

HOLLYWOOD, HEALTH & SOCIETY PROJECTS AND PUBLICATIONS

IMPACT STUDIES

Upcoming/In Progress:

Code Black (CBS)	Topic: Vaccine hesitancy
	Aired: 11/02/16 (4.45 million viewers)
	Status: Preparing to launch study
	Methods: <ul style="list-style-type: none"> • Experimental study comparing low vs. high persuasive intent versions of storyline combined with value-based appeal
American Crime (ABC)	Topic: Abortion
	Aired: 03/12/17-04/30/17 (3.33 million viewers)
	Status: Preparing to launch study
	Methods: <ul style="list-style-type: none"> • Experimental study comparing different versions of storyline combined with value-based appeal
Crazy Ex-Girlfriend (CW)	Topic: Abortion
	Aired: 11/04/16, 11/11/16 (0.54 million viewers)
	Status: Designing study
	Methods: <ul style="list-style-type: none"> • To be determined
Indian Soap Operas (various)	Topics: Family planning, birth spacing, delaying marriage, empowerment of women
	Aired: Storylines preparing to air (air dates pending)
	Status: Baseline data analysis in progress
	Methods: <ul style="list-style-type: none"> • Longitudinal in-person interviews of viewers of key shows and networks
Grey's Anatomy (ABC)	Topics: Inflammatory breast cancer, clinical trials
	Aired: 02/09/17, 03/23/17, 03/30/17 (8.46 million viewers)
	Status: Data analysis in progress
	Methods: <ul style="list-style-type: none"> • Longitudinal online survey of <i>Grey's Anatomy</i> viewers
American Crime (ABC)	Topics: Immigration, opiate abuse, abortion, infertility, human trafficking
	Aired: 03/12/17-04/30/17 (3.33 million viewers)
	Status: Data analysis in progress
	Methods: <ul style="list-style-type: none"> • Cross-sectional online study of viewers

Manuscripts Under Review/In Preparation:

<i>East Los High</i> (Hulu)	Topics: Abortion, alcohol abuse, immigration, and political engagement
	Aired: 07/13/16 (Season 4)
	Status: Under review (<i>Journal of Broadcasting and Electronic Media</i>)
	Citation: Walter, N., Murphy, S.T., & Rosenthal, E.L. Not your mother's soap opera: How binge-watching, second-screening, and co-viewing influence edutainment.
	Methods: <ul style="list-style-type: none"> • Longitudinal online survey of <i>East Los High</i> viewers • Content analysis of Twitter data
<i>The Daily Show</i> (Comedy Central)	Topic: Nutrition, food industry
	Aired: 03/17/15 ("The Snacks of Life" segment; 1.17 million viewers)
	Status: Manuscript in preparation (Rosenthal, E.L., Kaplan, M., & Cafferty, L.)
	Methods: <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
	Findings: <ul style="list-style-type: none"> • Relationship between experimental condition and a variety of outcomes mediated by counterarguing and message discounting • Humor condition has a positive effect mediated by reduced counterarguing and negative effect mediated by greater message discounting, effectively canceling each other out
<i>East Los High</i> (Hulu)	Topics: Domestic violence, immigration, barriers to health care, sexually transmitted diseases, sexual health/family planning, health coverage
	Aired: 07/14 – 09/14 (Season 2); 07/15/15 (Season 3)
	Status: Manuscript in preparation (Rosenthal, E.L., Zavahir, Y., & Backes, K.L.)
	Methods: <ul style="list-style-type: none"> • Cross-sectional online pre/post study of regular <i>East Los High</i> viewers (S2) • Cross-sectional online survey of <i>East Los High</i> viewers with comparison group of non-viewers matched demographically (S3)

	<p>Findings:</p> <ul style="list-style-type: none"> • Post-test participants had greater knowledge about birth control, IUDs, and condoms than pre-test participants • Those who saw 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
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Accepted for Publication:

