



Exchange programme Vrije Universiteit

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit - 2020-2021

Risk and Health Communication

Course Code	S_RHC
Credits	6
Period	P5
Course Level	300
Language Of Tuition	English
Faculty	Faculty of Social Sciences
Course Coordinator	dr. G.M. van Koningsbruggen
Examiner	dr. G.M. van Koningsbruggen
Teaching Staff	dr. G.M. van Koningsbruggen
Teaching method(s)	Study Group, Lecture

Course Objective

After completion of this course, the student is able to ...

- describe and explain scientific theories and research about predicting and changing risk and health behavior;
- describe and explain scientific theories and research on the role of message factors and (social) media in the context of risk and health communication;
- apply theoretical knowledge regarding risk and health communication to campaigns and interventions in practice (from different angles);
- explain how campaign and intervention effects are measured in practice (and the associated pitfalls);
- motivate, on the basis of scientific theories and research, which strategies can be used best in campaigns (using media and message factors).

Course Content

Risk and health communication is often used to inform people about health risks and to motivate them to adopt "healthy behavior". In order to develop effective health campaigns and interventions, you – as a communication scientist – need knowledge about the factors that predict risk and health behavior, how you can influence these factors through communication, and how you can overcome potential obstacles you can encounter while persuading your audience. In this course we therefore discuss theory and research about predicting and changing risk and health behavior. In addition, we discuss the role of (social) media and technology in this context, and how campaign and intervention effects can be measured in practice.

Teaching Methods

Lectures, work group(s)

Method of Assessment

Exam and/or assignment(s)

Literature

A selection of scientific articles and/or book chapters (to be announced on the Canvas page of the course).

Target Audience

Second year bachelor students Communication Science