

IMPACT OF GLOBAL HEALTH TOPICS IN US TELEVISION AND TRANSNATIONAL AUDIENCES

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Literature Review

Impact of Global Health Topics in U.S. Television on U.S. and Transnational Audiences

Background

Impact of Entertainment Education

Entertainment Education (EE) is defined as “the intentional placement of educational content in entertainment messages” (Singhal and Rogers, 2002; p. 117). Over the past several decades, EE strategies have contributed to population-level changes in knowledge, attitudes, and behaviors involving a variety of health and social issues. EE interventions rely on the core premise of Bandura’s Social Cognitive Theory, which posits that individuals are far more likely to mimic a behavior that they have seen being performed than one that was recommended but not demonstrated (2004). But not all models are equally effective. Successful EE relies on audience members’ sense of identification and connection¹ with characters depicted in a storyline. Research has shown that viewers are more likely to model their behavior(s) after characters with whom they: identify most strongly, aspire to become, like, feel as if they know and perceive to be similar to themselves (Bandura, 2002). Moreover, viewers tend to adopt behaviors that were rewarded, and avoid risky behaviors that led to negative consequences. The Cultivation Theory framework has also guided the research on EE studies in both the United States and abroad. In communication, cultivation occurs when people incorporate the images and portrayals of what they are exposed to into their understanding of the world around them (Gerbner, 1994). According to Gerbner, Gross, Morgan, Signorielli & Shanahan (1990) television is “a centralized system of storytelling” and is “the source of most broadly shared images and messages in history.”

Over the past 40 years, EE efforts in developing countries have addressed a wide array of social issues ranging from family planning and HIV/AIDS prevention to gender equality and domestic violence (de Fossard & Lande, 2008). These EE interventions have been deliberately designed to bring about specific outcomes and are most often co-produced with support from local governments or health agencies, and delivered via serial television, radio dramas, talk shows, and street theater formats (Singhal and Rogers, 1999). In developing nations, television and radio tend to be state-run and the media landscape remains relatively uncluttered, making it easier to capture the attention of a large percentage of the population. Numerous EE projects in countries as diverse as Mexico, India, Tanzania and South Africa have demonstrated the powerful impact of message-driven storylines on health outcomes (Singhal, Cody, Rogers & Sabido, 2004). Since the success of EE in the developing world is already well documented, the current report will focus instead on the evaluation of EE efforts in U.S.-produced television programming.

In the United States, there has been a recent resurgence of interest in EE. As Sherry (2002) argues, however, unlike Africa where the population has few media options, developed countries such as the United States are “media saturated” environments in which it is virtually impossible to control the amount and type of messages conveyed. In other words, given the plethora of content and channels it is far more difficult to gain the attention of a large percentage of the American viewing public. Furthermore, the media in many of the countries where EE has succeeded is government owned and operated. The privately owned U.S. networks on the other hand, are understandably concerned with their ratings and revenues. As a result, EE efforts within the United States have experienced their greatest success when integrated into existing commercially-produced television programs with familiar

¹ referred to as a parasocial relationship (Bandura, 1997)

characters that audiences already know and love. Such a feat is managed by sensitive outreach to scriptwriters, coordinated by a handful of academic, non-profit, and advocacy groups, as well as through cooperative agreements from the federal government and other funding sources. The model developed by Hollywood, Health & Society (HH&S), a program of the USC Annenberg Norman Lear Center works as follows: HH&S develops mutually respectful relationships with scriptwriters and producers of various top-ranking and/or health-related television shows. These scriptwriters voluntarily approach HH&S with health-related questions for storyline enrichment. HH&S, in turn, connects scriptwriters with leading health professionals who can provide accurate, timely answers to their health questions, as well as offer insight into additional public health topics. It is the hope, and often the case, that this information will be turned into poignant and memorable storylines capable of moving viewers' hearts, minds, and bodies to action (Beck, 2004). Despite having no control over the scriptwriters' final storyline, the HH&S model has nevertheless resulted in many exceptional TV health storylines through daytime and primetime dramas, primetime comedies, Spanish-language telenovelas and children's programming. HH&S, in partnership with the Centers for Disease Control and Prevention, also recognizes and rewards particularly effective televised portrayals of health-related issues in the annual Sentinel for Health Awards ceremony at the Writers Guild of America West.

Impact of U.S.-Produced EE on General Health Issues

Dozens of studies have demonstrated that accurate health storylines in U.S. television programs significantly increase knowledge, change attitudes (Brodie, Foehr, Rideout, Baer, Miller, Flournoy, & Altman, 2001; Freimuth, Linnan, & Potter, 2001; Cody, Wilkin, Murphy, Beck, Berkowitz, Huang, & Glik, 2006), dispel myths (Movius, Morgan, Cody, Huang, & Berkowitz, 2007), stimulate

The task of exposing and educating U.S. audiences to even a small subset of the health issues facing the developing world is daunting. Despite the rapid urbanization of many developing nations in the recent years, the majority of the world is still mired in poverty, and carries a disproportionate burden of disease and illness. For example, although there has been substantial progress in the prevention and treatment of HIV/AIDS in Africa, it remains the leading cause of death (UNAIDS, 2007). Almost 20 million children worldwide are severely malnourished, contributing to at least 30% of the deaths among children under the age of five (WHO, 2009). Moreover, between 14 and 17 million people living in developing countries die each year due to infectious diseases, such as malaria, tuberculosis and polio (WHO, 2004).

Heightening the awareness of U.S. audiences to these global health issues is critical for both humanitarian and practical purposes. With increased globalization, the constructs of 'the local' and 'the global' have become permeable and less distinct (Grewal & Kaplan, 1994; Tsing, 2000), inspiring the term "glocalization" to describe simultaneous processes of diffusion and appropriation (Robertson, 1992; Thompson & Zeynep, 2004). For instance, increased travel and foreign exchange of goods, which facilitate the spread of infectious diseases, have spurred governmental, educational and nonprofit entities to recognize the increasing degree of interdependence between domestic and global health (Institute of Medicine, 2009).

Emerging and re-emerging infectious diseases such as polio, microbial resistance to antibiotics, and HIV/AIDS, as well as entrenched social determinants of health, such as poverty and ethnic strife, along with new issues of global concern, including global warming, have been prominently featured in the U.S. media. Increased media prominence can be directly linked to increased public concern and action. Recent research found that the amount of coverage that a country received during the evening news was correlated with increased sympathy and support for that particular country. For example, in the U.S. an additional minute of nightly news coverage of the Asian tsunami was found to increase online donation levels to relief-oriented charities by 13 percent (Kenny, 2009). In short, highlighting global health issues U.S. entertainment and news media can literally change, and potentially save, many lives.

Transnational Impact of U.S.-Produced EE on Global Health Awareness

The reach of American television still dominates in the current expanding global economy. Syndicated network shows such as *24* (FOX) and *ER* (NBC) air in nearly 20 nation-states outside of the U.S., covering all major continents (FOX Research, 2005; NBC Research, 2005). More recently, the medical drama *House* (FOX) has become popular on the world stage. In 2008, *House* was syndicated to 66 countries and was seen by 82 million people (Kenny, 2009). American soap operas also have a huge following, with the most popular, *The Bold and the Beautiful* (CBS), reaching upwards of 350 million viewers across 110 countries (Kenny, 2009).

