The Use of Social Television in Interactive Health Communication with Implications for Media Literacy

Adamkolo Mohammed Ibrahim [a,b,*], Hajara Umar Sanda [b], Mainasara Yakubu Kurfi [b], Abubakar Tijjani Ibrahim [c]

[a] University of Maiduguri, Borno State, Nigeria
[b] Bayero University, Kano, Kano State, Nigeria
[c] Kano State Polytechnic, Kano, Nigeria

Abstract

The integration of media literacy within interactive health communication via social television presents a transformative potential for enhancing health outcomes globally, particularly in Africa. By harnessing the capabilities of social media and interactive broadcasting, health campaigns can disseminate information more broadly, engage audiences more effectively and ultimately contribute to improved public health across the continent. In contemporary society, the significance of interactive health communication is paramount. The advent of digital technologies has revolutionised the dissemination of health information, facilitating immediate, bidirectional communication between healthcare providers and the public. This paper explores the role of social television in health communication, analysing its potential to enhance the effectiveness of health campaigns through interactive and participatory methods with implications for media literacy. Anchored in the Diffusion of Innovations Theory and Social Cognitive Theory, this study offers an in-depth examination of how social television can shape health behaviours and outcomes. The results indicate that social television's features such as real-time feedback, personalised messaging and increased audience engagement, make it an invaluable asset for future health campaigns. Nonetheless, the study also identifies critical challenges, including the risks of misinformation, privacy issues and the need to balance entertainment with educational content. The paper concludes with strategic recommendations for stakeholders on leveraging social television's potential, emphasising the importance of audience engagement, content accuracy, privacy protection and ongoing research.

Keywords: media literacy, interactive health communication, social television, health campaigns, audience engagement, health behaviour.

1. Introduction

In the contemporary media landscape, social television as a new media platform has carved out a niche as an innovative intersection between traditional broadcasting and interactive digital platforms (Siapera, 2018). Defined as a method of content delivery that combines television viewing with social media interaction, social television transforms passive consumption into an active, participatory experience (Smith, Telang, 2019). This synergy not only enriches the viewing experience but also opens new avenues for health communication strategies that leverage the power of social engagement. Moreover, development (media) communication is a field of study

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that examines how communication can be used to promote social change, particularly in developing countries (Okunna, 2015; Servaes, 2008).

Further, social TV refers to the convergence of television with social media technologies, enabling viewers to engage in real-time discussions and interactions related to televised content (Levin-Zamir, Bertschi, 2018). This phenomenon has revolutionised the way audiences consume health-related information. By fostering a participatory culture, social TV allows for immediate feedback and discourse, thereby facilitating interactive health communication. This interaction not only enhances the viewer's engagement but also allows for the dissemination of health information in a more personalised and relatable manner. Social TV emerges as a pivotal platform for interactive health communication, significantly influencing media literacy. Moreover, in an age where media consumption is at an all-time high, the role of media literacy in shaping public health outcomes cannot be overstated. Media literacy, defined as the ability to access, analyse, evaluate and create media, is a critical skill that enables individuals to navigate the complex landscape of health information.

The importance of interactive health communication cannot be overstated in contemporary society. With the proliferation of digital technologies, health information dissemination has transcended the limitations of time and space, enabling instantaneous, two-way dialogues between healthcare providers and the public (Johnson, Ambrose, 2021). This interactive paradigm shift is crucial in addressing the dynamic and complex nature of health-related issues, fostering a more informed and health-conscious society.

Thesis statement: social television has emerged as a pivotal new media platform, enhancing the efficacy of health communication through interactive and participatory engagement. By integrating the reach and visual impact of television with the conversational dynamics of social media, social television offers a unique blend of entertainment and education, facilitating a more nuanced and impactful health dialogue (Bennett, Glasgow, 2020). This medium's potential to influence public health outcomes is profound, marking a significant step forward in the way health messages are crafted and received.

Aim and objectives: The paper explores the implications of social TV's integration into health communication and its consequential role in enhancing media literacy, particularly in the context of the digital age. This review study aims to contribute to the field by synthesising current knowledge and identifying areas for future research and practice. Specific objectives of the paper are 1) to explore how social television has been integrated into health communication campaigns; 2) to explore the implications of social TV's integration into health communication and its role in enhancing media literacy; 3) to assess the effectiveness of social television in engaging audiences and promoting health behaviour change; 4) to identify the strengths and weaknesses of social television as a tool for health communication; 5) to examine the potential challenges and ethical considerations associated with the use of social television in health campaigns; and 6) to provide recommendations for optimising the use of social television in future health communication efforts.

