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Health Communication Science Digest

Office of the Associate Director for Communication

October 2018 -- Vol. 9, Issue 10e

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.

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Articles of Interest

- ❖ Betts, K. R., Boudewyns, V., Aikin, K. J., Squire, C., Dolina, S., Hayes, J. J., & Southwell, B. G. (2018). Serious and actionable risks, plus disclosure: Investigating an alternative approach for presenting risk information in prescription drug television advertisements. *Res Social Adm Pharm*, 14(10), 951-963. doi:[10.1016/j.sapharm.2017.07.015](https://doi.org/10.1016/j.sapharm.2017.07.015)
- ❖ Bruine de Bruin, W., & Carman, K. G. (2018). Measuring Subjective Probabilities: The Effect of Response Mode on the Use of Focal Responses, Validity, and Respondents' Evaluations. *Risk Anal*, 38(10), 2128-2143. doi:[10.1111/risa.13138](https://doi.org/10.1111/risa.13138)
- ❖ Cacciatore, M. A., Nowak, G. J., & Evans, N. J. (2018). It's Complicated: The 2014-2015 U.S. Measles Outbreak and Parents' Vaccination Beliefs, Confidence, and Intentions. *Risk Anal*, 38(10), 2178-2192. doi:[10.1111/risa.13120](https://doi.org/10.1111/risa.13120)
- ❖ Estrada, E., Ramirez, A. S., Gamboa, S., & Amezola de Herrera, P. (2018). Development of a Participatory Health Communication Intervention: An Ecological Approach to Reducing Rural Information Inequality and Health Disparities. *J Health Commun*, 23(8), 773-782. doi:[10.1080/10810730.2018.1527874](https://doi.org/10.1080/10810730.2018.1527874)
- ❖ Fleming-Milici, F., Harris, J. L., & Liu, S. (2018). Race, Ethnicity, and Other Factors Predicting U.S. Parents' Support for Policies to Reduce Food and Beverage Marketing to Children and Adolescents. *Health Equity*, 2(1), 288-295. doi:[10.1089/heq.2018.0048](https://doi.org/10.1089/heq.2018.0048)
- ❖ Gagne, M. H., Belanger-Gravel, A., Clement, M. E., & Poissant, J. (2018). Recall and understanding of a communication campaign designed to promote positive parenting and prevent child maltreatment. *Prev Med Rep*, 12, 191-197. doi:[10.1016/j.pmedr.2018.09.015](https://doi.org/10.1016/j.pmedr.2018.09.015)
- ❖ Jagiello, R. D., & Hills, T. T. (2018). Bad News Has Wings: Dread Risk Mediates Social Amplification in Risk Communication. *Risk Anal*, 38(10), 2193-2207. doi:[10.1111/risa.13117](https://doi.org/10.1111/risa.13117)



