

AI-GENERATED STORYTELLING AND YOUNG AUDIENCE ENGAGEMENT IN PUBLIC HEALTH CAMPAIGNS AND ETHICAL IMPLICATIONS IN PORT HARCOURT

by

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Abstract

The increasing adoption of AI in health communication has created opportunities for producing personalized, interactive, and engaging campaign messages while raising concerns about credibility, transparency, privacy, accountability, and misinformation. Hence, this study examined the influence of artificial intelligence (AI)-generated storytelling on young audience engagement in public health campaigns and evaluated its ethical implications in Port Harcourt, Rivers State, Nigeria. The study adopted a descriptive qualitative survey design using in-depth semi-structured interviews. A purposive sampling technique was employed to select 20 young residents of Port Harcourt aged 18–35 years who had prior exposure to AI-generated public health messages. Data were collected through audio-recorded interviews and analysed using thematic analysis alongside the explanation-building technique. The findings revealed that AI-generated storytelling positively influenced young audience engagement by attracting attention, improving comprehension of health information, fostering emotional connection, and encouraging participation in health-related discussions and activities. The study also established that the level of engagement with AI-generated public health stories was high because the messages were visually appealing, relevant, interactive, and easily accessible through digital platforms. Furthermore, the findings showed that ethical considerations, including transparency, credibility, privacy protection, fairness, accountability, and accuracy, significantly shaped audience trust, message acceptance, and the overall effectiveness of AI-generated health campaigns. The study concluded that AI-generated storytelling is an effective public health communication strategy when supported by strong ethical standards. It recommended the integration of AI storytelling into health campaigns and the enforcement of ethical

guidelines by relevant government and regulatory agencies to ensure responsible, credible, and effective public health communication.

Keywords: Artificial intelligence-generated storytelling, young audience engagement, public health campaigns, ethical implications.

Introduction

Artificial intelligence has become one of the most transformative innovations shaping communication, media production, and public health promotion across the world. The increasing capacity of artificial intelligence to generate narratives, visual content, voice simulations, and interactive stories has revolutionized how organizations communicate with different audiences, particularly children and young people who consume digital media daily. Public health institutions, international organizations, governments, and development agencies now employ artificial intelligence generated storytelling to simplify complex health information, increase awareness, and encourage healthy behavioural practices. Organizations such as the World Health Organization have acknowledged that digital technologies, including artificial intelligence, have significant potential to strengthen health communication, improve health literacy, and enhance public engagement when deployed responsibly. However, the rapid adoption of artificial intelligence generated communication has also generated ethical concerns regarding misinformation, privacy, transparency, manipulation, and accountability, making scholarly investigation increasingly necessary (World Health Organization, 2021; United Nations Educational, Scientific and Cultural Organization, 2021).

Artificial intelligence generated storytelling has emerged as a strategic communication tool for addressing public health challenges through emotionally engaging and culturally adaptable narratives across the continents. In North America and Europe, public health agencies increasingly employ artificial intelligence driven communication systems to personalize health campaigns, predict audience responses, and improve behavioural outcomes. In Asia, countries such as China, Singapore, and South Korea continue to integrate artificial intelligence into digital health education, disease prevention campaigns, and interactive health applications targeted at young audiences. African countries are gradually embracing similar innovations through mobile technologies and social media platforms despite challenges associated with digital inequality, inadequate regulatory frameworks, and limited artificial intelligence governance. These developments indicate that

while artificial intelligence generated storytelling provides remarkable opportunities for improving health communication, the ethical dimensions of fairness, transparency, inclusiveness, and protection of vulnerable audiences remain subjects of global academic and policy debates (United Nations Educational, Scientific and Cultural Organization, 2021; Organisation for Economic Cooperation and Development, 2024).

