

Health Communication Science Digest

Office of the Associate Director for Communication

May 2020 -- Vol. 11, Issue 5e

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

- ❖ Abd-Alrazaq, A., Alhuwail, D., Househ, M., Hamdi, M., & Shah, Z. (2020). Top Concerns of Tweeters During the COVID-19 Pandemic: Infoveillance Study. *J Med Internet Res*, 22(4), e19016. doi:[10.2196/19016](https://doi.org/10.2196/19016)
- ❖ Alcalá, H. E., & Shimoga, S. V. (2020). It Is About Trust: Trust in Sources of Tobacco Health Information, Perceptions of Harm, and Use of E-Cigarettes. *Nicotine Tob Res*, 22(5), 822-826. doi:[10.1093/ntr/ntz004](https://doi.org/10.1093/ntr/ntz004)
- ❖ Basch, C. E., Basch, C. H., Hillyer, G. C., & Jaime, C. (2020). The Role of YouTube and the Entertainment Industry in Saving Lives by Educating and Mobilizing the Public to Adopt Behaviors for Community Mitigation of COVID-19: Successive Sampling Design Study. *JMIR Public Health Surveill*, 6(2), e19145. doi:[10.2196/19145](https://doi.org/10.2196/19145)
- ❖ Blank, M. L., Hoek, J., & Gendall, P. (2020). Roll-your-own smokers' reactions to cessation-efficacy messaging integrated into tobacco packaging design: a sequential mixed-methods study. *Tob Control*. doi:[10.1136/tobaccocontrol-2019-055570](https://doi.org/10.1136/tobaccocontrol-2019-055570)
- ❖ Cudjoe, J., Budhathoki, C., Roter, D., Gallo, J. J., Sharps, P., & Han, H. R. (2020). Exploring Health Literacy and the Correlates of Pap Testing Among African Immigrant Women: Findings from the AfroPap Study. *J Cancer Educ*. doi:[10.1007/s13187-020-01755-9](https://doi.org/10.1007/s13187-020-01755-9)
- ❖ Fagan, J., Frye, V., Calixte, R., Jain, S., Molla, L., Lawal, A., . . . Zingman, B. S. (2020). "It's Like Plan B but for HIV!" Design and Evaluation of a Media Campaign to Drive Demand for PEP. *AIDS Behav*. doi:[10.1007/s10461-020-02906-1](https://doi.org/10.1007/s10461-020-02906-1)
- ❖ Faro, J. M., Nagawa, C. S., Allison, J. A., Lemon, S. C., Mazor, K. M., Houston, T. K., & Sadasivam, R. S. (2020). Comparison of a Collective Intelligence Tailored Messaging System on Smoking Cessation Between African American and White People Who Smoke: Quasi-Experimental Design. *JMIR Mhealth Uhealth*, 8(4), e18064. doi:[10.2196/18064](https://doi.org/10.2196/18064)



