

# Verängstigung oder Ermutigung durch mediale Kommunikation?

*Von »blinden Flecken« in der akademischen Gesundheitskommunikationsforschung*

Vortrag auf dem Workshop »Gesundheitskommunikation – zwischen Gesundheitsförderung und Bevormundung«

Public Health Schweiz | 26. Mai 2016 | Bern

19.05.16 | Neue Richtlinie

## Ab morgen ist Rauchen endgültig zum Gruseln

Noch nie eine Raucherlunge gesehen? Ab dem 20. Mai gibt es den Anatomiekurs frei Haus: Auf Zigarettenpackungen werden Warnhinweise mit abschreckenden Fotos Pflicht. Und nicht nur das.



Foto: dpa

Schockbilder auf Zigarettenpackungen sollen abschrecken

**WARNING**  
**BEING FAT TAKES THE FUN OUT OF BEING A KID.**  
 Stop childhood obesity. **strong4life.**  
Brought to you by Children's Health

**YOU'LL NEVER WORRY ABOUT LIPSTICK ON YOUR TEETH AGAIN.**  
**METH**  
NEVER STOP DRUGS

**WARNING: Cigarettes**

**Don't tell little sis drives**

**...CAUSES PERIPHERAL VASCULAR DISEASE**  
**GANGRENE**  
**NEW PROPOSED GRAPHIC HEALTH WARNINGS**  
Smoking narrows and blocks your blood vessels, reducing blood and oxygen supply to your extremities (feet, legs, hands, arms). Over time this can result in pain, open sores that don't heal and gangrene. Gangrene leads to amputation.

**CIGAR SMOKING CAUSES LUNG CANCER**

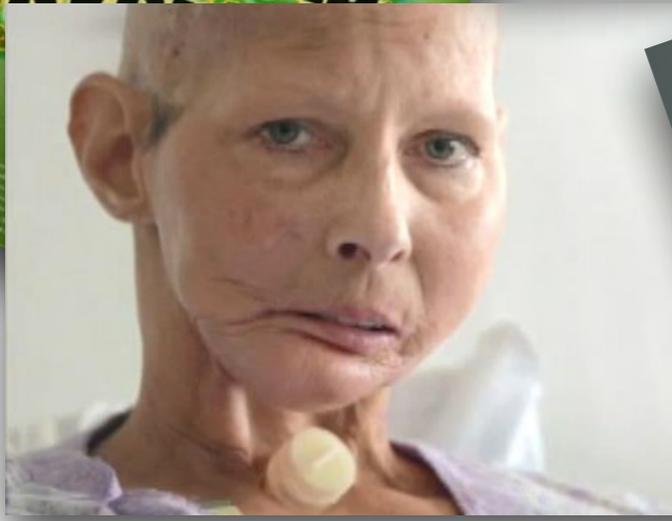
**Rauchen kann zu Durchblutungsstörungen führen und verursacht Impotenz**

**JEMMA EST**

**„SUPER, ICH HAB SUPER“**

**Rauchen kann tödlich sein**

**NHS**  
**...the smoker needs over five thousand cigarettes a year.**  
**Get unhooked. Call 0800 169 0 169 or visit [getunhooked.co.uk](http://getunhooked.co.uk)**  
**SMOKEFREE**



**ARE YOU EATING YOURSELF TO DEATH?**  
 A poor diet can increase your chances of heart disease, type 2 diabetes, cancer, and complications arising from obesity.  
**NHS**  
 Your health, your choices

**MOMS DEMAND ACTION**  
 FOR GUN SENSE IN AMERICA  
 MOMSDEMANDACTION.ORG



»früher«



1974

## Sixty years of fear appeal research: Current state of the evidence

Robert A. C. Ruiter<sup>1</sup>, Loes T. E. Kessels<sup>1</sup>, Gjalte-Jorn Y. Peters<sup>1,2</sup>, and Gerjo Kok<sup>1</sup>

<sup>1</sup>Department of Work and Social Psychology, Maastricht University, Maastricht, The Netherlands

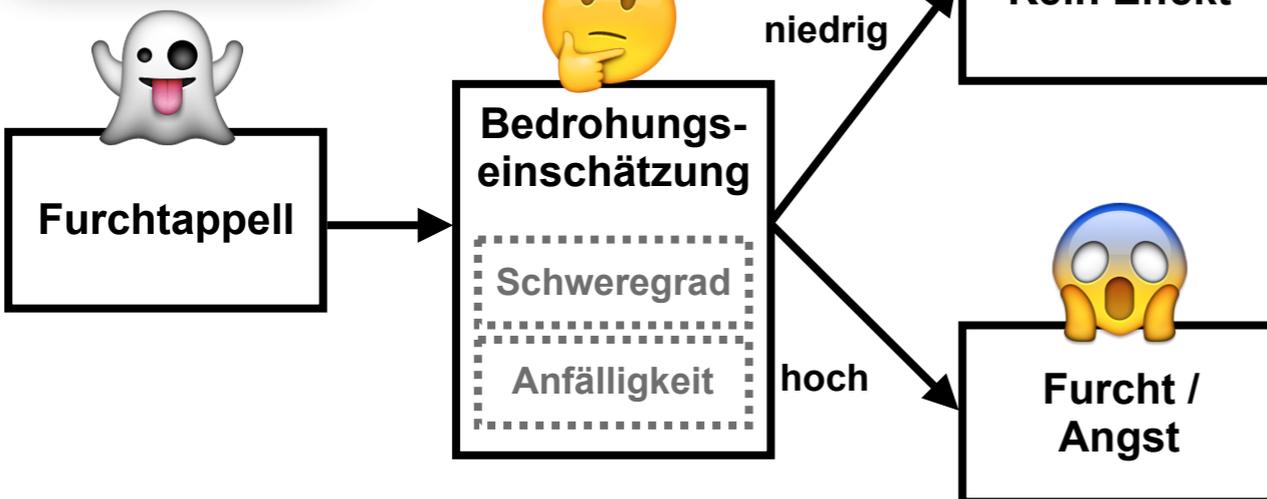
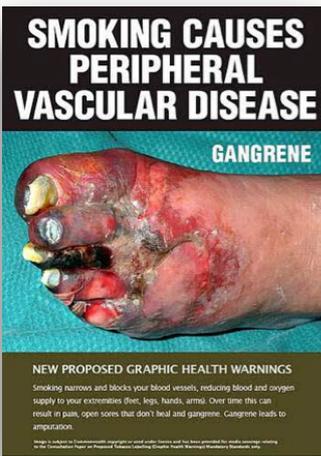
<sup>2</sup>Department of Statistics & Methodology, Open University, Heerlen, The Netherlands

**F**ear arousal is widely used in persuasive campaigns and behavioral change interventions. Yet, experimental evidence argues against the use of threatening health information. The authors reviewed the current state of empirical evidence on the effectiveness of fear appeals. Following a brief overview of the use of *fear arousal* in health education practice and the structure of effective *fear appeals* according to two main theoretical frameworks—protection motivation theory and the extended parallel process model—the findings of six meta-analytic studies in the effectiveness of fear appeals are summarized. It is concluded that coping information aimed at increasing perceptions of response effectiveness and especially self-efficacy is more important in promoting protective action than presenting threatening health information aimed at increasing risk perceptions and fear arousal. Alternative behavior change methods than fear appeals should be considered.

