

Innovations in Narrative-Based Intervention Design, Development, and Evaluation

Date: Thursday, May 25, 2017

Venue: Hilton San Diego Bayfront (Onsite ICA Hotel)

Time: 9am- 5pm

Description & Objective:

Storytelling is a powerful tool for deep learning, health promotion, and social change. In the past four decades, changemakers all around the world have been increasingly incorporating narrative elements into intervention programs to raise awareness, promote healthy alternatives, and change individual behaviors, social and cultural norms, and public policies.

This preconference aims to highlight and discuss selected innovative approaches in designing, developing, monitoring, and evaluating narrative-based interventions to address complex issues in public health and social justice in today's societies. We also hope to bring together both scholars and practitioners to share the state-of-art projects in thinking and action as well as brainstorming on strategies to overcome the challenges in research and practice.

The full-day agenda will include:

- (1) A session of invited international speakers and organizational representatives to highlight theoretical, methodological and production innovation. Confirmed participants include *Arvind Singhal, Melanie Green, Jeff Niederdeppe, Arul Chib*, and representatives (writers, producers and/or evaluators) from *East Los High, Main Kuch Bhi Kar Sakti Hoon, Hollywood, Health & Society, BBC Media Action, and Center for Media & Health*.
- (2) A session of competitively selected papers featuring original research through an open call for extended abstracts on this topic (we encourage innovations in a variety of ways from framing the questions/challenge, modeling the process, to new narrative genres, communication platforms, and novel methods and measures); and
- (3) A session of interactive group activities for networking and collaboration.

We envision a diverse group of participants ranging from practitioners working in media production and advocacy organizations to scholars from psychological, sociological, and cultural approaches, all interested in improving implementation and evaluation of story-based interventions. We hope these conversations produce deliberations and innovations in both academic study and fieldwork. Based on the quality of the papers and the conversation arising from the preconference, we plan to explore the possibility of constructing a special issue on these ideas in a refereed journal.

Call for Papers:

For the sessions featuring competitively selected papers we solicit extended abstracts on original research (including research in progress) for consideration. We seek submissions that highlight innovation in narrative-based interventions on any of the following four areas:

- (a) Communication platforms and transmedia interventions;
- (b) New narrative genres and/or audience engagement approaches;
- (c) Novel evaluation methods and measures, and;

(d) Provocative questions/challenges for the field – including studies with unanticipated and null findings (e.g., things that did not work as expected) as a jumping point for discussion on theory and methods.

Extended abstracts should be 1,000-1,500 words in length (excluding references) and adhere to guidelines consistent with the 6th edition for the APA Manual. Abstracts should include a brief summary of relevant literature and a discussion of theory(ies) and implication(s) for practice. If submitting empirical work, please include a description of hypotheses/research questions. Submissions should be formatted for a “blind review,” with a separate APA title page included that lists the name of the corresponding author. All submissions for the competitive section will be subject to a double-blind peer review process. Please note that authors cannot have submitted this work for consideration in the main ICA conference.

Please email questions regarding competitive papers to Angeline Sangalang at angeline.sangalang@asc.upenn.edu and/or Joyee Chatterjee at joyeec@ait.asia.

Abstracts should be submitted via email as MS Word files to angeline.sangalang@asc.upenn.edu and cc: joyeec@ait.asia.

Deadline: December 19, 2016, 11PM EST

We will notify authors of the status of their submissions on or before February 15, 2017.

Registration Fee:

Registration will be through the ICA website and participation is open to all.

Students: \$75

Others: \$100

Organizers:

Michael J. Cody (cody@usc.edu)

Professor, Annenberg School for Communication & Journalism, USC

Hua (Helen) Wang (hwang23@buffalo.edu)

Associate Professor, Department of Communication, University of Buffalo, SUNY

Joyee S. Chatterjee (joyeec@ait.asia)

Assistant Professor, Gender & Development Studies, Asian Institute of Technology, Thailand

Angeline (Lee Ann) Sangalang (angeline.sangalang@asc.upenn.edu)

Postdoctoral Fellow, Annenberg School for Communication, University of Pennsylvania

Sponsors:

BBC Media Action, India

Department of Communication, University of Buffalo, SUNY