



From Theory to Practice

Diarmaid Mac Mathúna

indiepics



BUSINESS AS USUAL?



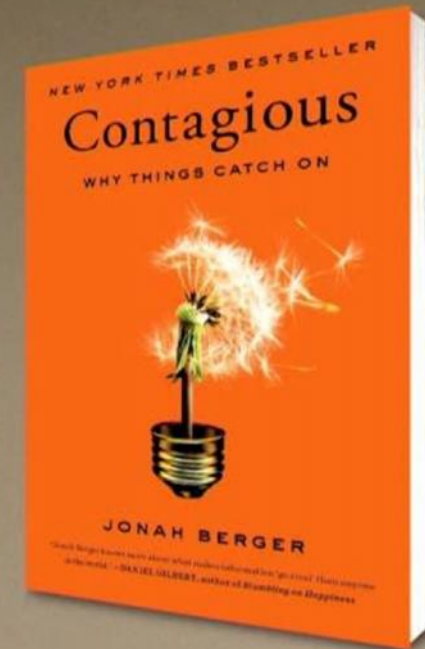
~~BUSINESS AS USUAL~~

indiepics



SOCIAL MEDIA FOR GOOD

indiepics



Jonah Berger
Associate Professor Marketing
Wharton School of Business
University of Pennsylvania

A portrait of Martin Innes, a middle-aged man with a shaved head and a light beard, wearing a dark suit, white shirt, and dark tie. He is looking slightly to the right of the camera with a neutral expression. The background is a blurred night scene with warm, yellow and orange bokeh lights, suggesting an urban environment.