Despite the widespread reach and appeal of U.S.-produced programming, there is very little research on the effect of these shows on audiences outside of the United States. A preponderance of evidence suggests that a country's own EE is effective in changing knowledge, attitudes and behavioral intentions within its own boundaries. But how do U.S.-produced programs perform on a global scale? How are they received and interpreted beyond our borders?

In this paper, the use of the term 'transnational impact' describes the effect of U.S.-produced media on populations outside of the United States. Transnational processes refer to those that are

anchored in one or more countries but cross into a different country. This is distinct from the 'global' processes that are largely decentered from specific nations (Basch, Glick Schiller, & Szanton-Blanc as paraphrased in Kearney, 1995). The transnational process tends to be fluid and difficult to track, especially with respect to media. This is particularly true in the current era of online television viewership and other recent developments in new media. As a result, global viewers of U.S.-produced television become aware not only of events and experiences in other countries, but also how they are depicted by the U.S. media to the rest of the world (Fong, 2007).

Analyses of older television programs suggest that U.S.-produced programs have the potential to produce a worldwide impact. Shows like *Dallas*, *The Cosby Show* and *The Simpsons* have not only ranked among the most-watched shows in numerous foreign countries, they have contributed to a re-definition of cultural and racial barriers (Liebes & Katz, 1993; Havens, 2000; Gray, 2007). Examples such as these have led some to call for the increased production of global health storylines as well as official support of entertainment-driven interventions. Frustrated by the lack of educational campaigns about HIV/AIDS, one Nepalese physician argued that "unless, and until, international experts and organizations, such as WHO and United Nations AIDS (UNAIDS) vigorously promote the full use of television and cinema in education campaigns against HIV transmission, local governments and bureaucrats, particularly in developing countries, will not accept the importance of these media" (Bhattarai, 2000). In light of a growing body of evidence demonstrating that EE can both educate and influence audiences, multilateral organizations such as the United Nations have advocated for more EE globally.

Focus of This Review

This review responds to the need for increased viewer education and policy support around the funding of effective public health interventions overseas, particularly in Africa. The Bill & Melinda Gates Foundation provided funds to Hollywood, Health & Society to address global health disparities by using entertainment media to: 1) raise public awareness of global health issues; and 2) increase viewers' intention to support global health initiatives. It is expected that this program will generate greater public support for programs that reduce health disparities and disease burden in developing countries. It is further hoped that such support may educate key stakeholders and government officials, translating into change at the policy level.

The aims of this review are twofold. First, this review examines the existing body of literature on the impact of U.S.-produced entertainment television programs (daytime, primetime, or children's scripted shows) on U.S. audiences with respect to global health issues. Second, this study documents the impact evaluations of U.S.-produced global health storylines on global television audiences.

As mentioned previously, the impact of EE programs on key stakeholders and policy decisions is a priority of the HH&S global health initiative in EE funded by the Bill & Melinda Gates Foundation. Findings from this study will be used as a baseline comparison of progress achieved through HH&S's targeted global health outreach activities. The review will help to identify gaps in the EE literature pertaining to the global health context (U.S. awareness and transnational impact). The results will, furthermore, inform the HH&S strategy and research plan to effectively address these gaps in the future.

Methods

Inclusion and Exclusion Criteria

In order to establish a framework for this review of the relevant literature, the papers were restricted to publication dates between 1985 and 2009. Papers in academic peer-reviewed journals and book chapters were included, as well as conference proceedings that were accessible through national conference online archives. Papers were limited to empirical audience impact studies of U.S.-produced broadcast or cable television programs (dramas, comedies, daytime dramas, and children's programming). Studies focusing on media formats other than television, such as film, documentaries, the Internet, or theater, were excluded. Video series produced for non-commercial uses, such as the library of television miniseries co-produced by institutions such as The Center for Communication Programs at Johns Hopkins University (CCP/JHU), were also not included in the scope of this study.

Studies that were conducted with U.S. audiences were limited to those that focused on a global health topic. For the purposes of this paper, global health topics were restricted to those as defined by the Bill & Melinda Gates Foundation: HIV/AIDS, tuberculosis, malaria, polio, tobacco, maternal/child health, neglected tropical diseases, diarrheal diseases, global nutrition, and other diseases preventable by vaccinations (smallpox, measles). Studies conducted outside of the United States on the transnational impact of U.S.-produced television were restricted to any health topic.

Search Process

The search process involved several steps. The first step was a broad search using electronic library databases such as PubMed, PsycInfo, ERIC, Lexis Nexis and Google Scholar, using various keyword combinations: "entertainment education," "edutainment," "television," "mass media," "health education," "media advocacy." The names of individual global health topics and seminal EE scholars were also entered in conjunction with these search terms. Next, these terms were used to search through notable journals that have had feature articles in the area of EE, such as the *American Journal of Public Health*, *International Journal of Health Communication*, *Journal of Communication*, and *Communication Theory*. Other journals with the focus of global media included: *Global Media Journal*, *Glocal Times*, and *Journal of Global Mass Communication*. Non-peer reviewed studies were identified through conference proceedings from the American Public Health Association, International Communication Association, Entertainment Education Summit IV, and the National Communication Association Annual Meetings, as well as the online International Dissertation Abstracts Database. If the same study was published in two or more locations, only the most recent source was selected. Then a retrospective search was conducted using the reference sections of qualified articles and prospective search of articles that cited the qualified articles was performed. Finally, the search concluded with one final look into specific Web sites of well-known EE organizations, e.g., HH&S, JHU/CCP, CDC Health Marketing and The Drum Beat, to see if any additional studies would qualify.

The papers that qualified under our inclusion criteria were separated into two categories based on whether it evaluated 1) the impact of a U.S.-produced program on U.S. audiences or 2) the impact of a U.S.-produced program on an international audience. The papers that qualified under the first category were further filtered by topic, leaving only those that had a focus on global health topics as described above.

Results

More than 60 articles were reviewed, of which 19 qualified under one of the two selection criteria outlined above. Of the qualifying 20 studies, 14 were U.S. studies on the impact of global health topics on the U.S. audience. The remaining 5 studies were empirical studies that examined the impact

of U.S.-produced, scripted, entertainment television shows on a global audience. Studies that were reviewed but did not meet the criteria for inclusion are listed in Appendix A. Studies that did meet our inclusion criteria are described below.

Impact of Global Health Topics in U.S. Television

Table 1 (pgs. 10-13) summarizes the impact studies that evaluated effects of global health topics portrayed in U.S. entertainment TV programming on viewers in the U.S. These consisted of nine peer-reviewed journal articles, one conference proceeding, and four other non peer-reviewed publications. Topics covered in these studies included safe sex practices, HIV/AIDS, HIV/AIDS stigma, maternal-child transmission of HIV, bioterrorism, emergency preparedness and infectious diseases, HPV/cervical cancer, and emergency contraception (Figure 1).

Figure 1. Topics depicted in U.S.-produced global health EE studies

All ten of the studies that evaluated specific health storylines showed positive outcomes. These included decreased HIV/AIDS stigma, sexual activity, increased positive attitudes towards condoms and other contraceptives, increased information-seeking behaviors, and increased knowledge about HIV transmission, emergency preparedness response, HPV and smallpox vaccinations.

