

We are IntechOpen, the world's leading publisher of Open Access books Built by scientists, for scientists

4,800

Open access books available

122,000

International authors and editors

135M

Downloads

Our authors are among the

154

Countries delivered to

TOP 1%

most cited scientists

12.2%

Contributors from top 500 universities



WEB OF SCIENCE™

Selection of our books indexed in the Book Citation Index
in Web of Science™ Core Collection (BKCI)

Interested in publishing with us?
Contact book.department@intechopen.com

Numbers displayed above are based on latest data collected.

For more information visit www.intechopen.com



An Examination of Organ Donation in the News: A Content Analysis From 2005-2010 of the Barriers to Becoming an Organ Donor

Brian L. Quick¹, Nicole R. LaVoie¹ and Anne M. Stone²

¹*University of Illinois at Urbana-Champaign*

²*Portland State University*

USA

1. Introduction

Presently, more than 111,000 people are waiting for an organ transplant (United Network for Organ Sharing, 2011). Given the impact that this shortage has on individuals, families, and society, research examining factors influencing the decision to become an organ donor is imperative. A report indicate that most Americans learn more about organ donation from television than any other source (Conesa, Zambudio, Ramirez, Canteras, Rodriguez, & Parrilla, 2004). Thus, an important first step is determining what content is covered, as well as how organ donation is depicted, on television news. As part of a larger study on campaign strategies for improving organ donation rates, we examined television news coverage of organ donation across ABC, CBS, CNBC, CNN, FOX, and MSNBC from January 2005 through December 2010. In order to better understand the potential impact these news stories may have on viewers, we employed the Health Belief Model (HBM; Rosenstock, 1974). The following describes the utility of the HBM for analyzing the content of organ donation news transcripts. Drawing from the agenda setting literature, which suggests that the media shapes not only what people think about but also how they think about it, (McCombs & Shaw, 1972) we assert that examining news content provides a meaningful context to better understand why people generally have favorable attitudes toward organ donation and still do not take the step to register to become an organ donor.

2. Utility of Health Belief Model for examining news coverage

Examining news coverage related to organ donation provides a context for understanding why people may not become organ donors despite research suggesting people are favorable to organ donation (Gallup, 2005). The Health Belief Model offers a useful theoretical lens with which organ donation researchers may explain and predict this behavior. This is clearly an important goal for scholars and practitioners charged with creating successful organ donation campaigns. The following outlines the core assumptions of the HBM as described by Rosenstock.

The Health Belief Model (HBM) is a value-expectancy theory developed to explain and predict why people participate in efforts to prevent or detect disease (Rosenstock, 1974). It is

important to note that of the various health behavior theories, the HBM is particularly well suited to framing interventions for infrequent behaviors, like organ donation. Six main concepts serve as the foundation for the HBM: perceived susceptibility, perceived severity, perceived benefits, perceived barriers, cues to action, and self-efficacy (Glanz & Bishop, 2010). First, perceived susceptibility to a health threat, or how likely people feel they are to develop a certain condition, must be assessed. Second, the perceived severity of health threat (i.e., how serious the condition would be) is considered. Few studies examine the perceived severity of the organ shortage. For example, one study suggests that high school students are unaware of the organ shortage (Quick, LaVoie, Scott, Morgan & Bosch, in press). Third, perceived self-efficacy, which is also described as people's confidence in their ability to successfully perform behaviors to prevent a threat, plays an important role in whether or not a person joins an organ donor registry (Anker, Feeley, & Kim, 2010; Siegel, Alvaro, Lac, Crano, & Dominick, 2008). Recent research by Anker and colleagues (2010) suggests that self-efficacy mediates the attitude-behavior relationship within the context of organ donation.

The fourth key feature of the HBM concerns perceived barriers. Perceived barriers are factors that would prevent a person from taking the preventive action. Morgan and colleagues (Morgan, Miller, Arasaratnam, 2003; Morgan, Stephenson, Harrison, Afifi, & Long, 2008) discovered various barriers preventing individuals from joining an organ donor registry including what they called noncognitive factors, such as medical mistrust, the jinx factor, and the ick factor. Fifth, the HBM examines the role of perceived benefits of performing a specific task. Benefits refer to the positive consequences of performing healthy behaviors or, conversely, not performing unhealthy acts. Parisi and Katz's (1986) work suggests that individuals often join an organ donation registry because they want to be a hero by saving or improving the lives of others (Parisi & Katz, 1986; Quick et al., in press). Finally, cues to action are the strategies that allow a person to feel that they can act. Research shows that various media such as newspaper (Feeley & Vincent, 2007), television dramas (Morgan, Harrison, Chewing, DiCorcia, & Davis, 2007) and television news (Quick, Kim, & Meyer, 2009) can serve as integral sources of organ donation information for individuals. These sources may provide consumers with cues to action or with inaccurate information. With respect to the current chapter, television coverage serves as an external cue to prompt viewers to join a registry. Each of these concepts is important in predicting whether or not an individual is likely to engage in a behavior. In short, the HBM suggests that if a person believes they are at risk, the associated consequences of that risk are substantial, and there is something the individual can do to prevent that negative effect, he/she will act, especially following exposure to an internal or external persuasive cue such as a news story.

