



Health Communication AI

Frequently Asked Questions

- 1. What is Health Communication AI?** Health Communication AI is an innovative approach that NORC is spearheading which aims to improve public health communication and combat health misinformation. It builds upon evidence from the opinion leadership knowledgebase, further extending recent work that has examined opinion leadership in the digital age by integrating emerging generative AI technology. As such, Health Communication AI creates personalized and empathetic interactions in order to enhance and scale the dissemination of evidence-based health information.
- 2. What inspired the development of Health Communication AI?** The project was inspired by the challenges faced in health communication, including increasing distrust of our public health and health care systems, the rapid and vast spread of misinformation, and the difficulty of engaging with diverse communities at scale. Combining Dr. Burke Garcia's research on social media influencers as the newest opinion leaders and Dr. Soskin Hicks' experience in AI advancements and digital products for health communication provides a unique opportunity to innovatively address these challenges.
- 3. How is the success of Health Communication AI measured?** Health Communication AI necessitates a robust research agenda - one that NORC is leading through its Health Communication Science Center. This agenda includes conducting feasibility and pilot studies to better understand what works and what does not in this new environment as well as longitudinal studies to examine long-term impacts on health decision making and behaviors. It also includes work to unveil implications and recommendations related to policy, ethics, and privacy as well as practical applications.
- 4. How does Health Communication AI address misinformation?** By leveraging AI's ability to analyze vast amounts of data and generate responses that are both accurate and tailored to an individual's concerns, Health Communication AI can provide credible, evidence-based information more effectively than traditional methods. This proactive approach helps counteract misinformation by ensuring that accurate information is present in the conversation, when and where it is happening on social media and in digital spaces and by making the information more accessible and engaging through empathetic and unbiased communication.
- 5. Technically speaking, how does Health Communication AI work?** Health Communication AI is an Integrated AI system, functioning as an AI agent, that executes social listening, sentiment analysis, and provides text responses through a fine-tuned Chatbot. The Chatbot engages with individual users on social media and optionally through websites, the GPT store or apps.
- 6. Can Health Communication AI adapt to different public health contexts?** Yes, the AI models can be trained on specific health topics, cultural considerations, and languages, making it adaptable to various public health contexts. The evidence base on which it is fine-tuned informs the Chatbot's development, ensuring it aligns with health communication best practices and up to date health and medical data. This flexibility ensures that the communication is relevant and effective across different populations and health challenges.
- 7. What are the ethical considerations in using AI for health communication?** Ethical considerations include ensuring data privacy, avoiding bias in AI-generated content, and maintaining transparency about the use of AI in communications. Developing and implementing guidelines that safeguard individuals' rights and ensure the responsible use of AI technology are central to NORC's work on Health Communication AI.
- 8. How can organizations and interested individuals get involved with Health Communication AI?** We are actively seeking partners who want to invest in the development of this idea, co-design and participate in pilot programs, provide expertise and feedback, and explore collaboration opportunities for deploying Health Communication AI within their networks or communities. Contact HealthCommAI@norc.org for more information.



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