Four studies included here focused on television portrayals of HIV/AIDS, but only one of these (Kennedy et al., 2004) touched upon the global context of the epidemic (shaded in Table 1). In this storyline, a couple travels to Africa to adopt an orphan whose parents were killed by the disease. Two studies (Kennedy et al., 2007; Kaiser Family Foundation, 2004) evaluated storylines that resulted from the large scale Kaiser Family Foundation-Viacom media campaign: KNOW HIV/AIDS. Among many other Kaiser Family Foundation media studies on the effects of television on viewers, another study on a maternal-child HIV transmission storyline was included in this review (Kaiser Family Foundation, 2008).

Many studies have suggested an association between TV viewing and sexual beliefs and practices (Brown & Newcomer, 1991; Peterson, Moore & Furstenberg, 1991). In this review, five studies on this topic were included. Four of the five studies investigated the effects of teen exposure to television sexual content on their attitudes towards condom use, and likelihood of early sexual initiation. Three of the five studies examined the longitudinal effects by following teenage viewers over the course of one to three years to see if early exposure to sex content would predict actual sexual behavior or pregnancy experiences (Collins, 2003; Collins, 2004). One piece looked at .

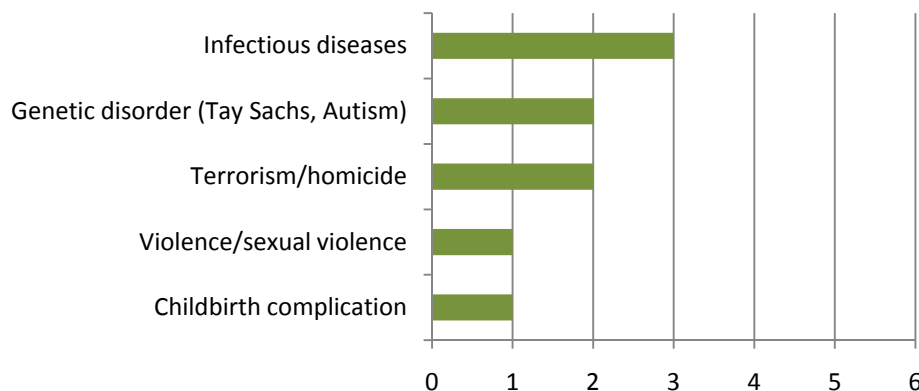
environment to examine immediate effects after watching varying doses of sexual content on three television programs (Farrar, 2006).

As noted earlier, the studies included in this review hardly cover the frequency with which global health related storylines have surfaced in primetime, daytime and other popular television formats. For instance, the UCLA Media Project documented over a dozen immunization storylines that aired on prominent television shows as a result of their persistent outreach through multiple entry points and levels within the entertainment industry (Glik, Berkanovic, Sonte, Ibarra, Jones, Rose, Schriebman, Gordon, Minassian, & Richardes, 1998). Another PBS production focused on the topic of global health and prevention of childhood diseases, funded in part by The Bill & Melinda Gates Foundation (Albinak, 2004). Audience-level effects of these productions were not investigated, and therefore were not considered in the tally for this paper.

Transnational Impact of U.S. television

The six qualifying studies that focused on the transnational impact of U.S.-produced television shows on a global audience are listed in Table 2 (pgs 13-14). These include three peer-reviewed academic journal articles, and two conference proceedings. Four of the five were studies on the impact of specific health storylines, and four of them were studies on storylines that were previously evaluated in the U.S. (shaded in Table 4). The topics that were covered among these five studies included HIV/AIDS, HIV/AIDS stigma, safe sex, bioterrorism and diet/exercise.

Figure 2. Topics depicted in U.S.-produced transnational EE studies



One study conducted in Botswana reported positive results in the reduction of HIV stigma (O'Leary, Kennedy, Pappas-DeLuca, Nkete, Beck, Galavotti, 2007). However, the remaining studies drew mixed conclusions. While the German studies on the shows *24* and *Lazytown* concluded that viewers had increased knowledge of the shows' core messages, they both found that the subject matter was more relevant to citizens of the United States (Both, 2006; Arendt, 2006). Two studies on HIV/AIDS (*The Bold and the Beautiful*) and safe sex (*Friends*) that were conducted in India found that the storylines portrayed were far removed from Indian reality such that Indian nationals were not receptive or trusting of the messages (Rogers, Singhal, & Thombre, 2004; Chitnis, Thombre, Rogers, Singhal, & Sengupta, 2006).

Several non-health related studies that did not qualify under the selection criteria are listed in Appendix A. These studies investigated the general impact of U.S.-produced television on viewers in

several countries, primarily to determine how U.S. television affected viewers' perceptions of American life and its impact on their local, traditional, and/or cultural values. Studies generally revealed that, despite viewers' disparate cross-cultural values and interpretations, increased viewing of U.S. television affected their perception of American culture and changed their attitudes towards their own traditional cultures and values. Despite their empirical evaluation of the global impact of U.S. entertainment television programming, these studies were not included in our sample due to the lack of focus on health topics.

Table 3: U.S. Impact of Global Health Topics in U.S.-Produced Television Shows

Study Reference	Topic	Media Source	Reach	Theory	Study Overview (design, sampling, N)	Outcomes
Peer-reviewed journal publication						
Kennedy, M.G., Beck, V. & Freimuth, V.S. (2007). Entertainment Education and HIV prevention. In T. Edgar, S.M. Noar, & V.S. Freimuth, (Eds), <i>Communication Perspectives on HIV/AIDS for the 21st Century</i> . Mahwah, NJ: Lawrence Erlbaum Associates.	HIV/AIDS, stigma	<i>Girlfriends</i>	<i>Girlfriends</i> : 14.8 million total viewers; 3.6 million African American viewers	Social Cognitive Theory	<i>Girlfriends</i> : Members of a web cohort from a prior study on HIV stigma were interviewed to assess the impact of this storyline on African American women, the primary audience of <i>Girlfriends</i> .	• <i>Girlfriends</i> viewers reported less “HIV victim-blaming,” or the tendency to believe that individuals who contracted AIDS through drugs or sex got what they deserved. Moreover, these viewers were more likely than non-viewers to consider having an HIV test, even after the effects of age and education were controlled statistically. • Audience was composed primarily of young, educated, African American women, a group with lower levels of HIV stigma than the general population at baseline, and thus less room for improvement.
Kennedy, M.G., O'Leary, A., Beck, V., Pollard, K., & Simpson, P. (2004). 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.	HIV/AIDS	<i>The Bold and the Beautiful</i>	5.7 million viewers	Social Cognitive Theory	Calls to the National STD and HIV Hotline were used to measure information-seeking behavior referred by Tony (the main character who has AIDS) on two national PSAs.	• After a highly dramatic episode, the CDC's 800-number for HIV-AIDS appeared onscreen. Subsequent calls represented the largest volume of calls that year (5,313 call attempts), dwarfing calls placed following spots 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.
Hennessy, M., Bleakley A., Fishbein M. and & Jordan, A. (2009). Estimating the longitudinal association between adolescent sexual behavior and exposure to sexual media content. <i>Journal of Sex Research</i> , 46, 1–11586-596.	Adolescent sexual behavior	TV, magazines, music and video games	n/a	Integrative Model of Behavioral Prediction (TRA/TPB, HBM)	Web-based survey of 506 adolescents (14-16 years of age) followed through a three year period. Respondents were recruited through print and radio advertisements, direct mail, and word-of-mouth.	• Hispanic and African American respondents showed declines of exposure to sexual media content over the 14-16 age range. • Varying degrees of exposure to sexual content was highly associated with changes in sexual behavior among White respondents only.
Chandra, A, Martino, S.C., Collins, R.L., Elliott, M.N., Berry, S.H., Kanouse, D.E., & Miu, A. (2008). Does watching sex on television predict teen pregnancy? Findings from a national longitudinal survey of youth. <i>Pediatrics</i> , 122(5), 1047-1054.	Teen pregnancy	n/a	n/a	Social Cognitive Theory	A national longitudinal survey was administered via telephone to teens (12-17 y/o) in 2001, then repeated 1 and 3 years later. The sample was drawn from a commercially purchased list of households with an oversampling of minorities.	• Exposure to sexual content on television predicted teen pregnancy, with adjustment for all covariates. • Teens who were exposed to high levels of televised sexual content (90th percentile) were twice as likely to experience a pregnancy in the subsequent 3 years, compared with those with lower levels of exposure (10th percentile).