**Keywords:** Fear appeals; Literature review; Threat information; Persuasion; Behavior change.

# Furchtappelle

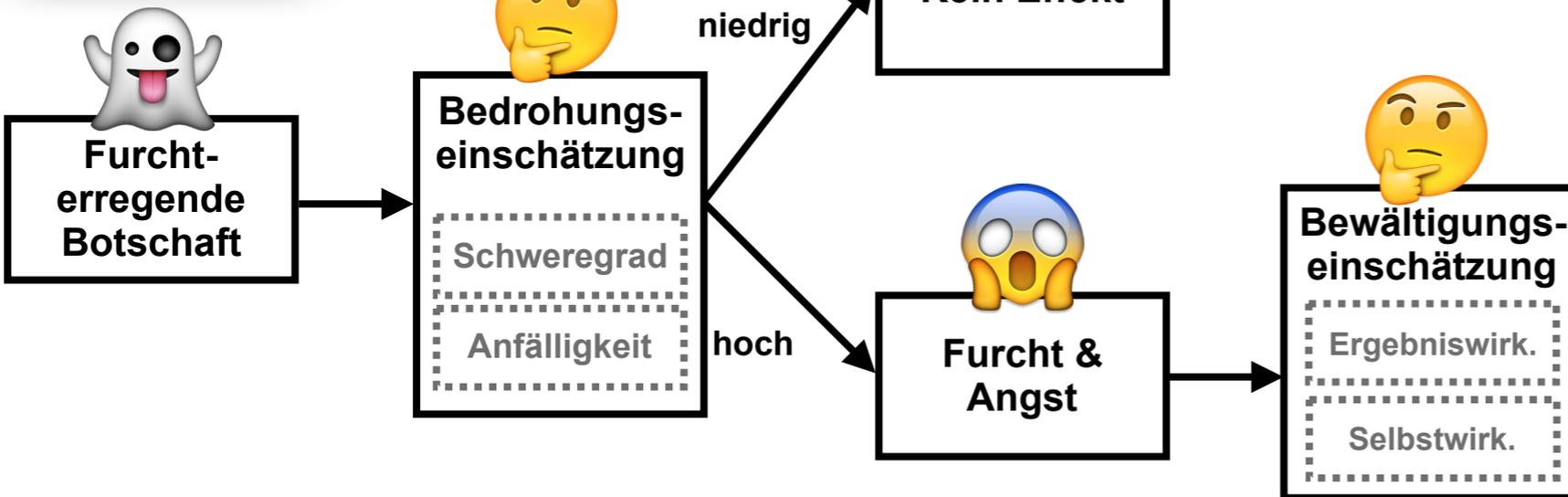
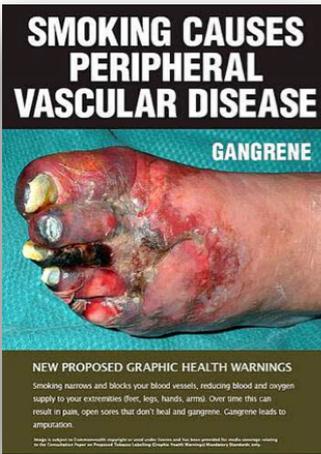
Extended Parallel Process Modell



[http://www.who.int/tobacco/healthwarningsdatabase/tobacco\\_large\\_australia\\_gangrene\\_02/en/](http://www.who.int/tobacco/healthwarningsdatabase/tobacco_large_australia_gangrene_02/en/)

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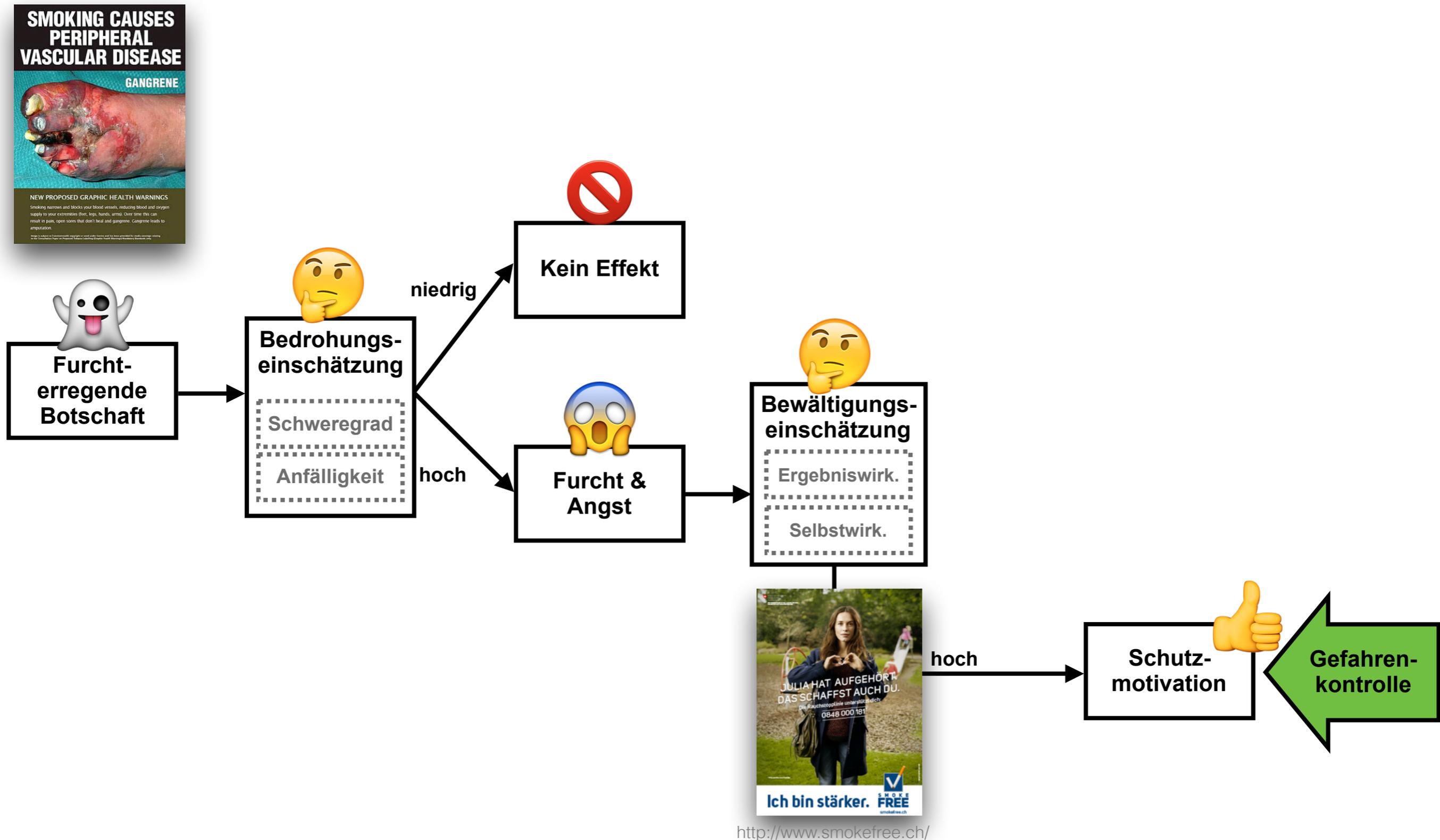
Extended Parallel Process Modell



