

Special Issue

Promoting Health Behaviors in the New Media Era

Message from the Guest Editor

With new media playing an increasingly important role in individuals' acquisition, processing, and sharing of health information, it is complex but imperative to understand how new media can be leveraged in health education and promotion. Example research questions to be answered in this Special Issue include (but are not limited to) (a) how our health education and promotion are predictably similar or fundamentally different because of new media and technology, (b) how new media is reshaping health information acquisition, processing, and retransmission, (c) the content, dynamism, and cognitive and behavioral outcomes of health information on new media, (d) the opportunities and challenges of new media and technology in reshaping our health behaviors, and (e) how health researchers and professionals could leverage the advantages of new media and minimize the disadvantages. This Special Issue welcomes all submissions that attempt to answer these questions and anticipates including papers that cover a diverse set of countries and disciplines and employ a variety of research methods (e.g., quantitative, qualitative, or mixed methods).

Guest Editor

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Editor-in-Chief

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