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Effectiveness of Mass Media

October 21, 2013



A collaborative study including Dr. Renee Hotchkiss, Associate Professor of Health Policy and Management describes the effectiveness of a mass media campaign in increasing the rate of college student influenza vaccine obtainment. Students (n = 721) at a large southern university completed a survey between September 2011 and January 2012 assessing what flu clinic media sources were visualized and if they encouraged them to obtain vaccination.

Research showed that nearly a 30 percent increase was seen in flu vaccination rates in Fall 2011 over Fall 2010. The main campus Web site portal was the most visualized media source among students. The majority of responses indicated that the source of information visualized had a moderate to strong influence over their decision to get vaccinated.

The researchers in this study concluded that various communication channels should be utilized to increase influenza vaccination rate on a university campus. Use of mass media to influence college students to perceive, retain, and act on the message of obtaining the influenza vaccine did produce a noteworthy outcome.

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