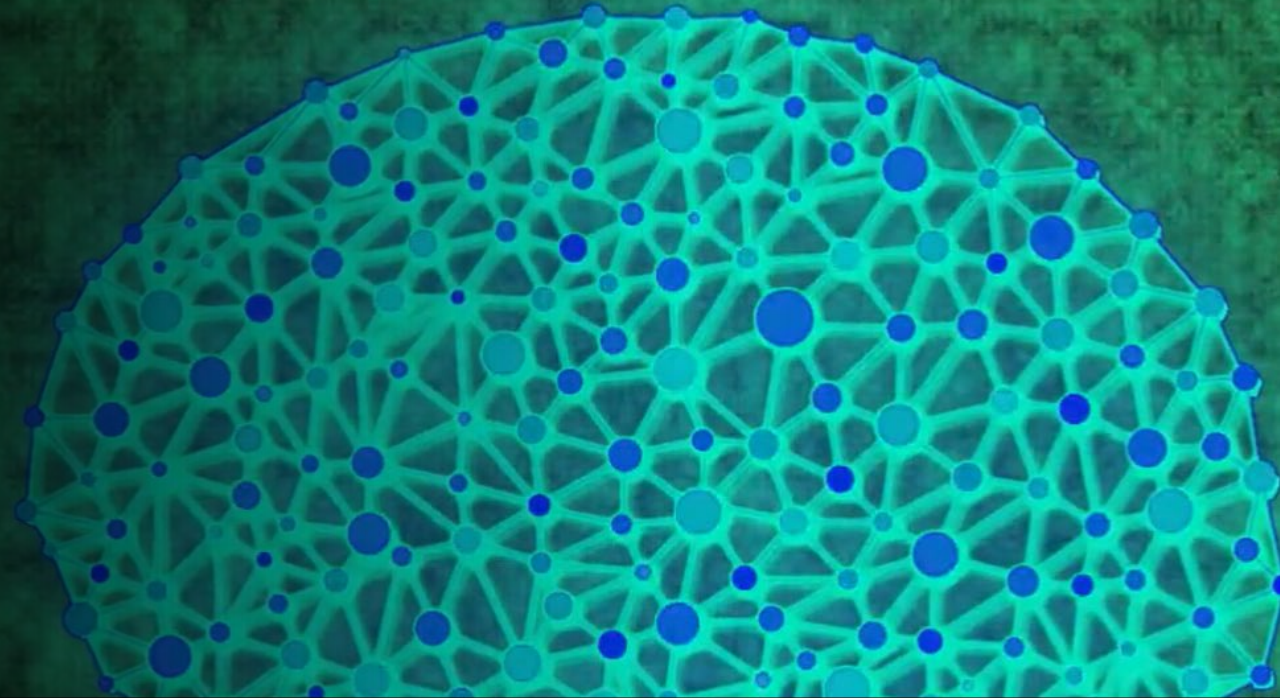


# Health Communication AI as the Newest Form of Opinion Leader

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It is a well-known fact that opinion leaders can have a strong influence on the rate and prevalence of the spread of new ideas and practices.



And there is strong evidence of how impactful these opinion leaders can be for health promotion and preparedness programs.