In Nigeria, rapid digital transformation has expanded access to internet enabled devices, social media platforms, and artificial intelligence applications among young people, creating new opportunities for public health communication. Government agencies, nongovernmental organizations, and health advocacy groups increasingly utilize digital storytelling to disseminate information on immunization, sexual and reproductive health, mental health, malaria prevention, nutrition, and disease surveillance. The emergence of freely accessible artificial intelligence applications capable of generating stories, images, animations, and videos has further transformed campaign strategies by enabling faster production of communication materials at relatively lower costs. Nevertheless, increasing dependence on artificial intelligence generated content has intensified concerns regarding authenticity, misinformation, algorithmic bias, data privacy, cultural sensitivity, and the possibility of manipulating vulnerable audiences through persuasive narratives. These concerns align with Nigeria's growing emphasis on digital governance, responsible innovation, and ethical technology adoption within communication and public health sectors (National Information Technology Development Agency, 2023; United Nations Children's Fund, 2023).

Within Rivers State, Port Harcourt represents an important urban environment where digital communication technologies, educational institutions, healthcare facilities, and youthful populations intersect to create an active information ecosystem. Young audiences in Port Harcourt rely heavily on smartphones, social media platforms, online video services, and digital applications for information, entertainment, and social interaction. Consequently, public health organizations increasingly recognize the city as a strategic location for implementing innovative communication campaigns aimed at promoting healthy lifestyles and disease prevention. Despite these opportunities, the rapid spread of artificial intelligence generated storytelling raises significant ethical questions concerning the credibility of health information, informed consent, ownership of digital content, protection of personal

data, and the potential influence of algorithmically generated narratives on young people's attitudes and health decisions. Examining these issues within Port Harcourt is particularly relevant because the city reflects the broader realities of digital communication adoption in urban Nigeria while presenting unique cultural and social characteristics that influence audience engagement.

Over the last decade, scholarly attention has increasingly focused on artificial intelligence in journalism, education, marketing, healthcare, and strategic communication. Existing studies have examined algorithmic decision making, automated content creation, chatbot communication, personalized health messaging, and digital audience engagement across various contexts. Similarly, researchers have investigated storytelling as a persuasive communication strategy capable of improving health knowledge, emotional connection, and behavioural intention among different populations. However, many of these studies primarily evaluate technological efficiency and communication outcomes while assuming that increased engagement automatically translates into positive public health impact. Such assumptions overlook the possibility that highly engaging artificial intelligence generated stories may simultaneously reinforce misinformation, emotional manipulation, stereotype reproduction, or diminished critical evaluation among young audiences. This counter claim suggests that engagement alone should not be regarded as evidence of ethical or effective public health communication because responsible communication also requires transparency, accountability, and protection of audience welfare (Slater & Rouner, 2022; United Nations Educational, Scientific and Cultural Organization, 2021).

Although literature on artificial intelligence and digital health communication continues to expand, important knowledge gaps remain. Existing investigations are predominantly concentrated in developed countries where technological infrastructure, regulatory environments, and digital literacy levels differ considerably from those found in many African societies. Studies conducted within Nigeria have largely examined artificial intelligence adoption in education, journalism, business, and organizational communication, while relatively limited attention has been devoted to artificial intelligence generated storytelling as a public health communication strategy targeting young audiences. Furthermore, few empirical studies have simultaneously explored audience engagement alongside ethical implications such as transparency, trust, privacy, fairness, cultural appropriateness, and

accountability within the context of Port Harcourt. These gaps limit understanding of whether artificial intelligence generated storytelling effectively promotes meaningful engagement without compromising ethical standards among young audiences in rapidly evolving digital environments.

These identified gaps raise important questions regarding how artificial intelligence generated storytelling influences young audience engagement in public health campaigns and whether ethical concerns affect audience trust, message acceptance, and behavioural outcomes within Port Harcourt. It also becomes necessary to determine whether technological innovation should be prioritized over ethical responsibility or whether both dimensions can be effectively balanced in contemporary health communication practice. Addressing these questions contributes to broader international discussions concerning responsible artificial intelligence governance, ethical communication, digital citizenship, and sustainable public health promotion. The increasing deployment of artificial intelligence generated content within communication systems further underscores the urgency of generating empirical evidence capable of informing communication scholars, public health practitioners, technology developers, policymakers, and regulatory agencies on appropriate strategies for ethical and effective audience engagement.