- ❖ Heley, K., Kennedy-Hendricks, A., Niederdeppe, J., & Barry, C. L. (2020). Reducing Health-Related Stigma Through Narrative Messages. *Health Commun*, 35(7), 849-860. doi:[10.1080/10410236.2019.1598614](https://doi.org/10.1080/10410236.2019.1598614)
- ❖ Himelboim, I., Xiao, X., Lee, D. K. L., Wang, M. Y., & Borah, P. (2020). A Social Networks Approach to Understanding Vaccine Conversations on Twitter: Network Clusters, Sentiment, and Certainty in HPV Social Networks. *Health Commun*, 35(5), 607-615. doi:[10.1080/10410236.2019.1573446](https://doi.org/10.1080/10410236.2019.1573446)
- ❖ Hu, D., Lou, X., Xu, Z., Meng, N., Xie, Q., Zhang, M., . . . Wang, F. (2020). More effective strategies are required to strengthen public awareness of COVID-19: Evidence from Google Trends. *J Glob Health*, 10(1), 011003. doi:[10.7189/jogh.10.011003](https://doi.org/10.7189/jogh.10.011003)
- ❖ Jackson, D. N., Trivedi, N., & Baur, C. (2020). Re-prioritizing Digital Health and Health Literacy in Healthy People 2030 to Affect Health Equity. *Health Commun*, 1-8. doi:[10.1080/10410236.2020.1748828](https://doi.org/10.1080/10410236.2020.1748828)
- ❖ King, A. J., Niederdeppe, J., & Dahl, E. (2020). Visual Juxtapositions as Exemplars in Messages Promoting Healthy Dietary Behavior. *Health Commun*, 1-16. doi:[10.1080/10410236.2020.1748835](https://doi.org/10.1080/10410236.2020.1748835)
- ❖ Lewis, N. A., Jr., Koungias, D. G., Takahashi, K. J., & Earl, A. (2020). The Behavior of Same-Race Others and Its Effects on Black Patients' Attention to Publicly Presented HIV-Prevention Information. *Health Commun*, 1-8. doi:[10.1080/10410236.2020.1749369](https://doi.org/10.1080/10410236.2020.1749369)
- ❖ Liu, S., & Yang, J. Z. (2020). Incorporating Message Framing into Narrative Persuasion to Curb E-Cigarette Use Among College Students. *Risk Anal*. doi:[10.1111/risa.13502](https://doi.org/10.1111/risa.13502)
- ❖ Luisi, M. L. R. (2020). From bad to worse: The representation of the HPV vaccine Facebook. *Vaccine*. doi:[10.1016/j.vaccine.2020.05.016](https://doi.org/10.1016/j.vaccine.2020.05.016)
- ❖ Olagoke, A. A., Olagoke, O. O., & Hughes, A. M. (2020). Exposure to coronavirus news on mainstream media: The role of risk perceptions and depression. *Br J Health Psychol*, e12427. doi:[10.1111/bjhp.12427](https://doi.org/10.1111/bjhp.12427)
- ❖ Park, S. Y., Son, H., Lee, J., & Go, E. (2020). Moderating Effects of Social Norms and Alcohol Consumption on Message Framing in Responsible Drinking Campaigns: Value from Deviance Regulation Theory. *Health Commun*, 35(7), 793-803. doi:[10.1080/10410236.2019.1593077](https://doi.org/10.1080/10410236.2019.1593077)
- ❖ Scherr, C. L., Nam, K., Augusto, B., Kasting, M. L., Caldwell, M., Lee, M. C., . . . Vadaparampil, S. T. (2020). A Framework for Pilot Testing Health Risk Video Narratives. *Health Commun*, 35(7), 832-841. doi:[10.1080/10410236.2019.1598612](https://doi.org/10.1080/10410236.2019.1598612)
- ❖ Sell, T. K., Hosangadi, D., & Trotochaud, M. (2020). Misinformation and the US Ebola communication crisis: analyzing the veracity and content of social media messages related to a fear-inducing infectious disease outbreak. *BMC Public Health*, 20(1), 550. doi:[10.1186/s12889-020-08697-3](https://doi.org/10.1186/s12889-020-08697-3)
- ❖ Svendsen, M. T., Bak, C. K., Sørensen, K., Pelikan, J., Riddersholm, S. J., Skals, R. K., . . . Torp-Pedersen, C. (2020). Associations of health literacy with socioeconomic position, health risk behavior, and health status: a large national population-based survey among Danish adults. *BMC Public Health*, 20(1), 565. doi:[10.1186/s12889-020-08498-8](https://doi.org/10.1186/s12889-020-08498-8)
- ❖ Willoughby, J. F., & Brickman, J. (2020). Adding to the Message Testing Tool Belt: Assessing the Feasibility and Acceptability of an EMA-Style, Mobile Approach to Pretesting mHealth Interventions. *Health Commun*, 1-8. doi:[10.1080/10410236.2020.1750748](https://doi.org/10.1080/10410236.2020.1750748)
- ❖ Xu, Y., Margolin, D., & Niederdeppe, J. (2020). Testing Strategies to Increase Source Credibility through Strategic Message Design in the Context of Vaccination and Vaccine Hesitancy. *Health Commun*, 1-14. doi:[10.1080/10410236.2020.1751400](https://doi.org/10.1080/10410236.2020.1751400)



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