The Implications of Social TV's Role in Interactive Health Communication for Media Literacy: *Media literacy and health outcomes*: Media literacy is the ability to access, analyse, evaluate and create media in various forms (Levin-Zamir, Bertschi, 2018). In the realm of health communication, media literacy equips individuals with the skills necessary to navigate through the plethora of health information available, discerning credible sources from misleading ones. The role of social TV in this context is twofold: it serves as a medium for health education and as a tool for cultivating critical thinking and analytical skills among viewers.

Empowerment through education: *Media literacy as a tool for empowerment*: Media literacy empowers viewers to critically evaluate the health information they encounter on social TV. By developing skills to assess the credibility of sources and the quality of content, individuals can make informed decisions about their health. This critical thinking is particularly important in an era where health misinformation can spread rapidly online. Furthermore, the educational potential of social TV lies in its ability to present health information in an engaging and accessible format. Programs that integrate interactive features can empower viewers to take an active role in their health management. For instance, health literacy and eHealth literacy are crucial competencies that enable individuals to engage actively in their health, aligning with the UN Sustainable Development Goals (Levin-Zamir, Bertschi, 2018).

Enhancing engagement through social TV: Social TV has the potential to transform passive viewers into active participants in health communication. By integrating social media features with

televised health content, viewers are encouraged to engage in discussions, share their experiences and even contribute content. This level of engagement can lead to a deeper understanding of health issues and promote a sense of community among viewers, which is essential for sustained behavioural change (Heldman et al., 2013).

The Role of Media in Supporting Health: Media outlets, including social TV, play a crucial role in supporting public health by providing accurate information and offering platforms for public debate on health issues. They also hold a responsibility to report responsibly and hold decision-makers accountable, thereby contributing to a well-informed public (World Health Organization, 2022).

The integration of social TV into interactive health communication has profound implications for media literacy. It offers a dynamic way to engage viewers, promote community building and empower individuals with the skills needed to navigate the complex media environment (Heldman et al., 2013). As we continue to explore the capabilities and impact of social TV, it is vital to ensure that the benefits are maximised while the risks are mitigated.

Risks and Benefits of Social Media Engagement: While social TV can enhance engagement, it also presents risks. The spread of misinformation is a significant concern, as health-related content shared on social platforms may not always be vetted for accuracy. However, when used effectively, social TV can facilitate accurate health messaging and communication between health professionals and the public, potentially leading to improved health outcomes (BMC Public Health, 2022).

Media Literacy as a Cornerstone for Health Empowerment: Media literacy empowers individuals to critically engage with media content, discerning between beneficial health information and potentially harmful misinformation. In the context of health communication, this skill set is paramount. The ability to critically evaluate health messages and make informed decisions based on this analysis is a direct determinant of health behaviours and outcomes (Bergsma, 2018; Bergsma, Carney, 2008; Heldman et al., 2013). As such, media literacy is not just a facilitator of knowledge but a foundational component of health empowerment.

The Role of Media Literacy in Interactive Health Communication: Interactive health communication (IHC) leverages media platforms to facilitate two-way communication between health providers and the public. This interaction allows for personalised health messages, fostering greater engagement and adherence to health recommendations. However, the effectiveness of IHC hinges on the audience's media literacy skills. Without the ability to critically assess and engage with the content, the benefits of IHC can be lost (Levin-Zamir, Bertschi, 2018; Heldman et al., 2013; World Health Organization, 2022).

Challenges in the Digital Health Landscape: The digital health landscape presents unique challenges. The sheer volume of information available can overwhelm individuals, making it difficult to identify credible sources. Furthermore, the rapid dissemination of health information through social media can lead to the spread of misinformation. Media literacy education is thus essential in equipping individuals with the skills to navigate these challenges and engage effectively with IHC (Bergsma, 2018; Bergsma, Carney, 2008).

Challenges and ethical considerations: Despite its benefits, the use of social TV in health communication presents several challenges. The digital divide may exclude certain populations from accessing these interactive platforms, thus raising ethical concerns regarding equity and accessibility (Levin-Zamir, Bertschi, 2018). Moreover, the reliance on social TV for health information necessitates a critical examination of content quality and the potential for misinformation.