Martin Innes

Director

Crime and Security Research Institute
Cardiff University



Liz Carolan

Founder - Transparent
Referendum Initiative

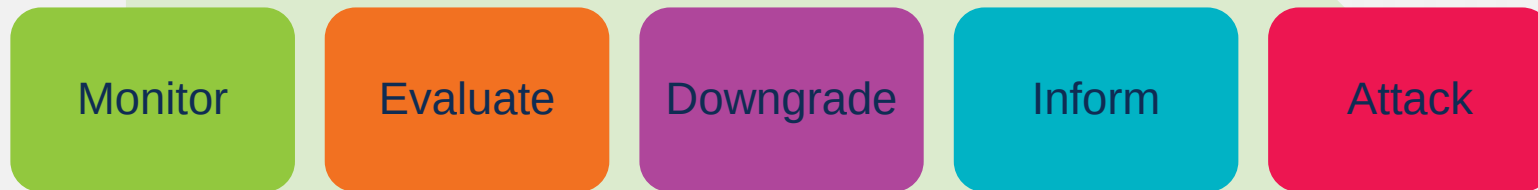


THEORY ➤ PRACTICE

indiepics



MEDIA Framework

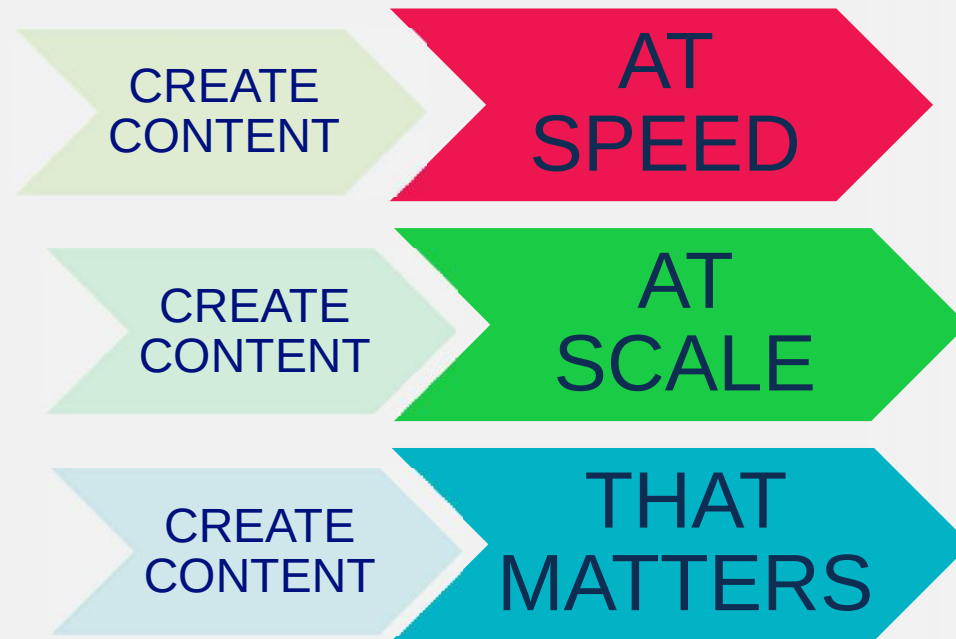




CONTENT STRATEGIES



To stay relevant we must...