The current investigation examines television news coverage under the guidance of the HBM. Horton and Horton (1990) suggested that it was important for researchers to acknowledge other variables in organ donation studies instead of relying on a "simple assessment of awareness, attitudes, and behaviors" (p. 791). Scholars have since sought to address this limitation by addressing general benefits and barriers to organ donation (Horton & Horton, 1991), the role of communication with families (Afifi, et al., 2006; Morgan, et al., 2005), as well as the influence of sociocultural factors on organ donation (Kim, Elliot, & Hyde, 2004).

Despite literature that has examined media coverage of organ donation (Feeley & Vincent, 2007; Morgan, Harrison, Chewing, Davis, & DiCorcia, 2007; Quick, Kim, & Meyer, 2009),

no research to the authors' knowledge has accounted for the ability of news media to shape perceptions of organ donation using the HBM as a theoretical lens. As such, the following research questions draw from the HBM to describe the content of news articles.

A major tenet of the HBM is that the need for changing a health behavior is communicated (Rosenstock, 1974). Moreover, according to the HBM, individuals weigh the benefits and barriers prior to making a decision and are likely to engage in a behavior only if the rewards outweigh the drawbacks. Assuming the threat is clearly communicated, if one is aware and confident that he/she can perform the recommended behavior, and the benefits outweigh the barriers, HBM researchers would expect that individual to perform the advocated behavior. In the spirit of better understanding television news coverage with respect to the organ shortage, the process of joining an organ donor registry, along with the benefits and barriers to registering as an organ donor, we advance the following research questions:

RQ1: Do television news coverage of organ donation communicate the severity of the organ shortage?

RQ2: Is more attention devoted to the benefits or barriers of organ donation?

RQ3: Does television news transcripts communicate to the audience about how to join the organ donor registry?

RQ4: Do television news transcripts endorse joining an organ donation registry?

3. Method

3.1 Sample and procedure

This study examined television news coverage of organ donation from January 2005 through December 2010. Television news transcripts were collected using Lexis Nexis. A total of 743 stories were selected and analyzed from ABC ($n = 161$), CBS ($n = 126$), CNBC ($n = 2$), CNN ($n = 402$), FOX ($n = 30$), and MSNBC ($n = 22$). Each news transcript was the unit of analysis for the present investigation. Certainly, many of these stories appeared in various forms across these networks. We were interested in reviewing all transcripts that mentioned organ donation and for this reason we employed a broad search term to garner a wide range of news transcripts. Our interest in analyzing stories that explicitly discussed organ donation or the transplantation process led us to use search terms that would find these statements in the text of the article. Following previous research we used "organ don! or organ transplant!" as key terms (Quick, et al., 2009).

After the news transcripts were identified and retrieved, a codebook was developed by the authors using the core assumptions outlined by Rosenstock (1966) in the HBM. Then, following extensive training, two coders independently coded 10% ($n = 100$) of the news transcripts (Lacy & Riffe, 1996; Lombard, Snyder-Duch, & Bracken, 2002). After establishing respectable intercoder reliabilities across the coded categories, the authors worked through their disagreements and then proceeded to code the remaining news transcripts. Reliability between the trained coders was established with a Brennan & Prediger's kappa for each category (Brennan & Prediger, 1981). We selected to employ Brennan and Prediger's kappa over Cohen's kappa because the chance agreement term in Cohen's kappa increases with increasing levels of marginal agreement. In other words, coders are penalized for achieving high rates of marginal agreement. Brennan and Prediger's kappa corrects for this by disregarding the marginal altogether and

assumes chance agreement is determined solely by the number of categories in the coding scheme.

3.2 Categories

The categories investigated in this study emerged from a careful review of literature on the benefits and barriers of organ donation (Feeley, 2007; Feeley & Vincent, 2007; Morgan, et al., 2007; Quick, et al., 2009) and the core assumptions of the HBM (Glanz & Bishop, 2010).

