

INDEX¹

A

Acompañame, 19, 25, 212
AdhaFULL, 266–268, 270, 271,
276, 277
Africa Stop Ebola, 125–131
AIDS, 27, 30, 180, 186
Amazon Prime, 43
Apple TV, 43
Arousal theory, 107
Asiatic, 184
Audience, 4, 6, 8–10, 15–18, 20,
27–29, 31–33, 35–37, 41–45, 47,
48, 53, 54, 66, 67, 70, 74–78, 80,
87–90, 92, 94–99, 106, 107,
114–116, 121–125, 139, 140,
144–150, 157–173, 175, 178, 179,
182, 184, 188, 189, 197, 198,
200, 202–208, 212, 214–216, 220,
225, 226, 228–233, 238, 245–247,
249, 250, 255, 256, 259, 261,
265–269, 271–277, 279, 280,
282–283, 285, 286, 311–320,
323–325, 327–336, 340,
341, 343–345

B

Bandura, Albert, v, 4, 18, 24, 25,
113, 124, 138, 202, 212,
225, 281
Bangladesh, 141, 184–185, 196, 313
BBC Media Action, 157, 159, 160,
163, 166, 217, 266, 313
BET, 41, 246
Black dog, 317–319
The Bold and the Beautiful, 196
BRAC JHSPH, 184
Brazil, 199

C

Caminemos, 19, 25
Capacity Model (CM), 281, 285
Caring Across Generations (CAG),
46, 49–51
Celebrity capital, 123, 124, 131
Center for Media & Health (CMH),
62, 74, 78, 78n6, 80
Center for Media and Social Impact
(CMSI), 45n1

¹Note: Page numbers followed by ‘n’ refer to notes.

- Centers for Disease Control and Prevention (CDC), vi, vii, 247, 248, 315
- C'est la Vie*, 142
- Civil society, 42, 47, 128, 129, 159, 324
- Color of Change, 46, 49–53
- Comedy Central, 45
- Communication for development (C4D), 137–142, 150
- Contest, 122, 127–129
- Contraception, 25, 219, 230, 330
- Control group, 198, 199, 201, 216–219
- COVID-19, 20, 130–131, 165, 166, 203, 260, 261, 317, 326
- Critical media effects (CME) framework, 9, 266, 268–270, 276
- Crowdpullerz*, 328, 331
- CSI, 52
- Cultivation theory, 54, 325
- Cultural strategy, 41–44, 50
- Culture centered approach, 122
- D**
- Define American, 40, 41, 46, 49–55, 256, 257
- Descriptive norms, 95, 181–183, 185
- Dhimbibba*, 27
- Diffusion of innovations, 178
- Digital divide, 7, 341
- Documented*, 52
- Dominican Republic, 139, 142, 144, 151
- E**
- East Los High*, vii, 23–26, 36, 228–232, 249
- Elaboration likelihood model (ELM), 71, 145, 230
- Emotion, 9, 33, 87, 92, 95, 104–108, 110–116, 124, 230, 245, 257, 306, 331, 343
- Emotional flow, viii, 92, 103–116, 343
- Engagement, viii, 50, 89–95, 97, 104, 106–109, 111–115, 121–123, 125, 128–132, 138, 139, 144, 145, 163, 164, 168, 170–173, 178, 184, 229, 238, 266, 267, 269, 274, 275, 277, 302, 307, 316, 318, 342
- Entertainment overcoming resistance model (EORM), 145–147
- Ethiopia, 26–30, 32–36
- Experiment, 35, 62, 68, 71, 79, 80, 108, 109, 114, 116, 196, 198n1, 199, 200, 202, 204, 205, 226, 228–233, 236, 237, 267, 276, 277, 334
- Exposure, 11, 70, 71n4, 97, 98, 105, 108, 116, 124, 148, 158, 176, 179, 181, 183–185, 197–199, 201, 202, 204, 218, 219, 231–234, 253, 255, 259, 276, 313, 320, 340, 343
- Extended elaboration likelihood model (EELM), 145–147, 230
- F**
- Facebook, 6, 42, 49, 53, 74, 76, 78, 116, 173, 184, 229, 233, 311–320
- Fake News, 157–160, 163, 165
- Family planning, v, vi, 19, 20, 24, 25, 27, 28, 34, 78, 176, 186, 225, 228, 233, 234, 326
- Focus group, 32, 76, 98, 160, 182, 183, 186, 189, 207, 214, 215, 267, 282, 283, 285, 326, 334
- Formative research, 31, 32, 37, 70, 77, 98, 148, 161, 187–188, 214, 266, 280, 282–283, 285, 314, 316, 334
- Full On Nikki*, 267

G

Grantham Foundation, 185
Guinea, 126–128, 131, 132

H

Harness, 46, 302, 311, 319
Hashtag, 130, 267, 274, 342
HIV, 3, 24, 27, 28, 30, 32, 33, 41,
105, 142, 180, 200, 201, 203,
225, 246, 249, 254, 260, 284
Hollywood, vi, vii, 10, 26, 31, 37, 40,
41, 43, 47–49, 51–53, 205,
228, 245–261
Hollywood, Health, & Society
(HH&S), vi, vii, 3, 5, 45, 48,
218, 246–256, 258–261, 342
Honduras, 293, 294, 302, 303, 305
Hulu, vii, 23, 25, 36, 228, 257
Hum Log, 19, 176, 219, 225

