


Recommendation

	<p>Recommendation</p> <p>“Narratives cannot be recommended.”</p> <p>Agreed: 8, Disagreed: 3, Abstentions: 3</p> <p>Quality of the evidence: low quality</p>
<p>Comment on the recommendation:</p> <p>The recommendation refers to the comparison of narratives, which can be used as a supplement to factual information, with the factual information only.</p> <p>Due to the study situation, the heterogeneity of the narratives cannot be taken into consideration. It must be expected that O-tone narratives, which are also highly emotionally charged, will have a different effect than edited narratives, which contain, for example, experiences of illnesses without relation to therapies. Current literature cannot provide any categories for narratives, nor can components and their mechanisms be described.</p> <p>Overall, no effect could be seen for the cognitive outcomes. In one of four studies on the outcome <i>recalling information</i> and in one of three studies on the outcome <i>comprehensibility</i> positive effects were found for using narratives. Positive effects for using factual information alone could be seen in one of four studies on the outcome <i>information content</i>. In four studies on the outcome <i>knowledge</i> and in one study on the outcome <i>readability</i> no effects were shown. The results for the outcome <i>risk perception</i> (nine studies) were inconsistent.</p> <p>One study for each of the affective outcomes <i>credibility</i> and <i>attractiveness</i> could show a positive effect for the use of narratives. A second study on the outcome <i>credibility</i> showed no effect.</p> <p>In seven studies on the outcome <i>persuasiveness</i> it was shown that the narratives examined had had a persuasive effect.</p>	

Summary of the findings

Characteristics of the included studies

For this comparison 18 studies with a total of 10,226 participants of both sexes were included. The sample sizes were between 31 and 2,506 and the average age was between 20 and 72 years, depending on the target group. The studies were carried out in the USA (7, 12-22), the Netherlands (23), Australia (24), Great Britain (25), Italy (26) and Germany (27, 28). The included participants were students (14, 18, 20, 24, 25, 27), randomly chosen test persons (13, 20, 22, 28), patients of both sexes (16) and special target groups particularly for screening and prevention themes (7, 12, 15, 17, 19, 23, 26). The interventions consisted of videos, Internet sites or information brochures on screening, prevention or healthy living (7, 12, 14, 15, 19-21, 24), vaccinations (23, 26-28), therapy options (13, 22, 25) and generics (20). Two studies examined the adherence to therapy (16, 17) and one concerned the impact of safety warnings (18).

Results for the relevant outcomes

No effect was found for the outcomes *knowledge* and *readability* (7, 16, 18, 19, 24). No clear effect pro or contra using narratives was shown for the outcomes *recall of information*, *risk perception*, *comprehensibility* and *information content* (7, 12, 14, 15, 17, 19-21, 23, 24, 26-28). For the outcomes *attractiveness* and *credibility*, a positive tendency was found for using narratives (15, 21, 26). For the outcome *persuasiveness* an effect was shown in all the included studies (13, 19, 20, 22, 25, 27, 28).