3.2.1 Perceived susceptibility and severity

Because the shortage of organs in the United States (severity) is directly related to the need for organ donation (susceptibility) we collapsed these two constructs of the HBM. Specifically, we coded whether or not news coverage communicated the organ shortage (SA = .97, $K_B \& P = .94$), and more specifically, we coded whether the stories provided statistical evidence (SA = .99, $K_B \& P = .98$) such as the number of (a) individuals waiting for an organ transplant (SA = .98, $K_B \& P = .96$), (b) individuals that die each day waiting for a transplant (SA = .98, $K_B \& P = .96$), and (c) individuals that die annually waiting for a transplant (SA = 1.0, $K_B \& P = 1.0$). Additionally, we coded narrative evidence (SA = .96, $K_B \& P = .92$) from the vantage point of an organ donor (SA = .97, $K_B \& P = .94$), organ recipient (SA = .95, $K_B \& P = .90$), or a person on a waiting list (SA = .98, $K_B \& P = .96$).

3.2.2 Perceived benefits

News stories framing organ donors as good people (heroes) (SA = .98, $K_B \& P = .96$) or simply presented successful stories about organ donors (SA = .97, $K_B \& P = .94$) or recipients (SA = .96, $K_B \& P = .92$) were coded to understand how television news programs describes the benefits of organ donation.

3.2.3 Perceived barriers

Literature on organ donation has identified a number of barriers to organ donation (Morgan et al., 2008; Stephenson, Morgan, Roberts-Perez, Harrison, Afifi, & Long 2008; Salim et al., 2010; Siminoff, Burant, & Ibrahim, 2006). We coded for seventeen barriers to organ donation. These barriers are broadly categorized in terms of their relation to barriers to a person becoming a donor and barriers to a person agreeing to receive a donation. Barriers for those considering organ donation include: religious barriers (SA = .99, $K_B \& P = .98$), superstitions (SA = 1.0, $K_B \& P = 1.0$), unable to have an open-casket funeral (SA = 1.0, $K_B \& P = 1.0$), potential for organs to be purchased on the black market (SA = 1.0, $K_B \& P = 1.0$), the doctor will take all organs (SA = .97, $K_B \& P = .94$), the doctor will not try to save the donor's life (SA = .99, $K_B \& P = .98$), the rich and famous get organs first (SA = .96, $K_B \& P = .92$), the donor recipient or family may learn the donor's identity (SA = 1.0, $K_B \& P = 1.0$), fear of body being mutilated (SA = .99, $K_B \& P = .98$), undeserving or ungrateful recipients (SA = .99, $K_B \& P = .98$), and cultural barriers (SA = .99, $K_B \& P = .98$). Organ recipients may face barriers including: financial costs to the family (SA = 1.0, $K_B \& P = 1.0$), funeral delays (SA = 1.0, $K_B \& P = 1.0$), organ rejection (SA = .99, $K_B \& P = .98$), and problems with side effects from medication (SA = 1.0, $K_B \& P = 1.0$).

3.2.4 Cues to action

We coded cues to action by noting if the coverage encouraged the audience to become an organ donor (SA = .99, $K_B \& P = .98$). We also looked for whether or not a celebrity endorsement was used (SA = 1.0, $K_B \& P = 1.0$).

3.2.5 Self-efficacy

Finally, we coded for whether or not news coverage communicated how audience members could become an organ donor (SA = .99, $K_B \& P = .98$). If the article did communicate how to become a donor, we noted the method advocated [e.g., driver's license (SA = .99, $K_B \& P = .98$), donor card (SA = 1.0, $K_B \& P = 1.0$), website registry (SA = 1.0, $K_B \& P = 1.0$), talk to family (SA = 1.0, $K_B \& P = 1.0$), and/or talk to friends (SA = 1.0, $K_B \& P = 1.0$)].

3.3 Data analysis strategy

For the current study, chi-square goodness-of-fit statistics were used to determine if the major categories differed in frequency. For many of the categories, the options were nonindependent because a news transcript can and often contained multiple categories. Therefore, Cochran's Q tests were run to demonstrate global differences whenever there were more than two related coded variables. Following a statistical significant Cochran's Q , McNemar tests were conducted to specify where statistically significant differences occurred. In order to reduce the likelihood of committing a type I error, Bonferroni corrections were made to reduce the likelihood of falsely rejecting the null hypothesis.

4. Results

4.1 Television news coverage organ shortage

The first research question examined how much attention was devoted to the organ shortage across the six networks. Results indicate that a minority of news stories cited the organ shortage ($n = 153$). Of those stories mentioning the organ shortage, the majority used statistical evidence to support the need for additional potential donors ($n = 110$). Of the statistical evidence cited, a Cochran Q test revealed statistical differences in how much attention was devoted to the number of individuals waiting for an organ transplant and the number of individuals that die daily and annually waiting for an organ transplant, $Q(2, N = 743) = 57.68, p < .001$. Specifically, McNemar tests showed that more attention was given to the number of individuals on a waiting list ($n = 84$) compared with considerably less attention given to the number of deaths daily ($n = 30$) and annually ($n = 28$) due to the organ shortage at $p < .001$. The McNemar test showed no statistical difference between attention given to the number of deaths daily and annually, $p = .07$.