The purpose of this study is to examine the influence of artificial intelligence generated storytelling on young audience engagement in public health campaigns while evaluating the ethical implications associated with its use in Port Harcourt. Specifically, the study seeks to contribute empirical evidence toward understanding how artificial intelligence generated narratives shape audience attention, participation, trust, comprehension, and behavioural intentions within public health communication. It also intends to provide evidence based recommendations that support responsible adoption of artificial intelligence in health campaigns without compromising ethical principles, public confidence, or communication effectiveness. By situating the investigation within contemporary global debates surrounding artificial intelligence governance, digital ethics, youth communication, and public health innovation, the study contributes to emerging scholarship while providing context specific evidence capable of strengthening policy development and professional communication practice in Nigeria.

The increasing use of artificial intelligence generated storytelling in public health campaigns has transformed the way health information is created and disseminated to young audiences in Port Harcourt. While these technologies offer greater creativity, personalization, and audience interaction, concerns have emerged regarding the authenticity, credibility, transparency, and ethical standards of the generated content. Young audiences, who are among the most active consumers of digital media, may engage with artificial intelligence generated health stories without adequately verifying their accuracy or recognizing their automated origins. This situation creates the possibility of misinformation, reduced public trust, privacy concerns, and unintended influence on health related attitudes and behaviours. Existing studies have focused largely on artificial intelligence adoption, digital communication, and public health messaging, with limited empirical attention given to how artificial intelligence generated storytelling influences young audience engagement alongside its ethical implications within the context of Port Harcourt. The absence of sufficient context specific evidence has created a knowledge gap that limits the development of effective and ethically responsible public health communication strategies.

Objectives

This study therefore seeks to examine artificial intelligence generated storytelling, young audience engagement in public health campaigns, and the associated ethical implications in Port Harcourt. The research objectives are to:

- i. examine the influence of artificial intelligence generated storytelling on young audience engagement in public health campaigns in Port Harcourt.
- ii. determine the level of young audience engagement with artificial intelligence generated public health campaign stories in Port Harcourt.
- iii. examine the ethical implications of artificial intelligence generated storytelling in public health campaigns among young audiences in Port Harcourt.

Conceptual Review

Artificial intelligence generated storytelling

This represents the communication strategy whose influence on audience outcomes is being examined. Artificial intelligence generated storytelling refers to the use of artificial intelligence technologies to

automatically create narratives, scripts, animations, images, audio, and multimedia content that communicate health information in an engaging and interactive manner. It combines machine learning, natural language processing, and generative models to produce personalized stories capable of attracting audience attention and promoting health awareness. According to Russell and Norvig (2021), artificial intelligence enables computer systems to perform tasks that ordinarily require human intelligence, including content generation and decision making, while UNESCO (2021) explains that the growing use of generative artificial intelligence in communication demands responsible and ethical application because of its capacity to shape public understanding and behaviour.

Young audience engagement in public health campaigns

This represents the outcome that may be influenced by artificial intelligence generated storytelling. Young audience engagement refers to the degree to which young people pay attention to, interact with, understand, participate in, share, and respond positively to health campaign messages delivered through digital communication platforms. High audience engagement enhances message comprehension, promotes health awareness, and increases the likelihood of adopting recommended health behaviours. The World Health Organization (2021) maintains that effective health communication encourages active audience participation and informed health decisions, while Kreps (2020) argues that meaningful audience engagement is essential for improving health literacy, strengthening trust, and achieving successful public health communication outcomes.

Ethical implications

This serve as the moderator variable because they can strengthen or weaken the relationship between artificial intelligence generated storytelling and young audience engagement in public health campaigns. Ethical implications refer to issues relating to transparency, accountability, privacy, fairness, accuracy, informed consent, and responsible use of artificial intelligence in generating and disseminating health communication messages. When ethical standards are upheld, audiences are more likely to trust and engage with health messages, whereas ethical violations may reduce credibility and discourage meaningful participation. UNESCO (2021) emphasizes that ethical governance is fundamental to the responsible development and deployment of artificial intelligence, while Floridi and Cowls (2019) argue that principles such as transparency, justice, responsibility, and

respect for human rights should guide artificial intelligence applications to ensure public confidence and societal benefit.

