

Special Issue

The Roles of the Media in the Dissemination of Health Information

Message from the Guest Editors

The media plays a vital role in disseminating health information, shaping public understanding, and influencing behavior. Social media amplifies this role by enabling real-time communication and offering spaces for individuals to connect, share experiences, and find support. However, challenges such as misinformation threaten public health efforts. This Special Issue explores the media's role in health communication, focusing on its influence on public understanding and behavior. Key goals include analyzing the media's effectiveness in health crisis communication, addressing misinformation, promoting media literacy, and investigating its impact on health equity and access. This Special Issue will also explore ethical challenges in health media, highlight innovations like AI and health apps, and encourage interdisciplinary perspectives on the media's role in shaping health outcomes. Furthermore, it will address how the media drives health advocacy, promotes behavioral changes, and fosters collaboration to create more effective health communication strategies.

Guest Editors

Dr. Xueying Zhang

Dr. Ziyuan Zhou

Dr. Laura Marshall

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Social Sciences
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
socsci@mdpi.com

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Message from the Editor-in-Chief

Social Sciences is an international open access peer-reviewed journal publishing the latest research across all disciplines of the social sciences including anthropology, criminology, economics, education, geography, history, law, linguistics, political science, psychology, social policy, social work, sociology and related areas. The journal is especially interested in interdisciplinary research, and aims to facilitate the interaction and communication between different social scientific disciplines. The journal welcomes conventional length articles as well as shorter Research Notes or short articles, as long as they meet the journal's standards of quality and originality.

Editor-in-Chief

Emeritus Prof. Nigel Parton

School of Human and Health Sciences, University of Huddersfield,
Huddersfield HD1 3DH, UK

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