Mediating Health in Rural Ghana: An Exploratory Study of AI-Driven Health Communications Channels and Media Reportage in Accra

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Abstract : This exploratory study investigates the impact of AI-driven health communications and media reportage on health outcomes in rural Ghana, focusing on rural communities within Accra. Despite the potential of AI-driven health communications in improving health outcomes, its adoption in rural Ghana is hindered by infrastructure challenges, digital literacy, and cultural factors. Media reportage plays a crucial role in shaping health perceptions and behaviors, but its impact is limited by inadequate health reporting, lack of specialized health journalists, and limited access to health information. This study aims to explore the integration of AI-driven health communications into media practices in rural Ghana, addressing the following research questions: How do AI-driven health communications impact health outcomes in rural Ghana? What role does media reportage play in shaping health perceptions and behaviors in Accra? How can AI-driven health communications and media reportage be optimized to improve health outcomes in rural Ghana? Using a mixed-methods approach, this study will combine surveys, interviews, and content analysis to investigate the impact of AI-driven Health Communication and media reportage on health outcomes in rural areas in Ghana. AI-driven health communications is the use of artificial intelligence (AI) technologies to design, deliver, and evaluate health messages, interventions, and campaigns. The study's findings will contribute to the development of effective health communication strategies, addressing the significant health disparities in rural areas in Ghana.