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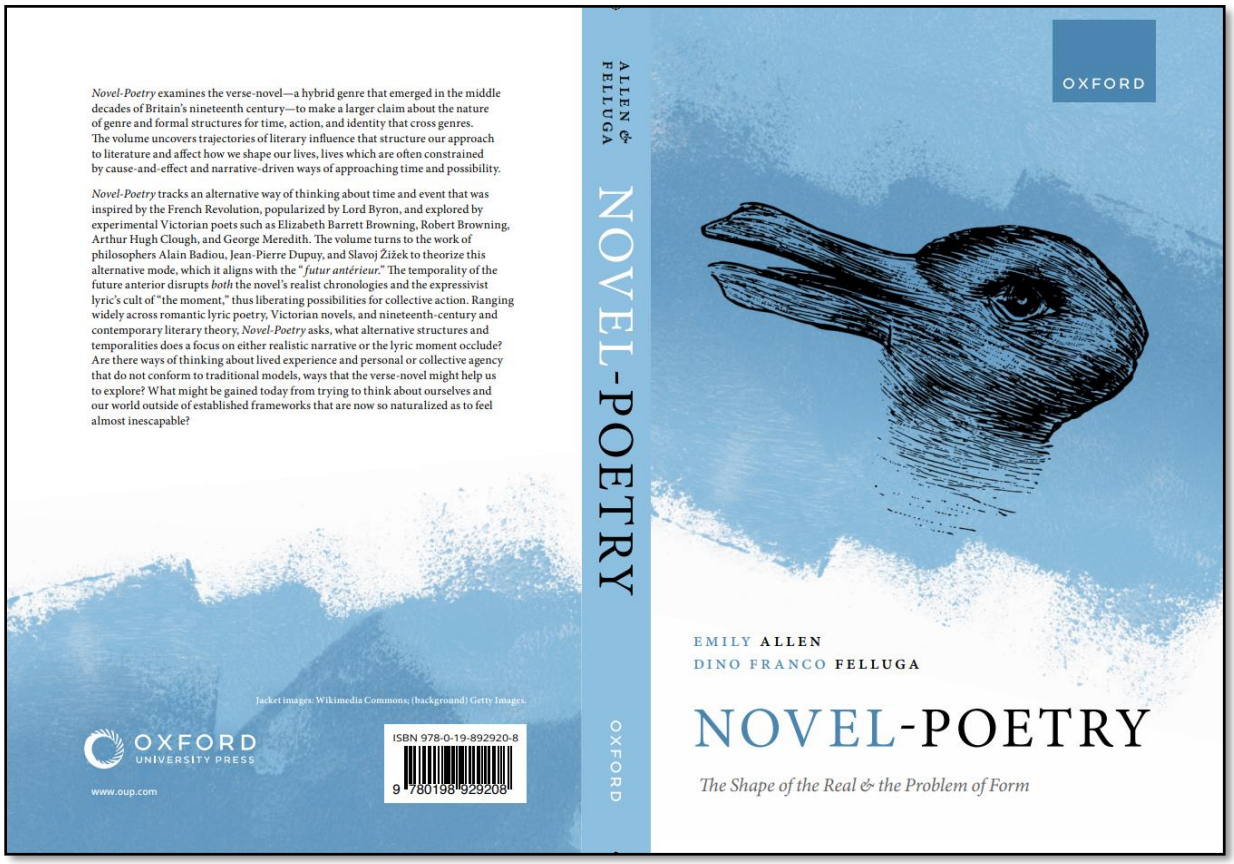
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Dr. Allen's website

Allen, E., & Franco Felluga, D. (2024). *Novel-poetry: The shape of the real and the problem of form*. Oxford University Press. https://doi.org/10.1093/9780198929239.001.0001



