

HOLLYWOOD, HEALTH & SOCIETY PROJECTS AND PUBLICATIONS

IMPACT STUDIES

Upcoming:

Code Black (CBS)	Topic: Measles, vaccine hesitancy
	Aired: 11/02/16 (4.45 million viewers)
	Status: Pending funding
Madam Secretary (CBS)	Topic: Measles, vaccine hesitancy
	Aired: 03/24/19 (4.92 million viewers)
	Status: Pending funding

Manuscripts in Preparation:

American Crime (ABC)	Topic: Abortion
	Aired: 03/12/17-04/30/17 (3.33 million viewers)
	Status: Accepted for presentation
	Citation: Sparks, P., Murphy, S., & 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.
	Methods:
	<ul style="list-style-type: none"> • Longitudinal experimental study manipulating attribution of responsibility in storyline (internal or external)
Madam Secretary (CBS)	Findings:
	<ul style="list-style-type: none"> • 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. • 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.” • 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
	Topic: Nuclear vulnerabilities
	Aired: 05/20/18 (6.22 million viewers)
	Status: Data analysis
	Methods:
<ul style="list-style-type: none"> • Longitudinal online survey of <i>Madam Secretary</i> viewers 	

	<p>Findings:</p> <ul style="list-style-type: none"> • 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.
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Published:

<p>Indian Soap Operas <i>Hum Paanch, Big Memsaab</i></p>	<p>Topics: Family planning, birth spacing, delaying marriage, son preference</p>
	<p>Aired: January 2018</p>
	<p>Status: Report completed</p>
	<p>Citation: Saucier, C., & Rosenthal, E.L. (2019, January). Short-Duration Family Planning Interventions on Popular Indian Television Programs: Key Findings. 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 regular TV viewers
	<p>Findings:</p> <ul style="list-style-type: none"> • 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.
<p><i>East Los High</i> (Hulu)</p>	<p>Topics: Abortion, alcohol abuse, immigration</p>
	<p>Aired: 07/13/16 (Season 4)</p>
	<p>Status: Published</p>
	<p>Citation: Walter, N., Murphy, S.T., & Rosenthal, E.L. (2018, October). Narrative Persuasion in a New Media Environment: The Impact of Binge-Watching and Second-Screening. <i>Communication Research Reports</i>, 35(5), 402-412.</p>
	<p>Methods:</p> <ul style="list-style-type: none"> • Longitudinal online survey of <i>East Los High</i> viewers
	<p>Findings:</p> <ul style="list-style-type: none"> • 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

Code Black (CBS)	Topics: Twitter dialogue around medical series
	Aired: 11/18/15 – 12/9/15
	Status: Published
	Citation: Hoffman B.L., Rosenthal, E.L., Colditz J.B., McGarry, R.P., Primack B.A. (2018, February). Use of Twitter to Assess Viewer Reactions to the Medical Drama, Code Black. <i>Journal of Health Communication</i> , 23(3), 244-253.
	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: Published
	Citation: Rosenthal, E.L., Buffington, S.C., & Cole, G. (2018, February). From the small screen to breast cancer screening: examining the effects of a television storyline on awareness of genetic risk factors. <i>Journal of Communication in Healthcare</i> , 11(2), 140-150.
	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.
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

	<p>rated the article significantly more informative than <i>The Entrepreneur</i> video.</p> <ul style="list-style-type: none"> 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 <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
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 Melinda Gates Foundation. 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 <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.
The Daily Show (Comedy Central)	Topic: Nutrition, food industry
	Aired: 03/17/15 ("The Snacks of Life" segment; 1.17 million viewers)
	Status: Report completed
	Citation: Rosenthal, E.L., Kaplan, M., Folb, K.L., & Rogers, A.A. (2015, August). Fake News, Real Knowledge: The Impact of Food and Nutrition