<http://www.smokefree.ch/>

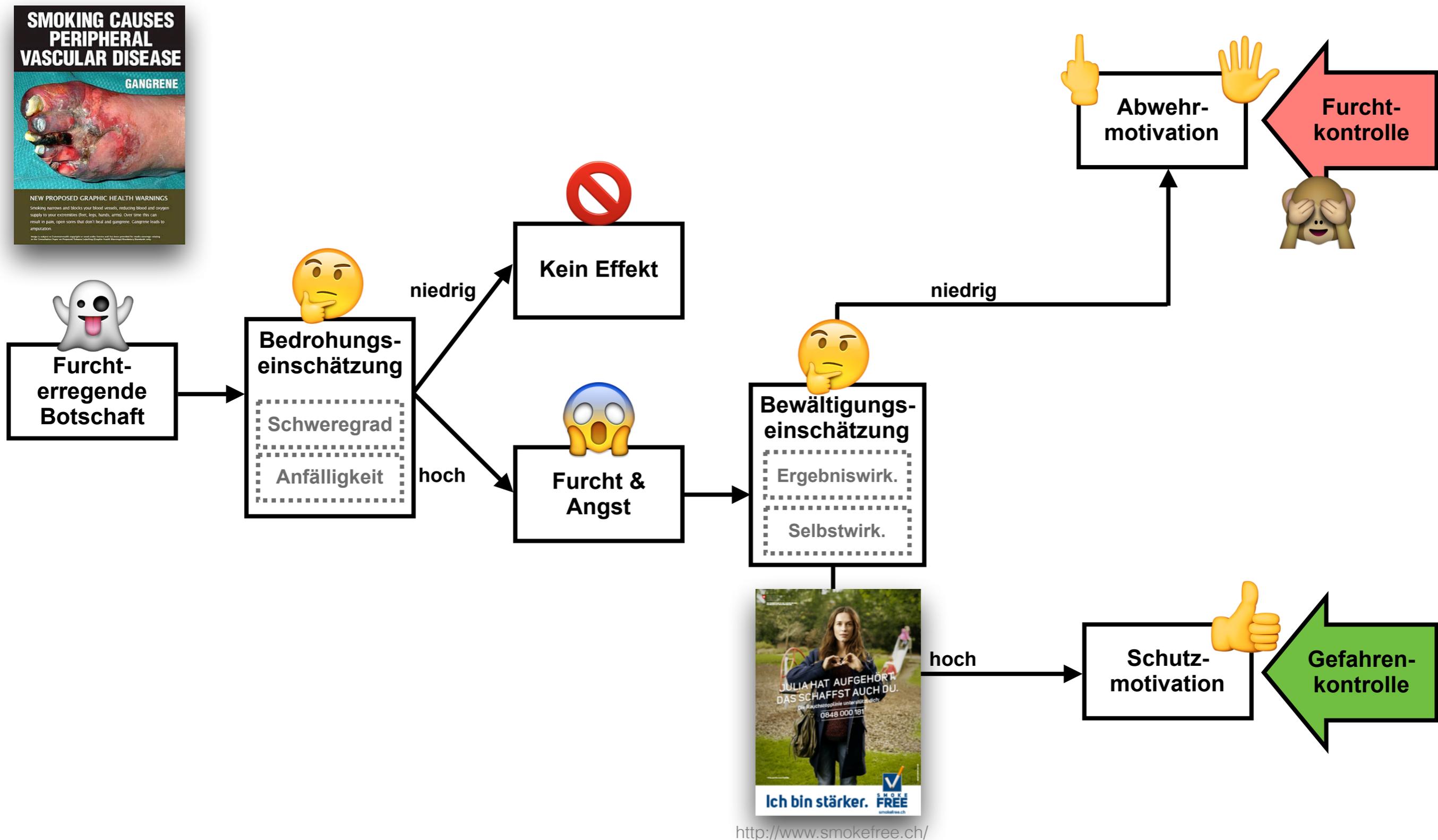
# Furchtappelle

Extended Parallel Process Modell



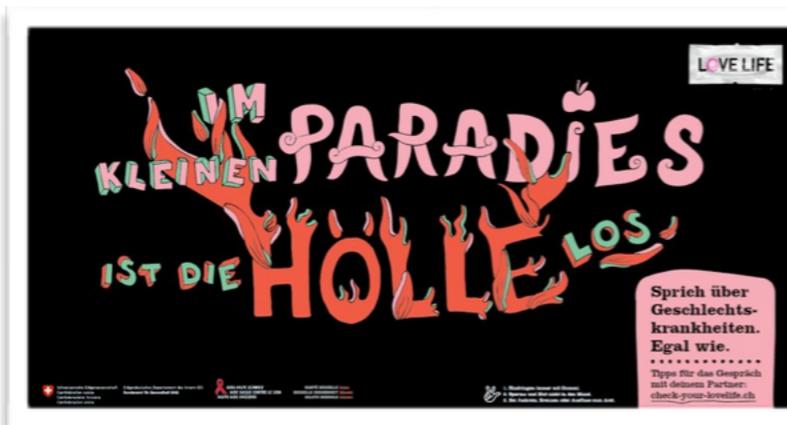
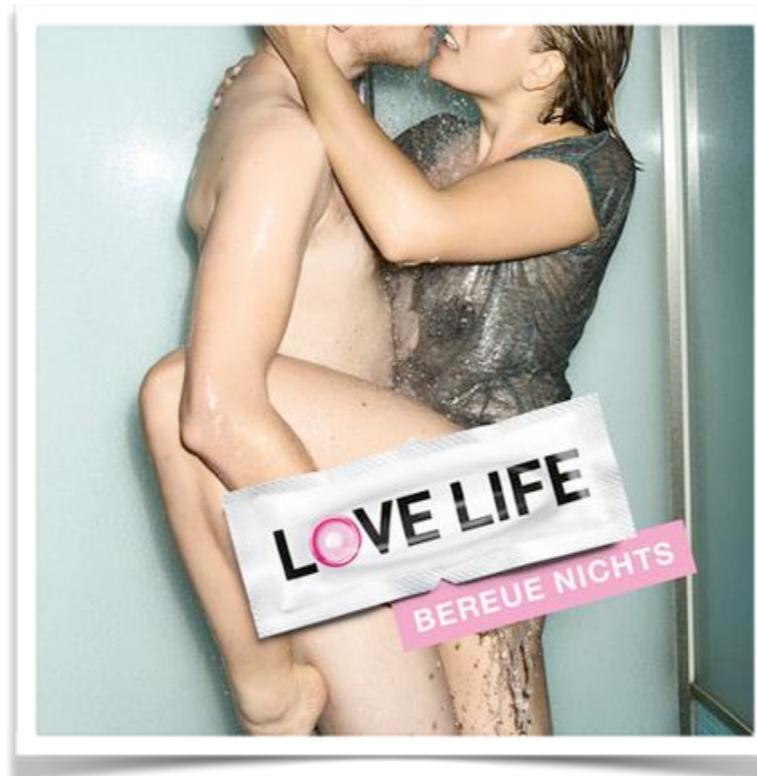
# Furchtappelle

