

1. **Risk perception-** subjective judgment that people make about the characteristics and severity of a risk
2. **Elaboration Likelihood Model**
 - a. The likelihood of attitude change is determined by how the target processes the message
 - b. Superficial (peripheral) processing: use of affect/emotion
 - c. Systematic (central) processing: use of cognition
 - d. Which 'route' is taken depends on the relevance of the message to the target
 - e. "true" attitude change only happens through the central processing route that incorporates both cognitive and affective components as opposed to the more heuristics-based peripheral route.
 - f. This suggests that motivation through emotion alone will not result in an attitude change.
 - g. Slide 19 (Week 3- comm theories)
3. **Health literacy-** the literacy and cognitive skills that determine a person's ability to access, understand, and use information for health (**Skill based below**)
 - a. **1. Functional literacy**
 - b. basic skills in reading and writing, capacity to apply these skills in everyday situations.
 - c. **2. Communicative/interactive literacy**
 - d. more advanced cognitive and literacy skills, greater ability to obtain relevant information, derive meaning, and apply new information to changing circumstances.
 - e. **3. Critical literacy**
 - f. most advanced cognitive and literacy skills, critical analysis of information, ability to use information to respond, adapt and control life events and situations.
4. **Gain and Loss framing-** When a "gain" is emphasized, individuals reject risky behaviors
 - a. When the attempt to curb losses is highlighted, individuals tend to prefer risky behaviors
 - b. Framing does not refer to whether a communicator portrays a choice or outcome as good or bad. Instead, it refers to whether an option or possibility is communicated in terms of its positive or negative consequences.
 - c. **Example:** Program A: If Program A is adopted, 200 people will be saved
 - d. Program B: If Program B is adopted, there is 1/3 probability that 600 people will be saved, and 2/3 probability that no people will be saved.
5. **Audience Segmentation-** process of dividing people into homogeneous subgroups based upon defined criterion (characteristics= demographics, geographics, sociocultural differences)
6. **Targeting Vs. Tailoring**
 1. **Targeting-** process of segmenting a population into smaller/similar categories
 2. **Tailoring-** "hitting the bullseye exactly"- not for a group but an individual (done through an assessment and then messaged is tailored to you)

7. **Characteristics of Strategic Communication**- Reduce Health Risks, Incidence, Morbidity and Mortality, and Improve Quality of Life for At-Risk Populations
8. **Parts of Diffusion of Inov. Model**- how new ideas and behaviors are adopted by individuals or groups over a period of time. (**Not WHY they change but HOW**)
 - a. **The Innovation**- Idea, Behavior that is perceived as new (speed at which it is adopted depends on perceived attributes of the innovation.)
 - i. **Attributes of Innovation**
 - ii. **1. Relative Advantage** – Degree to which the innovation is perceived as being better than the idea it supercedes
 - iii.
- 9.