



O.P. Jindal Global University  
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## CENTRE FOR DIGITAL MEDIA & COMMUNICATION DISTINGUISHED SPEAKER SEMINAR

Friday, 23 August 2013, 11:30 am – 1:00 pm  
T2, Conference Room, 3rd Floor  
O.P. Jindal Global University

Sonipat Narela Road, Near Jagdishpur Village Sonipat, Haryana - 131001 (NCR Of Delhi)



JINDAL GLOBAL  
BUSINESS SCHOOL  
INDIA'S FIRST MULTI-DISCIPLINARY GLOBAL BUSINESS SCHOOL

# “The Role of Mass Media and Personal Information Sources on the Intention to Get Vaccinated”



## SPEAKER

### **SANJIT SENGUPTA**

*Professor, College of Business  
San Francisco State University*

In June 2009 the World Health Organization (WHO) declared that the H1N1 (swine flu) virus was a global pandemic caused by a highly contagious new combination of bird, pig and human viruses. Eighty percent of the victims were under 65 years of age and 30% had no underlying health risk factors (Dawood et al 2012). That was a big difference from seasonal flu, which causes about 36,000 deaths every year (Mason 2011).

In this study we collected and analyzed survey data from 321 adult respondents in a large western US city during November 2009 by mall and street intercepts. We analyzed their beliefs, attitudes and intentions with regard to adoption of the H1N1 vaccine. We developed and tested two alternative models on the role of mass media and personal information sources on the attitude towards the disease and the intention to get vaccinated. The purpose of testing these models is to draw implications on how mass media and personal information sources could be better utilized in future pandemics.

Professor Sengupta has Ph.D. from University of California, Berkeley, 1990. He is in academic field since 1990 (23 years of teaching experience). His teaching interests includes: Strategic Marketing, Marketing of High-Technology Products and Innovations, Business-to-Business Marketing at San Francisco State University.

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