Extended Parallel Process Modell



# »Positive« Emotionalisierung

| Mit Humor, Freude, Ermutigung ans Ziel ?



# »Positive« Emotionalisierung hat Vorteile



**Bedrohlich**



**Humorvoll**



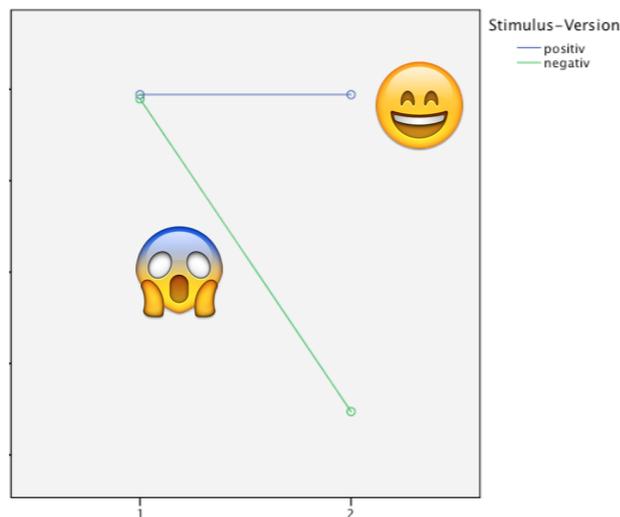
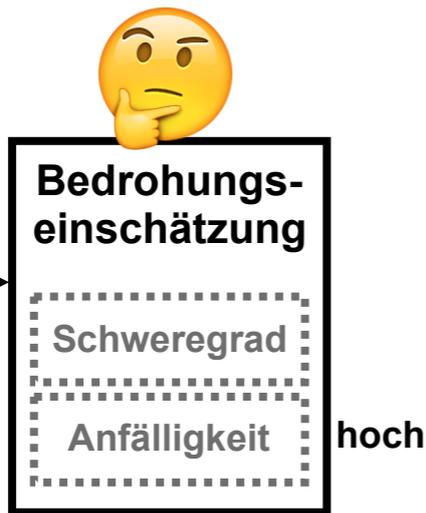
<http://www.lovelife.ch/>

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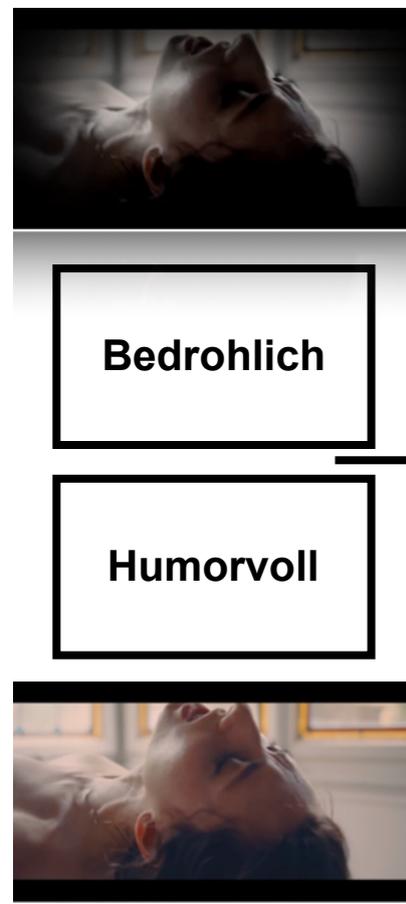
Bedrohlich