Uses and Gratifications Theory

The Uses and Gratifications Theory was developed by Elihu Katz, Jay G. Blumler, and Michael Gurevitch in 1973 to explain why individuals actively select specific media to satisfy their personal, social, informational, educational, and entertainment needs (Katz et al., 1973). The central tenet of the theory is that media audiences are active rather than passive because they consciously choose media content that best satisfies their interests, motivations, and expectations. The theory argues that people use different communication channels according to the gratifications they seek, including information acquisition, social interaction, identity formation, emotional satisfaction, and entertainment. In the digital communication environment, young audiences deliberately interact with online content, including artificial intelligence generated stories, based on perceived usefulness, relevance, credibility, and enjoyment. The implication of the theory is that the effectiveness of public health campaigns depends not only on message availability but also on the ability of the communication content to satisfy audience information needs and sustain meaningful engagement. This theory is relevant to the present study because it explains why young audiences in Port Harcourt may choose to engage with artificial intelligence generated storytelling in public health campaigns and how such engagement may influence their understanding, participation, and health related decision making (Katz et al., 1973; Ruggiero, 2000).

Narrative Transportation Theory

Narrative Transportation Theory was proposed by Melanie C. Green and Timothy C. Brock in 2000 to explain how individuals become mentally and emotionally immersed in stories, leading to changes in attitudes, beliefs, and behavioural intentions (Green & Brock, 2000). The theory posits that when audiences become deeply absorbed in a narrative, they temporarily suspend critical resistance, emotionally connect with characters and events, and become more receptive to the messages embedded within the story. Such transportation increases the persuasive power of narratives because individuals experience the story as realistic and personally meaningful. The implication of the theory is that well designed artificial intelligence generated stories can significantly improve audience attention, emotional involvement, message comprehension, and positive health behaviour when they are perceived as credible and engaging. At the same time, the theory

suggests that unethical or misleading narratives may exert negative influence on audience perceptions because emotionally immersed individuals may be less likely to critically evaluate inaccurate information. The theory is therefore relevant to this study because it provides a useful framework for understanding how artificial intelligence generated storytelling can influence young audience engagement in public health campaigns and why ethical considerations remain essential in protecting audience trust and promoting responsible health communication (Green & Brock, 2000; Van Laer et al., 2014).

Methodology

The study adopted a descriptive qualitative survey design using in-depth semi-structured interviews to examine young residents' perceptions of AI-generated storytelling in public health campaigns and its ethical implications in Port Harcourt. The population comprised residents aged 18–35 years, selected because they are active users of digital media and frequently encounter AI-driven health messages online. A purposive sampling technique was employed to recruit participants who met the inclusion criteria of residing in Port Harcourt, falling within the specified age range, and having prior exposure to digital public health campaigns. Data collection continued until saturation was achieved, resulting in a sample of 20 participants. An interview guide containing open-ended questions was used to elicit detailed responses on participants' experiences, engagement, perceptions, and ethical concerns regarding AI-generated storytelling. Interviews were conducted individually at mutually agreed locations and times, audio-recorded with participants' consent, and supported with field notes to ensure accurate documentation. The recorded interviews were transcribed verbatim and repeatedly reviewed to enhance familiarity with the data. Data were analysed using thematic analysis and the explanation-building technique. Recurring ideas, significant statements, and patterns were systematically coded and organised into themes aligned with the study objectives, while explanation building facilitated the interpretation of relationships among the themes and the development of logical insights into participants' experiences and perceptions, thereby ensuring the credibility and trustworthiness of the study findings.