	<p><u>Messages on The Daily Show with Jon Stewart (Preliminary Research Findings)</u>. 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). <u>Hamari Sister Didi: Evaluation Highlights. Key Findings from Preliminary Research in India: A Report to the Bill and Melinda Gates Foundation</u>. 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>Law & Order: SVU (NBC)</p>	<p>Topics: Sexual assault, global health, MRSA infection</p> <p>Aired: 03/17/10; 9.2 million viewers</p> <p>Status: Published</p> <p>Citation: Murphy, S.T., Hether, H.J., Felt, L.J., & Buffington, S.C. (2012). <u>Public Diplomacy in Prime Time: Exploring the Potential of Entertainment Education in International Public Diplomacy</u>. <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 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 <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
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, Global Health, and Domestic Concerns. <i>Global Public Health</i> , 6, 8, 830-842.
	Methods:
	<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
	Topic: Toxic substance exposure, cancer clusters

Numb3rs (CBS); Law & Order: SVU (NBC)	Aired: 11/06, 02/07; <i>Numb3rs</i> : 10.7 million viewers; <i>SVU</i> : 13.5 million viewers
	Status: Published
	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.
	Methods: <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
ER (NBC)	Findings: <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
	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 . <i>Journal of Cancer Education</i> , 25, 4, 484-489.
	Methods: <ul style="list-style-type: none"> • Cross-sectional online panel sample of NBC viewers
90210 (CW)	Findings: <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).
	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

	<p>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>The Bold and The Beautiful (CBS)</p>	<p>Topics: SCID, bone marrow transplant</p>
	<p>Aired: 10/07; 3.3 million viewers (domestic)</p>
	<p>Status: Published</p>
	<p>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>
	<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>Numb3rs (CBS) and others</p>	<p>Topic: Organ donation and transplantation</p>
	<p>Aired: 10/05 – 05/06; <i>Numb3rs</i>: 13.4 million viewers</p>
	<p>Status: Published</p>
	<p>Citations: 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.</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, 13, 8, 808-823.</i></p>
	<p>Methods:</p> <ul style="list-style-type: none"> • Longitudinal online panel sample of regular TV viewers
<p>ER (NBC)</p>	<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>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, 551-566.</i></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 	

	<ul style="list-style-type: none"> • 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</i>, 12, 5, 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>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., 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)	Topic: Syphilis
	Aired: 03/03; 20.9 million viewers
	Status: Published
	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.
	Methods: <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
Findings: <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)	Topic: HIV
	Aired: 08/01; 5.7 million viewers
	Status: Published
	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.
	Methods: <ul style="list-style-type: none"> Tracking of hotline call attempts Cross-sectional phone survey of a sample of callers
Findings: <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 	

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
	Citation: Cafferty, L., & Rosenthal, E.L. (2018, June). Portrayals of Person-Centered Care on Prime Time Television. A report to the SCAN Foundation by Hollywood, Health & Society, USC Annenberg Norman Lear Center. Beverly Hills, CA.
	Hoffman, B.L., Cafferty, L.A., Shensa, A., Jain, P., Rosenthal, E.L., Primack, B.A., & Sidani, J.E. (March, 2019). Patient-Centered Communication Behaviors on Primetime Television. Poster Presentation at <i>40th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine</i> . Washington D.C.
	Findings:
	<ul style="list-style-type: none"> • 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.
Food depictions on TV	Years: 2004-2013 (TV Monitoring Project data)
	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
TV Monitoring Project: Overall findings, audience group breakdowns	Years: 2009-2011 (TV Monitoring Project data)
	Status: Report completed
	Citation: 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.
	Years: 2009-2011 (TV Monitoring Project data)

Reproductive and sexual health depictions on TV	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 on TV	Years: 2004-2006 (TV Monitoring Project data)
	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 setting, and tended to include more accurate health information with higher educational value than those with ill or injured female characters.
Content analysis methodology (Book Chapter)	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.
TV Monitoring Project: Overall findings, audience group breakdowns	Years: 2004-2006 (TV Monitoring Project data)
	Status: Report completed
	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.

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)

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