

# Health Communication Science Digest

Office of the Associate Director for Communication

June 2017 -- Vol. 8, Issue 6e

To enhance awareness of emerging health communication and marketing scientific knowledge, the Science Team in the Office of the Associate Director for Communication at the Centers for Disease Control and Prevention frequently undertakes an extensive scan of the expert literature. Recent publications with particular relevance for the public health communication community are detailed here.

Abstracts and PDF copies of most articles are available through the DOI hyperlink included with each citation. In some cases, however, the DOI hyperlink will not work or the publisher charges for the article. The help of your local library staff may be required in such circumstances to secure access to some publications.

Please share your comments or questions with us. Contact [HCSD@cdc.gov](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Bode, L., & Vraga, E. K. (2017). See Something, Say Something: Correction of Global Health Misinformation on Social Media. *Health Commun*, 1-10. doi:[10.1080/10410236.2017.1331312](https://doi.org/10.1080/10410236.2017.1331312)
- ❖ Case, K. R., Lazard, A. J., Mackert, M. S., & Perry, C. L. (2017). Source Credibility and E-Cigarette Attitudes: Implications for Tobacco Communication. *Health Commun*, 1-9. doi:[10.1080/10410236.2017.1331190](https://doi.org/10.1080/10410236.2017.1331190)
- ❖ Cohen, E. L., Alward, D., Zajicek, D., Edwards, S., & Hutson, R. (2017). Ending as Intended: The Educational Effects of an Epilogue to a TV Show Episode about Bipolar Disorder. *Health Commun*, 1-8. doi:[10.1080/10410236.2017.1331308](https://doi.org/10.1080/10410236.2017.1331308)
- ❖ Crozier, A. J., & Spink, K. S. (2017). Effect of Manipulating Descriptive Norms and Positive Outcome Expectations on Physical Activity of University Students During Exams. *Health Commun*, 32(6), 784-790. doi:[10.1080/10410236.2016.1172295](https://doi.org/10.1080/10410236.2016.1172295)
- ❖ Francis, D. B., Noar, S. M., Kowitt, S. D., Jarman, K. L., & Goldstein, A. O. (2017). Believability of new diseases reported in the 2014 Surgeon General's Report on smoking: Experimental results from a national survey of US adults. *Prev Med*, 99, 94-98. doi:[10.1016/j.ypmed.2017.01.021](https://doi.org/10.1016/j.ypmed.2017.01.021)
- ❖ Garcia-Retamero, R., & Cokely, E. T. (2017). Designing Visual Aids That Promote Risk Literacy: A Systematic Review of Health Research and Evidence-Based Design Heuristics. *Hum Factors*, 59(4), 582-627. doi:[10.1177/0018720817690634](https://doi.org/10.1177/0018720817690634)
- ❖ Hair, E., Pitzer, L., Bennett, M., Halenar, M., Rath, J., Cantrell, J., . . . Vallone, D. (2017). Harnessing Youth and Young Adult Culture: Improving the Reach and Engagement of the truth(R) Campaign. *J Health Commun*, 1-8. doi:[10.1080/10810730.2017.1325420](https://doi.org/10.1080/10810730.2017.1325420)
- ❖ Hall, M. G., Sheeran, P., Noar, S. M., Ribisl, K. M., Boynton, M. H., & Brewer, N. T. (2017). A brief measure of reactance to health warnings. *J Behav Med*, 40(3), 520-529. doi:[10.1007/s10865-016-9821-z](https://doi.org/10.1007/s10865-016-9821-z)



