

RESEARCH METHODS IN HEALTH COMMUNICATION

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CREATING SOCIAL & BEHAVIORAL CHANGE

- Much of the theory and research in health communication is devoted to changing attitudes and behavior
- Over the last few decades we have achieved less than we have hoped, despite a great deal of theory and research
- We need a different approach



SHIFT IN FOCUS

- We need to focus less on messages and more on conversations
 - Both social theory and neuroscience research support the rationale for this shift
 - This shift in focus requires a re-crafting of our methodological assessment of communication and change



METHODOLOGICAL FUSION

- Not simply a multi-method triangulation approach but a transformation, much like the shift from Newtonian to Quantum
- Requires an investment in communication research



MEANINGFUL METRICS

- We need to assess more than exposure and recall
- We need to discern the linkage between health indices and communication



THANKS FOR LISTENING!

