



## **Mass Communication, Digital Media, and Public Health**

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### **Message from the Collection Editors**

The media and social networks are shapers of public opinion and citizen behavior. In this sense, their study becomes of vital importance for the establishment of public policies on health information under the needs of the current digital ecosystem and understanding its complexities, audiences, and phenomena. Researchers in the field of health communication have conducted studies to prevent a more significant impact of misinformation ranging from the promotion of media and health literacy for citizens to the establishment of fact-checking systems. However, aspects such as misleading advertising, health apomediation promoted by social networks, and the phenomenon of ‘influencers’ in this field are adapting their dynamics and content mechanics at a much faster pace than communication research. This Special Issue is open to the subject area of Mass Communication, Digital Media, and Public Health. The keywords listed below provide an outline of some of the possible areas of interest.





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## Editor-in-Chief

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## Message from the Editor-in-Chief

Addressing the environmental and public health challenges requires engagement and collaboration among clinicians and public health researchers. Discovery and advances in this research field play a critical role in providing a scientific basis for decision-making toward control and prevention of human diseases, especially the illnesses that are induced from environmental exposure to health hazards. *IJERPH* provides a forum for discussion of discoveries and knowledge in these multidisciplinary fields. Please consider publishing your research in this high quality, peer-reviewed, open access journal.

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