- ❖ Heath, R. L., Lee, J., Palenchar, M. J., & Lemon, L. L. (2017). Risk Communication Emergency Response Preparedness: Contextual Assessment of the Protective Action Decision Model. *Risk Anal.* doi:[10.1111/risa.12845](https://doi.org/10.1111/risa.12845)
- ❖ Jeong, J. S., & Lee, S. (2017). The Influence of Information Appraisals and Information Behaviors on the Acceptance of Health Information: A Study of Television Medical Talk Shows in South Korea. *Health Commun*, 1-8. doi:[10.1080/10410236.2017.1323365](https://doi.org/10.1080/10410236.2017.1323365)
- ❖ Jeong, M., & Bae, R. E. (2017). The Effect of Campaign-Generated Interpersonal Communication on Campaign-Targeted Health Outcomes: A Meta-Analysis. *Health Commun*, 1-16. doi:[10.1080/10410236.2017.1331184](https://doi.org/10.1080/10410236.2017.1331184)
- ❖ Jung, W. S., Chung, M. Y., & Rhee, E. S. (2017). The Effects of Attractiveness and Source Expertise on Online Health Sites. *Health Commun*, 1-10. doi:[10.1080/10410236.2017.1323364](https://doi.org/10.1080/10410236.2017.1323364)
- ❖ Kang, G. J., Ewing-Nelson, S. R., Mackey, L., Schlitt, J. T., Marathe, A., Abbas, K. M., & Swarup, S. (2017). Semantic network analysis of vaccine sentiment in online social media. *Vaccine*, 35(29), 3621-3638. doi:[10.1016/j.vaccine.2017.05.052](https://doi.org/10.1016/j.vaccine.2017.05.052)
- ❖ Kim, H., & Xie, B. (2017). Health literacy in the eHealth era: A systematic review of the literature. *Patient Educ Couns*, 100(6), 1073-1082. doi:[10.1016/j.pec.2017.01.015](https://doi.org/10.1016/j.pec.2017.01.015)
- ❖ Kusumi, T., Hirayama, R., & Kashima, Y. (2017). Risk Perception and Risk Talk: The Case of the Fukushima Daiichi Nuclear Radiation Risk. *Risk Anal.* doi:[10.1111/risa.12784](https://doi.org/10.1111/risa.12784)
- ❖ Lin, L., McCloud, R. F., Bigman, C. A., & Viswanath, K. (2017). Tuning in and catching on? Examining the relationship between pandemic communication and awareness and knowledge of MERS in the USA. *J Public Health (Oxf)*, 39(2), 282-289. doi:[10.1093/pubmed/fdw028](https://doi.org/10.1093/pubmed/fdw028)
- ❖ Ma, Z., & Nan, X. (2017). Friends Don't Let Friends Smoke: How Storytelling and Social Distance Influence Nonsmokers' Responses to Antismoking Messages. *Health Commun*, 1-9. doi:[10.1080/10410236.2017.1321162](https://doi.org/10.1080/10410236.2017.1321162)
- ❖ Okuhara, T., Ishikawa, H., Okada, M., Kato, M., & Kiuchi, T. (2017). Designing persuasive health materials using processing fluency: a literature review. *BMC Res Notes*, 10(1), 198. doi:[10.1186/s13104-017-2524-x](https://doi.org/10.1186/s13104-017-2524-x)
- ❖ Pope, J. P., Pelletier, L., & Guertin, C. (2017). Starting Off on the Best Foot: A Review of Message Framing and Message Tailoring, and Recommendations for the Comprehensive Messaging Strategy for Sustained Behavior Change. *Health Commun*, 1-10. doi:[10.1080/10410236.2017.1331305](https://doi.org/10.1080/10410236.2017.1331305)
- ❖ Rabarison, K. M., Croston, M. A., Englar, N. K., Bish, C. L., Flynn, S. M., & Johnson, C. C. (2017). Measuring Audience Engagement for Public Health Twitter Chats: Insights From #LiveFitNOLA. *JMIR Public Health Surveill*, 3(2), e34. doi:[10.2196/publichealth.7181](https://doi.org/10.2196/publichealth.7181)
- ❖ Shin, Y., Miller-Day, M., Hecht, M. L., & Krieger, J. L. (2017). Entertainment-Education Videos as a Persuasive Tool in the Substance Use Prevention Intervention "keepin' it REAL". *Health Commun*, 1-11. doi:[10.1080/10410236.2017.1321163](https://doi.org/10.1080/10410236.2017.1321163)