Social TV's role in interactive health communication has significant implications for media literacy. It not only serves as a dynamic platform for health education but also fosters the development of critical media literacy skills. As society gravitates towards digital and media tools for health promotion, the empowerment of individuals through enhanced media literacy becomes increasingly important. However, it is imperative to address the challenges and ethical considerations to ensure that social TV effectively supports and promotes public health.

The Landscape of Health Communication: Historical perspective on health communication methods: The annals of health communication are replete with a myriad of methods, each reflecting the zeitgeist of its era. Historically, health communication was an integral part of public health education and training, primarily delivered through didactic lectures and printed materials. This approach was largely unidirectional, with a focus on disseminating information from health authorities to the public (Malikhao, 2016). As societies evolved, so too did the methods of

communication, with the advent of radio and television providing new platforms for health messages to reach a wider audience (Colle, 2003).

*The role of traditional media in disseminating health information:*Traditional media, encompassing radio, television and print, have long been the stalwarts of health information dissemination. These mediums have played a pivotal role in educating the public on health matters, shaping health behaviours and influencing public opinion on health policies (Dunn, Woo, 2019). Despite the rise of digital media, traditional media continue to be regarded as credible sources of health information, particularly during global health crises such as the COVID-19 pandemic (Najie et al., 2021).

*The shift towards interactive communication with the advent of new media:*The digital revolution has ushered in a paradigm shift towards interactive communication, characterised by the emergence of new media platforms such as social media, blogs and online forums. This shift has transformed the landscape of health communication, enabling a two-way exchange of information and allowing individuals to actively engage in their health-related decision-making processes (Stoumpos et al., 2023). The interactive nature of new media has not only democratised health information but also presented new challenges in ensuring the accuracy and reliability of health content (Kim et al., 2019).

Social television as a new media:*Definition and characteristics of social television:*Social television represents the confluence of television broadcasting and social media, creating a platform where viewers engage with televised content and each other simultaneously. This phenomenon allows for real-time interaction and sharing of television experiences across social networks, effectively turning individual viewing into a communal event (Kim et al., 2019). Social television is characterised by its ability to foster audience participation, create communities around television content and facilitate a shared viewing experience, regardless of geographical boundaries (Kim et al., 2019; Kim et al., 2021).

Comparative analysis with traditional health communication methods: When juxtaposed with traditional health communication methods, social television stands out for its interactive capabilities. Unlike the one-way dissemination of information typical of traditional media, social television encourages a two-way dialogue, allowing viewers to contribute to the conversation and influence the narrative (Yang et al., 2023). This interactivity enhances the personalisation and relevance of health messages, potentially increasing their impact on health behaviours (Kim et al., 2019; PMC, 2020).

*Case studies of successful social television initiatives:*One illustrative case study is the repositioning of Sun TV's channel, Sun Life, which leveraged social television to target a younger, digitally-native demographic. Through a strategic use of social media, Sun TV successfully enhanced viewership and engagement by aligning content with the consumption patterns and preferences of its target audience (Media Samosa, 2020). Another example is the advocacy work by Caribbean Natural Resources Institute (CANARI), which used social television to amplify its message and foster community involvement in governance and development processes (CANARI, 2018).

Advantages of Social Television in Health Communication:*Enhanced audience engagement:*Social television has revolutionised the way audiences engage with health communication. By integrating social media tools with television programming, broadcasters can foster a more dynamic and participatory viewing experience. This enhanced engagement is evidenced by increased interactions with televised content, as viewers are encouraged to share opinions, participate in polls and become part of a larger conversation about health topics. The immediacy of social television allows for a more immersive experience, which can lead to greater retention of health information and a deeper understanding of health issues (Chen, Wang, 2021; Kanchan, Gaidhane, 2023).

Real-time feedback and interactivity: The interactivity of social television provides real-time feedback from viewers, creating a two-way communication channel between broadcasters and the audience. This immediacy allows health communicators to gauge audience reactions, answer questions and address misconceptions as they arise, thereby enhancing the effectiveness of health messages. Real-time interactivity also enables a more personalised approach to health communication, as viewers can receive tailored responses to their concerns (Chen, Wang, 2021; Kanchan, Gaidhane, 2023; Kim et al., 2019).

*Personalisation of health messages:*Social television allows for the personalisation of health messages, making them more relevant to individual viewers. By utilising data analytics and viewer

feedback, health communicators can customise content to address specific demographics, cultural backgrounds and personal health concerns. This level of personalisation ensures that health messages resonate more deeply with viewers, potentially leading to positive changes in health behaviours (Chen, Wang, 2021; Kanchan, Gaidhane, 2023; Kim et al., 2021).

