

Abstract

The drama of prime-time: Is it healthy

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According to Nielsen's National Television Household Universe Estimates, there are 120.6 million TV homes in the U.S. for the 2019-20 TV season (Nielsen, 2019). And the most popular time to watch television is between 6pm and midnight, also known as prime-time (Statista, 2019). Today, viewers are exposed to various types of messaging through various genres of programming. One such type of messaging is health-related. This study focused on the top three Nielsen reported prime-time dramas in on major TV networks in 2019. The researchers aimed to 1) identify the occurrence of health and health-related messages during prime-time televisions shows on major TV networks and 2) identify how the depiction of health-related messages differed among prime-time television shows on major TV networks. A coding schema was used to capture and analyze the frequency and type(s) of health occurrence observed during each episode that was watched. The findings from this study serve as a baseline for understanding more about viewer exposure and the use of health information observed during prime-time television viewing.

Public health or related research