I

Ichchedana, 184, 185
Identification, viii, 36, 46, 89, 90,
106, 111–113, 115, 124, 125,
147–150, 178, 230, 231, 249
IllumiNative, 46, 50
In-depth interview, 160, 229,
267, 282
India, 19, 141, 179–182, 203, 217,
219, 224, 225, 228, 232–234,
266, 269, 271, 316
Injunctive norms, 178, 183, 185
Instagram, 43, 49, 52, 53
Intimate partner violence (IPV), 324

J

Johns Hopkins University Center for
Communication Programs
(JHUCCP), vi, 4, 341

K

Kaiser Family Foundation, 41, 246
Kwibhilya, 186, 187
Kyunki...Jeena Issi Ka Naam
Hai, 180–183

L

La Peor Novela, 137–151
Last Mile Media, 323–336
Law & Order, 52

M

MacArthur Foundation, 45, 45n1
Madam Secretary, 250–253, 257
Main Kuch Bhi Kar Sakti Hoon
(*MKBKSH*), 78, 176,
228, 232–236
Malaria, 341
Maleda, 27, 32
Médecins Sans Frontières (MSF), 127,
128, 132
Medisch Centrum West (MCW),
66–70, 77, 78, 80
Meena, 140–142, 181, 282, 283
Meena Communication Initiative
(MCI), 140
Mexico, v, 4, 19, 24, 25, 226
Misinformation, 108, 110, 113, 116,
157–160, 162, 163, 165, 248,
311, 313, 317, 345
Modern Family, 251
Mozambique, 179, 182–184
MTV, v, 41, 45, 142, 201, 246,
317, 328
Music, 5, 8, 61, 70, 71, 104,
121–132, 181, 226, 326, 328,
329, 331, 332, 341
Muslim Public Affairs
Council, 46, 49
Myanmar, 157–173, 314

N

Narrative, 5–11, 40–55, 70, 75, 77, 78, 87–99, 103–116, 122, 123, 128, 129, 131, 132, 138, 139, 145–147, 149, 150, 158, 159, 169, 178, 179, 183, 185, 186, 197–202, 205–208, 213–217, 219, 228–233, 237, 245, 246, 249, 258, 259, 266–268, 270, 271, 273, 275, 279, 281, 284, 306, 316, 324, 326, 331, 341
 Narrative strategy, 39–55, 250, 258
*N*Gen*, Next Generation Television, 333, 334
 Nathan Cummings Foundation, 45
 National Domestic Workers Alliance (NDWA), 46, 49–51
 NBC, 39, 257, 261
 Netflix, 42, 52, 257, 261
 Netherlands, 5, 62, 70, 72, 74n5, 76
Newz Beat, 331, 332
 Nigeria, 142, 317, 333
 Norman Lear Center, vi, 46, 246, 247, 342
Nugget, 267

O

One World Together at Home, 131
 Opportunity Agenda, 45, 256
Ouro Negro, 179, 182–184

P

Panel, 4, 162–166, 170–172, 182, 185, 247, 250, 251, 253, 260, 314, 334, 335
 Pap test, 202, 213–215
 Parasocial interaction, 179, 258, 281
 Participant Media, 45, 342
 Participatory culture, 43, 48, 54, 284
 Participatory media, 39–55

PCI Media, 182, 184
 Peripheral Vision International (PVI), 205, 323
 Persuasion, 5, 6, 8, 47, 71, 88, 91, 92, 95, 104–108, 111, 115, 130, 178, 179, 228–232, 237, 313, 341, 342
 Persuasive intent, 90, 92, 109
 Peru, 224, 225
 Pillars Fund, 46
 Pop Culture Collaborative, 45, 45n1, 46
 Population Media Center (PMC), 23, 24, 26–37, 185, 186
 Population Services International (PSI), 314
 Propper Daly, 45
 Public art, 303
 Publication bias, 200, 200n2
 Public health, 27, 35, 70, 130, 238, 246, 248
Puntos de Encuentro, 142, 280

Q

Qualitative, 18, 19, 31, 36, 54, 161, 162, 167, 168, 170, 171, 176, 180, 186, 198, 199, 267, 268

R

Racing Extinction, 250
 Radio, 5, 6, 8, 17, 26, 27, 29, 31, 34, 61, 89, 124, 128, 129, 132, 142, 151, 157–173, 179, 182, 183, 186, 197, 200, 203, 204, 225, 226, 232, 233, 245, 267, 269, 270, 273, 274, 326, 331
 Randomized trial, 200–202
 Reference groups, 69, 177, 183
 Roma, 51
Royal Pains, 218, 254, 255