Data Presentation and Analysis

Qualitative Data Analysis

Influence of Artificial Intelligence Generated Storytelling on Young Audience Engagement in Public Health Campaigns in Port Harcourt

The interview findings revealed that artificial intelligence generated storytelling significantly influenced the level of engagement of young residents with public health campaigns in Port Harcourt. Most participants reported that health messages presented in the form of stories, animated videos, conversational narratives, and visually attractive digital content captured their attention more effectively than conventional posters, leaflets, and text based messages. They explained that the storytelling approach simplified complex health information and made public health campaigns easier to understand and remember.

Participants further stated that artificial intelligence generated stories created emotional connections with health issues by presenting realistic situations that reflected everyday experiences. They indicated that stories portraying challenges associated with malaria prevention, mental health awareness, sexual and reproductive health, and healthy lifestyle practices encouraged them to pay closer attention to campaign messages. Several interviewees noted that relatable characters and practical scenarios increased their willingness to complete the stories and reflect on the recommended health behaviours.

The interviews also showed that personalization enhanced audience engagement. Many respondents explained that artificial intelligence generated content appeared relevant because digital platforms frequently recommended health stories that matched their interests and online activities. Participants acknowledged that this personalized communication encouraged repeated exposure to public health information and increased their curiosity to explore additional health related content. Some participants also admitted that interactive storytelling formats encouraged them to discuss health messages with friends and family members.

The analysis demonstrated that artificial intelligence generated storytelling positively influenced young audience engagement by improving attention, comprehension, emotional involvement, and participation in public health communication. Nevertheless, participants emphasized that engagement depended largely on the credibility of the information source and the quality of the stories presented. They

maintained that engaging stories alone were insufficient if the information appeared inaccurate or misleading.

Level of Young Audience Engagement with Artificial Intelligence Generated Public Health Campaign Stories in Port Harcourt

The interview findings indicated that the level of young audience engagement with artificial intelligence generated public health campaign stories was generally high. Most participants reported that they frequently encountered health related stories on social media platforms, video sharing applications, and digital communication channels. They explained that the increasing integration of multimedia elements into public health campaigns attracted their interest and encouraged them to spend more time interacting with health information than they had previously done.

Participants disclosed that their engagement extended beyond merely viewing health messages. Many indicated that they regularly watched complete health videos, shared useful stories with friends, commented on campaign posts, and participated in online discussions relating to disease prevention, healthy nutrition, mental wellbeing, and environmental sanitation. They believed that these activities strengthened their understanding of public health issues while encouraging greater awareness among their peers.

Several respondents explained that engagement varied according to the quality and credibility of the campaign content. They stated that professionally produced stories supported by recognized health institutions generated greater confidence than anonymous or poorly produced materials. Participants also explained that clear language, attractive visuals, local cultural references, and practical health advice encouraged them to interact more actively with campaign messages.

The thematic analysis therefore revealed that young residents demonstrated substantial cognitive, emotional, and behavioural engagement with artificial intelligence generated public health stories. Their responses suggested that digital storytelling had become an effective communication strategy for reaching young audiences because it encouraged active participation rather than passive exposure to health information.

Ethical Implications of Artificial Intelligence Generated Storytelling in Public Health Campaigns among Young Audiences in Port Harcourt

The interview findings revealed that participants recognized several ethical concerns associated with artificial intelligence generated storytelling in public health campaigns. Many respondents expressed concern about the increasing difficulty of distinguishing between authentic health information and artificially generated content. They explained that realistic images, voices, and stories occasionally created uncertainty regarding the originality and credibility of campaign messages.

Participants also expressed concern regarding privacy and transparency. They reported that digital platforms appeared to recommend health stories based on personal browsing behaviour without clearly explaining how their personal information had been collected or utilized. Several interviewees believed that users should always be informed whenever artificial intelligence generated health content was presented and that organizations should disclose the technologies employed in producing campaign materials.

The interviews further showed that participants expected public health organizations to maintain high ethical standards when using artificial intelligence. They argued that health campaigns should present scientifically verified information, avoid exaggerated emotional manipulation, respect cultural values, and ensure that vulnerable audiences were protected from misleading or harmful content. Respondents emphasized that public trust depended on honesty, accountability, and responsible communication practices rather than technological sophistication alone.