Farrar, K.M. (2006). Sexual intercourse on television: Do safe sex messages matter? <i>Journal of Broadcasting & Electronic Media</i> , 50(4), 635-650.	Safe sex; condom use	Party of Five, Felicity, Popular and Beverly Hills 90210	n/a	Social Cognitive Theory; Information Processing	188 undergraduate students were randomly assigned to one of three television viewing conditions (depicting sexual intercourse using condoms, sexual intercourse without using condoms, and no sexual content depicted). Participants in each condition viewed 3, hour-long dramas over a 7-day period, and took a pretest survey immediately prior to their first viewing session and a posttest survey at the conclusion of their final viewing session, as well as a brief survey after each viewing.	• Women who saw the programs featuring condoms had more positive attitudes about condom use than women in the other two conditions; no such findings emerged for men. • Participants' behavioral intentions to engage in safe sex were unaffected.
Collins, R.L., Elliott, M.N., Berry, S.H., Kanouse, D.E., Kunkel, D., Hunter, S.B., Miu, A. (2004). Watching sex on television predicts adolescent initiation of sexual behavior. <i>Pediatrics</i> , 114(3), e280-e289.	Adolescent sexual behavior	n/a	n/a		National longitudinal survey administered to 1792 adolescents (12-17 years old) at baseline and 1 year later. TV viewing data were combined with the results of a scientific analysis of TV sexual content to derive measures of exposure to sexual content, depictions of sexual risks or safety, and depictions of sexual behavior (versus talk about sex but no behavior).	• Adolescents who viewed more sexual content at baseline were more likely to initiate intercourse and progress to more advanced sexual activities within one year. • Youths in the 90th percentile of TV sex viewing were twice as likely to initiate sex than those in the 10th percentile • Exposure to talk about sex was associated with the same risks as exposure to depictions of sexual behavior. • African American youths who watched more depictions of sexual risks or safe sexual practices were less likely to initiate intercourse in the subsequent year.
Collins, R., Elliott, M., Berry, S., Kanouse, D. and Hunter, S. (2003). Entertainment television as a healthy sex educator: The impact of condom-efficacy information in an episode of <i>Friends</i> . <i>Pediatrics</i> , 112, 1115-1121.	Condom efficacy; safe sex	<i>Friends</i>	n/a	Social Cognitive Theory	Phone survey of 506 teens (12-17 years old) who were regular viewers of <i>Friends</i> . Survey conducted shortly after episode on condom failure resulting in pregnancy.	• 47% of those who discussed the episode with an adult recalled the message that condoms are at least 95% effective. • Teens who watched with an adult were twice as likely to say they learned something new about condoms from the episode (38% vs. 15%), and twice as likely (40% vs. 20%) to recall that condoms were 95-100% effective. • A 6-month follow-up survey found teens who watched the episode were more likely to rate condoms as 95-100% effective than teens who did not view the episode (30% vs. 18%).

Brodie, M., Foehr, U., Rideout, V., Baer, N., Miler, C., Flournoy, R. & Altman, D. (2001). Communicating health information through the entertainment media. <i>Health Affairs</i> , 20, 192-199.	Emergency contra-ception;	<i>ER</i>	34 million viewers	Cultivation theory	National, random, cross-sectional sample of 400, 305 and 400 regular <i>ER</i> viewers surveyed via telephone before, immediately after, and 3 months after airdate of episode in question. Its storyline features a date rape victim who learns that a heavy dose of regular birth control pills within three days of unprotected sex can reduce the chance of becoming pregnant by 75%.	• Seventeen percent increase in awareness of contraceptive pill's potential immediately following the airing of the episode (50% to 67%), followed by a reversion to 50% two months after. • Messages need to be ongoing to sustain knowledge and retain information.
Brodie, M., Foehr, U., Rideout, V., Baer, N., Miler, C., Flournoy, R. & Altman, D. (2001). Communicating health information through the entertainment media. <i>Health Affairs</i> , 20, 192-199.	HPV and cervical cancer	<i>ER</i>	n/a	Cultivation theory	300-500 regular <i>ER</i> viewers were surveyed before and after the airing of this episode.	• Percent of regular <i>ER</i> viewers who knew about HPV increased from 9% to 28% one week following the episode. • Six weeks after the <i>ER</i> episode, the percentage dropped to 16%, resulting in a net 7% increase in knowledge.

Conference Paper/Unpublished

Scales, M., Hether, H.J., Huang, G., Berkowitz, M.S., Beck, V. & Freimuth, V. (under review). Evaluating primetime TV show about public health investigations: content, impact and audience mix. <i>Journal of Health and Mass Media</i> .	Infectious diseases and emergency preparedness response	<i>Medical Investigation</i>	11.8 million (at its peak) 6.9 (low)	Social Cognitive Theory, Uses and Gratifications, and Cultivation Theory	Viewer survey linked on the <i>Medical Investigation</i> web site to assess audience impact of episodes. Content analysis of 2005 episodes conducted. Viewer information-seeking behaviors by posting direct links from the show's home page to dedicated pages on CDC and NIH web sites. Links on these pages were updated weekly on topics presented in each episode.	• After watching the program, respondents were more likely to: follow recommendations of a medical or public health expert during a disease outbreak (61%); wash their hands regularly (57%); and be careful about foods/drinks they consumed (45%). • Peak traffic to topic-specific <i>CDC Medical Investigation</i> web pages coincided with airing of the program on Friday evenings.
Harvard School of Public Health. (2002, 13 June). <i>After 'ER' smallpox episode, fewer 'ER' viewers report they would go to emergency room if they had symptoms of the disease</i> . Retrieved from http://www.hsph.harvard.edu/news/press-releases/2002-releases/press06132002.html	Smallpox; infectious disease outbreak	<i>ER</i>	27.5 million	n/a	Cross-sectional phone survey of regular <i>ER</i> viewers conducted before (n=261) and after (n=146) storyline aired.	• Increase in knowledge about treatment with smallpox vaccine to prevent the disease after exposure (39% vs. 57%). • Significant drop in intention to go to an ER if one suspected they had been exposed to smallpox (71% vs. 59%).

