

Topics in Digital Health Communication

Topic 1: Information Management in Digital Health Communication

Additional info: Different aspects around the same topic can be part of several master theses (up to 3 candidates)

Method: Experimental Design

Description: As part of a quantitative experiment, candidates will design and conduct a study that monitors selective exposure to media content about a digital health communication topic. The specific topic can be suggested by the candidate. Recent trend topics, and/or topics of high societal relevance are very much welcome (e.g., artificial intelligence, automation, machine learning, health tracker, wearables, smart medical devices). The BA/MA thesis will include the theoretical foundations (e.g., the Risk Information Seeking and Processing Model; Planned Risk Information Seeking Model; SESAM Model) related to the topic. Based on existing conceptualizations of planned behavior, information seeking, and information processing, the candidate will make adjustments to their final topic. Participants will empirically explore the predictive power and conceptual validity of their theoretical accounts and link them to participants' dispositional, developmental, and/or social susceptibility factors. Candidates will develop and run an online selective exposure experiment in which manipulated stimuli are presented to individuals. Empirical data will be collected, cleaned, prepared and analyzed by each candidate and focus on different model aspects. The technical framework to capture selective exposure has been previously developed (see Leiner, Scherr, & Bartsch, 2016), and can be integrated into online surveys using SoSci Survey. The study will be reported according to the most recent APA standards. Candidates are invited work on different topics based on the same theoretical rationale and data analytical strategy.

Topic 2: Experimental Health Campaign Evaluation

Additional info: Different aspects around the same topic can be part of several BA/MA theses (up to 3 candidates)

Method: Experimental Design

Description:

Candidates are welcome to test the effectiveness of a health campaign (PSA, billboards, radio, TV, online). The candidates identify a health campaign (personal interest and/or social relevance) and test its effects on beliefs, attitudes, and behaviors, or use the campaign to develop and test own stimuli. Depending on the media channel, candidates should have basic skills in photoshop, video/audio editing software etc. The BA/MA thesis will include the theoretical foundations related to the topic, which have to be outlined in the motivation statement. The candidate will then explore and test the theoretical assumptions within an experiment.

Candidates should feel secure about how to conduct and analyze an experiment and about using statistical software packages and exploring data. The study will be reported according to the most recent APA standards.

Topic 3: Effectiveness of Social Media Health Interventions: A Meta-Analysis

Additional info: Different aspects around the same topic can be part of several BA/MA theses (up to 3 candidates)

Method: Meta-Analysis

Description:

As part of a quantitative systematic literature review and/or meta-analysis, one or more candidates will identify, code, and analyze a coherent body of published and unpublished studies on the effectiveness of social media health interventions. The candidates then condense the information from a selected group of studies (i.e., extracting information and re-coding effect size information from studies), and perform a systematic review and/or meta-analysis that is able to speak to the homo-/heterogeneity of findings in the field, and also to the average effect sizes in (possibly) different areas. Typically, as part of a systematic review and/or meta-analysis, candidates will be engaged in identifying studies, the definition of key measures and background variables, the coding of identified studies, and the analysis thereof. The study will be reported according to the most recent Meta-Analysis Reporting Standards (MARS) (see APA manual).

Topic 4: Effectiveness of Artificial Intelligence on Health Behaviors: A Meta-Analysis

Additional info: Different aspects around the same topic can be part of several BA/MA theses (up to 3 candidates)

Method: Meta-Analysis

Description:

The candidate will identify a coherent group of studies around the topic of Artificial Intelligence and its observed consequences/effects on health behaviors. Candidates will then explore the predictive power, conceptual clarity and validity of the previously identified studies. The goal is to derive statements about the strength of the associations between defined key measures and how these vary between participants depending on dispositional, developmental, and/or social variables (also coded). The candidates then condense the information from a selected group of studies (i.e., extracting and re-coding effect size information from studies), and perform a systematic review and/or meta-analysis that is able to speak to the homo-/heterogeneity of findings in the field, and also to the average effect sizes in (possibly) different areas. Typically, as part of a systematic review and/or meta-analysis, candidates will be engaged in identifying studies, the definition of key measures and background variables, the coding of identified studies, and the analysis thereof. The study will be reported according to the most recent Meta-Analysis Reporting Standards (MARS) (see APA manual).

Topic 5: Effectiveness of Wearables on Health Behaviors: A Meta-Analysis

Additional info: Different aspects around the same topic can be part of several BA/MA theses (up to 3 candidates)

Method: Meta-Analysis

Description:

As part of a quantitative systematic literature review and/or meta-analysis, one or more candidates will identify, code, and analyze a coherent body of published and unpublished studies on the effectiveness of Wearables on health behaviors. The candidates will condense information from a selected group of studies (i.e., extracting information and re-coding effect size information from studies), and perform a meta-analysis that is able to speak to the homo-/heterogeneity of findings in the field, and also to the average effect sizes in (possibly) different areas. Typically, as part of a systematic literature review and/or meta-analysis, candidates will be engaged in identifying studies, the definition of key measures and background variables, the coding of identified studies, and the analysis thereof. The study will be reported according to the most recent Meta-Analysis Reporting Standards (MARS) (see APA manual)."