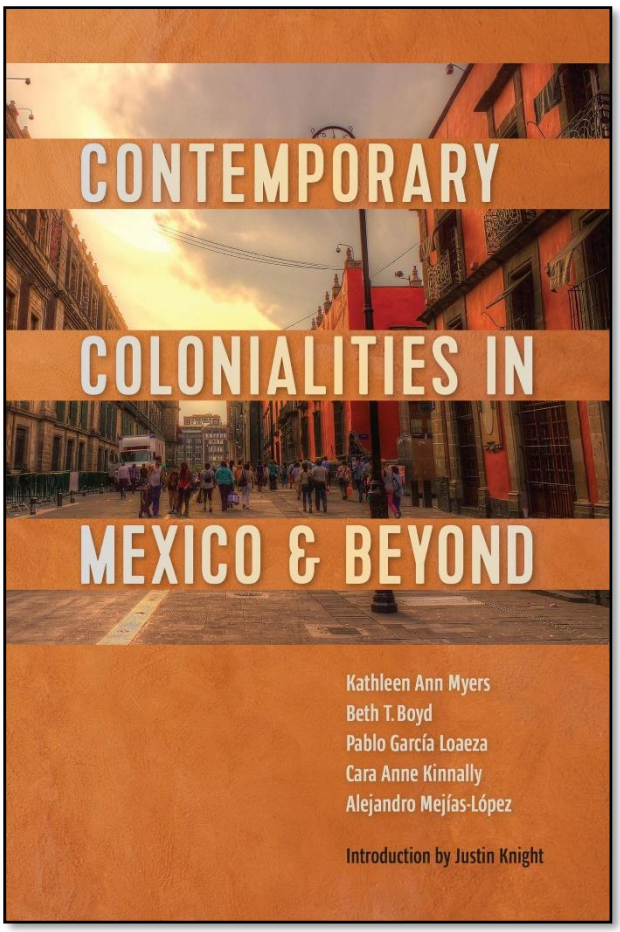
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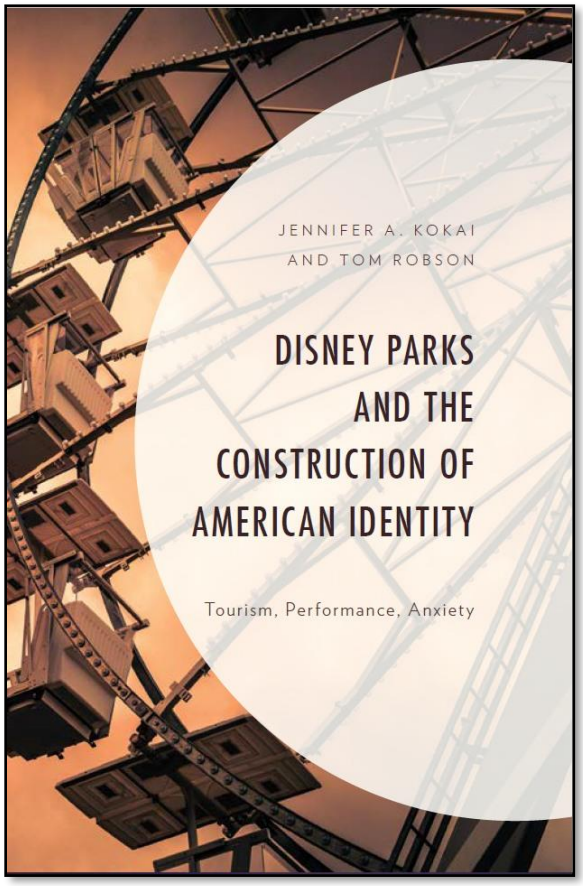
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Cornerstone



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Kokai, J. A. & Robson, T. (2024). *Disney parks and the construction of American identity: Tourism, performance, anxiety*. Lexington Books. https://rowman.com/ISBN/9781666932393/Disney-Parks-and-the-Construction-of-American-Identity-Tourism-Performance-Anxiety



Ilwoo Ju

Brian Lamb School of Communication



Dr. Ju's website

Ju, I., Ohs, J., Park, T., & Hinsley, A. (2023). Harnessing an integrated health communication (IHC) framework for campaigns: A case of prescription drug decision making. *Health Communication*, *38*(5), 981–992. https://doi.org/10.1080/10410236.2021.1986885

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Harnessing an Integrated Health Communication (IHC) Framework for Campaigns: A Case of Prescription Drug Decision Making

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ABSTRACT

Drawing on a multiplicity of mass media and health behavior theories, we propose an integrated health communication (IHC) framework to understand and leverage the ways in which mass mediated and interpersonal sources of health information influence the public's health behavior in the context of their prescription drug decisions. Building on the agenda setting theory, two-step flow theory, and the Health Belief Model, we dig into the interrelationships between mass media and interpersonal information sources and information seeking engagement. Employing survey methodology, our framework was tested using a sample of U.S. adults (N = 628). The major results include (a) information gained through interpersonal sources and perceived benefits of the prescription drugs positively and sequentially mediate the association between mass media exposure and intent to seek prescription drug information, (b) interpersonal health information positively moderate the mediation of mass media exposure – perceived benefits – intent to seek prescription drug information, and (c) the inexpert interpersonal information's positive interaction effect with mass media exposure on intent to seek prescription drug information mediated through perceived benefits was greater with high expert interpersonal communication. These results impart valuable theoretical contributions and have the potential to guide integrated health communication (IHC) campaigns.