Repeated Health Messages & Digital Media

Delivering Repeated Health Messages Through Digital Media to Increase Physical Activity in Dialysis Patients

Keri K. Stephens
Associate Professor
Organizational Communication & Technology
Faculty Affiliate Center for Health Communication

My Organizational Research

Technology

Multiple Media Multicommunicating
Organizational Digital Divide

Health

Crisis/Emergency

Redundancy
Technical Translation

Organizational Identification

Wellness Programs eHealth

Portugal Partner
Manuel José Damásio
Universidade Lusófona de Humanidades e Tecnologias

Delivering Repeated Health Messages Through Digital Media to Increase Physical Activity in Dialysis Patients

 Organizations & Health

- Beauty shops
- Religious orgs
- Workplace health programs

Why? Reach, Access…
but what else??

Theoretical Reasons

My Interdisciplinary Interests

- BS in Biochemistry
- Worked for Hewlett Packard – biotechnology, industrial chemical, pharmaceutical industries
- After a decade - People are so confusing
- Back to school – social science this time
  - Organizational Communication
  - Persuasion, but from an organizational perspective

...on to the research!

Key Findings
Organizations & Health

- Organizational identification matters
  - is linked to persuasion goals
  - is linked to health information sharing at work
  - can work along with information and communication technologies to influence health outcomes
Repeated Health Messages & Digital Media

**Identification - belonging**


**Tell me, Tell me Again but use a different ICT - Results**

- **H1:** Complementary ICTs – decreased overload - increased behavior intent (interaction)

- **RQ: Interactions**
  - Intention to visit & Info effectiveness –higher in the complementary/repetition condition than in same ICT/repetitive message
  - Knowledge –higher in the same ICT/repetitive message than same ICT/non repetitive message

**Current Study**

- **Background – Theoretical & Empirical Work**
- **Our Guiding RQs and Hs**
- **Study Design**
  - Stimulus materials
  - Research partners
  - Timeline

**Tell me, Tell me Again but use a different ICT**

- **Sequentiality Findings (CR 2011)**
  - Message redundancy + complementary ICT use increases behavioral intentions & perceived info. effectiveness.

**Redundancy Literature**


**UT/Portugal Project Guiding Questions**

- **H1:** Using multiple media (as opposed to a single medium) leads to (a) greater perceptions of information effectiveness (b) greater recall, (c) increased behavioral intentions, and (d) actual increase in physical activity.
- **H2:** Using complementary media (as opposed to repetitive media) in successive communication attempts leads to more positive outcomes
- **RQ1:** What are the order effects for the use of a brochure, iDTV, and mobile app?
Repeated Health Messages & Digital Media

Stimulus Materials
- 10 minute exercise and walking videos targeting older adults with diabetes.
- These have been used successfully with Portuguese diabetes patients in iDTV (Samsung-specific) and android mobile applications.

Key Outcome Measures
- Exercise behavior measured one month after the intervention using the Godin Leisure Time Exercise Questionnaire and Physical Activity Rating Scale
- Exercise behavioral intention
- Information effectiveness
- Patronizing talk
- Knowledge. This will be pre-tested prior to its use.
- Cognitive thoughts
- Perceived overload

Research Site Partners & RA
- Austin Kidney Associates over 1000 patients who receive dialysis weekly
- Associação para proteção dos diabéticos de Portugal work with over 1000 patients.
- Yaguang Zhu – Graduate Student UT Austin

Project Plan
Spring 2015
- Tailor Portuguese existing content for current study
- Literature review (UT Team)
- Decide exact media we will use – iDTV, brochures, app
- Launch pilot in Portugal (40 subjects)
- Conduct interviews in Austin to scope main study

Experimental Conditions
- Single exposure Conditions: 1. brochure, 2. iDTV, 3. app
- Multiple exposure Conditions: Complementary vs Repetitive Digital Media (checking for order effects)
  - Complementary Cond.: 1. brochure +iDTV, 2. brochure + app 3. iDTV + brochure, 4. app + brochure
  - Repetitive Cond.: 1. brochure + brochure, 2. iDTV + iDTV, 3. app + app, 4. iDTV + app, 5. app + iDTV
- Control Conditions:
  - Single message exposure.
  - Multiple message exposure.

Project Plan Continued
Summer 2015
- Write papers for ICA submission (Due Nov. 2015)
Fall 2015
- Translate existing content to English
  - verify linguistic and grade-level equivalency
- Create media for the UT Austin study
- Collect data in Austin & Portugal for primary study
Spring 2016
- Analyze data, write papers & use pilot data for grants
Repeated Health Messages & Digital Media

Let’s communicate about health in new ways using different media!

Keri K. Stephens
&
Manuel José Damásio