



Gesundheitskommunikation und Medien: Ein Lehrbuch (Medienpsychologie. Konzepte - Methoden - Praxis) (German Edition)

Bettina Fromm, Eva Baumann, Claudia Lampert

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Medien beeinflussen sowohl den individuellen als auch den politischen, wirtschaftlichen und sozialen Umgang mit Gesundheit und Krankheit. Dieser Band dient der Systematisierung des Forschungsfeldes medialer Gesundheitskommunikation. Neben der Definition und Diskussion von Grundbegriffen werden Darstellungsformen und Nutzung gesundheitsbezogener Medieninhalte beschrieben und Ansätze der Medienwirkungsforschung mit Modellen zur Erklärung individuellen Gesundheitsverhaltens verknüpft. Den Abschluss bilden Strategien der Gesundheitsförderung.

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