Table 4: Transnational Impact of Health Topics in U.S.-Produced Television Shows

Study Reference	Topic	Media Source	Location (Reach)	Theory	Study Overview (design, sampling, N)	Outcomes
Peer-reviewed journal publication						
O'Leary, A., Kennedy, M., Pappas-DeLuca, K.A., Nkete, M., Beck, V., Galavotti, C. (2007) Association between exposure to an HIV story line in <i>The Bold & the Beautiful</i> and HIV-related stigma in Botswana. <i>AIDS Education and Prevention</i> , 19(3), 209-217.	HIV stigma	Soap opera (<i>The Bold and the Beautiful</i>)	Botswana	Social Cognitive Theory (mentioned)	Interviews conducted with 419 respondents with regular access to TV, aged 15–49 years. Drawn from the Makgabaneng Radio Serial Drama Listenership Survey (n=807), a population-based survey conducted in 2003	• HIV stigma decreased among viewers of <i>The Bold & the Beautiful</i> after watching this storyline • Viewers held significantly less stigmatizing beliefs compared with non-viewers with TV access.
Chitnis, K., Thombre, A., Rogers, E.M., Singhal, A., & Sengupta, A. (2006). (Dis)similar readings: Indian and American audiences' interpretation of <i>Friends</i> . <i>International Communication</i>	safe sex	Friends	U.S./India [51 million U.S. viewers; over 30 million]	Olson's Narrative Transparency Theory	Compares Indian and American audiences' interpretations of the Hollywood sitcom <i>Friends</i> . Thirty-seven regular viewers of <i>Friends</i> in India and 35 from the U.S. were interviewed personally and in focus groups.	• Indian viewers questioned the truth-value of the show's content, and rejected the safe sex message discussed in the episode. • The American audience found <i>Friends</i> overly exaggerated, but found safe sex and sexuality messages more culturally proximate than Indian

Gazette, 68, 131-145. (above study also referenced in Singhal, Chitnis and Sengupta (2005).			internation ally]			viewers.
Rogers, E., Singhal, A., & Thombre, A. (2004) Indian audience interpretation of health-related content in <i>The Bold & The Beautiful</i> . <i>Gazette: The International Journal for Communication Studies</i> , 66(5), 437-458.	HIV/AIDS	Soap opera (Bold & Beautiful)	U.S. & India[350 million people in ~11- countries]	Cultivation (mentioned)	Interpretations of the television health content were solicited through six focus groups and 17 in-depth personal interviews. Concepts including sexual openness, female assertiveness, female and male beauty, social acceptance of HIV patients, and HIV treatment (anti-retroviral drugs) were addressed. The storyline's influence on attitudes and behaviors was also assessed.	- Indian viewers felt that Tony's HIV showed an ideal situation regarding HIV/AIDS but one that was far removed from Indian reality; the acceptance of an HIV-positive person was unrealistic. - Indian viewers felt that HIV treatment-related messages about anti-retroviral drugs (their high cost and side-effects) should have been provided. - Indian viewers stated that adoption would not have been an option for Indian couples. - Majority of respondents felt that people in India would not feel comfortable discussing their HIV status with an unknown person over the telephone.
Conference Paper/Unpublished Manuscript						
Both, A. (2006). <i>Preventive risk communication on bioterrorism -- American entertainment education programs in Germany II: The case of "24."</i> Paper presented at the 56 th International Communication Association Annual Conference, Dresden, Germany.	bioterrorism	24	Germany	n/a	This paper presents results from an online survey (n=2580) among regular 24 viewers of the German broadcast. A subgroup comparison of interviewees contacted before vs. after the transmission of the crucial episodes	- Core messages of the storyline (dangers of infection, quarantine restrictions, communication in the crisis, etc.) were more familiar to persons in the post-transmission group. - Results showed the effectiveness of learning from entertainment, although the impact on individual's own lives was negligible. - German viewers who saw the storyline felt they could not relate to the bioterrorism threat; they felt the storyline should have more impact on U.S. audiences since it featured a bioterrorism situation in a hotel in Los Angeles.
Arendt, K. (2006). <i>Promoting healthy food and exercising for children -- American entertainment education programs in Germany I: The case of "Lazytown."</i> Paper presented at the 56th International Communication Association Annual Conference, Dresden, Germany.	obesity/ diet/ exercise	Lazytown	Germany	n/a	The show <i>Lazytown</i> (Iceland/U.S.A 2004) was produced to convey positive messages and role models, and was broadcast in Germany in summer 2005. The multimethod empirical design included in-depth interviews, group discussions and a prolonged-exposure experimental testing of key concepts.	- Results indicated that German children were able to retrieve the pro-social messages embedded in the program to a high degree, and that TV was suitable for sensitizing the individuals within the target audience concerning food and exercising issues. - The impact on the actual behavior of participants, however, was small and not sustained.

Discussion

The findings of this literature review reveal a total of 19 citations in the literature on EE's transnational impact and domestic impact on viewers regarding global health topics. However, none referenced EE's impact on global health policy in any context. This literature review illustrates the range of health topics, methodological approaches and findings that research on U.S.-produced EE has dealt with in recent years. We deliberately limited our focus to reviewing studies that looked at either U.S. audiences' perceptions of global health issues (e.g., U.S. viewers' awareness of HIV/AIDS in sub-Saharan Africa) or foreign audiences' perceptions of U.S. health issues (e.g., a Chinese citizen's take on U.S. policies regarding the avian flu). Below we discuss our findings, identify gaps in the existing research and suggest directions for future inquiry.

In the United States, there is an obvious dearth of studies on the impact of global health topics portrayed in U.S. television. Indeed, our review found only 14 such studies, half of which were on topics related to sexual practices, such as teen pregnancy, condom use and emergency contraception. The underlying cause for this low number of studies is twofold. First, in order for U.S. television shows to educate and inform viewers about global health topics, the writers and producers of these television shows must take an active interest in these topics and incorporate them into major storylines. But storylines dealing with the health of those living outside our borders in U.S.-produced programming are extremely rare. For instance, a content analysis of the 10 most popular General Audience shows for U.S. audiences in the spring U.S. television season (January to May) 2009, identified only nine global health storylines out of 403 total health storylines (HH&S Television Monitoring, 2009). Moreover, when global health storylines do appear, they are often only a minor subplot in a single episode (e.g., a man brings back a rare intestinal disease from his travels). This brings us to the second reason for the paucity of research. Given the relative scarcity of global health storylines in popular U.S. programs and the fact that when they do appear they tend to be minor storylines, it is not surprising that little research has examined the impact of these storylines. Health storylines without global health content fare much better on both fronts, appearing more frequently and receiving more research attention. For example, a content analysis of three seasons (2004-2006) of prime time's 10 top-ranking scripted shows revealed that six out of ten episodes (59%) had at least one health storyline, and most of those storylines provided strong (32%) or moderate (29%) educational content. The typical episode in the analysis averaged about one and a half health storylines, suggesting that millions of U.S. television viewers are regularly exposed to general health content (Murphy & Hether, 2008).

Studies that examine the impact of U.S.-produced television shows on international audiences are likewise scarce – our review of the existing literature revealed only five. Here, however, the lack of research cannot be blamed on a shortage of U.S.-produced content being consumed by foreign audiences. As previously noted, U.S. programs constitute a major component of the world's popular media diet (Biltereyst, 2002; Kenny, 2009). The scarcity of research on the impact of U.S.-produced programs represents a clear direction for future research. Religious and political leaders often decry the negative impact that U.S. entertainment imports are having on their population. Far less attention has been focused on the potential positive influences that U.S. programming could provide.