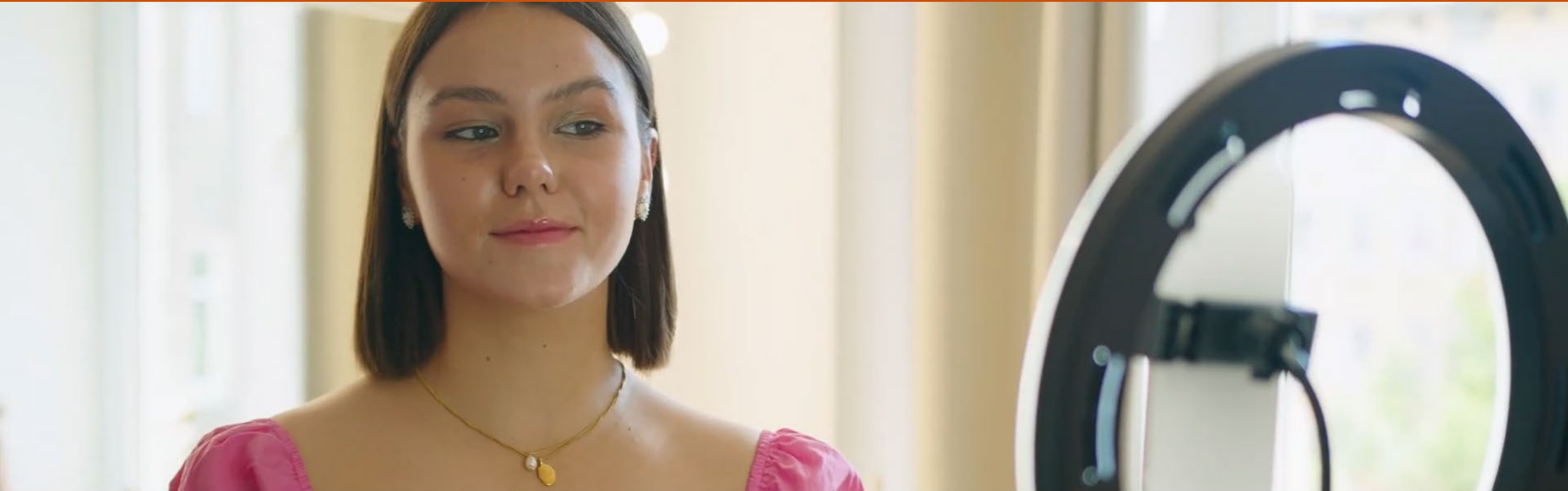
They are powerful because they have prima facie credibility – and that credibility stems from how they are perceived by their communities.



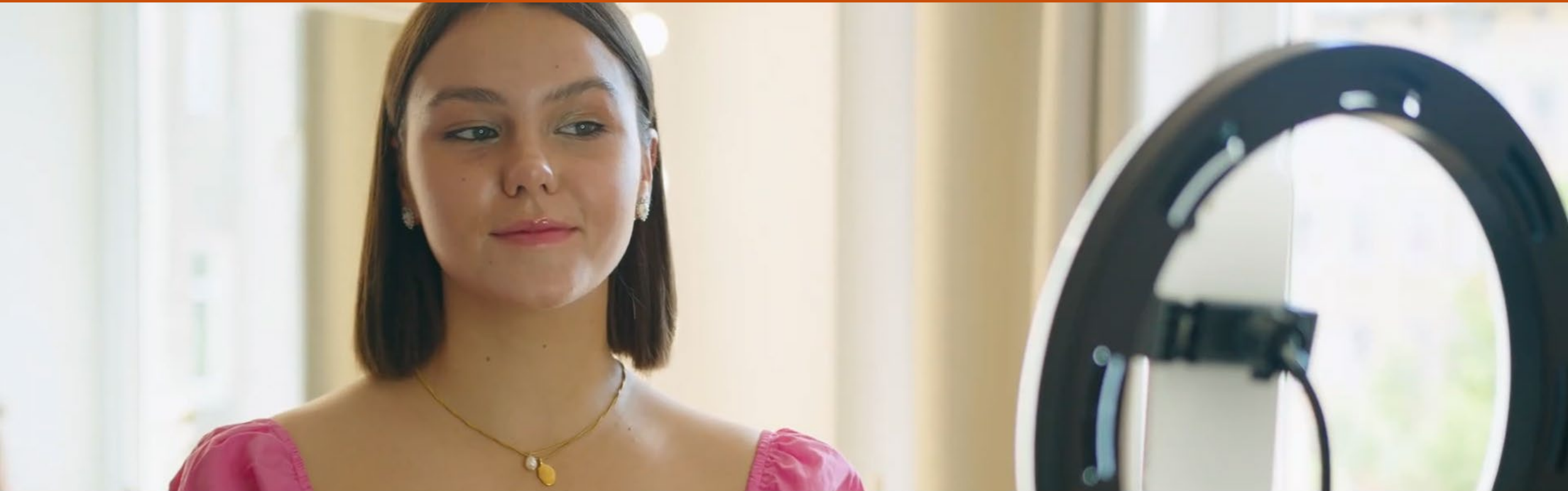
With the advent of social media, these opinion leaders have moved online.



