



Exchange programme Vrije Universiteit Amsterdam

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit Amsterdam - 2024-2025

Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

Risk and Health Communication

Course Code	S_RHC
Credits	6
Period	P5
Course Level	300
Language Of Tuition	Dutch / English
Faculty	Faculty of Social Sciences
Course Coordinator	dr. G.M. van Koningsbruggen
Examiner	dr. G.M. van Koningsbruggen
Teaching Staff	drs. M.F. Boufouchk MSc, dr. J. Veldhuis, A.M.M. Leroux MSc, dr. G.M. van Koningsbruggen
Teaching method(s)	Lecture, Study Group

Course Objective

After successful completion of this course, we expect students to be able to:

- Describe and explain scientific theories and research about predicting and changing risk and health behavior;
- Describe and explain scientific theories and research on the role of message factors in the context of risk and health communication;
- Apply theoretical knowledge regarding risk and health communication to campaigns and interventions in practice (from different angles);
- Have knowledge of and insight into how campaign and intervention effects are measured (and the associated pitfalls);
- Conduct an evaluation of a health campaign (element) using quantitative statistics and write a report about it;
- Motivate, on the basis of scientific theories and research, which strategies can be used best in campaigns (using message factors).

Course Content

Risk and health communication are often used to inform people about health risks and to motivate them to adopt healthy behavior. To develop effective health campaigns and interventions, you – as a communication scientist – need knowledge about the factors that predict risk and health behavior, how you can influence these factors through communication, and how you can overcome potential obstacles you can encounter while persuading your audience. In this course we therefore discuss theory and research about predicting and changing risk and health behavior. In addition, we discuss, for instance, the role of message factors, and how campaign and intervention effects can be measured.

Additional Information Teaching Methods

Lectures, Q&A lectures, work group meetings, and (online) instructions

Method of Assessment

Exam and/or assignment(s)

Literature

A selection of scientific articles and/or book chapters (to be announced on the Canvas page of the course).

Additional Information Target Audience

Second year bachelor students Communication Science

Custom Course Registration

In this course, you cannot enroll for one of the study groups yourself, but you will be assigned by the course coordinator. The allocation will be announced via Canvas. Please note: You do have to register for the course and the other course components on VU.nl.

Recommended background knowledge

The RHC course is a 2nd year course in the Bachelor program Communication Science. We build on bachelor-level knowledge of theories and research on persuasion. The course also includes an assignment for which you need knowledge of quantitative statistics at the level of the FSS courses Descriptive and Inferential Statistics (S_DIS) and Quantitative Research Methodology (S_QNRM).