In addition to documenting the organ shortage by sharing statistical evidence, several news stories used narratives to communicate the organ shortage ($n = 142$). Of the narratives present, statistical differences emerged between stories told from various vantage points, $Q(2, N = 743) = 63.13, p < .001$. McNemar tests showed more stories were aired from the vantage point of an organ recipient ($n = 250$) than stories from the vantage point of a donor ($n = 58$) or person on a waiting list for an organ transplant ($n = 25$), $p < .001$. Additionally, tests revealed a statistical difference between news stories shown from the vantage point of a donor compared with those shown about individual(s) on a waiting list.

It is also worth noting that several news stories specifically mentioned organs in particular with kidneys receiving the most attention ($n = 266$), followed by hearts ($n = 140$), livers ($n = 115$), lungs ($n = 56$), pancreases ($n = 20$), and intestines ($n = 10$), $Q(4, N = 743) = 366.79$, $p < .001$. Clearly, the majority of news attention is devoted to talking about kidney transplants which is not surprising considering the majority of organs transplanted are kidneys.

4.2 Television news coverage of benefits and barriers to organ donation

RQ2 asked about the amount of coverage to the benefits and barriers of registering to become an organ donor. With respect to the benefits of organ donation, our results found frequent coverage portraying organ donors as heroes ($n = 174$). In addition to framing organ donors as heroes, several news stories told successful stories about organ donation from the vantage point of the donor ($n = 144$) and recipient ($n = 250$), with statistical differences emerging between the them, $Q(1, N = 743) = 81.42$, $p < .001$.

With respect to barriers, differences were found across these television networks, $Q(12, N = 743) = 131.28$, $p < .001$. The McNemar tests revealed greater attention to potential for organs to be purchased on the black market ($n = 27$), the rich and famous get organs first ($n = 25$), organ rejection ($n = 18$), and the doctor will not try to save the donors life ($n = 17$) than cultural barriers ($n = 7$), fear of body being mutilated ($n = 5$), religious barriers ($n = 4$), the doctor will take all organs ($n = 4$), problems with side effects from medication ($n = 4$), financial costs to family ($n = 1$), delay funeral ($n = 1$), and undeserving or ungrateful recipients ($n = 1$) at $p \leq .05$. No coverage was given to superstitions regarding bad luck following registering as an organ donor, unable to have an open-casket funeral, or fear that the donor recipient or family may learn the donor's identity.

4.3 Television news coverage of joining the organ donor registry

The third research question examined how much television news coverage is devoted to informing viewers about how to become an organ donor. The results suggest very limited attention is devoted to informing viewers of ways to join the registry ($n = 45$). Of the most common ways to enroll in a statewide registry, our findings suggest variability in the amount of coverage regarding the various ways to join, $Q(5, N = 743) = 40.44$, $p < .001$. McNemar tests showed that attention given to indicating one's wish on an organ donor card ($n = 18$), driver's license ($n = 17$), and talking with family ($n = 13$) was significantly more likely to be mentioned than the organ donation registry ($n = 3$), telephone hotline ($n = 1$), and talking with a friend ($n = 1$). No statistical differences emerged between an organ donor card, driver's license, and talking with family. Additionally, no differences were observed between attention to the organ donation registry, telephone hotline, and talking with a friend about intentions to be an organ donor.

4.4 Television news coverage of endorsing organ donation registry

The final research question assessed whether television news transcripts endorse organ donation. Not surprisingly, our results revealed that news stories rarely encourage viewers to join an organ donor registry. ($n = 25$), $\chi^2(1, N = 743) = 646.37$, $p < .001$. Similarly,

infrequently did these stories feature a celebrity endorsing organ donation ($n = 52$), $\chi^2(1, N = 743) = 549.56, p < .001$

5. Discussion

Individuals learn about organ donation from various sources, and these sources present this information with various degrees of accuracy. More and more, communication campaigns promoting organ and tissue donation have become effective mechanisms to enhance organ donor registrations across college campuses (Feeley, Anker, Watkins, Rivera, Tag, & Volpe, 2009), driver's license facilities (Harrison et al., 2010; Harrison, Morgan, King, & Williams, 2011), and in the workplace (Morgan, Harrison, Chewning, Di Corcia, & Davis, 2010). As these efforts have certainly played a pivotal role in educating individuals about the importance of organ donation, individuals still learn much about organ donation from newspapers (Feeley & Vincent, 2007), television dramas (Morgan et al., 2007), and news programs (Quick et al., 2009). The current study sought to reveal how recent news coverage on television depicts organ donation with respect to the organ shortage, the benefits and barriers to donation, the process of registering as an organ donor, and the overall estimate of news industries' endorsement of organ donation. We also gave attention to whether there was celebrity support for this issue. We discuss our findings with an eye for how they may shape public perception about organ donation.