The thematic analysis established that ethical considerations significantly shaped participants' acceptance of artificial intelligence generated storytelling in public health campaigns. Participants generally welcomed technological innovation but insisted that transparency, credibility, fairness, privacy protection, and professional accountability remained essential requirements for sustaining public confidence and encouraging meaningful audience engagement. The findings therefore suggested that successful integration of artificial intelligence into public health communication required equal attention to technological advancement and ethical responsibility.

Discussion of Findings

The study found that artificial intelligence generated storytelling exerted a significant positive influence on young audience engagement in public health campaigns in Port Harcourt. Participants indicated that story based health messages generated through artificial intelligence attracted greater attention, enhanced understanding of health information, promoted emotional connection with campaign messages, and encouraged active participation in health related discussions and activities. This finding was supported by the uses and gratifications theory and the narrative transportation theory. The uses and gratifications theory explained that young audiences actively selected artificial intelligence generated health stories because such content satisfied their information, education, and entertainment needs. The narrative transportation theory further explained that participants became emotionally immersed in engaging health stories, thereby increasing attention, message comprehension, and positive engagement with public health campaigns.

The study found that the level of young audience engagement with artificial intelligence generated public health campaign stories in Port Harcourt was high. The findings showed that young people regularly viewed, read, shared, discussed, and interacted with digitally generated health stories because the messages were visually attractive, relevant to their information needs, easy to understand, and readily accessible through social media and other digital communication platforms. This finding was equally supported by the uses and gratifications theory and the narrative transportation theory. The uses and gratifications theory maintained that audiences continued to interact with media content that fulfilled their personal communication needs and expectations, while the narrative transportation theory explained that compelling and relatable narratives sustained audience attention and encouraged continuous interaction with public health messages delivered through artificial intelligence generated storytelling.

The study found that ethical implications significantly influenced the acceptance and effectiveness of artificial intelligence generated storytelling in public health campaigns among young audiences in Port Harcourt. Participants emphasized that message credibility, transparency, privacy protection, accountability, fairness, and accuracy determined their willingness to trust and engage with health stories generated through artificial intelligence technologies. This finding was also supported by the uses and gratifications theory and the narrative

transportation theory. The uses and gratifications theory suggested that audiences would continue to use communication content only when they perceived it as credible, trustworthy, and beneficial, whereas the narrative transportation theory indicated that ethical storytelling strengthened audience trust and positive message acceptance, while unethical or misleading narratives weakened audience confidence and reduced the effectiveness of public health communication.

Conclusions

The study concluded that artificial intelligence generated storytelling has become an effective communication strategy for enhancing young audience engagement in public health campaigns in Port Harcourt because it attracts attention, improves understanding of health messages, encourages emotional connection with campaign content, and promotes active participation in health communication activities.

The study established that young residents of Port Harcourt demonstrated a high level of engagement with artificial intelligence generated public health campaign stories because the messages were interactive, visually appealing, relevant to their information needs, and easily accessible through digital communication platforms commonly used by young people.

The study justified that ethical considerations remained fundamental to the successful application of artificial intelligence generated storytelling in public health campaigns because transparency, credibility, privacy protection, fairness, accountability, and accuracy strengthened audience trust and sustained meaningful engagement with health communication messages.

Recommendations

1. The Rivers State Ministry of Health should integrate artificial intelligence generated storytelling into its public health communication programmes to improve young audience engagement through accurate, interactive, and culturally relevant digital health campaigns.
2. The National Orientation Agency should collaborate with public health institutions, educational institutions, and digital communication organizations to develop continuous digital health awareness programmes that encourage young people to actively engage with credible artificial intelligence generated public health campaign messages.

3. The National Information Technology Development Agency should formulate and enforce ethical guidelines for the development and use of artificial intelligence generated storytelling in public health campaigns, while the Advertising Regulatory Council of Nigeria should ensure that all artificial intelligence generated health communication materials comply with established standards of transparency, accuracy, privacy protection, and professional accountability before dissemination to the public.

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