- ❖ Kang, Y., Cooper, N., Pandey, P., Scholz, C., O'Donnell, M. B., Lieberman, M. D., . . . Falk, E. B. (2018). Effects of self-transcendence on neural responses to persuasive messages and health behavior change. *Proc Natl Acad Sci U S A*, 115(40), 9974-9979. doi:[10.1073/pnas.1805573115](https://doi.org/10.1073/pnas.1805573115)
- ❖ Moss, H. B., Kirby, S. D., & Donodeo, F. (2009). Characterizing and reaching high-risk drinkers using audience segmentation. *Alcohol Clin Exp Res*, 33(8), 1336-1345. doi:[10.1111/j.1530-0277.2009.00963.x](https://doi.org/10.1111/j.1530-0277.2009.00963.x)
- ❖ Olawepo, J. O., Pharr, J. R., & Kachen, A. (2018). The use of social marketing campaigns to increase HIV testing uptake: a systematic review. *AIDS Care*, 1-10. doi:[10.1080/09540121.2018.1533631](https://doi.org/10.1080/09540121.2018.1533631)
- ❖ Paige, S. R., Stellefson, M., Krieger, J. L., Anderson-Lewis, C., Cheong, J., & Stopka, C. (2018). Proposing a Transactional Model of eHealth Literacy: Concept Analysis. *J Med Internet Res*, 20(10), e10175. doi:[10.2196/10175](https://doi.org/10.2196/10175)
- ❖ Robillard, J. M., Jun, J. H., Lai, J. A., & Feng, T. L. (2018). The QUEST for quality online health information: validation of a short quantitative tool. *BMC Med Inform Decis Mak*, 18(1), 87. doi:[10.1186/s12911-018-0668-9](https://doi.org/10.1186/s12911-018-0668-9)
- ❖ Skurka, C. (2018). You Mad? Using Anger Appeals to Promote Activism Intentions and Policy Support in the Context of Sugary Drink Marketing to Kids. *Health Commun*, 1-13. doi:[10.1080/10410236.2018.1536943](https://doi.org/10.1080/10410236.2018.1536943)
- ❖ van der Heide, I., Poureslami, I., Mitic, W., Shum, J., Rootman, I., & FitzGerald, J. M. (2018). Health literacy in chronic disease management: a matter of interaction. *J Clin Epidemiol*, 102, 134-138. doi:[10.1016/j.jclinepi.2018.05.010](https://doi.org/10.1016/j.jclinepi.2018.05.010)
- ❖ Vrdelja, M., Kraigher, A., Vercic, D., & Kropivnik, S. (2018). The growing vaccine hesitancy: exploring the influence of the internet. *Eur J Public Health*, 28(5), 934-939. doi:[10.1093/eurpub/cky114](https://doi.org/10.1093/eurpub/cky114)
- ❖ Wang, M., & Struthers, A. (2018). Health buzz at school: Evaluations of a statewide teen health campaign. *Health Mark Q*, 1-16. doi:[10.1080/07359683.2018.1490544](https://doi.org/10.1080/07359683.2018.1490544)
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- ❖ Yamashita, T., Bardo, A. R., Liu, D., & Cummins, P. A. (2018). Literacy, Numeracy, and Health Information Seeking Among Middle-Aged and Older Adults in the United States. *J Aging Health*, 898264318800918. doi:[10.1177/0898264318800918](https://doi.org/10.1177/0898264318800918)
- ❖ Yoo, J. W., & Jin, Y. J. (2018). Comparative impact of fear appeals and induced hypocrisy advertising in encouraging intent to quit smoking: Applying self-construal theory to consumers' attitudes. *Glob Health Promot*, 1757975918783425. doi:[10.1177/1757975918783425](https://doi.org/10.1177/1757975918783425)

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Articles of Interest

- ❖ Badal, H. J., Boudewyns, V., Uhrig, J. D., August, E. M., Ruddle, P., & Stryker, J. E. (2018). Testing Makes Us Stronger: Evaluating the correlation between exposure and intermediate outcomes targeted by the campaign's messages. *Patient Educ Couns*. doi: [10.1016/j.pec.2018.08.037](https://doi.org/10.1016/j.pec.2018.08.037)
- ❖ Berry, C., & Burton, S. (2018). Reduced-Risk Warnings versus the U.S. FDA-Mandated Addiction Warning: The Effects of E-Cigarette Warning Variations on Health Risk Perceptions. *Nicotine Tob Res*. doi: [10.1093/ntr/nty177](https://doi.org/10.1093/ntr/nty177)
- ❖ Bode, L., & Vraga, E. K. (2018). See Something, Say Something: Correction of Global Health Misinformation on Social Media. *Health Commun*, 33(9), 1131-1140. doi: [10.1080/10410236.2017.1331312](https://doi.org/10.1080/10410236.2017.1331312)
- ❖ Broniatowski, D. A., Jamison, A. M., Qi, S., AlKulaib, L., Chen, T., Benton, A., . . . Dredze, M. (2018). Weaponized Health Communication: Twitter Bots and Russian Trolls Amplify the Vaccine Debate. *Am J Public Health*, 108(10), 1378-1384. doi: [10.2105/ajph.2018.304567](https://doi.org/10.2105/ajph.2018.304567)
- ❖ Cabling, M. L., Turner, J. W., Hurtado-de-Mendoza, A., Zhang, Y., Jiang, X., Drago, F., & Sheppard, V. B. (2018). Sentiment Analysis of an Online Breast Cancer Support Group: Communicating about Tamoxifen. *Health Commun*, 33(9), 1158-1165. doi: [10.1080/10410236.2017.1339370](https://doi.org/10.1080/10410236.2017.1339370)
- ❖ Carcioppolo, N., Orrego Dunleavy, V., & Myrick, J. G. (2018). A Closer Look at Descriptive Norms and Indoor Tanning: Investigating the Intermediary Role of Positive and Negative Outcome Expectations. *Health Commun*, 1-9. doi: [10.1080/10410236.2018.1517632](https://doi.org/10.1080/10410236.2018.1517632)
- ❖ Case, K. R., Lazard, A. J., Mackert, M. S., & Perry, C. L. (2018). Source Credibility and E-Cigarette Attitudes: Implications for Tobacco Communication. *Health Commun*, 33(9), 1059-1067. doi: [10.1080/10410236.2017.1331190](https://doi.org/10.1080/10410236.2017.1331190)