The first research question inquired about attention given to the organ shortage in the United States. Previous research suggests modest attention is given to educating individuals about the organ shortage in newspapers (Feeley & Vincent, 2007) and television news (Quick et al., 2009). Our report is consistent with these studies in that approximately one in five stories explicitly mentioned the need for more organ donors. With respect to evidence used to back their claim, more news stories used narrative evidence than statistical evidence. More specifically, the majority of stories relying on narratives used stories from the vantage point of organ recipients as opposed to donors or persons on a waiting list for a transplant. With an emphasis on the positive outcomes of organ donation, it is likely viewers will be able to see the benefits arising from organ donation. However, by not highlighting stories about people who find themselves on a waiting list, viewers may not grasp the reality that people die each day due to the organ shortage. Presenting viewers with a realistic understanding of the organ shortage is critical if we want to begin seeing decreases in the number of people waiting for a transplant. Although used less than narratives, statistics were, with some regularity, presented to convey the number of people awaiting an organ transplant, as well as the number of individuals dying daily and annually due to the organ shortage. In their analysis of ABC, CBS, and NBC news transcripts, Quick and colleagues (2009) found that less than 5% of stories cited statistical evidence to support the need for more organ donors. The good news is that since their study, we found statistical evidence is used three times more often on television news programs (15%) across ABC, CBS, CNBC, CNN, FOX, and MSNBC. Fortunately, individuals are exposed to these statistics because organ donation campaigns continue to do a good job of emphasizing the need for more organ donors (Feeley et al., 2009; Harrison et al., 2010; Morgan et al., 2002).

The framing of organ donation remains a critical concern among organ donation researchers and practitioners alike. As Morgan and colleagues (2007) have found, television dramas run a successful counter-campaign (Harrison et al., 2008) by featuring plots around various

organ donation myths (e.g., doctor will not try to save an organ donors life). Thus, it is important to determine whether television news coverage is adding to this counter-campaign. A shortcoming of Quick and colleagues (2009) study was their inattention to coverage of various barriers preventing individuals from joining organ donation registries. The current study sought to extend their work by explicitly examining various barriers (e.g., medical mistrust). Our results revealed that television news rarely gives attention to barriers to organ donation. Specifically, of the four most commonly aired barriers including the black market, the rich and famous get organs first, organ rejection, and the doctor will not try to save the donors life, none of these barriers appeared in more than 5% of the news programs. This can be perceived as good or bad depending on how one interprets this finding. It is good in that television news is not perpetuating these barriers by devoting a fair amount of attention to them. Alternatively, given the fact that television dramas reinforce many of these barriers with regularity (Morgan et al., 2007), news programs have an opportunity to debunk many of these beliefs. This could be a missed opportunity to reduce the organ shortage because we know from recent reports that medical mistrust remains a key barrier to registering as an organ donor (Morgan et al., 2008; Salim et al., 2010; Siminoff et al., 2006).

Conversely, television news continues to emphasize the benefits of organ donation by producing successful stories from the vantage point of organ recipients and organ donors. Of the stories observed, one in three told a story of an organ recipient, one in four depicted organ donors as heroes, and one in five told a story of an organ donor. A recent study by Quick and colleagues (in press) discovered that high school students preferred promotional materials depicting organ donors as heroes. Certainly, if their study is generalizable to the broader public, then television news is providing a beneficial service by highlighting the benefits of organ donation and by portraying donors as heroes that save and significantly improve the quality of life for many individuals.

A concern noted in earlier studies examining television news coverage of organ donation was the inadequate attention regarding ways to register as an organ donor (Quick et al., 2009). They found that approximately 7% of stories informed individuals on how to register as an organ donor, with the majority of stories mentioning a driver's license and donor card as the most common methods for registry. Our findings are similar in that a mere 6% of stories explicitly stated how to register to become an organ donor. Again, indicating one's wish on a driver's license or donor card remain the most common ways to register as depicted in television news programs. Sadly, little attention is devoted to organ donation registrations online. To date, most states have an organ donation registration that ensures individuals' intentions to be organ donors are followed. Illinois was the first state to introduce a First-Person consent organ donor registry. Since then, most states have adopted a similar registry and as a result, more lives are saved and significantly improved due to organ transplantation.

A goal of journalism is to remain objective. For this reason, it is not surprising that few stories explicitly endorse organ donation. In our study, less than 4% of stories promote organ donation. Surprisingly, less than 10% of studies devoted attention to celebrity endorsements of organ donation. Relying on celebrity endorsements creates a double-edge sword. On one hand, celebrities attract attention and have the potential to raise awareness about the organ shortage and the importance of registering to become an

organ donor. However, celebrity endorsement of organ donation can at the same time play into fears regarding beliefs that the rich and famous can purchase their way to the top of organ transplant waiting lists. Future research should investigate the persuasive appeal of celebrity endorsements in organ and tissue donation with various demographics.