Humorvoll



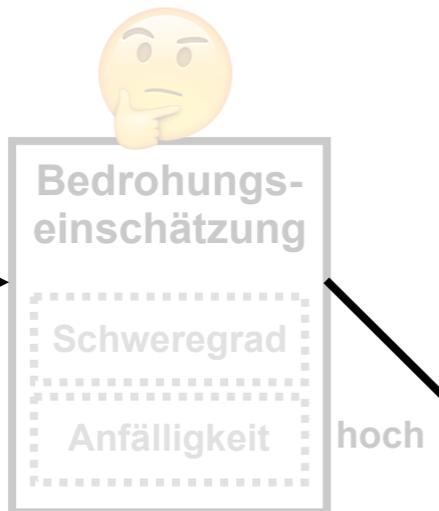
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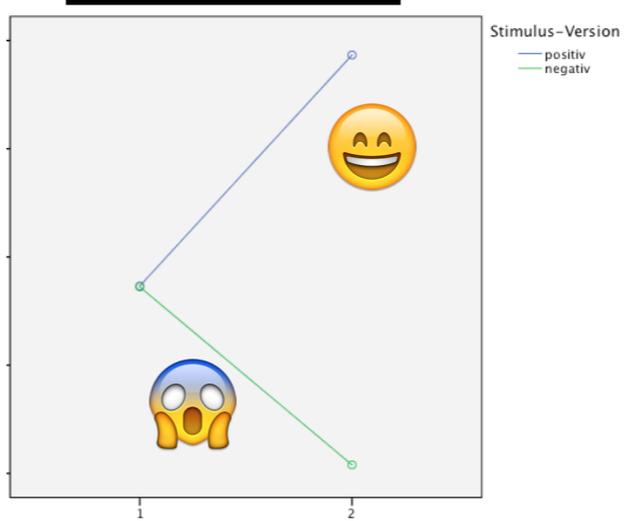
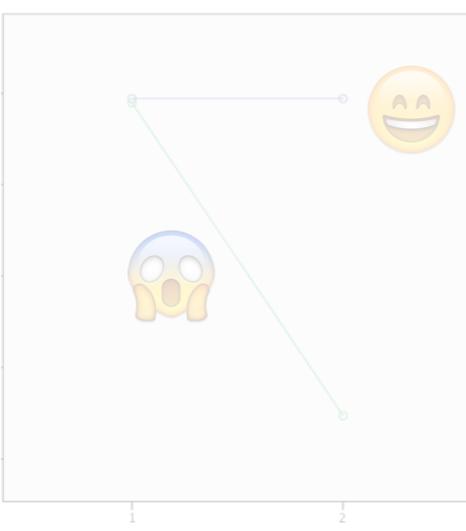
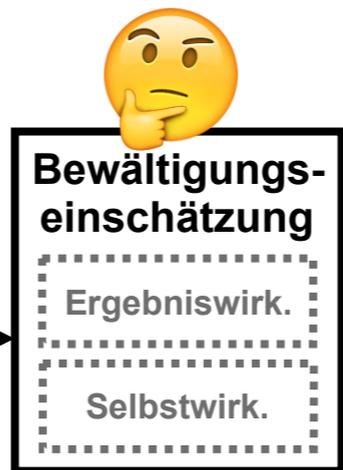
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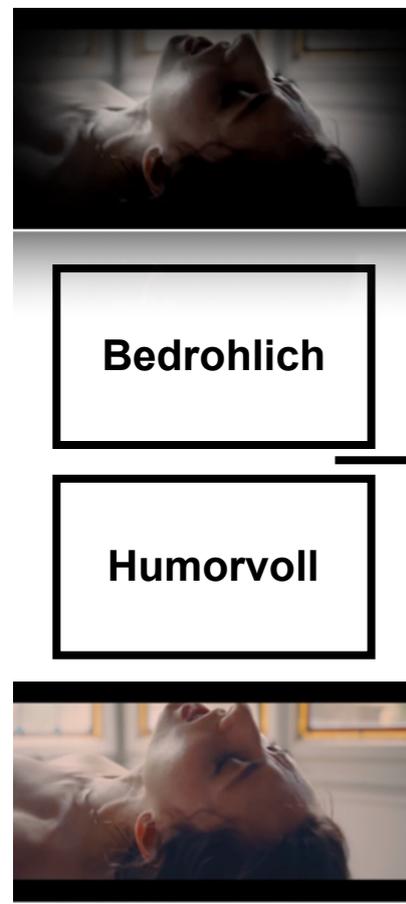
hoch

Furcht / Freude



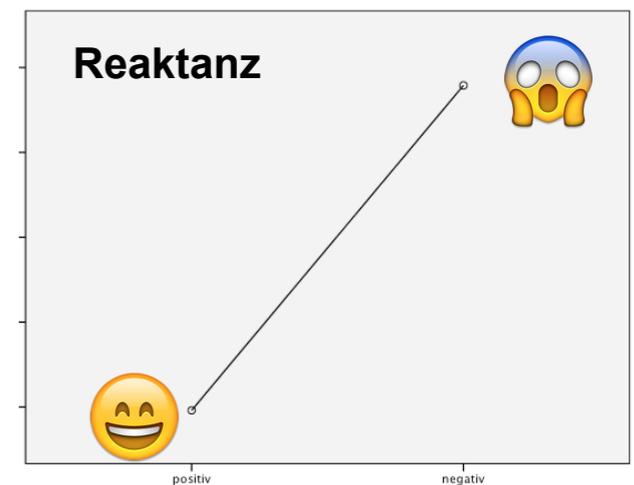
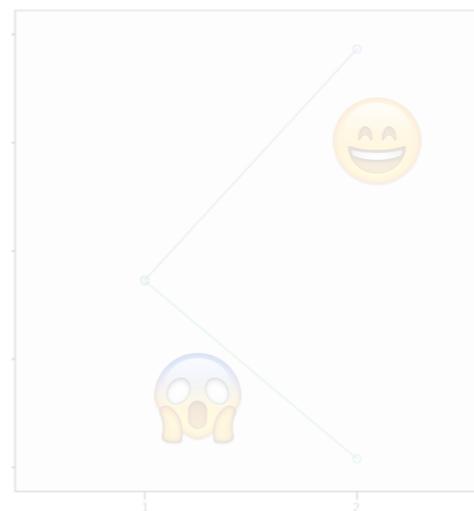
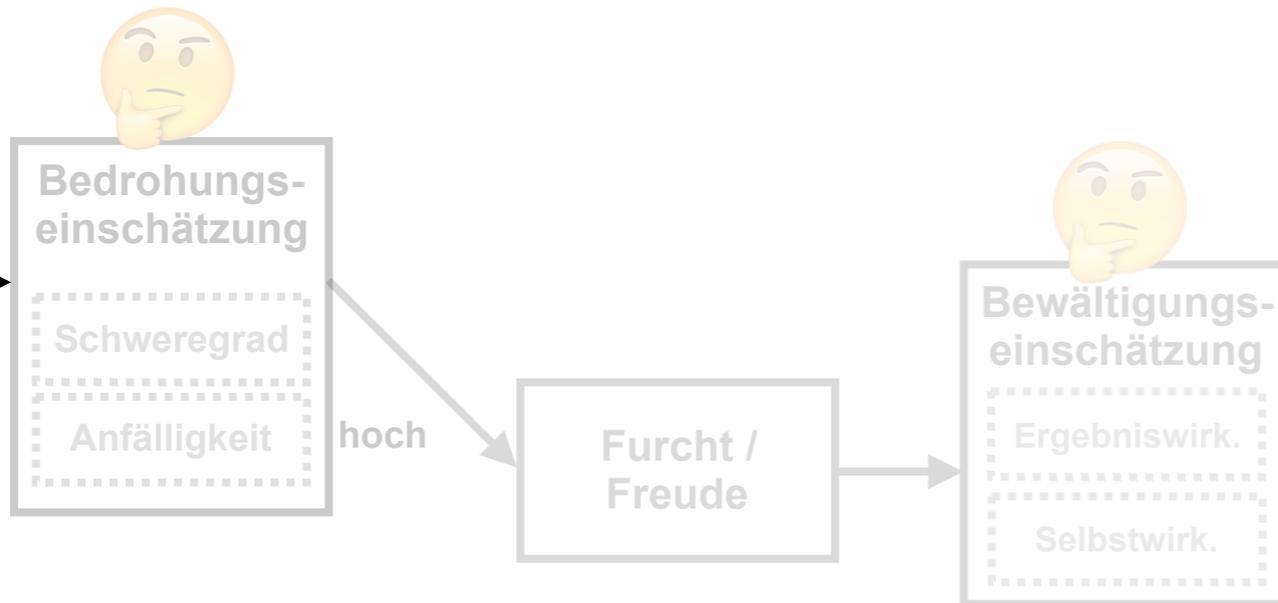
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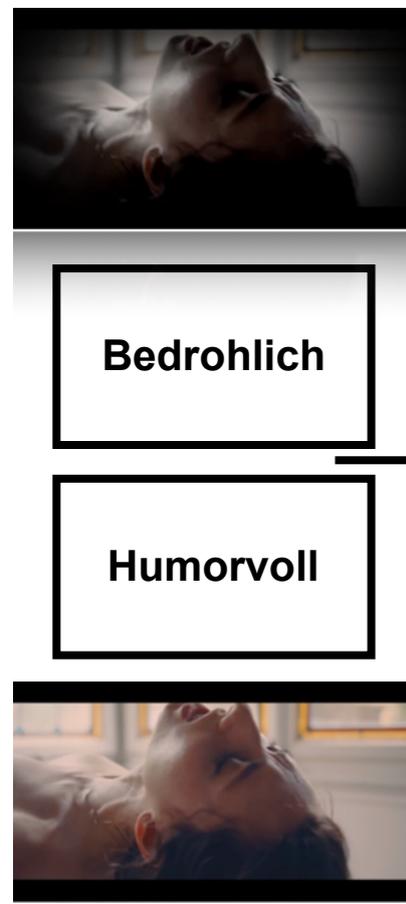
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**Humorvoll**