- ❖ Chen, X., Hay, J. L., Waters, E. A., Kiviniemi, M. T., Biddle, C., Schofield, E., . . . Orom, H. (2018). Health Literacy and Use and Trust in Health Information. *J Health Commun*, 1-11. doi: [10.1080/10810730.2018.1511658](https://doi.org/10.1080/10810730.2018.1511658)
- ❖ Ford, A. J., & Alwan, N. A. (2018). Use of social networking sites and women's decision to receive vaccinations during pregnancy: A cross-sectional study in the UK. *Vaccine*, 36(35), 5294-5303. doi: [10.1016/j.vaccine.2018.07.022](https://doi.org/10.1016/j.vaccine.2018.07.022)
- ❖ Jeong, M. (2018). Sharing Tobacco and E-Cigarette Information: Predicting its Occurrence and Valence among Youth and Young Adults. *Health Commun*, 33(9), 1114-1123. doi: [10.1080/10410236.2017.1331310](https://doi.org/10.1080/10410236.2017.1331310)
- ❖ Johnson, B. B. (2018). Residential Location and Psychological Distance in Americans' Risk Views and Behavioral Intentions Regarding Zika Virus. *Risk Anal*. doi: [10.1111/risa.13184](https://doi.org/10.1111/risa.13184)
- ❖ Krishna, A. (2018). Poison or Prevention? Understanding the Linkages between Vaccine-Negative Individuals' Knowledge Deficiency, Motivations, and Active Communication Behaviors. *Health Commun*, 33(9), 1088-1096. doi: [10.1080/10410236.2017.1331307](https://doi.org/10.1080/10410236.2017.1331307)
- ❖ Lofters, A. K., Vahabi, M., Pyshnov, T., Kupets, R., & Guilcher, S. J. T. (2018). Segmenting women eligible for cervical cancer screening using demographic, behavioural and attitudinal characteristics. *Prev Med*, 114, 134-139. doi: [10.1016/j.ypmed.2018.06.013](https://doi.org/10.1016/j.ypmed.2018.06.013)
- ❖ Luhn, J., Steckelberg, A., & Buhse, S. (2018). Pictures in health information and their pitfalls: Focus group study and systematic review. *Z Evid Fortbild Qual Gesundheitswes*. doi: [10.1016/j.zefq.2018.08.002](https://doi.org/10.1016/j.zefq.2018.08.002)
- ❖ Lwin, M. O., Lu, J., Sheldenkar, A., & Schulz, P. J. (2018). Strategic Uses of Facebook in Zika Outbreak Communication: Implications for the Crisis and Emergency Risk Communication Model. *Int J Environ Res Public Health*, 15(9). doi: [10.3390/ijerph15091974](https://doi.org/10.3390/ijerph15091974)
- ❖ Pope, J. P., Pelletier, L., & Guertin, C. (2018). 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*, 33(9), 1068-1077. doi: [10.1080/10410236.2017.1331305](https://doi.org/10.1080/10410236.2017.1331305)
- ❖ Shaffer, V. A., Scherer, L. D., Focella, E. S., Hinnant, A., Len-Rios, M. E., & Zikmund-Fisher, B. J. (2018). What Is the Story with Narratives? How Using Narratives in Journalism Changes Health Behavior. *Health Commun*, 33(9), 1151-1157. doi: [10.1080/10410236.2017.1333562](https://doi.org/10.1080/10410236.2017.1333562)
- ❖ Sundstrom, B., Ferrara, M., DeMaria, A. L., Gabel, C., Booth, K., & Cabot, J. (2018). It's Your Place: Development and Evaluation of an Evidence-Based Bystander Intervention Campaign. *Health Commun*, 33(9), 1141-1150. doi: [10.1080/10410236.2017.1333561](https://doi.org/10.1080/10410236.2017.1333561)
- ❖ Ullmann, G., Kedia, S. K., Homayouni, R., Akkus, C., Schmidt, M., Klesges, L. M., & Ward, K. D. (2018). Memphis FitKids: implementing a mobile-friendly web-based application to enhance parents' participation in improving child health. *BMC Public Health*, 18(1), 1068. doi: [10.1186/s12889-018-5968-6](https://doi.org/10.1186/s12889-018-5968-6)
- ❖ Walsh-Childers, K., Odedina, F., Poitier, A., Kaninjing, E., & Taylor, G., 3rd. (2018). Choosing Channels, Sources, and Content for Communicating Prostate Cancer Information to Black Men: A Systematic Review of the Literature. *Am J Mens Health*, 12(5), 1728-1745. doi: [10.1177/1557988318786669](https://doi.org/10.1177/1557988318786669)