6. Conclusion

Overall, our findings suggest that there has been some improvement in the depiction of organ donation news stories since prior studies. Specifically, using narratives to highlight the positive aspects of donation, as well as the increase in statistical evidence to underscore the need for donors, may persuade some viewers to consider the registry. Further, the minimal attention given to organ donation myths and the representation of donors as heroes, both are findings that should have a positive effect on donor registration rates. However, there is still much left to be desired with respect to the framing and depiction of organ donation stories in the news. For example, more stories regarding waiting recipients might enhance the perceived severity of the shortage, and more stories featuring those who donated their organs might help to debunk donation myths or frame donations as heroic and selfless acts.

The depiction of organ donation in the news certainly needs continued attention and further investigation. Because prior studies have found that entertainment television often purports organ donation myths (Morgan et al., 2007), television news may play an important role in balancing those depictions and viewer perceptions regarding donation. Further, news is often perceived to be "accurate" and "realistic" by viewers, but television dramas are considered to be more entertaining. Thus, future research should examine whether television viewers give more weight to organ donation news stories or to entertainment television with respect to their beliefs, attitudes, and behaviors regarding donation. Finally, with the increase in media channels (e.g. internet), it is possible that people may not watch traditional news programming as much as they once did. Further, with the rapidly growing number of television stations, people may be more selective in what source, whether it is television or internet, they choose from which to derive their news. Therefore, future studies should examine a wider selection of news sources, as well as determine whether selective exposure to news sources and/or type of news source has any effect on the depiction or perception of organ donation.

In short, television news plays an important role in presenting what viewers see as "reality," and, thus, may have a substantial impact on how organ donation is depicted and how viewers perceive the issue. Although news outlets are supposed to remain "neutral," it is possible that organ donation campaigns may find an additional resource for promotion through these outlets. By presenting factual stories, news stations remain neutral, but by highlighting specific angles of those stories and featuring information on how to donate, they may help to increase organ donation rates. The findings of this study generally signal some hope for organ donation advocates with respect to television news coverage. However, there are certainly areas that need to be addressed and improved upon in order for the news media to depict and promote organ donation in a way that could potentially make a significant impact.

7. Acknowledgements

The authors acknowledge Andy Herren for his many hours of coding television news transcripts. The authors would also like to acknowledge Health Resources Services Administration's Division of Transplantation (HRSA/DoT), United States Department of Health and Human Services for funding this project, grant #R39OT15493-02. The contents of this publication are solely the responsibility of the authors and do not necessarily represent the views of HRSA/DoT.

