

Social representation of HIV and ageing in media

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Background:

- Social representation of HIV in media showed changing patterns and regional specifics since the mid 1980s, however the discourse on ageing with HIV remains not well understood.
- The aim of this pilot study is to analyze narratives of wellbeing articulated in current media coverage on HIV and ageing.

Methods:

- Deductive content analysis was performed, based on the model of health dimensions by Aggleton & Homans (1987) and determinants of health by Dahlgren & Whitehead (1991), with MAXQDA software.

Applied MAXQDA functionalities:

- No creative coding; codes set up upon the reference models but allowing inductive amplifications.
- Quantification of codes, comparing code frequencies according communicator-role and document type, analyzing code co-occurrence. Analyzing internal similarities of document types.
- Memos for the project, each included document, all codes and in document memos .

Missed opportunities and challenges

- Analyzing audio/visual media content and coding of documents in different languages

Results:

- Twenty articles from six countries have been identified. Expert statements are less frequent than personal narratives of PLWHIV (1:2.5), as well as female in to male representation (1:1.6). Personal and expert narratives differ in their prioritization of health dimensions.

Discussion: The study demonstrated the functionality of the method, However, it is limited to a small sample. MAXQDA served both deductive and inductive coding and allowed easy quantification of qualitative findings. Based on the results a theoretical model has been developed. Future research should aim a wider collaboration in order to allow a systematic search in different countries and languages. Future analysis should also include audio/visual documents.