

Narrative Impact Symposium
19-20 May 2016 – Radboud University Nijmegen
Call for Abstracts

May 19: Use of narratives for health promotion among low-literate target groups

Funded by NWO

**Keynote speaker: Sheila Murphy, Annenberg School for Communication and Journalism,
University of Southern California**

May 20: Health Narratives with Impact

Funded by EU Marie Curie

**Keynote speaker: Markus Appel, Institute for Communication Psychology and Media Education,
University of Koblenz-Landau**

In health communication, a promising strategy to influence health knowledge, attitudes, and behaviors, is the use of narratives. Narratives as diverse as print testimonials of patients in a health magazine and full episodes of entertainment programs can contain health information and promote healthy behaviors. Different types of narratives may influence health by different mechanisms. Narratives could make health information more easily comprehensible, evoke emotions in recipients, and lower resistance to health messages. Recent research is gaining insight into the process through which narratives have an impact on health and for which target groups narratives are most effective. For instance, narratives have been suggested to work especially well for low-literate target groups, who have difficulty processing traditional health information.

The narrative impact symposium focuses on research about the effects of narratives in the health domain. We invite abstracts for presentations on narrative health communication. Presentations may be about (but not limited to) the use of narratives for promoting health among specific target groups (e.g. older patients, children), for prevention as well as post-diagnosis health behaviors. We also invite abstracts that specifically zoom in on challenges in conducting narrative research (e.g., nonsignificant findings, and “things that cannot but should be measured”), to be discussed in a session specifically designed for the topic of challenges and ways to overcome them.

Abstracts should be a maximum of 250 words.

Deadline for submission is March 31, 2016.

Please submit abstracts via email to a.degraaf@let.ru.nl

Organizers:

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