

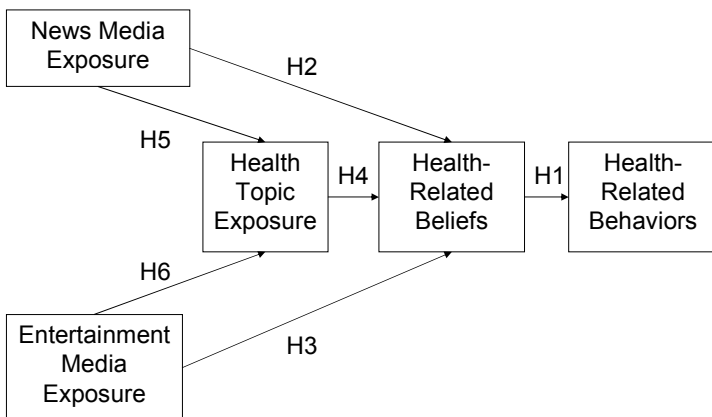
The Role of Exposure to and Trust in Media in Determining Health Beliefs and Behaviors

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Background

- Public health messages are theorized to affect audience beliefs and behaviors
- They should take the current media-saturated environment into account

Hypotheses

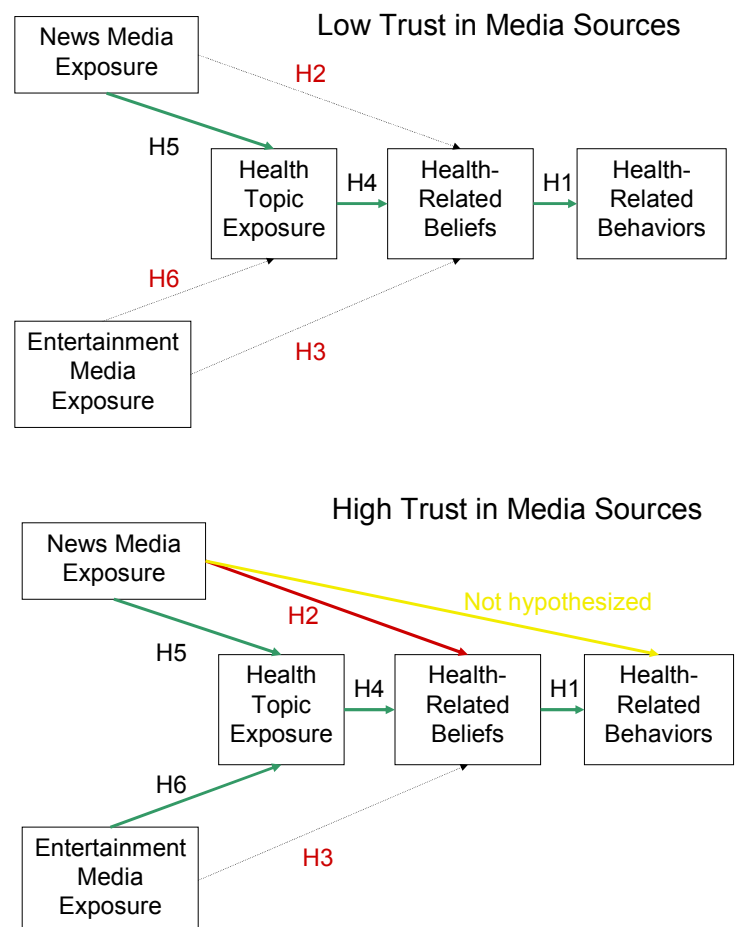


H7: The effect of news media exposure on beliefs about health prevention behaviors is moderated by trust in media sources such that greater trust leads to a greater influence of media exposure on health-related beliefs.

Methods

- Data comes from the Annenberg National Health Communication Survey
- National internet survey administered to approximately 250 per month, March to June 2005
 - 1,015 participants
- PRELIS and LISREL SEM analysis

Results



Conclusions

- The media environment can have significant effects on health-related beliefs and behaviors and should be explicitly included in models
- The extent to which people trust the media moderates that relationship and should also be incorporated