

Theory and the Social – Ecological Model

	<i>Community/Social Level</i>
Individual	Media Theories (Agenda Setting, Framing, Reception Theory)
Health Belief Model	
Theory of Planned Behavior	Summary-Focus <p>The mass media can focus attention on issues, helping to generate public awareness and momentum for change. Research on agenda setting has shown that the amount of media coverage of any given issue correlates strongly with public perception about its importance. The media tell people what to think about. Agenda dynamics refers to the relation among media agenda (what is covered), public agenda (what people think about), and policy agenda (regulatory or legislative actions on issues).</p>
Stages of Change	
Theory of Human Motivation	Media advocacy refers to civic actions to shape media attention on a specific issue. How groups promoting social change persuade the media through various techniques to cover their issues. Framing is how issues are presented in news coverage. The same issue can be described in different ways depending on the narratives and sources used. Experimental research shows that news frames strongly influence how people perceive issues and think about possible courses of action. The media reflects opinions among political elites. Given journalism's reliance on elites for news, it tends to "index" attitudes and opinion among powerful newsmakers.
Interpersonal	
Dialogical Approaches or Theories	
Social Learning Theory	
Diffusion of Innovations	
Community/Social	
Social Movement Theory	
Social Network Theory	
Media Theories	
Social Convention Theory	
Theory of Gender and Power	
	Key Concepts
	<ul style="list-style-type: none">• Agenda setting (McCombs & Shaw, 1972 Glanz, Rimer and Lewis, 2008,) Research on agenda setting has shown that the amount of media coverage of any given issue correlates strongly with public perception about its importance. The media can influence what people think <i>about</i> (even if it doesn't always influence <i>what people think</i>).• Agenda dynamics (Media agenda, Public agenda, Policy agenda) (Rogers & Dearing, 1996). Agenda dynamics refers to the relation among media agenda (what is covered), public agenda (what people think about), and policy agenda (regulatory or legislative actions on issues).• Media Advocacy (Wallack (1993) Media advocacy refers to civic actions to shape media attention on a specific issue. How groups promoting social change persuade the media through various techniques to cover their issues.• Framing (Goffman, 1974, Iyengar, 1991) Framing is how issues are presented in news coverage. The same issue can be described in different ways depending on the narratives and sources used. In health campaigns, the same issue can be presented with a "gain frame" (this is what you gain from quitting smoking) or a "loss frame" (if you smoke you will die!)