In particular, my work has explored how social media influencers are the opinion leaders of the digital age.



They act as such because they come from the communities they influence, have built trust with them, and may be useful in disseminating credible and timely health information and prompting consideration of health behaviors.



We are now in the age of AI – and there has been quite a bit of bad news about it. We know that AI is generating increasing mis- and disinformation and is becoming more prevalent and harder to detect.





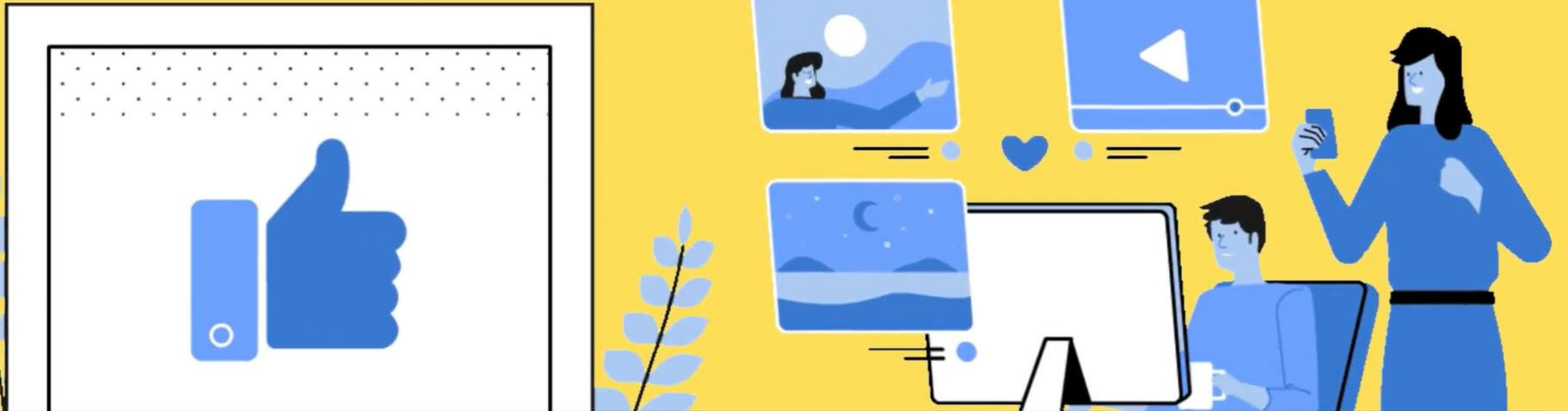
But Dr. Soskin Hicks and I believe that AI not only CAN be a vital part of the solution – but that it NEEDS to be.