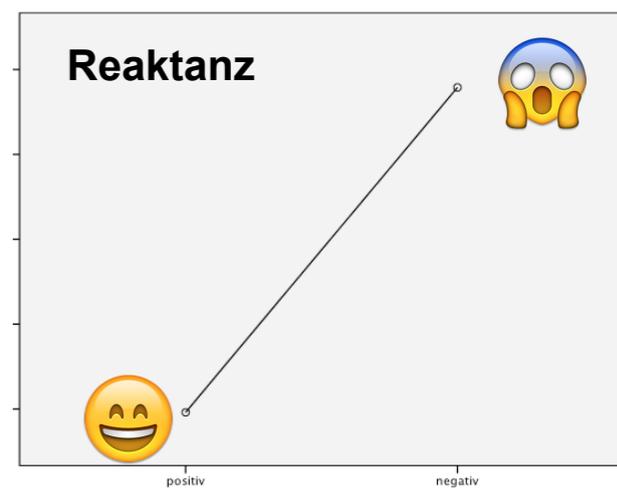
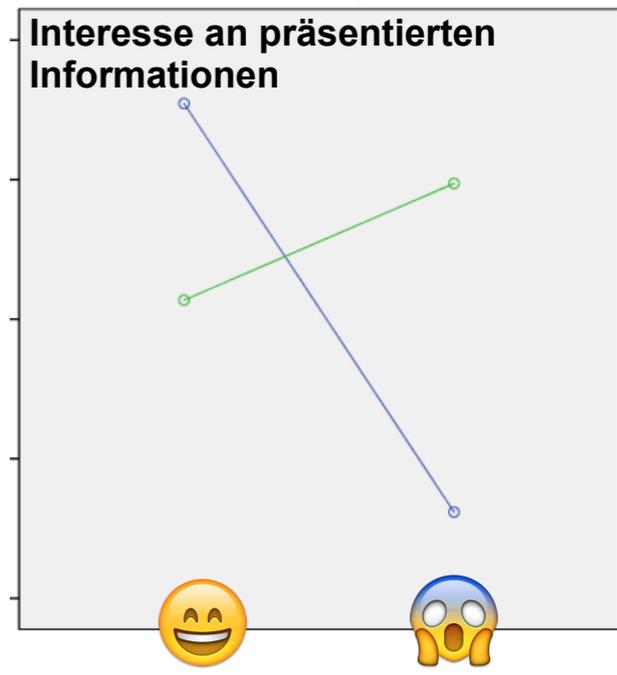
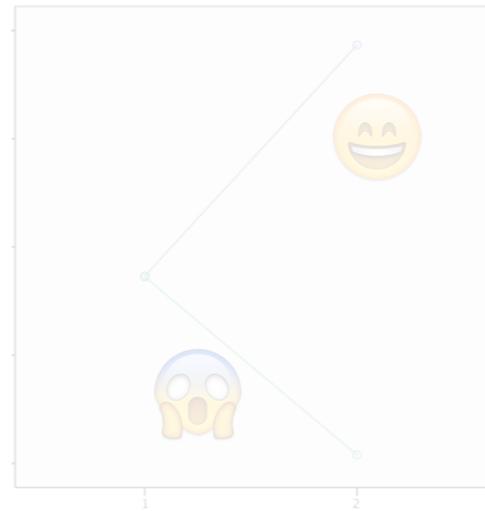
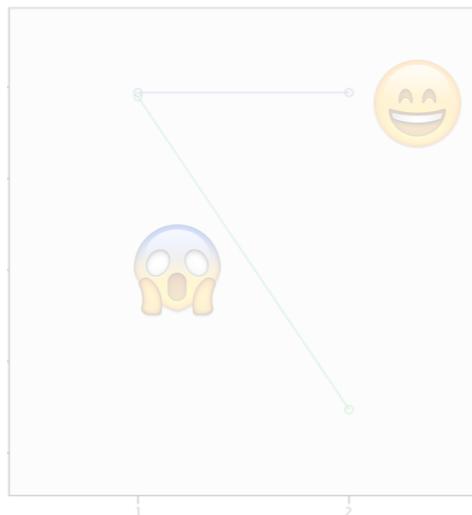
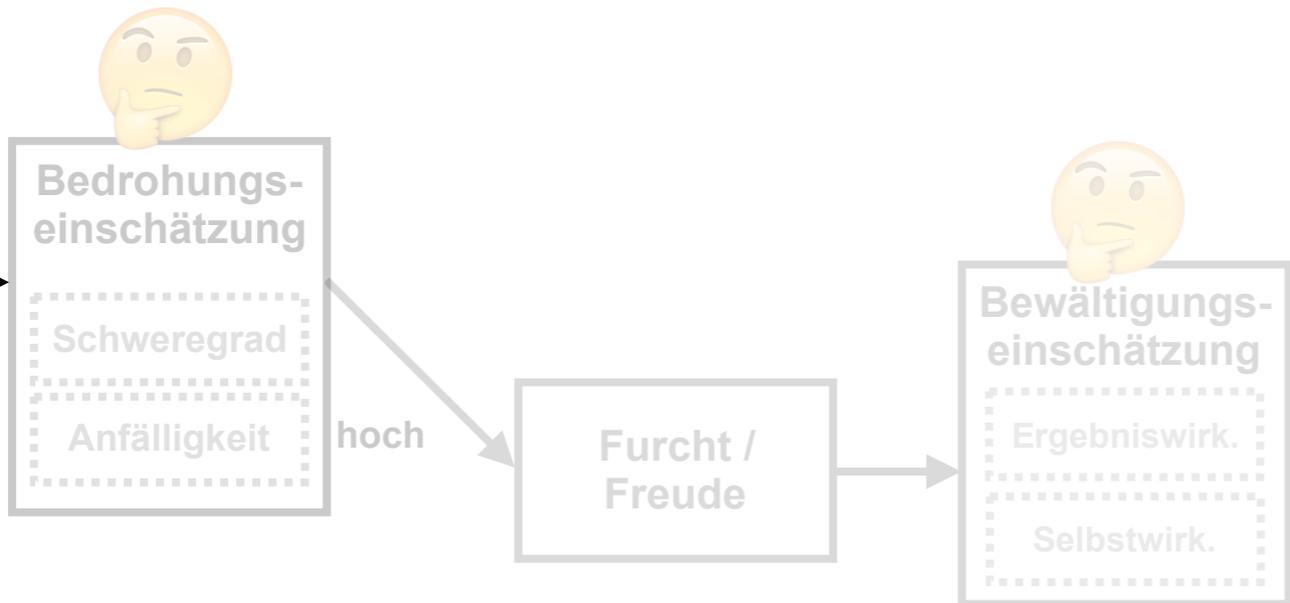
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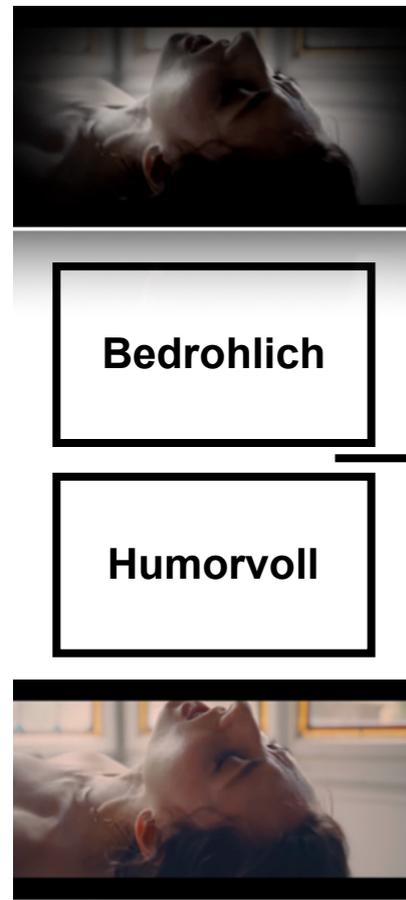
