

Health Communication Science Digest

Office of the Associate Director for Communication

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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.

Articles of Interest

- ❖ Cudjoe, J., Delva, S., Cajita, M., & Han, H. R. (2020). Empirically Tested Health Literacy Frameworks. *Health Lit Res Pract*, 4(1), e22-e44. doi:[10.3928/24748307-20191025-01](https://doi.org/10.3928/24748307-20191025-01)
- ❖ Guenther, L., Gaertner, M., & Zeitz, J. (2020). Framing as a Concept for Health Communication: A Systematic Review. *Health Commun*, 1-9. doi:[10.1080/10410236.2020.1723048](https://doi.org/10.1080/10410236.2020.1723048)
- ❖ Guilbeault, D., & Centola, D. (2020). Networked collective intelligence improves dissemination of scientific information regarding smoking risks. *PLoS One*, 15(2), e0227813. doi:[10.1371/journal.pone.0227813](https://doi.org/10.1371/journal.pone.0227813)
- ❖ Harter, L. M., Ellingson, L. L., Yamasaki, J., Hook, C., & Walker, T. (2020). Defining Moments...Telling Stories to Foster Well-being, Humanize Healthcare, and Advocate for Change. *Health Commun*, 35(2), 262-267. doi:[10.1080/10410236.2018.1557468](https://doi.org/10.1080/10410236.2018.1557468)
- ❖ Jansen, T., Claassen, L., van Kamp, I., & Timmermans, D. R. M. (2020). 'All chemical substances are harmful.' public appraisal of uncertain risks of food additives and contaminants. *Food Chem Toxicol*, 136, 110959. doi:[10.1016/j.fct.2019.110959](https://doi.org/10.1016/j.fct.2019.110959)
- ❖ Kim, G., & Noriega, C. (2020). The Value of Media Studies Approaches for the Evaluation of Entertainment Education: A Case Study of East Los High. *Health Educ Behav*, 47(1), 24-28. doi:[10.1177/1090198119865007](https://doi.org/10.1177/1090198119865007)
- ❖ Kim, M., Olson, S., Jordan, J. W., & Ling, P. M. (2020). Peer crowd-based targeting in E-cigarette advertisements: a qualitative study to inform counter-marketing. *BMC Public Health*, 20(1), 32. doi:[10.1186/s12889-019-8126-x](https://doi.org/10.1186/s12889-019-8126-x)
- ❖ Kim, Y., & Kim, J. H. (2020). Using photos for public health communication: A computational analysis of the Centers for Disease Control and Prevention Instagram photos and public responses. *Health Informatics J*, 1460458219896673. doi:[10.1177/1460458219896673](https://doi.org/10.1177/1460458219896673)



- ❖ Kim, Y., Nordgren, R., & Emery, S. (2020). The Story of Goldilocks and Three Twitter's APIs: A Pilot Study on Twitter Data Sources and Disclosure. *Int J Environ Res Public Health*, 17(3). doi:[10.3390/ijerph17030864](https://doi.org/10.3390/ijerph17030864)
- ❖ Lazard, A. J., Brennen, J. S., Troutman Adams, E., & Love, B. (2020). Cues for Increasing Social Presence for Mobile Health App Adoption. *J Health Commun*, 1-14. doi:[10.1080/10810730.2020.1719241](https://doi.org/10.1080/10810730.2020.1719241)
- ❖ Li, K. (2020). Exploring the Role of Regulatory Focus and Processing Fluency in the Effectiveness of Narrative versus Non-narrative Advertising: A Study about Sugar Intake in the USA. *Health Commun*, 1-10. doi:[10.1080/10410236.2020.1719320](https://doi.org/10.1080/10410236.2020.1719320)
- ❖ Loken, B., Borgida, E., Wang, T., Madzelan, M. K., Williams, A. L., Hatsukami, D., & Stepanov, I. (2020). Can the Public Be Educated About Constituents in Smokeless Tobacco? A Three-Wave Randomized Controlled Trial. *Nicotine Tob Res*. doi:[10.1093/ntr/ntz241](https://doi.org/10.1093/ntr/ntz241)
- ❖ McFarlane, S. J., & Morgan, S. E. (2020). Evaluating Culturally-targeted Fear Appeal Messages for HPV Self-Sampling among Jamaican Women: A Qualitative Formative Research Study. *Health Commun*, 1-14. doi:[10.1080/10410236.2020.1723047](https://doi.org/10.1080/10410236.2020.1723047)
- ❖ Nelon, J. L., Moscarelli, M., Stupka, P., Sumners, C., Uselton, T., & Patterson, M. S. (2020). Does Scientific Publication Inform Public Discourse? A Case Study Observing Social Media Engagement Around Vaccinations. *Health Promot Pract*, 1524839919899925. doi:[10.1177/1524839919899925](https://doi.org/10.1177/1524839919899925)
- ❖ Noar, S. M., Barker, J., Bell, T., & Yzer, M. (2020). Does Perceived Message Effectiveness Predict the Actual Effectiveness of Tobacco Education Messages? A Systematic Review and Meta-Analysis. *Health Commun*, 35(2), 148-157. doi:[10.1080/10410236.2018.1547675](https://doi.org/10.1080/10410236.2018.1547675)
- ❖ Palmer-Wackerly, A. L., Chaidez, V., Wayment, C., Baker, J., Adams, A., & Wheeler, L. A. (2020). Listening to the Voices of Community Health Workers: A Multilevel, Culture-Centered Approach to Overcoming Structural Barriers in U.S. Latinx Communities. *Qual Health Res*, 30(3), 423-436. doi:[10.1177/1049732319855963](https://doi.org/10.1177/1049732319855963)
- ❖ Reading Turchioe, M., Grossman, L. V., Myers, A. C., Baik, D., Goyal, P., & Masterson Creber, R. M. (2020). Visual analogies, not graphs, increase patients' comprehension of changes in their health status. *J Am Med Inform Assoc*. doi:[10.1093/jamia/ocz217](https://doi.org/10.1093/jamia/ocz217)
- ❖ Reifegerste, D., Blech, S., & Dechant, P. (2020). Understanding Information Seeking about the Health of Others: Applying the Comprehensive Model of Information Seeking to Proxy Online Health Information Seeking. *J Health Commun*, 1-10. doi:[10.1080/10810730.2020.1716280](https://doi.org/10.1080/10810730.2020.1716280)
- ❖ Walker, B. F., & Adukwu, E. C. (2020). The 2013-2016 Ebola epidemic: evaluating communication strategies between two affected countries in West Africa. *Eur J Public Health*, 30(1), 118-124. doi:[10.1093/eurpub/ckz104](https://doi.org/10.1093/eurpub/ckz104)
- ❖ Yan, J., Ouyang, Z., Vinnikova, A., & Chen, M. (2020). Avoidance of the Threats of Defective Vaccines: How a Vaccine Scandal Influences Parents' Protective Behavioral Response. *Health Commun*, 1-10. doi:[10.1080/10410236.2020.1724638](https://doi.org/10.1080/10410236.2020.1724638)
- ❖ Zhang, H., Wheldon, C., Dunn, A. G., Tao, C., Huo, J., Zhang, R., . . . Bian, J. (2020). Mining Twitter to assess the determinants of health behavior toward human papillomavirus vaccination in the United States. *J Am Med Inform Assoc*, 27(2), 225-235. doi:[10.1093/jamia/ocz191](https://doi.org/10.1093/jamia/ocz191)



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