Code Black (CBS)	Topics: Twitter dialogue around medical series
	Aired: 11/18/15 – 12/9/15
	Status: Accepted
	Citation: Hoffman B.L., Rosenthal, E.L., Colditz J.B., McGarry, R.P., Primack B.A. (Accepted). Use of Twitter to Assess Viewer Reactions to the Medical Drama Code Black. <i>Journal of Health Communication</i> .
	Methods: <ul style="list-style-type: none"> • Content analysis using grounded theory
	Findings: <ul style="list-style-type: none"> • Qualitative analysis revealed several key themes including real-life motivation to pursue health sciences careers based on the program, engagement regarding medical accuracy, and respect for the nursing profession.
90210 (CW)	Topics: Breast cancer (BRCA gene)
	Aired: 03/12 – 05/12 (1.5 million viewers)
	Status: Accepted pending minor revisions
	Citation: Rosenthal, E.L., Buffington, S.C., & Cole, G. (Accepted). Examining the effects of a multiple-episode television storyline on awareness of breast cancer risk factors. <i>Journal of Communication in Healthcare</i> .
	Methods: <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
	Findings: <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.

Published:

Rethink Aging (HH&S original videos)	Topic: Older adults and aging
	Released: 01/30/17, 02/25/17
	Status: Report completed
	Citation: Cafferty, L.A., & Rosenthal, E.L. (2017, November). <i>Rethink Aging: Key findings from Rethink Aging original content videos. A Report to the SCAN Foundation. Hollywood, Health & Society, USC Annenberg Norman Lear Center. Beverly Hills, CA.</i>
	Methods: <ul style="list-style-type: none"> • Experimental study comparing videos to text article
	Findings: <ul style="list-style-type: none"> • Young adults and hiring managers rated <i>The Entrepreneur</i> video to be significantly more entertaining than the article, whereas older adults rated the article significantly more informative than <i>The Entrepreneur</i> video. • Hiring managers who watched <i>The Entrepreneur</i> ($p = .03$) or read the article reported significantly less fear of losses related to aging than those who watched <i>The Student</i>. Additionally, those who watched <i>The Student</i> had significantly less fear of older adults than those who read the article.
Royal Pains (USA)	Topic: Transgender health
	Aired: 06/23/15
	Status: Published
	Citation: Gillig, T., Rosenthal, E.L., Murphy, S.T., & Folb, K.L. (2017, August). More than a media moment: The influence of televised storylines on viewers' attitudes toward transgender people and policies. <i>Sex Roles.</i>
	Methods: <ul style="list-style-type: none"> • Cross-sectional online survey of <i>Royal Pains</i> viewers
	Findings: <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
Code of Silence (Nigerian Film)	Topics: Gender-based violence, women's empowerment, family planning
	Premiered: 08/07/15
	Status: Report completed
	Citation: Rosenthal, E.L. (2016, June). Code of Silence: Evaluation Highlights Key Findings from Research in Nigeria: A Report to the Bill and

	<p>Melinda Gates Foundation. Hollywood, Health & Society, USC Annenberg Norman Lear Center. Beverly Hills, CA.</p> <p>Methods:</p> <ul style="list-style-type: none"> • Cross-sectional online survey of Nigerian film viewers <p>Findings:</p> <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.
<p>The Daily Show (Comedy Central)</p>	<p>Topic: Nutrition, food industry</p> <p>Aired: 03/17/15 (“The Snacks of Life” segment; 1.17 million viewers)</p> <p>Status: Report completed</p> <p>Citation: Rosenthal, E.L., Kaplan, M., Folb, K.L., & Rogers, A.A. (2015, August). Fake News, Real Knowledge: The Impact of Food and Nutrition Messages on The Daily Show with Jon Stewart (Preliminary Research Findings). 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>Hamari Sister Didi (Sony PAL; Indian TV Show)</p>	<p>Topics: Vaccination, family planning, maternal and child health</p> <p>Aired: 10/14 – 11/14</p> <p>Status: Report completed</p> <p>Citation: 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
Law & Order: SVU (NBC)	Topics: Sexual assault, global health, MRSA infection
	Aired: 03/17/10; 9.2 million viewers
	Status: Published
	Citation: 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.
	Methods: <ul style="list-style-type: none"> • Cross-sectional online panel sample restricted to viewers of the target content
	Findings: <ul style="list-style-type: none"> • 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 . <i>Journal of Communication</i> , 61, 3, 407-431.
	Methods: <ul style="list-style-type: none"> • Longitudinal online panel sample of regular viewers of the show
	Findings: <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
Law & Order: SVU (NBC)	Topic: Global health, HIV/AIDS
	Aired: 10/08; 9 million viewers (18-49)
	Status: Published
	Citation: 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,

