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Mass media mode of delivery

Behaviour Change Intervention Ontology (BCIO)

Source

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Definition: Informational mode of delivery of radio broadcast, television, online press and printed press to a mass audience.

Comment: This is a form of mass media.

This definition was imported from the Behaviour Change Intervention Ontology (see <https://bciosearch.org/>). Comments and suggestions for improvements are welcome using the Qeios review system.

Definitions imported from the Behaviour Change Intervention Ontology (BCIO) are what are known as 'ontological definitions'. See this article in Qeios for an explanation <https://www.qeios.com/read/YGIF9B>.

Ontological definitions can sometimes be hard to read. In those cases we also include an informal definition.

Definitions also often require elaboration to make it clear how they should be used and what they include. In those cases we include a comment.

Also, definitions sometimes require an explanation as to how they came about to help users understand how they relate to alternative definitions. In those cases we include a curator note.