*Broader reach and accessibility:*The accessibility of social television extends the reach of health communication to a broader audience. With the proliferation of digital devices, health messages can be disseminated across multiple platforms, ensuring that they are available to individuals regardless of location or socioeconomic status. This increased accessibility is crucial for public health campaigns, as it allows for the distribution of vital health information to diverse populations (García-Perdomo, 2021), including those who may have previously been underserved by traditional media (Chen, Wang, 2021; Kanchan, Gaidhane, 2023; Kim et al., 2019).

*Challenges and Considerations:*While the potential benefits are clear, there are challenges to consider. These include addressing misinformation and ensuring content accuracy, privacy concerns and data security, balancing entertainment and educational value and ethical considerations in health message dissemination. Moreover, balancing entertainment with educational value is crucial to keep the audience engaged without compromising the quality of health information (Chen, Wang, 2021).

*Addressing misinformation and ensuring content accuracy:*In the realm of social television, the rapid dissemination of information presents a formidable challenge in mitigating the spread of misinformation. Ensuring content accuracy is paramount, as health-related misinformation can have dire consequences. Strategies to combat misinformation include employing fact-checking protocols and fostering media literacy among audiences. It is essential to establish trust and accountability, particularly in journalism, where the veracity of information is critical (Chen, Wang, 2021; Kanchan, Gaidhane, 2023; García-Perdomo, 2021; Yang et al., 2023).

*Privacy concerns and data security:*The integration of social media with television raises significant privacy concerns and data security issues. Protecting users' privacy requires a careful balance between personalisation and the risk of data exposure. Anonymisation techniques and robust data protection measures are necessary to safeguard user information while still allowing for the personalisation that makes social television engaging (Chen, Wang, 2021; Kanchan, Gaidhane, 2023; Kim et al., 2021).

*Balancing entertainment and educational value:*Social television must navigate the delicate balance between entertainment and educational value. While the primary aim is to inform and educate, the content must also be engaging to capture the audience's attention. Employing entertainment-education strategies can enhance the appeal of educational messages, making them more relatable and memorable for viewers (Kim et al., 2019, 2021).

*Ethical considerations in health message dissemination:*Ethical considerations in disseminating health messages through social television are complex. Issues include respecting viewers' autonomy, avoiding the perpetuation of social inequities and ensuring that content does not infringe on privacy or freedom of choice. Public health researchers and broadcasters must adhere to ethical principles that prioritise the protection of individual users (Colle, 2003; Hunter et al., 2018).

2. Materials and methods

The scope of the literature review was defined by the research questions, which aimed to explore the role of social television in health communication and its potential to influence health behaviours. Relevant databases such as PubMed, PsycINFO and Google Scholar were selected for the literature search. Sources included peer-reviewed journal articles, books, conference proceedings and reputable online publications. For the search strategy, a combination of keywords and phrases related to social television, health communication, audience engagement and interactive media was used. Boolean operators (AND, OR, NOT) were employed to refine the search results. Next, criteria were established based on publication date (within the last 10 years, 2014–2023), language (English) and relevance to the research questions. Studies that did not focus on social television or its application in health communication were excluded.

Titles and abstracts were screened for relevance, and full texts were reviewed to determine their suitability for inclusion. The reference lists of selected articles were also examined for additional sources. Key information was extracted from each source, including the authors, year of publication, study objectives, methodology, results and conclusions. Next, the quality of the sources

was assessed using established criteria such as the clarity of research objectives, appropriateness of the methodology and the rigour of the analysis. Finally, data was synthesised to identify common themes, trends and gaps in the literature. A narrative approach was used to integrate findings and provide a comprehensive overview of the research topic.

3. Discussion

The exploration of social television as a new media platform for health communication reveals a robust theoretical framework grounded in the Diffusion of Innovations Theory (DIT) and Social Cognitive Theory (SCT). These theories provide essential insights into how social television can influence health behaviours and facilitate public health campaigns.

Rogers' Diffusion of Innovations Theory (Rogers, 2003) explicates the process by which new ideas, products, or technologies are disseminated within a social system over time. According to DIT, media act as catalysts for change, guiding audiences through a series of stages: knowledge, persuasion, decision, implementation and confirmation. In the context of social television, DIT can elucidate how health communication campaigns broadcast via interactive TV may lead to the widespread adoption of health behaviours among the populace (Rogers, 2003).