	<p>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>Numb3rs (CBS); Law & Order: SVU (NBC)</p>	<p>Topic: Toxic substance exposure, cancer clusters</p> <p>Aired: 11/06, 02/07; <i>Numb3rs</i>: 10.7 million viewers; <i>SVU</i>: 13.5 million viewers</p> <p>Status: Published</p> <p>Citation: 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>ER (NBC)</p>	<p>Topics: Cancer myths, patient navigators, breast cancer screening behaviors</p> <p>Aired: 04/05; 16.1 million viewers</p> <p>Status: Published</p> <p>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. <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

	<ul style="list-style-type: none"> • 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 . <i>Cases in Public Health Communication & Marketing</i> , 4, 2, 57-78.
	<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)
The Bold and The Beautiful (CBS)	Topics: SCID, bone marrow transplant
	Aired: 10/07; 3.3 million viewers (domestic)
	Status: Published
	Citation: 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>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
Numb3rs (CBS) and others	Topic: Organ donation and transplantation
	Aired: 10/05 – 05/06; <i>Numb3rs</i> : 13.4 million viewers
	Status: Published
	Citations: Morgan, S.E., Movius, L., & Cody, M.J. (2009, March). The

	<p>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.</p> <p>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>ER (NBC) & Grey's Anatomy (ABC)</p>	<p>Topic: BRCA breast and ovarian cancer gene mutation</p> <p>Aired: 10/05 – 11/05; 13.9 & 19.7 million viewers</p> <p>Status: Published</p> <p>Citation: 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>ER (NBC)</p>	<p>Topics: Youth heart disease, obesity</p> <p>Aired: 05/04; 24.8 million viewers</p>

	<p>Status: Published</p> <p>Citation: 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, 12, 6</i>, 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>Ladrón de Corazones (Telemundo)</p>	<p>Topic: Breast cancer</p> <p>Aired: 09/03; 415,000 viewers (18-49)</p> <p>Status: Published</p> <p>Citation: 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</i>, 455-469.</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>The Bold and The Beautiful (CBS)</p>	<p>Topic: HIV stigma in Botswana</p> <p>Aired: 2002-2003</p> <p>Status: Published</p> <p>Citation: O'Leary, A., Kennedy, M.G., Pappas-DeLuca, K.A., Nkete, M.,</p>

	<p>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</i>, 19, 3, 209-217.</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
ER (NBC)	<p>Topic: Syphilis</p> <p>Aired: 03/03; 20.9 million viewers</p> <p>Status: Published</p> <p>Citation: 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
The Bold and The Beautiful (CBS)	<p>Topic: HIV</p> <p>Aired: 08/01; 5.7 million viewers</p> <p>Status: Published</p> <p>Citation: 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 <p>Cross-sectional phone survey of a sample of callers</p>

	<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
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TV MONITORING PROJECT

Food depictions	Years: 2004-2013
	Status: Report completed
	Citation: 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.
	Findings: <ul style="list-style-type: none"> • 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
Overall findings, audience group breakdowns	Years: 2009-2011
	Status: Report completed
	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.
Reproductive and sexual health depictions	Years: 2009-2011
	Status: Published
	Citation: 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 . <i>Health Communication</i> , 29, 698-706.
	Findings: <ul style="list-style-type: none"> • 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.
Gender differences in depictions	Years: 2004-2006
	Status: Published
	Citation: Hether, H.J. & Murphy, S.T. (2009, June). Sex roles in health storylines on primetime television: A content analysis . <i>Sex Roles</i> , 62, 11-12, 810-821.
	Findings: <ul style="list-style-type: none"> • 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

	<p>setting, and tended to include more accurate health information with higher educational value than those with ill or injured female characters.</p>
<p>Content analysis methodology (Book Chapter)</p>	<p>Citation: 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.), <i>Media Messages and Public Health: A Decisions Approach to Content Analysis</i> (pp. 173-191). New York: Routledge.</p>
<p>Overall findings, audience group breakdowns</p>	<p>Years: 2004-2006</p> <p>Status: Report completed</p> <p>Citation: 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.</p>

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.

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