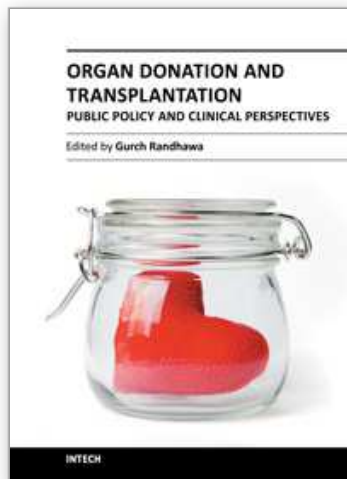
8. References

- Afifi, W. A., Morgan, S., Stephenson, M. T., Morse, C., Harrison, T., Reichart, T., et al. (2006). Examining the decision to talk with family about organ donation: Applying the theory of motivated information management. *Communication Monographs*, Vol. 73, pp. 188-215, ISSN: 0363-7751
- Anker, A. E., Feeley, T. H., & Kim, H. (2010). Examining the attitude-behavior relationship in prosocial donation domains. *Journal of Applied Social Psychology*, Vol. 40, pp. 1293-1324, ISSN: 0021-9029
- Brennan, R. L., & Prediger, D. J. (1981). Coefficient kappa: Some uses, misuses, and alternatives. *Educational and Psychological Measurement*, Vol. 41, pp. 687-699, ISSN: 0013-1644
- Conesa, C., Zambudio, A. R., Ramírez, P., Canteras, M., Rodriguez, M. M., & Parrilla, P. (2004). Influence of different sources of information on attitude toward organ donation: A factor analysis. *Transplantation Proceedings*, Vol. 36, pp. 1245-1248, ISSN: 0041-1345
- Feeley, T. H. (2007). College students' knowledge, attitudes, and behaviors regarding organ donation: An integrated review of the literature. *Journal of Applied Social Psychology*, Vol. 37, pp. 243-271, ISSN: 0021-9029
- Feeley, T. H., Anker, A. E., Watkins, B., Rivera, J., Tag, N., & Volpe, L. (2009). A peer-to-peer campaign to promote organ donation among racially diverse college students in New York City. *Journal of the National Medical Association*, Vol. 101, pp. 1154-1162, ISSN: 0027-9684
- Feeley, T., & Vincent, D. (2007). How organ donation is represented in newspaper articles in the United States. *Health Communication*, Vol. 21, pp. 125-131, ISSN: 1523-0236
- Gallup Organization (2005). 2005 National Survey of Organ and Tissue Donation Attitudes and Behaviors. Conducted and Prepared by the Gallup Organization for Division of Transplantation Health Resources and Services Administration. Retrieved October 15, 2010 from http://organdonor.gov/survey2005/organ_donation.shtml
- Glanz, K., & Bishop, D. B. (2010). The role of behavioral science theory in development and implementation of public health interventions. *The Annual Review of Public Health*, Vol. 31, pp. 399-418, ISSN: 0163-7525
- Harrison, T. R., Morgan, S. E., & Chewning, L. V. (2008). The challenges of social marketing of organ donation: News and entertainment coverage of donation and transplantation. *Health Marketing Quarterly*, Vol. 25, pp. 33-65, ISSN: 0735-9683
- Harrison, T. R., Morgan, S. E., King, A. J., DiCorcia, M. J., Williams, E. A., Ivic, R. K., & Hopeck, P. (2010). Promoting the Michigan Organ Donor Registry: Evaluating the

- impact of a multifaceted intervention utilizing media priming and communication design. *Health Communication*, Vol. 25, pp. 700 - 708, ISSN 1523-0236
- Harrison, T. R., Morgan, S. E., King, A. J., & Williams, E. A. (2011). Saving lives branch by branch: The effectiveness of driver licensing bureau campaigns to promote organ donor registry sign-ups to African Americans in Michigan. *Journal of Health Communication*, Vol. 16, No. 8, pp. 805 - 819, ISSN 1081-0730
- Horton, R. L., & Horton, P. J. (1990). Knowledge regarding organ donation: Identifying and overcoming barriers to organ donation. *Social Science and Medicine*, Vol. 31, pp. 791-800, ISSN: 0277-9536
- Horton, R. L., & Horton, P. J. (1991). A model of willingness to become a potential organ donor. *Social Science and Medicine*, Vol. 33, No. 9, pp. 1037-1051, ISSN: 0277-9536
- Kim, J. R., Elliot, D., & Hyde, C. (2004). The influence of sociocultural factors on organ donation and transplantation in Korea: Findings from key informant interviews. *Journal of Transcultural Nursing*, Vol. 15, pp. 147-154, ISSN: 1043-6596
- Lacy, S., & Riffe, D. (1996). Sampling error and selecting intercoder reliability samples for nominal content categories: Sins of omission and commission in mass communication quantitative research. *Journalism and Mass Communication Quarterly*, Vol. 73, pp. 969-973, ISSN: 1077-6990
- Lombard, M., Snyder-Duch, J., & Bracken, C. C. (2002). Content analysis in mass communication: Assessment and reporting intercoder reliability. *Human Communication Research*, Vol. 28, pp. 587-604, ISSN: 0360-3989
- McCombs, M. E., & Shaw, D. L. (1972). The agenda-setting function of mass media. *Public Opinion Quarterly*, Vol. 36, pp. 176-187, ISSN: 0033-362X
- Morgan, S. E., Harrison, T., Afifi, W. A., Long, S. D., Stephenson, M. T., & Reichart, T. (2005). Family discussions about organ donation: How the media is used to justify opinions and influence others about donation decisions. *Clinical Transplantation*, Vol. 19, No. 5, pp. 674-682, ISSN: 0902-0063
- Morgan, S. E., Harrison, T., Chewning, L., Davis, L., & DiCorcia, M. (2007). Entertainment (mis)education: The framing of organ donation in entertainment television. *Health Communication*, Vol. 22, pp. 143-151, ISSN: 1523-0236
- Morgan, S. E., Harrison, T., Chewning, L., DiCorcia, M., & Davis, L. (2010). The effectiveness of high- and low-intensity worksite campaigns to promote organ donation: The worksite Organ Donation Promotion Project. *Communication Monographs*, Vol. 77, pp. 341 - 356, ISSN 0363-7751
- Morgan, S. E., & Miller, J. K. (2001). Beyond the organ donor card: The effect of knowledge, attitudes, and values on willingness to communicate about organ donation to family members. *Health Communication*, Vol. 14, pp. 121-134, ISSN: 1523-0236
- Morgan, S. E., Miller, J. K., & Arasaratnam, L. A. (2003). Similarities and differences between African Americans' and European Americans' attitudes, knowledge, and willingness to communicate about organ donation. *Journal of Applied Social Psychology*, Vol. 33, pp. 693-715, ISSN: 0021-9029
- Morgan, S. E., Stephenson, M. T., Harrison, T. R., Afifi, W. A., & Long, S. D. (2008). Facts versus 'feelings': How rational is the decision to become an organ donor? *Journal of Health Psychology*, Vol. 13, pp. 644-658, ISSN: 1359-1053
- Parisi, N., & Katz, I. (1986). Attitudes toward posthumous organ donation and commitment to donate. *Social Science and Medicine*, Vol. 5, pp. 565-580, ISSN: 0277-9536