On the other hand, Bandura's (Bandura, 1989, 2001) Social Cognitive Theory (SCT) highlights the significance of observational learning, imitation and modelling in behaviour change. Social television, with its interactive features, enables viewers to observe modelled health behaviours, engage in discussions about these behaviours and receive reinforcement through social media platforms. This dynamic interaction influences viewers' health decisions and actions, underscoring the critical role of observational learning in shaping individual health behaviours. The theory emphasises that this learning process is pivotal in behaviour modification, making SCT a valuable framework for understanding the impact of social television on health communication.

Despite the promising prospects of social television, significant research gaps remain. Current literature underscores the need for comprehensive methodologies to evaluate the impact of social television on health behaviour change. Many existing studies lack the methodological rigour required to draw definitive conclusions about the efficacy of social television in different sociocultural contexts. Additionally, there is a need for research exploring the responsiveness of social television to public health emergencies, an aspect crucial given the dynamic nature of health crises. Future research should also investigate the characteristics of health messages, digital communication strategies and the perceptions of healthcare providers to enhance the efficacy of social television as a health communication tool.

Social television holds considerable promise for global health campaigns, offering a platform that transcends geographical and cultural barriers. Its real-time engagement capabilities and potential to foster community dialogue make it an ideal medium for extensive health initiatives. Research indicates that social media, a core component of social television, can significantly advance health promotion beyond mere awareness, potentially driving long-term behaviour change. However, the sustainability of such behavioural changes requires further investigation to ascertain their long-term impact (Chen, Wang, 2021; Kanchan, Gaidhane, 2023; Kim et al., 2019, 2021).

Looking to the future, interactive health communication is anticipated to evolve significantly. The integration of digital health solutions is expected to rise exponentially, as healthcare systems build trust in technology through peer usage, cost benefits and observed improvements in patient health outcomes. Innovations such as remote patient monitoring and other digital health tools are likely to facilitate more personalised and community-based care, reshaping the landscape of health communication (Chen, Wang, 2021; Kanchan, Gaidhane, 2023; Kim et al., 2019).

In African countries such as Nigeria, South Africa, etc., the potential for social television in health campaigns is particularly significant given the continent's rapid increase in digital technology access and widespread social media usage. Social television, which merges traditional broadcasting with interactive social media platforms, presents a unique opportunity to engage audiences in health-related discussions and interventions (Chen, Wang, 2021; Kim et al., 2019). This potential is further enhanced by social television's ability to promote active audience engagement through features such as live polls, Q&A sessions and social media discussions accompanying broadcasts. Such engagement not only elevates viewers' knowledge but also empowers them to take control of their health. In South Africa, for instance, social media has been identified as a tool capable of scaling health promotion programmes due to its low cost and ability to create virtual communities (Abroms, 2019; Chen, Wang, 2021).

One of the most notable advantages of social television is its ability to surmount geographical barriers. In many developing regions, especially in Africa, access to healthcare facilities and professionals is limited. Social television can bridge this gap by delivering health education and information to remote and underserved areas, playing a crucial role in public health campaigns (Abroms, 2019; Gunasekeran et al., 2022; Kim et al., 2021).

Moreover, the interactive nature of social television allows for real-time feedback from the audience, which can be invaluable for health organisations in assessing the effectiveness of their messages and campaigns. Data collected from audience interactions can help tailor future health interventions to be more effective and targeted (Chen, Wang, 2021; Gunasekeran et al., 2022; Kim et al., 2019).

4. Results

The literature review has identified a theoretical framework for examining social television as a novel media platform for health communication, rooted in the Diffusion of Innovations Theory (DIT) and the Social Cognitive Theory (SCT). Rogers (Rogers, 2003: 5) defines diffusion as "the process in which an innovation is communicated through certain channels over time among the members of a social system." DIT explicates the manner in which new ideas, products, or technologies are disseminated within a social system over time. According to this theory, media act as agents of change, influencing audiences to adopt new behaviours or innovations through stages: knowledge, persuasion, decision, implementation and confirmation. Applied to social television, DIT can elucidate how health communication campaigns broadcast via interactive TV may lead to the widespread adoption of health behaviours among the populace.