indiepics

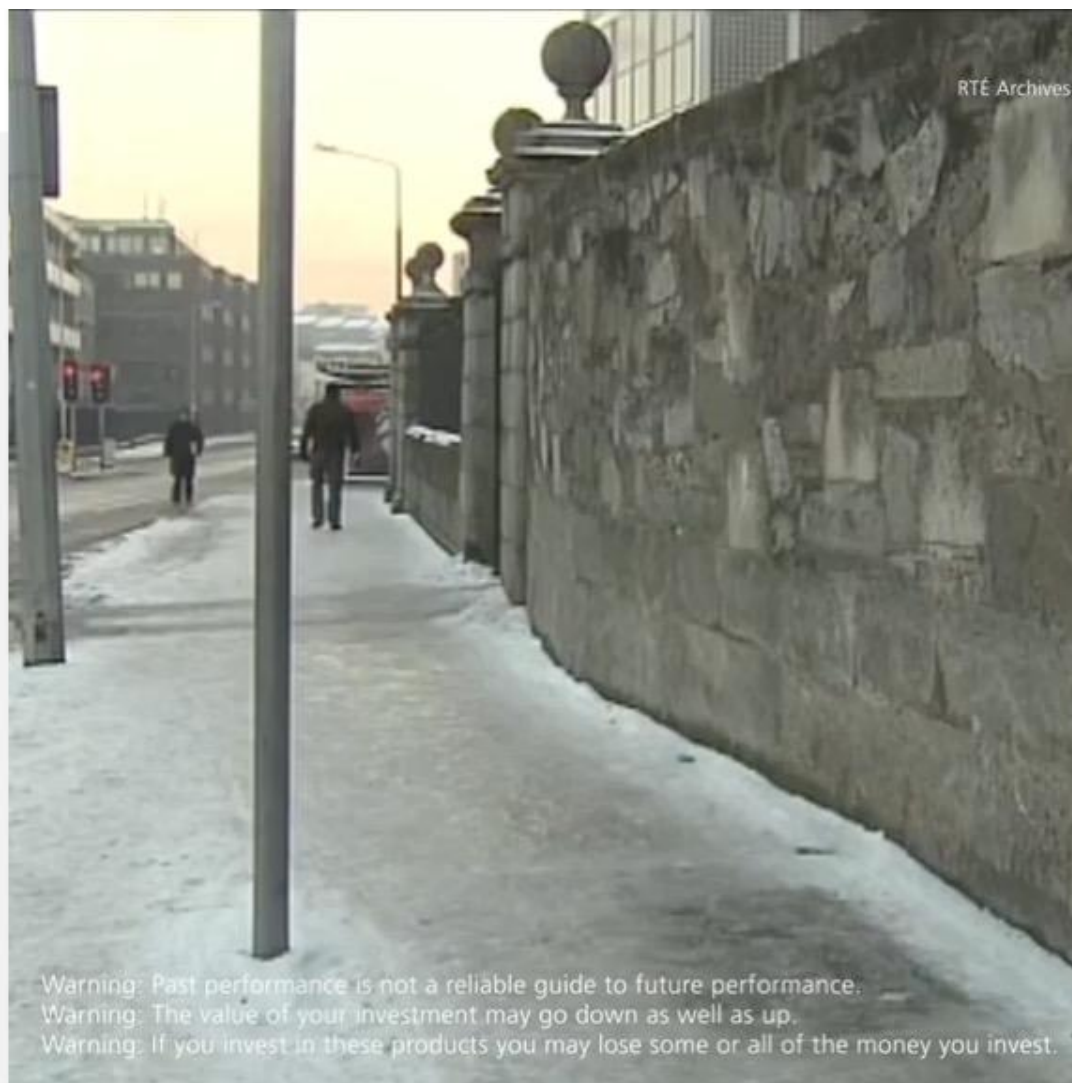


ZEUS Principles



Zeitgeist

indiepics



Warning: Past performance is not a reliable guide to future performance.
Warning: The value of your investment may go down as well as up.
Warning: If you invest in these products you may lose some or all of the money you invest.

indiepics





Emotion

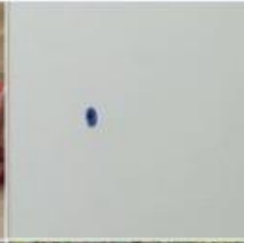
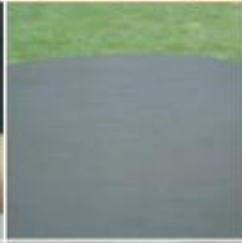






Useful

indiepics







.....
The European Journal of Public Health, Vol. 28, No. 5, 934–939

© The Author(s) 2018. Published by Oxford University Press on behalf of the European Public Health Association. All rights reserved.
doi:10.1093/eurpub/cky114 Advance Access published on 4 July 2018
.....

The growing vaccine hesitancy: exploring the influence of the internet

Mitja Vrdelja¹, Alenka Kraigher², Dejan Verčič³, and Samo Kropivnik⁴

¹ Communication Department, National Institute of Public Health, Ljubljana, Slovenia

² Center for Communicable Diseases, National Institute of Public Health, Ljubljana, Slovenia

³ Department of Communication, Faculty of Social Sciences, University of Ljubljana, Ljubljana, Slovenia

⁴ Chair of Marketing Communications and Public Relations, Faculty of Social Sciences, University of Ljubljana, Ljubljana, Slovenia

Correspondence: Mitja Vrdelja, Communication Department, National Institute of Public Health, Trubarjeva 2, 1000 Ljubljana, Slovenia, Tel: +386 1 2441 572, Fax: +386 1 2441 447, e-mail: mitja.vrdelja@nijz.si

Background: Vaccination coverage is dropping in several countries, including Slovenia. More and more people hesitate or even reject vaccinations. As the influence of the internet grows, the question becomes how to communicate about vaccination to parents in order to prevent this drop in vaccination coverage among children.

Methods: For the first time in Europe, the Situational Theory of Publics (STOP) has been used in the field of vaccination to segment mothers to subpublics, and to prescribe a clearly defined form of communication for each of the segmented groups. In the survey, 1704 mothers participated who gave birth in 2014 and 2015 in Slovenia.

Results: The study showed that mothers react passively to information on vaccination no matter whether they come across it coincidentally or intentionally. Most often, they seek information about vaccination from friends or online. The more concerned they are about the safety of vaccines, the more they search for information about vaccination, and their communication is consequently more active. The mothers that problematize the safety of vaccines more, and are afraid of their adverse events tend to be in favour of alternative options.

Conclusions: Our research demonstrated that the STOP can be applied to the field of vaccination. There is a huge need for intensive professional communication about vaccination on the internet and social media. The improvement of the communicational competences of doctors and healthcare workers is essential to achieve better communication with parents and the media, and needs to be focused on mothers and pregnant women.
.....