Indeed, there has been much debate regarding the Western media's (specifically the U.S. media's) impact on the world. Papers and books have been written about the global phenomenon of *Dallas* (Ang, 2008; Liebes & Katz, 1993), U.S. daytime dramas (Miller, 1995; Tager, 2004), sitcoms (Havens, 2000; Fuller, 1992) and American satirical animations such as *The Simpsons* (Gray, 2007). In most cases, scholars did not directly assess whether cultural imperialism actually occurred, or whether

the imported television programs had any measurable effects on viewers (Singhal, 2004). The studies that have been conducted show mixed effects, which can be attributed to differences or similarities in cultural values, social norms, or other secular factors such as political movements, economic shifts and the global ethnoscape, all of which affect how America and its actions are perceived. Other studies have revealed both positive and

Future directions

This literature review indicates the promise of EE not only as a vehicle for changing health-related attitudes, beliefs and behaviors on a global scale, but also as a vehicle for policy change. The more audiences know and care about global health topics, the more likely they will be to support global health initiatives and funding on the government policy level. Yet our findings illuminate the paucity of existing research on this topic, which is due at least partly to the limited number of U.S. television shows incorporating global health topics into their storylines. Thus, an obvious starting point for these efforts is to develop research that examines the effects of global health storylines on viewers both in the U.S. and elsewhere, keeping in mind the link between an educated public and the priorities of its elected representatives.

In order to promote global health awareness in the U.S., the following action steps are necessary:

1. Continue collaboration with Hollywood's television industry to incorporate timely and relevant global health topics in their storylines.
2. Expand entertainment education efforts to include field trips to the developing world for writers and producers of strategically significant television shows.
3. Expand outreach to writers and producers of new media programming to cross-promote key messages in a wide range of genres, programs and media channels for comprehensive and integrated multi-platform messaging on global health.
4. Develop a global health outreach strategy specific to reality TV programming.
5. Consider dose-response effects of small yet interspersed messages and/or portrayals that incorporate global health themes over the course of a set amount of time. This could take shape as a comparison study of several episodes with global health content, even short dialogues or brief mentions that do not necessarily rise up to the level of a major or minor storyline.
6. Couple the above with content analyses of messages to see how the differences in content or message delivery are reflected in the impact they have on their audience.

In order to establish the transnational impact of U.S.-produced television on a global audience, the field calls for researchers to:

1. Investigate the comparative impacts of U.S.-produced television and locally-produced EE programs in other countries; and the glocalizability of the associated media formats.
2. Elucidate topics and types of messaging that may be more culturally appropriate and/or acceptable to cross-cultural audiences.
3. Replicate U.S.-based studies to evaluate global impact of shows syndicated to other countries.
4. Initiate discourse on the globalization of U.S. media with respect to cultural/media imperialism, cultivation and narrative transparency theories. Special attention should be paid to distinguishing between the globalization of general media versus media with positive (i.e., health) content.
5. Increase emphasis on theory-based studies to elucidate specific storyline components and/or storytelling devices amenable to a global audience. Though in some circumstances the storyline content may be regarded as irrelevant or unrealistic to the local culture and way of life, viewership may nevertheless spur interpersonal conversations, even on topics deemed taboo or inappropriate.
6. Move beyond individual-level change to group or community-level shifts in social mores over time (Singhal, 2002).

7. Conduct a research agenda-setting conference to convene scholars in the field of entertainment education, communication, political science, foreign policy, anthropology, cultural and international media studies (Murphy & Cody, 2003; McCombs and Shaw, 1972).

Entertainment Education leads to public awareness, which in turn, informs diverse policy makers. This increased public awareness among U.S. viewers regarding global health issues should also lead to increased support for the funding of global public health programs to assist developing countries. A similar cycle of events should occur among viewers of U.S.-produced television shows in other donor countries, such as Japan and various European states, as well. Ultimately, careful and targeted research on the impact of Entertainment Education around global health topics can play a significant role in bringing improved public health to people in need, worldwide.

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Appendix A: Excluded Studies – Global health topics (genres other than scripted television)

TITLE & AUTHOR(S)	MEDIA DISCUSSED	COUNTRY & HEALTH TOPICS HIGHLIGHTED	IMPACT/FINDINGS
Abdulrahi, M.A., Al-Kandari, A.A.J., & Hasanen, M. (2009). The influence of American television programs on university students in Kuwait: A synthesis. <i>European Journal of American Culture</i> , 28(1), 57-74.	U.S. television	American liberal values; gender roles Kuwait	Synthesis of media gratification and cultivation perspectives to investigate the influence of American television programs on endorsement of equal gender roles and liberal attitudes to life in Kuwait. Survey sample included 364 university students. • Presentation quality, utility, transcultural knowledge and information about American popular culture were the four areas hypothesized to affect perceptions. • Only the perception of utility predicted the development of a liberal outlook on life; perception of utility did not predict approval of equal gender roles. • Viewers of large amounts of American television were more likely to endorse equal gender roles and a liberal outlook on life.
Anselm, L. (2003). Role of global media use on adolescent development in South Africa. Paper contributed to the 53 rd Annual Conference of the International Communication Association, San Diego, CA.	TV broadcast in South Africa (predominantly U.S.-produced shows)	Adolescent development, exploration of cultural heritage, image of U.S.; South Africa	The results showed a significant relationship between the exploration of one's own cultural heritage and the advancement of autonomy and socialization tasks through media use. Furthermore, the increased use of television—dominated by U.S.-produced programs in South Africa—was associated with increased perception that the U.S. culture was representative of the world.
Beadle, ME. (2003). The influence of television and media use on Argentines about perceptions of the United States. In M.G. Elasmr, (Ed.), <i>The Impact of International Television: A Paradigm Shift</i> (pp. 57-76). Mahwah, NJ: Lawrence Erlbaum Associates.	U.S. television	Perceptions of U.S. lifestyle U.S. television Argentina	In the summer and fall of 1997, the researcher contacted numerous businesses (n=316) in Buenos Aires to gain their co-operation to participate in this study. Results suggest that personal contact is important in dispelling inaccurate perceptions about personal qualities of foreigners and may be more influential than exposure to U.S. media for adults.
Bertrand, J., O'Reilly, K., Denison, J., Anhang, R., & Sweat, M. (2006) Systematic review of the effectiveness of mass communication programs to change HIV/AIDS-related behaviors in developing countries. <i>Health Education Research</i> , 21(4), 567-597.	TV, variety shows, soap operas, music videos, films	Media effects on HIV/AIDS related behavior in developing countries	Mass media had a positive impact on knowledge of HIV transmission and reduction in high-risk sexual behavior in 2 of the 7 outcomes.