Conversely, Social Cognitive Theory (SCT), as proposed by Bandura (Bandura, 1989, 2001), highlights the importance of observational learning, imitation and modelling in behaviour change. Social television, with its interactive components, enables viewers to observe modelled health behaviours, discuss them and receive reinforcement through social media platforms, thereby influencing their own health decisions and actions. Bandura (Bandura, 2001) asserts that this process of observational learning is pivotal in shaping individuals' health behaviours, making SCT a crucial framework for understanding the impact of social television on health communication.

Despite the potential of social television, significant research gaps remain. Current literature underscores the need for more comprehensive methodologies to evaluate the impact of social television on health behaviour change. Moreover, there is a call for research exploring the effectiveness of social television across diverse sociocultural contexts and its capacity to swiftly respond to public health emergencies. Future studies should also examine the characteristics of health messages, digital communication strategies and the attitudes and perceptions of healthcare providers.

Social television holds considerable promise for global health campaigns, offering a platform that transcends geographical and cultural barriers. Its real-time engagement capabilities and potential to foster community dialogue make it an ideal medium for broad health initiatives. Research indicates that social media, an integral component of social television, can significantly advance health promotion beyond mere awareness, potentially driving long-term behaviour change. However, the enduring impact of such campaigns requires further investigation to ascertain sustainable behavioural changes.

Looking to the future, interactive health communication is anticipated to evolve dramatically. The integration of digital health solutions is expected to rise exponentially, as healthcare systems build trust in technology through peer usage, cost benefits and observed improvements in patient health outcomes. Innovations such as remote patient monitoring and other digital health tools are likely to facilitate more personalised and community-based care, reshaping the landscape of health communication.

In Africa (especially in Nigeria and South Africa), the potential for social television in health campaigns is particularly significant given the continent's rapid increase in digital technology access and widespread social media usage. Social television, which merges traditional broadcasting with interactive social media platforms, presents a unique opportunity to engage audiences in health-related discussions and interventions. This potential is further enhanced by social television's ability to promote active audience engagement through features such as live polls, Q&A sessions and social media discussions accompanying broadcasts. Such engagement not only boosts viewers' knowledge but also empowers them to take control of their health. In South Africa,

for instance, social media has been identified as a tool capable of scaling health promotion programmes due to its low cost and ability to create virtual communities.

One of the most notable advantages of social television is its ability to surmount geographical barriers. In many developing regions, especially in Africa, access to healthcare facilities and professionals is limited (Abroms, 2019). Social television can bridge this gap by delivering health education and information to remote and underserved areas, playing a crucial role in public health campaigns Moreover, the interactive nature of social television allows for real-time feedback from the audience, which can be invaluable for health organisations in assessing the effectiveness of their messages and campaigns. Data collected from audience interactions can help tailor future health interventions to be more effective and targeted.

5. Conclusion

The integration of media literacy within interactive health communication through social television holds significant promise for enhancing global health outcomes, particularly in Africa. By leveraging the interactive capabilities of social media and the extensive reach of traditional television, social television can disseminate health information to wider audiences, engage viewers more effectively and ultimately contribute to improved public health across the continent. The transformative potential of social television in health communication is profound. As a medium that combines the interactive features of social media with the extensive reach of television, social television stands ready to revolutionise how health information is communicated and received.

Theoretical frameworks such as the Diffusion of Innovations Theory and Social Cognitive Theory provide a robust foundation for understanding the impact of social television on health behaviours and outcomes. These theories highlight the critical role of media as a catalyst for change and the power of observational learning and modelling in shaping health decisions. This research has demonstrated that social television is a pivotal new media platform, enhancing the effectiveness of health communication through interactive and participatory engagement. Features such as real-time feedback, personalised messaging and increased audience engagement make social television an essential tool for future health campaigns, particularly in reaching diverse and widespread populations.

Therefore, it is imperative for stakeholders in health communication – including policymakers, healthcare providers, media professionals and public health researchers – to recognise and harness the potential of social television. There is a pressing call to action for these stakeholders to collaborate in creating content that is not only informative and accurate but also engaging and accessible. By doing so, they can transform health communication from a one-way broadcast into a dynamic dialogue, empowering individuals and communities to make informed health choices. Future research should focus on identifying the most effective strategies for implementing social television in various African contexts and evaluating its impact on public health outcomes.

Moreover, while social television presents significant opportunities for health communication, ongoing research is necessary to fully leverage its potential. By addressing existing research gaps and exploring new dimensions of this medium, future studies can pave the way for more effective and inclusive health communication strategies.

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