

# 3<sup>rd</sup> International Conference on **HIV/AIDS, STDs & STIs**

November 30 - December 02, 2015 Atlanta, USA

## The use of gain versus loss framed messages in encouraging university students to test for HIV

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**Introduction:** Framed messages have been used as one of the intervention strategies in encouraging people to take disease detection tests. Although there is no cure for HIV and AIDS, testing and early diagnosis have tremendous benefits. According to the Prospect Theory, decision-making is influenced by the way information is framed or delivered.

**Aim:** The aim of this study is to assess the impact of gain and loss framed messages on encouraging HIV testing among university students.

**Participants:** University students will be recruited to participate in the study.

**Ethical issues:** Participants will be informed regarding the purpose of the study and that participation was voluntary. After agreeing to participate, they will be requested to sign the consent forms.

**Materials:** Two versions of information paragraphs about potential risks or benefits associated with taking or not taking HIV test will be used, one containing a gain-framed message, and the other one a loss-framed message. A semi-structured interview guide which contains three sections will be used. The first section will be used to collect their sociodemographics, the second section will contain questions on their sexual practices, previous STI diagnoses, and type of contraceptives they use, and the final section will contain questions gain framed messages followed by loss framed messages. Posters containing both loss and gain framed messages will be used in the facilitation of the interviews.

**Data Collection:** Four focus group interviews will be conducted.

**Data Analysis:** Thematic content analysis will be used to analyse data.

### Biography

Tshilidzi Mashamba is an Associate Professor at University of Venda, South Africa.

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