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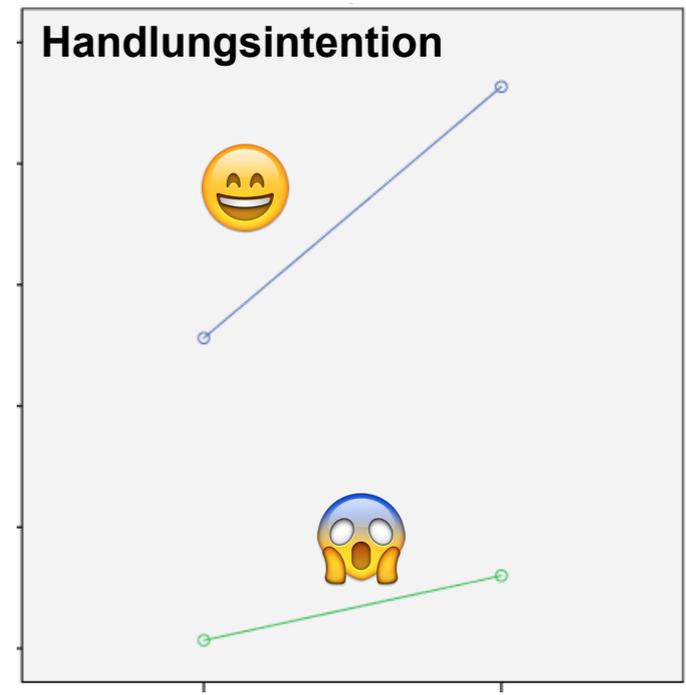
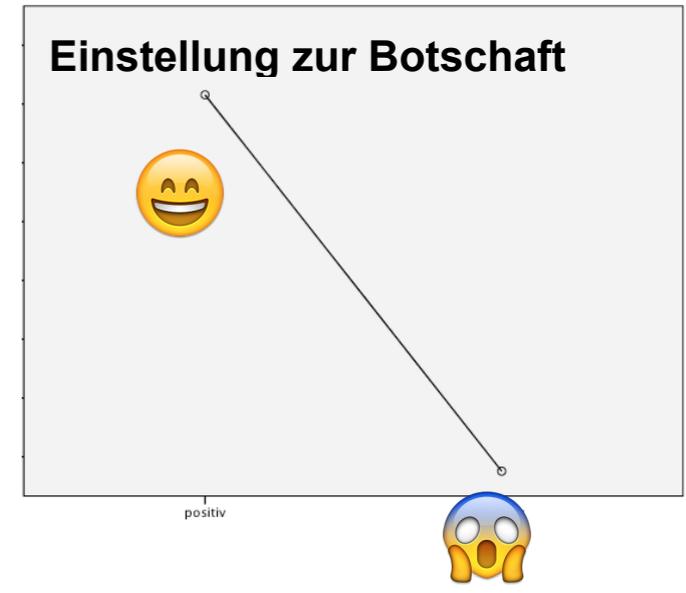
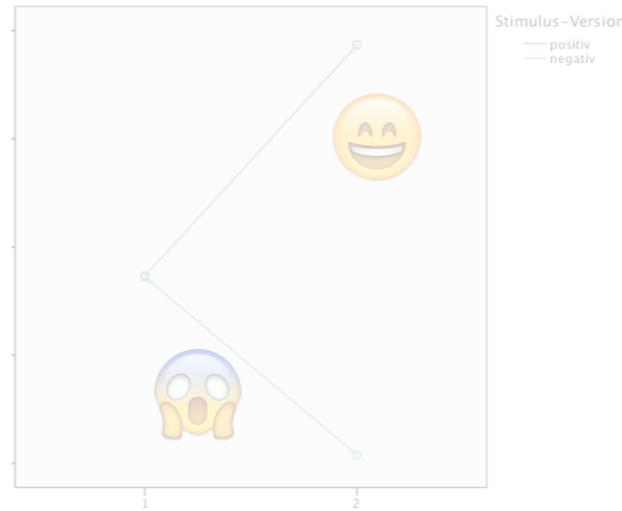
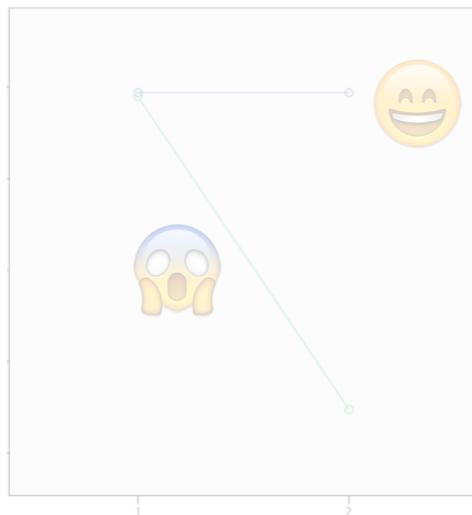
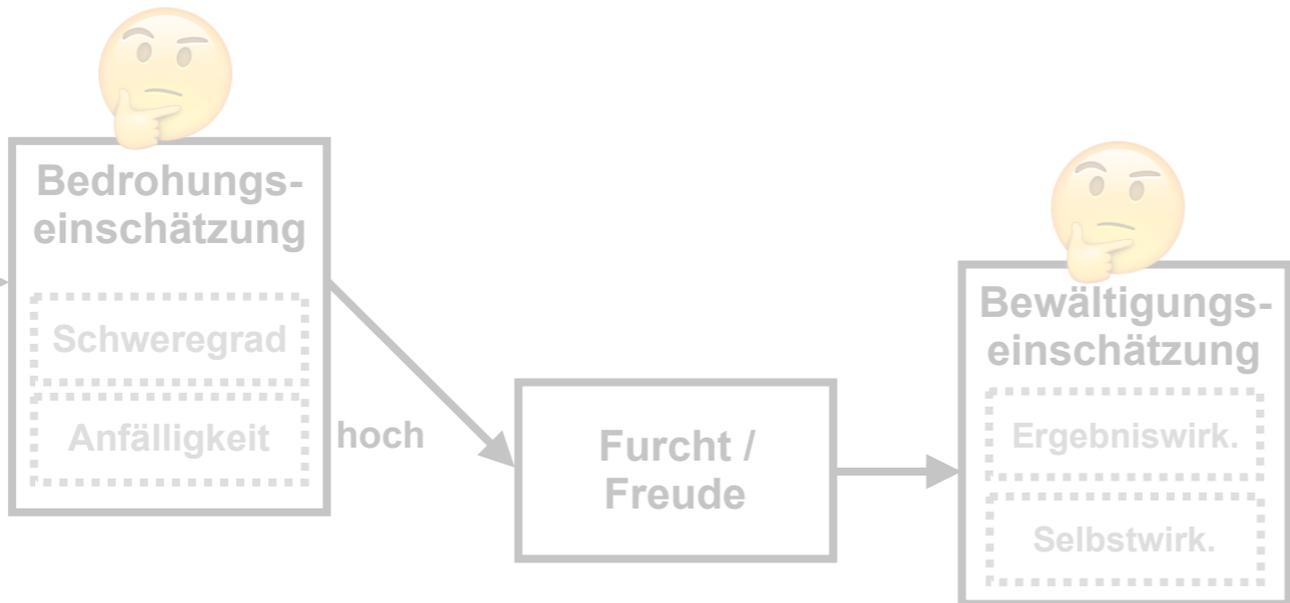
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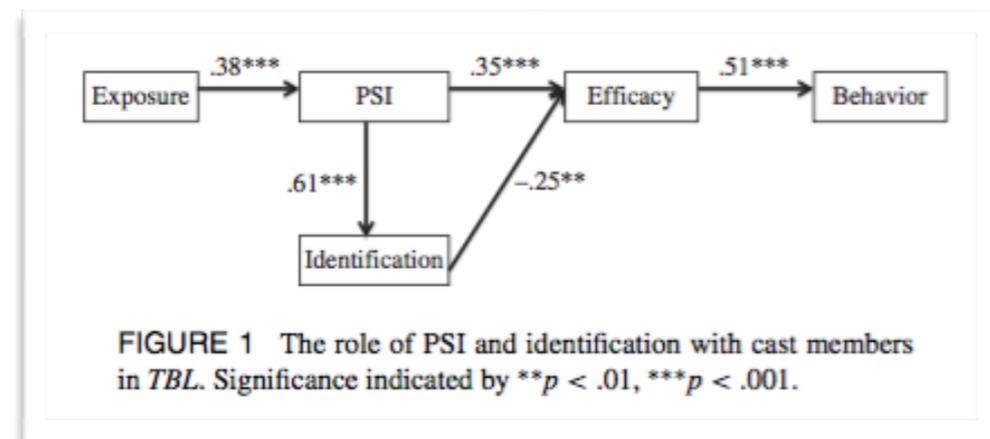
# Parasoziale Beziehungen