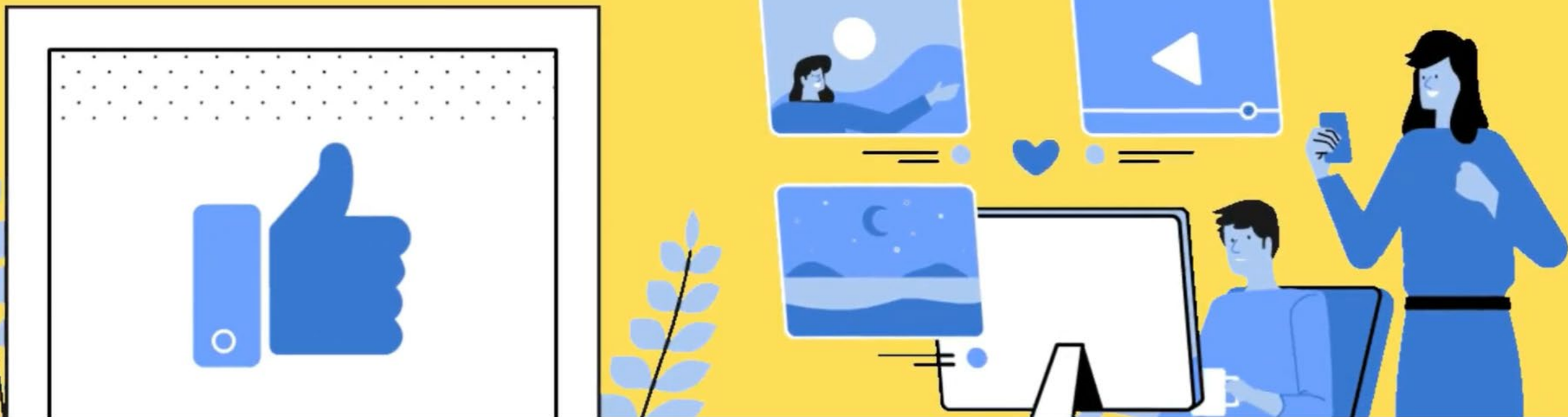
We know that personalized, empathetic messaging in health and preparedness is crucial.



And research supports that individuals are drawn to empathetic AI responses and prefer them to human responses in some digital environments.



For example, one study found that some AI models have been shown to surpass human emotional awareness, scoring near maximum possible scores on Levels of Emotional Awareness Scales (LEAS) testing.



This mimics what we know about influencers and how they approach communicating with their followers.



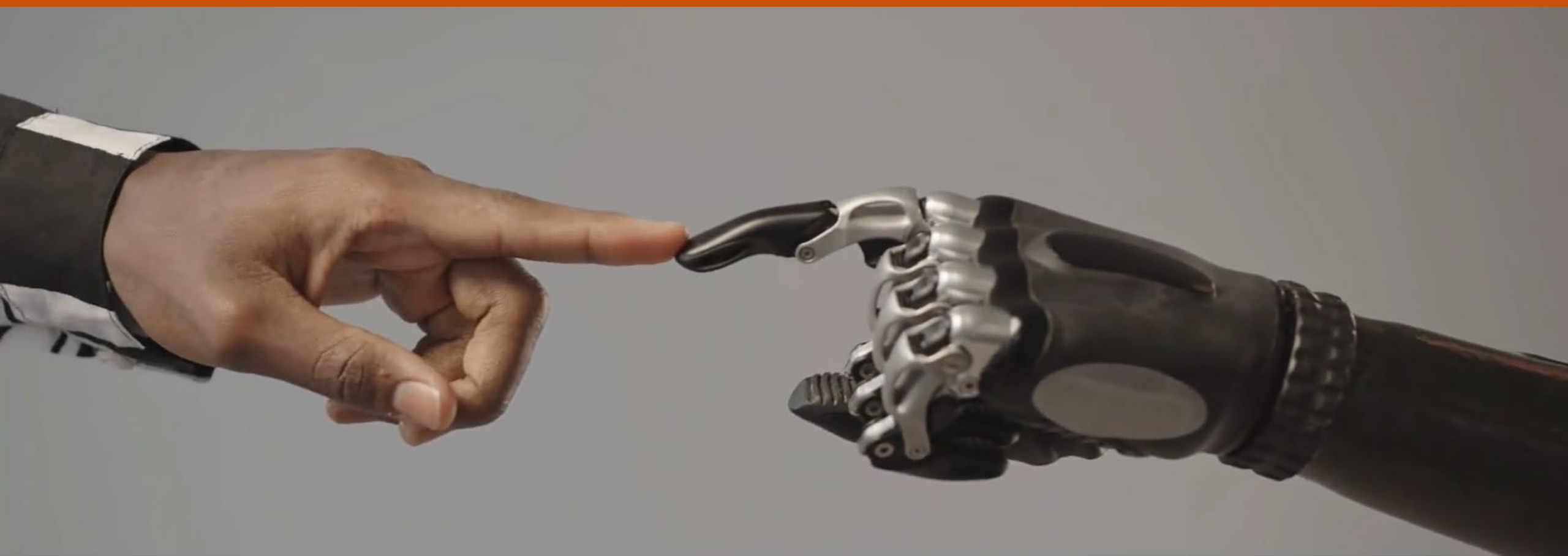
That they can build trust and have credibility with their followers, who then trust them for different types of information.