S

- Sabido method, 4, 5, 24–26, 31, 36, 115, 146, 225
- Self-efficacy, v, 6, 142, 180, 267
- Sensemaking, 145, 147–149
- Sesame Street*, 8, 20, 282, 283
- Shuga*, 142, 201, 201n3, 317
- Simplemente Maria*, 176, 224, 225, 279
- 16 and Pregnant, 205
- SudBites*, 74–77, 80
- Social and behavior change
communication (SBCC), 8, 137–140, 150, 167, 184, 189, 224, 227, 342, 345
- Social cognitive theory (SCT), 4, 46, 124, 138, 142, 145, 150, 212, 281
- Social-ecological framework, 140
- Social network, 169, 180, 183, 187, 229, 238, 312, 313, 342
- Social norms, 6, 11, 36, 44, 45, 47, 64, 122, 142, 144, 175–190, 247, 266, 271, 274, 302, 312, 340, 341, 343
- Song, 121–132, 302, 341
- Soul City*, 142, 280
- Sound Effects*, 70–72, 74
- Source credibility, 124, 129, 316
- Stigma, 146, 203, 205, 228, 318
- Storyline Partners collective, 46, 49, 51
- Storytelling, vi, 7–11, 26, 37, 40, 41, 43–45, 47, 48, 52, 53, 55, 62, 66, 69, 77, 78, 122, 138, 151, 178, 179, 184, 189, 225–228, 256, 261, 266, 284, 298, 340
- Sundance Film Festival, 50
- Superstore*, 39, 257, 258
- Survey, 28, 31, 129, 132, 159–161, 167–171, 176, 182, 183, 186, 205, 206, 214, 229–233, 235, 253, 255, 259, 283, 293, 317, 319, 334, 335, 342

T

- Tamale Lesson*, 213–215
- Tanzania, 225
- Tea Cup Diaries*, 157, 159–160, 163–170, 172
- Teen pregnancy, 21, 24, 36, 229
- Telenovela, 4, 18, 19, 24, 25, 142, 195, 196, 204, 212, 224, 225, 330
- Television, 3–5, 8, 15, 17–19, 23, 24, 26, 41, 43, 49, 51, 53, 62, 63, 65, 68–70, 74, 77–79, 87–89, 94, 95, 97, 106, 128, 129, 132, 142, 151, 176, 179–181, 184, 196, 197, 199, 201, 203, 217, 218, 225, 226, 232–234, 245–252, 255–257, 260, 266, 267, 270, 273–275, 280, 281, 283, 285, 297, 313, 327, 329–331, 333, 334, 342
- TellBlackStories*, 52
- Theory of normative social behavior, 178
- Theory of planned behavior, viii, 178
- Theory of the tone, 15–18
- TikTok, 130, 340
- Tinka Tinka Sukh*, 179
- Translational research, 223, 238
- Transmedia, viii, 7, 8, 10, 11, 24, 26, 37, 61, 69, 78, 151, 184, 229, 233, 265–277, 334, 340
- Transparent*, 218, 255
- Transportation, 5, 6, 9, 47, 87–99, 106, 111–114, 139, 146–150, 178, 230, 231, 249, 329
- Twende Na Wakati*, 225
- Twitter, 42, 49, 74, 229, 252

U

- Uganda, 196, 199, 206, 216, 323, 326–329, 331–333
- Ujan Ganger Naiya*, 313
- UNAIDS, 30, 180

- Unbound Philanthropy, 45
 UNDP, 180
 UNESCO, 19, 180
 UNFPA, 182
 United Nations Children's Fund
 (UNICEF), 30, 138–145, 149,
 151, 180–182, 184, 188, 248,
 266, 274, 283
 United States, 5, 23, 24, 26, 36,
 39–55, 94, 131, 203, 204, 224,
 228, 245–249, 252, 256, 258,
 293, 297, 300, 303, 304,
 328, 342
 University of Southern California
 Annenberg School for
 Communication (USC
 Annenberg), 4, 45, 255
 Univision, 45
 UP2U, 76–78
 Upswell, 312, 315
 USAID, 25, 30, 127, 186, 345
 Uzikwasa, 203
- V**
Vamos Juntos, 19, 25
Ven Conmigo, 4, 18, 195, 212
Victor and Erika, 285
 Vietnam, 130, 341
 Vignette, 180, 185, 186, 189, 205,
 206, 217
- Villa Borghese*, 64, 66,
 68–70, 77, 78
 Village video, 329, 330
- W**
Washing hand song, The, 130
 Web series, 41, 49, 69, 71, 72, 74,
 226, 228, 229, 285
 WhatsApp, 187, 341
When They See Us, 52
Whole Society Strategy, 26–34, 36, 37
 Wise Entertainment, 24, 46
 World Bank, 19, 20, 30, 180
 World Food Program (WFP),
 180, 182
 World Health Organization
 (WHO), 30, 131, 177, 180,
 317–319, 345
- Y**
Yeken Kignit, 28, 33
 Yemen, 196
 YouTube, 6, 41, 42, 49, 51–53, 73,
 74, 130, 132, 184, 233, 274,
 284, 331
- Z**
 Zambia, 185–187, 333