

# Contents

<b>List of Tables and Figures</b>	<b>ix</b>
<b>Preface and Acknowledgments</b>	<b>xi</b>
<b>Part I. Overview and History</b>	
<b>1. Theory and Principles of Public Communication Campaigns</b>	<b>3</b>
<i>Charles K. Atkin and Ronald E. Rice</i>	
<b>2. Public Communication Campaigns—The American Experience</b>	<b>21</b>
<i>William Paisley and Charles K. Atkin</i>	
<b>3. Why Can't We Sell Human Rights Like We Sell Soap?</b>	<b>35</b>
<i>Robert C. Hornik</i>	
<b>Part II. Design and Evaluation</b>	
<b>4. Guidelines for Formative Evaluation Research in Campaign Design</b>	<b>53</b>
<i>Charles K. Atkin and Vicki Freimuth</i>	
<b>5. A Systems-Based Evaluation Planning Model for Health Communication Campaigns in Developing Countries</b>	<b>69</b>
<i>Ronald E. Rice and Dennis Foote</i>	
<b>6. Evaluating Communication Campaigns</b>	<b>83</b>
<i>Thomas W. Valente and Patchareeya P. Kwan</i>	
<b>7. Communication Campaign Effectiveness and Effects: Some Critical Distinctions</b>	<b>99</b>
<i>Charles T. Salmon and Lisa Murray-Johnson</i>	
<b>8. How Effective Are Mediated Health Campaigns? A Synthesis of Meta-Analyses</b>	<b>113</b>
<i>Leslie B. Snyder and Jessica M. LaCroix</i>	

### Part III. Theory Foundations

9. **McGuire's Classic Input–Output Framework for Constructing Persuasive Messages** 133  
*William J. McGuire*
10. **Sense-Making Methodology as an Approach to Understanding and Designing for Campaign Audiences: A Turn to Communicating Communicatively** 147  
*Brenda Dervin and Lois Foreman-Wernet*
11. **Inducing Fear as a Public Communication Campaign Strategy** 163  
*Marco C. Yzer, Brian G. Southwell, and Michael T. Stephenson*
12. **Truth in Advertising: Social Norms Marketing Campaigns to Reduce College Student Drinking** 177  
*William DeJong and Sandi W. Smith*

### Part IV. Applying Theory and Evaluation

13. **The Go Sun Smart Campaign: Achieving Individual and Organizational Change for Occupational Sun Protection** 191  
*David B. Buller, Barbara J. Walkosz, Peter A. Andersen, Michael D. Scott, Mark B. Dignan, and Gary R. Cutter*
14. **A Mass Media Campaign to Increase Condom Use Among High Sensation-Seeking and Impulsive Decision-Making Young Adults** 205  
*Philip C. Palmgreen, Seth M. Noar, and Rick S. Zimmerman*
15. **Public Communication Campaigns to Promote Organ Donation: Theory, Design, and Implementation** 219  
*Susan E. Morgan*
16. **Transdisciplinary Approaches for Twenty-First Century Ocean Sustainability Communication** 231  
*Ronald E. Rice and Julie A. Robinson*
17. **Sociocognitive Approaches for AIDS Prevention: Explicating the Role of Risk Perceptions and Efficacy Beliefs in Malawi** 245  
*Rajiv N. Rimal and Rupali Limaye*
18. **Corporate Social Responsibility Campaigns: What Do They Tell Us About Organization–Public Relationships?** 259  
*Maureen Taylor*
19. **Designing Digital Games, Social Media, and Mobile Technologies to Motivate and Support Health Behavior Change** 273  
*Debra A. Lieberman*

<b>20. Community Partnership Strategies in Health Campaigns</b>	<b>289</b>
<i>Neil Bracht and Ronald E. Rice</i>	
<b>21. Closing the Gaps in Practice and in Theory: Evaluation of the Scrutinize HIV Campaign in South Africa</b>	<b>305</b>
<i>D. Lawrence Kincaid, Richard Delate, Douglas Storey, and Maria Elena Figueroa</i>	
<b>22. The Rising Tide of Entertainment–Education in Communication Campaigns</b>	<b>321</b>
<i>Arvind Singhal, Hua Wang, and Everett M. Rogers</i>	
<b>23. Putting Policy Into Health Communication: The Role of Media Advocacy</b>	<b>335</b>
<i>Lori Dorfman and Lawrence Wallack</i>	
<b>About the Contributors</b>	<b>349</b>
<b>Index</b>	<b>359</b>