## | Parasoziale Beziehungen und Identifikation mit Mediencharakteren

- ▶ wichtige Wirkungsdeterminante hinsichtlich kognitiver und verhaltensbezogener Konsequenzen
- ▶ »normale« Leute (Reality TV)
- ▶ **Kaum Studien** in Bezug auf Parasoziale Beziehungen und Gesundheit
- ▶ PSB hat **positiven** Einfluss auf Selbst-Wirksamkeitserwartung, Identifikation **negativen**



»To our knowledge, our study is **the first** that examines the link between psychological processes such as **PSI and identification** with cast members in reality TV shows and their effect on forming exercise **self-efficacy and therefore promoting exercise behavior.**«



Tian, Y., & Yoo, J. H. (2015). Connecting With “The Biggest Loser”: An Extended Model of Parasocial Interaction and Identification in Health-Related Reality TV Shows. *Health Communication*, 30(1), 1–7.

# Entertainment Health

**HOLLYWOOD  
HEALTH & SOCIETY**

Providing the entertainment industry with free, expert information for storylines on health and climate change.

| Partnerships zwischen Unterhaltungsindustrie und Gesundheitsorganisationen (CDC, National Institut of Health, National Cancer Institute) zunehmend populär

- ▶ CDC initiierte Partnership mit Hollywood, und Forschung (Norman Lear Center an der Annenberg School for Communication)
  - ▶ Storylines produzieren für Film und TV, Unterstützung der Autoren mit Expertise

**NBC's "Parenthood" Tackles the Social Struggle of Aspergers**

Examining the life-long challenges of those with Aspergers Disorder



**Ford's Breast-Cancer Awareness Effort Gets New Role on '90210'**

Automaker's 'Warriors in Pink' Program Written Into CW Show



<http://123movies.to/>



<https://publichealth.wustl.edu/contagion-back-to-the-past/>

# Ausblick

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- | Serious Games, Mobile Apps, Virtual Reality erforschen
- | Indirekte Medienwirkungen beachten → Meinungsführer, soziales Umfeld, Peer-Groups
  
- | Fuchtappelle *können* unter bestimmten Bedingungen wirksam sein
  - ▶ nicht nur auf stark bedrohliche Botschaften fokussieren
  - ▶ auch Humor, Freude – und »warme« Emotionen → Fürsorge, social support beachten
  
- | Unterhaltungsangebote (stärker) untersuchen → Parasoziale Beziehungen zu Medienfiguren