- Quick, B. L., Kim, D. K., & Meyer, K. (2009). A 15-year review of ABC, CBS, and NBC new coverage of organ donation: Implications for organ donation campaigns. *Health Communication*, Vol. 24, pp. 137-145, ISSN: 1523-0236
- Quick, B. L., Lavoie, N. R., Scott, A. M., Morgan, S. E., & Bosch, D. (in press). Perceptions about organ donation among African American, Hispanic, and White high school students. *Qualitative Health Research*, ISSN: 1049-7323
- Rosenstock, I. M. (1974). Historical origins of the health belief model. *Health Education Monographs*, Vol. 2, pp. 328-335, ISSN: 0073-1455
- Salim, A., Berry, C., Ley, E. J., Schulman, D., Desai, C., Navarro, S., et al. (2010). The impact of race on organ donation rates in southern California. *Journal of the American College of Surgeons*, Vol. 211, pp. 596-600, ISSN: 1072-7515
- Siegel, J. T., Alvaro, E. M., Lac, A., Crano, W. D., & Dominick, A. (2008). Intentions of becoming a living organ donor among Hispanics: A theory-based approach exploring differences between living and nonliving organ donation. *Journal of Health Communication*, Vol. 13, pp. 80-99, ISSN: 1081-0730
- Siminoff, L. A., Burant, C. J., & Ibrahim, S. A. (2006). Racial disparities in preferences and perceptions regarding organ donation. *Journal of General Internal Medicine*, Vol. 21, pp. 995-1000, ISSN: 0884-8734
- Stephenson, M. T., Morgan, S. E., Roberts-Perez, S., Harrison, T., Afifi, W., & Long, S. D. (2008). The role of religiosity, religious norms, subjective norms, and bodily integrity in signing an organ donor card. *Health Communication*, Vol. 23, pp. 436-447, ISSN: 1523-0236
- United Network for Organ Sharing. (2011). Data retrieved on August 17, 2011, from <http://www.unos.org>

IntechOpen



Organ Donation and Transplantation - Public Policy and Clinical Perspectives

Edited by Dr. Gurch Randhawa

ISBN 978-953-51-0039-3

Hard cover, 284 pages

Publisher InTech

Published online 08, February, 2012

Published in print edition February, 2012

Transplantation has succeeded in prolonging the lives of those fortunate enough to have received the gift of a body organ. Alongside this life-saving development, there lies another sadder side to the story - there are not enough organs to meet the ever increasing demand. This not only places an increasing emotional and physical burden among the waiting patients and families but heaps a great financial burden upon health services. This book provides an analysis and overview of public policy developments and clinical developments that will hopefully ensure an increased availability of organs and greater graft survival. Medical, policy, and academic experts from around the world have contributed chapters to the book.

How to reference

In order to correctly reference this scholarly work, feel free to copy and paste the following:

Brian L. Quick, Nicole R. LaVoie and Anne M. Stone (2012). An Examination of Organ Donation in the News: A Content Analysis From 2005-2010 of the Barriers to Becoming an Organ Donor, Organ Donation and Transplantation - Public Policy and Clinical Perspectives, Dr. Gurch Randhawa (Ed.), ISBN: 978-953-51-0039-3, InTech, Available from: <http://www.intechopen.com/books/organ-donation-and-transplantation-public-policy-and-clinical-perspectives/an-examination-of-organ-donation-in-the-news-a-content-analysis-from-2005-2010-of-the-barriers-to-be>

INTECH
open science | open minds

InTech Europe

University Campus STeP Ri
Slavka Krautzeka 83/A
51000 Rijeka, Croatia
Phone: +385 (51) 770 447
Fax: +385 (51) 686 166
www.intechopen.com

InTech China

Unit 405, Office Block, Hotel Equatorial Shanghai
No.65, Yan An Road (West), Shanghai, 200040, China
中国上海市延安西路65号上海国际贵都大饭店办公楼405单元
Phone: +86-21-62489820
Fax: +86-21-62489821

© 2012 The Author(s). Licensee IntechOpen. This is an open access article distributed under the terms of the [Creative Commons Attribution 3.0 License](#), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

IntechOpen

IntechOpen