Brodie, M., Hamel, E., Brady, L.A., Kates, J., Altman, D.E. (2004). AIDS at 21: Media coverage of the HIV epidemic, 1981-2002. Supplement to the <i>Columbia Journalism Review</i> , March/April, 1-9.	TV and print news sources	U.S.; HIV/AIDS epidemic	Analyzed <i>The New York Times</i> , <i>The Wall Street Journal</i> , <i>The Washington Post</i> , <i>U.S.A Today</i> , <i>The Los Angeles Times</i> , <i>The Miami Herald</i> , and the <i>San Francisco Chronicle</i> . Found decline in the total number of HIV/AIDS stories over time. This decline coincided with a change in the nature of the HIV/AIDS epidemic in the U.S. from an absolute death sentence to a chronic disease that more people live with and manage day to day. The decrease also coincides with increased consumer education in recent years.
Clayton, J. & Butler, D. (2004). The long and winding road. <i>Nature</i> , 430(7002), p. 937.	Documentary film	Kenya: malaria	Director Kevin Hull helped to develop a health structure focused on malaria.
Creel, A., & Franca-Koh, A. (2008). <i>Involving vulnerable populations in message design/implementation: Participatory community theater to address HIV in Honduras</i> . Paper contributed to the 58 th Annual Conference of the International Communication Association, Montreal, Quebec, Canada.	Community theater	Honduras; HIV/AIDS	Among both Garífuna youth and men who have sex with men there were significant changes in number of ways mentioned to prevent HIV transmission, knowledge of where to get HIV testing, condom knowledge, and behavioral intentions. There were no significant changes in perceived risk or sexual self-efficacy. Participatory community theater may be an effective means of involving vulnerable populations in HIV prevention.
Farrell, K.P. (2006). HIV on TV: Conversations with young gay men. <i>Sexualities</i> , 9(2), 193-213.	<i>Queer as Folk</i>	United States	Focus group conversations revealed what young men thought about the 'safe sex' messages. They perceived the TV show to allay their fears and misunderstandings about HIV, in general. The study helped to gain a better understanding of how gay audiences may consume HIV related stories and incorporate them into their own lives.
Fedunki, M. (2003). Malaria films: Motion pictures as a public health tool. <i>American Journal of Public Health</i> , 93(7), 1046-1057.	Public health films	U.S.: Malaria	The film provided a unique record of preventive measures, clinical techniques, and sociocultural biases regarding malaria in the context of its historical challenge to public health.
Galavotti, C., et al. (2001) Modeling and Reinforcement to Combat HIV: The MARCH approach to behavior change. <i>American Journal of P.H.</i> Volume 91, Issue 10. Geary, C.W., Burke, H.M., Castelnuovo, L., Neupane, S., Sall, Y.B., & Wong E. (2007). Exposure to MTV's global HIV prevention campaign in Kathmandu, Nepal; Sao Paulo, Brazil; and Dakar, Senegal. <i>Aids Education and Prevention</i> , 19(1), 36-50.	Long-running serialized dramas Music TV	Africa, India: Global HIV/AIDS Kathmandu, Nepal; Sao Paulo, Brazil; and Dakar,	Media is one of the two main mechanisms to change behavioral interventions for HIV/AIDS prevention. They are most effective when they are personalized and affectively compelling, and when desired behaviors are modeled and linked to social and cultural narratives.

L., Neupane, S., Sall,Y.,B., Wong, E., & Tucker, H.T. (2007). MTV's "staying alive" global campaign promoted interpersonal communication about HIV and positive beliefs about HIV prevention. <i>AIDS Education & Prevention</i> , 19(1), 51-67.		Senegal	influenced young people's beliefs about HIV prevention in a positive way; positive impact on social norms.
Geary, C., Burke, H., Neupane, S., Castelnau, L., & Brown, J. (2006) Does MTV reach an appropriate audience for HIV prevention messages? Evidence from MTV viewership data in Nepal and Brazil. <i>Journal of Health Communication</i> , 11, 665-681.	Music TV (MTV)	U.S.: HIV prevention	MTV viewing was associated with positive attitudes toward HIV prevention behaviors.
Goldstein, S., Usdin, S., Scheepers, E., & Japhet, G. (2005) Communicating HIV and AIDS, What works? A report on the impact evaluation of Soul City's Fourth Series. <i>Journal of Health Communication</i> , 10, 465-483.	TV, radio & print; prime time TV, radio drama & print media	South Africa: reducing stigma & informing public of their rights for services, prevention and treatment of AIDS/HIV	Communication plays an important role in the control of disease, particularly in social and behavioral factors in HIV/AIDS epidemic; multimedia approach increased success.
Greppi, M. (2007). On the bright side. <i>Television Week</i> , 26(43), 7.	Books	Vitiligo & Malaria	Personal memoir discussing a non-contagious, non-life-threatening disease that is thought to be an autoimmune disorder & beating malaria.
Gurman, TA & Underwood C. (2008). Using media to address adolescent sexual health: lessons learned abroad. In J.D. Brown (Ed.), <i>Managing the media monster: The influence of media (from television to text messages) on teen sexual behavior and attitudes</i> (pp. 40-83). Washington, D.C.: National Campaign to Prevent Teen and Unplanned Pregnancy.	Twenty-five international/co-produced TV programs, PSAs, concerts, music videos, radio spots, print materials in 19 countries.	Reproductive health;	A majority of the international interventions (16 of the 25) reported some level of positive behavior change. Behavioral outcomes included talking with others about reproductive health matters, visiting a health care facility for reproductive health care services, or changing specific sexual behaviors. Nine of the interventions increased discussions of sexual health matters with others, the most commonly measured behavioral outcome.
Jain, P. & Hazen, M. D. (2007). <i>Television viewing and its relationship to changing values in Indian youth</i> . Paper presented at the 57 th Annual Meeting of the International Communication Association, San Francisco, CA.	General TV viewing in India	Values	This study tried to establish the correlation between the change in media and the altering attitudes through the use of survey research. Web-based survey questionnaire was administered to people in different age groups residing in India. Mall-intercept sampling technique was tweaked to work in online setting.
Kalliny, M., & Gentry, L. (2007) Cultural values reflected in Arab and American television	TV commercials	Egypt, Kuwait, Lebanon, Saudi	Similarities were discovered between U.S. and Arab TV advertising content and appeal; standardization versus adaptation of international advertising.

advertising. <i>Journal of Current Issues and Research in Advertising</i> , 29(1), 15-32.		Arabia, United Arab Emirates, & U.S.	
Kang, J.G. & Morgan, M. (1988). Culture clash: Impact of U.S. television in Korea. <i>Journalism Quarterly</i> , 65, 431-438.	<i>The Tonight Show, Hee Haw, Three's Company, M*A*S*H, The Love Boat, Dallas</i> , and others.	Traditional cultural values; Korea	Self-administered questionnaire administered to 226 Korean college students to examine possible tensions between Western and traditional Korean values in two key cultural areas: marriage and family, and sex-role attitudes. • Korean females who were heavy AFKN (English-language TV station) viewers were far more likely than their male counterparts to endorse non-traditional Korean viewpoints regarding roles, norms, and values. • Greater AFKN viewing among males heightened a protective attitude toward Korean culture. These males were more likely to favor the Korean over the American family system and fear that Western culture might "reduce Korea's cultural uniqueness."
Kehr, D. (2006, November 5). Seasonal cheer and its antidote. <i>New York Times</i> , pp. 35-45.	Film "As the Call, So the Echo"	U.S. & Vietnam: malaria	Documents an American doctor moves to Vietnam to help malaria-stricken communities.
Lee, J. (2007) The educational impact of Sisimpur: Results of an experimental study of children's learning. International Communication Association.	<i>Sesame Street</i> ; Bangladesh	knowledge, skills, education	Pre-school aged children (4-6 years) demonstrated improvement in vocabulary skills, counting ability, cognitive skills, and cultural knowledge and life skills
Mekemson, C. & Glantz, S. (2002) How the tobacco industry built its relationship with Hollywood. <i>Tobacco Control</i> , 11, i81-i91.	Film	U.S.: cigarette smoking	Tobacco industry knows importance of product placement. Most strong and positive images of smoking in motion pictures created in film and increased in 1990s.
Miller, D. (1995). The consumption of soap opera: <i>The Young and the Restless</i> and mass consumption in Trinidad. In R.C. Allen (Ed.), <i>To Be Continued...Soap Opera Around the World</i> (pp. 213-233). London: Routledge.	<i>The Young and the Restless</i>	<i>Ethnographic study</i> Trinidad	The audience in Trinidad perceived the American soap opera to portray the realism of human nature, such as the processes by which individuals are thrown off course or driven to extreme actions by sexual desire.
Olivier, B. (2007). Pseudo-Communication and the Return of the Sophist: Thank You for Smoking, at First Sight. <i>Communication Volume</i> , 33(2), 45-62.	Film (Thank You for Smoking)	South Africa: persuasive communication	Respondents believed that the film exemplified unambiguous clear communication of the truth.
Pappas, G., Seitaridis, S., Akritidis, E.T. (2003) Infectious diseases in cinema: Virus hunters and killer microbes. <i>Clinical Infectious Diseases: An Official Publication of the Infectious Diseases Society of America</i> , 37(7), 939-942.	Cinema	Greece & U.S.: infectious disease, bioterrorism, epidemics	Cinema focuses on dangers of outbreaks and unknown agents causing misperceptions of epidemics.

