIONS

Peer-Reviewed Articles


Books and Chapters


Reports and Other Publications (Not Peer-Reviewed)