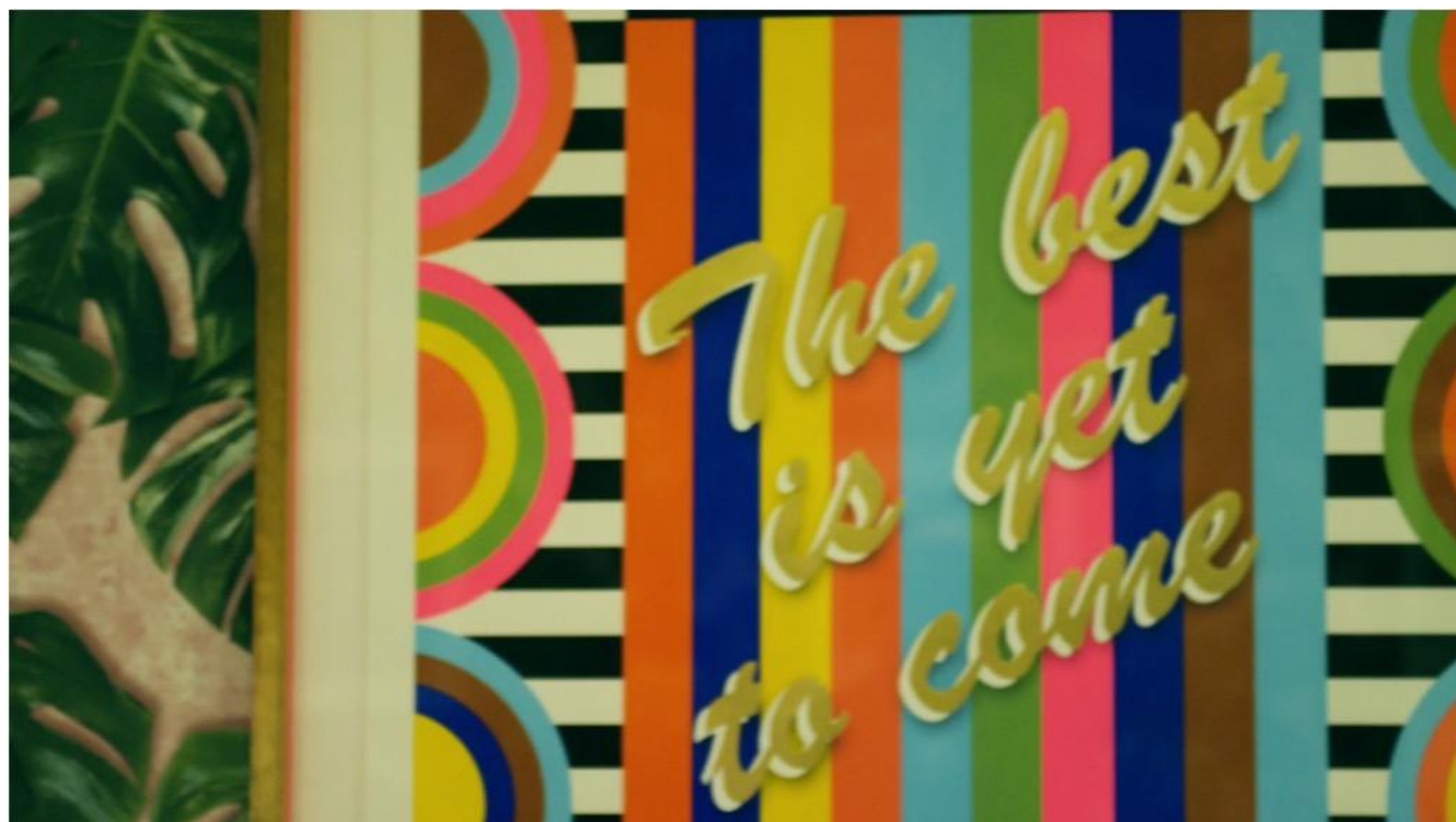


Stories

indiepics

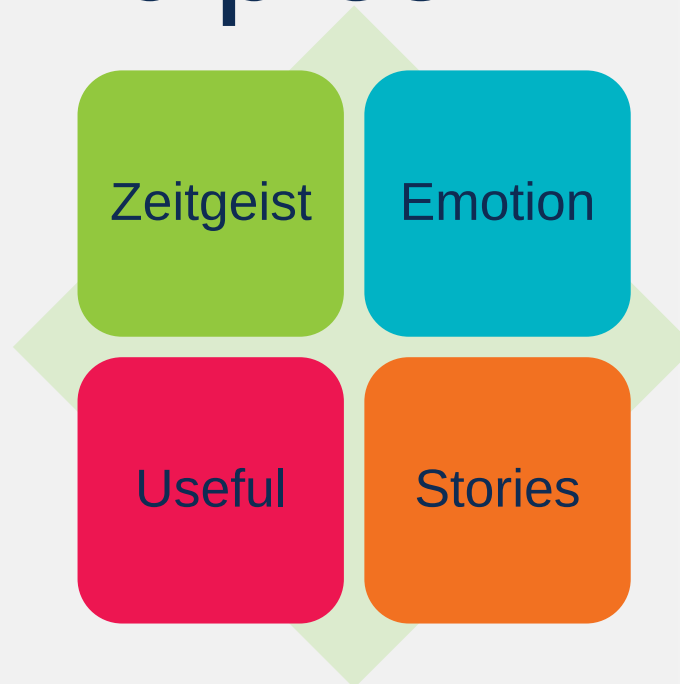


indiepics





ZEUS Principles



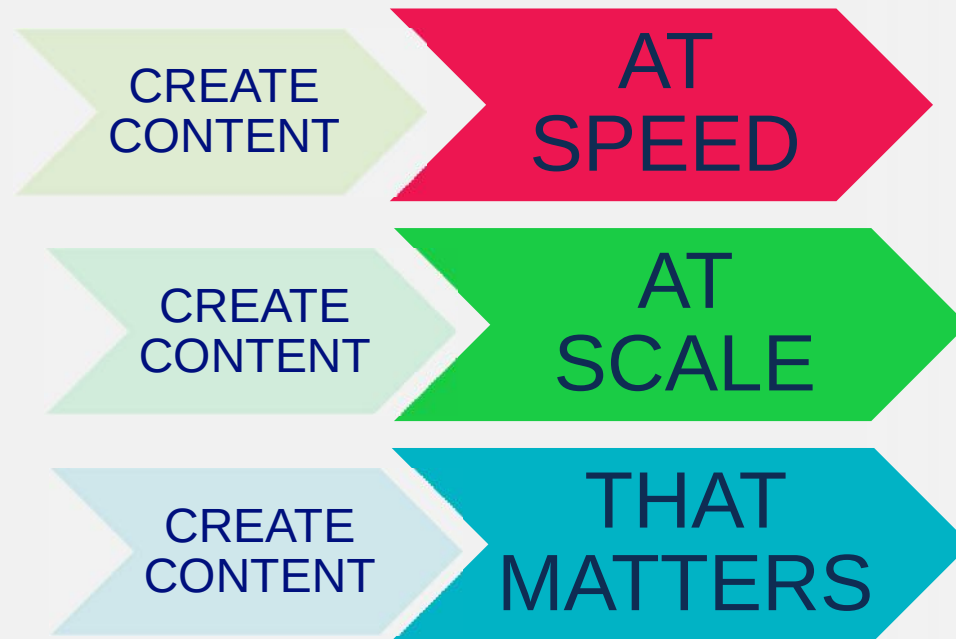


~~BUSINESS AS USUAL~~

indiepics



To stay relevant we must...



indiepics



Act **FASTER**

Aim **HIGHER**

Be **STRONGER**



Thank you - *Go raibh maith agaibh*

@diarmaidmacm

diarmaid.m@indiepics.ie

indiepics

+353 1 7088 100 • hello@indiepics.ie • www.indiepics.ie