Phekoo, C.A.I, Driscoll, P.D., & Salwen, M.B. (1996). U.S. television viewing in Trinidad: Cultural consequences on adolescents. <i>International Communication Gazette</i> , 57(2), 97-110.	U.S. television	liberal social values; American cultural views; Trinidad	Use of survey and in-depth interviews to assess impact of U.S. television programming exposure and cultivation indicators among 418 Trinidadian high school students indicated that television viewing was related to liberal social values concerning relationships, family, and authority. On the other hand, television viewing was not related to cultural knowledge and estimations of Americans' material wealth.
Sanchez, J.E., Sanchez, E., & Marcos, M.L. (2007) Antiviral, antifungal and antiprotozoal agents in the cinema. Revista espanola de quimioterapia: publicacion oficial de la Sociedad Espanola de Quimioterapia , 20(1), 106-111.	Commercial cinema	Spain: Antiviral, antifungal and antiprotozoal agents	The study analyzed the presence of these agents when mentioned in passing and in major roles in film. Addresses historical portrayal of agents in film and list appearances.
Sanchez, J.E., Sanchez, E., & Marcos, M.L. (2006) Antibacterial agents in the cinema. Revista espanola de quimioterapia: publicacion oficial de la Sociedad Espanola de Quimioterapia , 19(4), 397-402.	Commercial cinema	Spain: antibacterial agents	Some films accurately portray the use and misuse of antibacterial agents. A few films inadequately portray these drugs.
Sargent, J., Tickle, J., Beach, M., Ahrens, M., & Heatherton, T. (2001) Brand appearances in contemporary cinema films and contribution to global marketing of cigarettes. <i>Lancet</i> , 357, 29-32.	Top U.S. box office films from 1988-1997	U.S. & the globe: cigarette-smoking & tobacco	Actor endorsement and most highly advertised cigarette brands account for most brand appearances suggesting advertising motive.
Schaffer, A. (2006) Historians resurrect 'Cartoon Medicine' for a new generation. <i>New York Times</i> , 156(53770), F5-F8.	Cartoons/ animated public health films	U.S.: personal hygiene, malaria prevention, cancer detection, tuberculosis screening and safe use of X-rays	Animated public health films designed for the military were found to be a unique way to persuade and educate people.
Tager, M. (1997) Identification and interpretation: <i>The Bold & the Beautiful</i> and the urban black viewers in Kwazulu-Natal. <i>Critical Arts Journal</i> , 11, 95-120.	<i>The Bold & the Beautiful</i>	Meanings and socio-cultural factors; South Africa	20 black urban viewers of <i>The Bold and the Beautiful</i> were interviewed. Findings suggest that social and cultural factors largely influence the interpretations of the messages and program content and how they are internalized.

Tager, M. (2004). Soap opera viewing in a communal context: An ethnographic examination of the viewing experiences of black Zulu-speaking students living in university residences. <i>Communicare</i> , 23(2), 1-20.	Soap operas (<i>The Bold and the Beautiful</i> , <i>Generations</i>)	TV consumption in communal environ; South Africa	One-on-one interviews were conducted with 40 students, 20 male and 20 female. Examined nature of the viewing patterns, motivations, involvement and parasocial relationships from both soap operas - compared with audience studies elsewhere in the world. • Students watch in groups and not alone. Watching <i>Generations</i> and <i>The Bold and the Beautiful</i> is a social activity, not motivated by loneliness or isolation. • Students had a tendency to be more critical of <i>Generations</i> than of <i>The Bold and the Beautiful</i>.
Tan, A.S. & Tan, G.K. (1987). American television in the Philippines: A test of cultural impact. <i>Journalism Quarterly</i> , 64(1), 65-72, 144. (Similar studies were conducted in Thailand (Tan & Tan, 1988), Taiwan and Mexico (Tan, Li & Simpson, 1986).	<i>Different Strokes</i> , <i>The Price Is Right</i> , <i>Battlestar Galactica</i> , <i>The Incredible Hulk</i> , and <i>Solid Gold</i>	Cultural values; Philippines	Convenience sample of 225 seniors in three Philippine high schools. Panel of 36 heavy viewers rated the degree to which cultural values were emphasized in top rated American shows. • Frequent viewing of American television was related to some erosion of traditional Filipino values. • Frequent viewers were more likely than infrequent viewers to rate 'pleasure' (heavily emphasized in the American shows) as an important value and rate other values (e.g., 'salvation,' 'wisdom,' and 'forgiving') as less important.
Tannen, T. (2003). Media giant and foundation team up to fight HIV/AIDS. <i>The Lancet</i> , 361(9367), 1440-1441.	Dramas, sitcoms, soap operas, police dramas, comedies;	U.S.; global AIDS/HIV	Describes the media campaign with CBS, UPN, Showtime cable, Paramount, Infinity Radio, BET, Comedy Central, MTV, etc. to raise AIDS awareness, encourage prevention, testing and counseling.
Trepte, S. (2006). Cultural proximity in media entertainment: An eight-country study on the relationship of culture and the evaluation of TV entertainment. Paper presented at the 56 th Annual Meeting of the International Communication Association, Dresden, Germany.	<i>Sex and the City</i> , <i>The Simpsons</i> , <i>Friends</i> , <i>X-Files</i> , <i>Profiler</i>	Cultural Proximity; Austria, China, Germany, Italy, Netherlands, S. Korea, Switzerland, U.S., Others	Survey was conducted in eight countries with a student sample (n=325) to explore whether international audiences that resemble each other in terms of Hofstede's (1991) cultural dimensions had similar attitudes towards U.S. prime-time fictional programming. Hofstede's four cultural dimensions significantly differentiated across the U.S.A., Asian and European countries in a student population.

Ugochukwu, C. (2008). Cultural resistance and resilience amid imported TV programming in Nigeria. <i>Africa Today</i> , 55(1), 35-58.	U.S.- and Nigerian-produced TV shows	Knowledge, behaviors, beliefs, values, attitudes; Nigeria	482 senior secondary-school boys and girls in Nigeria who represent the three major ethnic-religious groups in the country were experimentally exposed to American TV programs for several days, while control-group participants were exposed to Nigerian programs only. Results showed that exposure to American TV programs affected the participants' knowledge--but their behaviors, beliefs, values and attitudes remained unaffected. Nigerian viewers kept separate their enjoyment of U.S. programs and any ideological positions they observed in them.
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