Blending what we know about social media influencers as digital opinion leaders with the power of AI provides a pathway for understanding how AI can be used for good.



It is within this context that Dr. Soskin Hicks and I have come up with a novel approach – something we term, "Health Communication AI".

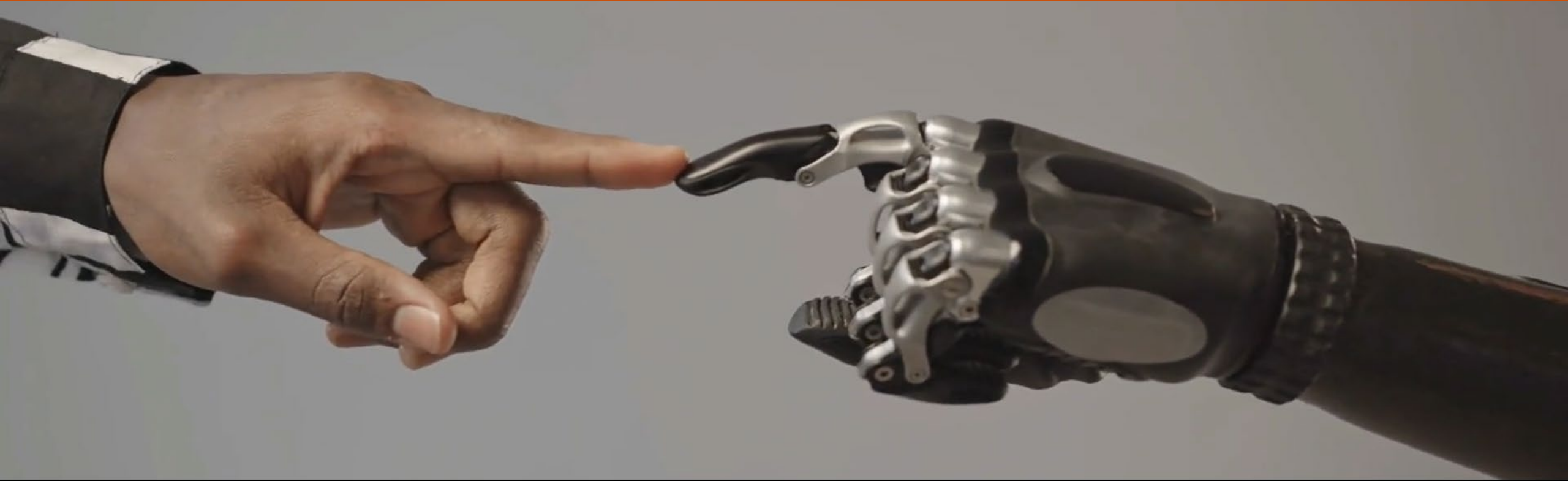




This is the newest form of opinion leader.



One that can operate IN REAL TIME and AT SCALE. So as there are emerging needs, people can access trusted, evidence-based health and preparedness information easily and swiftly. And it can do this at a scale that humans alone cannot do in order to address expanding needs AND tackle the issue of misinformation.



We believe that Health Communication AI – as the newest form of opinion leader – can be incredibly powerful in supporting health and preparedness programs now and into the future.





# Thank you!

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Visla AI tools were used to create this presentation.

