

Exame de Proficiência

2023.2

Inglês

Ciências da Saúde

Instruções

1	Confira se os dados contidos na parte inferior desta capa estão corretos e, em seguida, assine no espaço reservado para isso. Se, em qualquer outro local deste Caderno, você assinar, rubricar, escrever mensagem, etc., será excluído do Exame.
2	Este Caderno contém 5 questões discursivas referentes à Prova da Língua Estrangeira escolhida pelo candidato. Não destaque nenhuma folha.
3	As respostas às questões deverão ser redigidas em PORTUGUÊS .
4	Se o Caderno estiver incompleto ou contiver imperfeição gráfica que impeça a leitura, solicite imediatamente ao Fiscal que o substitua.
5	Será avaliado apenas o que estiver escrito no espaço reservado para cada resposta, razão por que os rascunhos não serão considerados.
6	Escreva de modo legível, pois dúvida gerada por grafia, sinal ou rasura implicará redução de pontos.
7	Só será permitido o uso de dicionário INGLÊS/INGLÊS.
8	A Comperve recomenda o uso de caneta esferográfica, confeccionada em material transparente, de tinta preta. Em nenhuma hipótese se avaliará resposta escrita com grafite.
9	Utilize para rascunhos o verso de cada página deste Caderno.
10	Você dispõe de, no máximo, três horas, para responder as 5 questões que constituem a Prova.
11	Antes de retirar-se definitivamente da sala, devolva ao Fiscal este Caderno.

Assinatura do Candidato: _____

As questões de 01 a 05, cujas respostas deverão ser redigidas EM PORTUGUÊS, referem-se ao texto abaixo.

**PRECISION PUBLIC HEALTH CAMPAIGN:
DELIVERING PERSUASIVE MESSAGES TO RELEVANT SEGMENTS THROUGH
TARGETED ADVERTISEMENTS ON SOCIAL MEDIA**

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Introduction

In recent years, medicine has been transitioning from a homogeneous, all-encompassing approach to a vision of precision medicine, where each patient receives personalized treatment based on their respective demographics, lifestyle, and other factors. However, public health campaigns have largely remained one-size-fits-all. Although established marketing techniques, such as buzz marketing, branding, and social marketing, have been applied to design more effective health campaigns, often a uniform message is broadcasted to large populations, irrespective of their members' unique characteristics. Arguably, the inflexibility of the traditional approach to public health campaigns decreases campaign effectiveness by making the audience feel less engaged. At the same time, previous studies have described low participation rates on questionnaires otherwise intended to effectively engage populations in designing tailored interventions, leaving a critical gap between public health needs and campaign success. In this regard, individual targeting may help create a bridge.

As individual digital device use has increased, so have individual digital footprints, creating potential opportunities for targeted digital health interventions. The traces people leave online can be used to infer their personal preferences, political attitudes, physical activities, and psychological characteristics. From a public health standpoint, these digital footprints may prove crucial for implementing more effective precision public health campaigns (PPHCs).

Beyond online search engine data, which are already being used to influence digital health interventions, the relevance of footprints captured by likes, comments, and shares on social media platforms, including Facebook, Twitter, and Instagram, remains largely unanalyzed and unexplored. Compared with traditional mass media channels, the targeted advertising tools (TATs) available through such sites are already being used by some researchers to recruit study participants, create representative sample, identify people with particular characteristics, and obtain public health insights in the United States. Facebook advertising particularly has received increased attention and use in health communication research, especially for online recruitment, likely because of its diverse user base, broad reach, and cost-effectiveness. One study used an 11-week Facebook advertising campaign to recruit a cohort of Michigan Facebook users aged 18-64 years. The campaign reached 1.88 million users and only cost US \$15,000.

Ultimately, although previous research studies have used TATs to run public health campaigns, standard systematic evaluation metrics for public health campaign effectiveness and engagement are yet to be described. Consequently, in this study, we propose a novel PPHC framework to structure and standardize the process of designing and delivering tailored health messages to target particular population segments using social media TATs. Specifically, we outline five critical stages: (1) defining a campaign goal, priority audience, and evaluation metrics; (2) splitting the target audience into smaller segments; (3) tailoring the message for each segment and conducting a pilot test; (4) running the health campaign formally; and (5) evaluating the performance of the campaigns.

Discussion

The social media platform's large, diverse user base offers a unique opportunity to reach significant chunks of specific populations. A series of studies have already suggested that social media (mainly Facebook) could serve as a channel for health care study recruitment. These studies used TATs to explore target attributes ranging from basic demographics, such as gender and age, to more sophisticated behavioral properties, such as interests. Most of the studies observed that online channels offered a more affordable mechanism to recruit participants than traditional methods (eg, offline surveys). Among existing social media offering TATs, Facebook seems to be the preferred channel in the literature.

Adapted from <https://formative.jmir.org/2021/9/e22313/>

Question 1

Present the authors' explanation for the gap between public health needs and public health campaign success.

Espaço para Resposta

Question 2


Present the authors' opinion about the changes medicine has gone through in recent years.

Espaço para Resposta

Question 3

Discuss how researchers have been using social media Targeted Advertising Tools (TATs) according to the text.

Espaço para Resposta

**Question 4**

Present the five stages the authors describe for using social media TATs.

Espaço para Resposta



Question 5

Translate the excerpt below. The translated text should be clear and accurate in terms of structure and meaning.

The social media platform's large, diverse user base offers a unique opportunity to reach significant chunks of specific populations. A series of studies have already suggested that social media (mainly Facebook) could serve as a channel for health care study recruitment. These studies used TATs to explore target attributes ranging from basic demographics, such as gender and age, to more sophisticated behavioral properties, such as interests. Among existing social media offering TATs, Facebook seems to be the preferred channel in the literature.

Espaço para Resposta