

COMM 7870: Media, Campaigns, and Health

Fall 2016

Class hours: Tuesdays & Thursdays 2:20-3:40pm

Classroom: Derby 3116

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Office: Derby 3026

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Please write "7870" in the subject line of your email.

Office hours: By appointment

Course Description and Objectives

This course is designed to provide students with a solid understanding of social scientific theories that are applicable to the design, implementation, and evaluation of media-based public health interventions. Theories of persuasion, media effects, and behavior change will be examined, and their applications to mediated communication-focused solutions to public health problems will be discussed. The ultimate goal of the examination and discussion are to help students develop perspectives about the role of messages and the media in behavior change and social change processes. The following are specific three primary objectives of this course:

1. To provide students comprehensive knowledge about the theoretical bases of media-based health communication interventions
2. To encourage students' thoughtful and critical examination of existing theory and research
3. To help students identify gaps in knowledge or needs for improvement in application and to develop approaches to advancing knowledge or practice

Prerequisites

Students should have taken relevant social or behavioral science courses or have equivalent background.

Readings

Will be available in Canvas

Course Requirements

Central to graduate seminar such as this is active student participation. For each week, students will prepare one discussion question and participate in class discussion. For the semester, students will make one topic presentation, write one concept paper, and submit one final term paper based on the concept paper. Students will also make a final presentation of the term paper using Powerpoint.

Class participation = 5%
 Weekly discussion questions = 10%
 Topic presentation = 20%
 Term paper
 Concept paper = 20%
 Final paper = 40%
 Term paper presentation = 5%

Class participation

Coming to class is the necessary basis of class participation. Students should come to class after having read the assigned reading materials and being prepared for discussion. The instructor will evaluate the quality and quantity of participation. Quality of participation is defined as the degree to which it demonstrates the student's understanding of the readings, is relevant to the theory and practice presented in the readings, helps class critically think about the readings, and stimulates interests in the topic presented in the readings.

Weekly discussion questions

Through discussion questions, students will demonstrate their depth of understanding and reflections of the week's readings. Questions can address theoretical or practical implications of the readings. Quality discussion questions analyze, synthesize, or constructively critique the readings with an eye on improving extant theory, research, or applications and should stimulate active exchange among students. Students may prepare an answer to their own questions for class discussion purposes. Unless noted otherwise, discussion questions should be posted on the course's Canvas site prior to the beginning of each Tuesday class.

Topic presentations

Student will make one topic presentation during the course of the semester. Selection of the topics will be made on the first day of class. Each student presentation will be done on Tuesdays, unless noted otherwise. Presentation time will be about 45 minutes to an hour. Students must prepare for the class a handout that provides the overview, summaries, and analysis and syntheses of the readings.

Using media examples and connecting them with theoretical frameworks of the week is important. More important than summary of the readings is your thoughts and reflections on the readings. The instructor is available for consultation of the presentation preparation. Failure to show up for the assigned presentation date will result in a zero point for that part of your final grade. Students choosing to present in a team of two will submit a description of the division of work and will receive the same grade. The following elements are required.

1. (10%) Describe the central theme of the assigned readings and describe in what ways each reading relates to or deviates from the central theme.
2. (20%) Provide a brief summary of each reading.
3. (25%) Provide audiovisual media examples of the week's topic, concept, or theory described in each of the readings
4. (25%) Provide your analysis, synthesis, or critical evaluation of the theory, research, or applications presented in the readings.
5. (20%) At the end of the presentation, provide three discussion questions and promote class discussion. Presenters do not need to prepare a weekly discussion question.

Term paper

Overall, you can choose to write a theory focused paper or application focused paper. A hybrid is fine too but please check with the instructor. Generally doctoral students are expected to write a theory focused paper in which they propose new hypotheses or research questions, or propose and explicate a new conceptual model. Master's students can choose to write an application focused paper in which they connect a theory with a health issue and develop plans to use a media communication theory-based approach to addressing an important public health issue.

All students will submit a concept paper (10-15 pages). Each concept paper will include/address the following:

- Statement of problem: theoretical or practical
- Description of specific health issue of choice and population of interest
- Proposed approach to addressing the problem
- Why is your approach useful, novel, or an improvement over existing approaches? Your answer to this question should be based on the review of the literature.
- Theoretical basis of the approach
- Outline of methodological aspects of the approach: model building, hypothesis testing, design and evaluation plans for an intervention, etc.

Further details about the concept paper will be provided later. Incorporating the feedback of the instructor on the concept paper, students will develop a final term paper (20-25 pages). Details about the term paper will be provided later this semester.

I ask you to think about and plan for the paper as early as possible and will be glad to meet you at any point to discuss term paper ideas and term paper progress.

Please note: *Central to your paper should be the concepts of the media and communication.* If you choose to write a theory focused paper, you should indicate how your conceptual approach fills a void in the current knowledge about the role of mediated communication in impacting public health. If you choose to write an application focused paper, you should indicate how your proposed mediated communication program is an advance over existing programs and practices.

Formatting requirements include the use of size 12 font, double-spacing, one-inch margin all around, and adherence to American Psychological Association style.

Attendance

Students are responsible for information missed during an absence and this information can include changes in class schedule, readings, assignments, and due dates. Attendance will be taken every class day, including final presentation days, and is the necessary foundation of class participation. If you will miss a class, you must write the instructor an email in advance describing the reason.

Class policies

Classroom courtesy: For each occurrence of the following incidences, 5% will be subtracted from your final total for this class: phone ringing; texting (receiving or sending); checking, receiving, or sending emails on the phone or laptop; using laptops for purposes other than note-taking; and any other activities that disrupt class.

Assignments: Assignments must be turned in by the beginning of class on each due date. Late work will be graded down 20% per calendar day unless an extension was obtained in advance.

Academic misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>.

Reasonable accommodation

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>

Diversity statement

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

Class Schedule

Note: This schedule tentative, and is subject to revision at instructor's discretion and under extenuating circumstances.

Week	Topic	Day	Mo	Date	Note
1	Intro to class	Tue	Aug	23	
	Historical overview	Thurs		25	
2	Perspectives on campaigns and the media		Aug	30	
			Sept	1	
3	Theories of behavior change			6	
				8	
4	Theories of persuasion			13	
				15	
5	Social marketing and media advocacy			20	
				22	
6	Theories of campaigns			27	
			Sept	29	<i>1-pg term paper idea due</i>
7	Formative research		Oct	4	
				6	
8	Message design and evaluation			11	
				13	Fall break
9	Catch-up of week 8			18	Class cancelled
				20	
10	Channel Choices			25	
			Oct	27	
11	Outcome evaluation: Part 1		Nov	1	<i>Concept paper due</i>
				3	
12	Outcome evaluation: Part 2			8	
				10	
13	Process evaluation			15	
				17	
14	Special topic: TBA			22	
				24	Thanksgiving break
15	Term paper presentations		Nov	29	
	Term paper presentations		Dec	1	
16	Term paper presentations			6	Last class
	Term paper due			13	<i>Final term paper due</i>