- ❖ Yang, B., & Nan, X. (2018). Influence of Norm-Based Messages on College Students' Binge Drinking Intentions: Considering Norm Type, Regulatory Mode, and Level of Alcohol Consumption. *Health Commun*, 1-10. doi: [10.1080/10410236.2018.1517708](https://doi.org/10.1080/10410236.2018.1517708)

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Office of the Associate Director for Communication

August 2018 -- Vol. 9, Issue 8

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Articles of Interest

- ❖ Ashford, R. D., Brown, A. M., & Curtis, B. (2018). Substance use, recovery, and linguistics: The impact of word choice on explicit and implicit bias. *Drug Alcohol Depend*, 189, 131-138. doi: [10.1016/j.drugalcdep.2018.05.005](https://doi.org/10.1016/j.drugalcdep.2018.05.005)
- ❖ Baldwin, H. J., Freeman, B., & Kelly, B. (2018). Like and share: associations between social media engagement and dietary choices in children. *Public Health Nutr*, 1-6. doi: [10.1017/s1368980018001866](https://doi.org/10.1017/s1368980018001866)
- ❖ Chae, J. (2018). A Comprehensive Profile of Those Who Have Health-Related Apps. *Health Educ Behav*, 45(4), 591-598. doi: [10.1177/1090198117752784](https://doi.org/10.1177/1090198117752784)
- ❖ Chen, L., & Yang, X. (2018). Using EPPM to Evaluate the Effectiveness of Fear Appeal Messages Across Different Media Outlets to Increase the Intention of Breast Self-Examination Among Chinese Women. *Health Commun*, 1-8. doi: [10.1080/10410236.2018.1493416](https://doi.org/10.1080/10410236.2018.1493416)
- ❖ Damman, O. C., Vonk, S. I., van den Haak, M. J., van Hooijdonk, C. M. J., & Timmermans, D. R. M. (2018). The effects of infographics and several quantitative versus qualitative formats for cardiovascular disease risk, including heart age, on people's risk understanding. *Patient Educ Couns*, 101(8), 1410-1418. doi: [10.1016/j.pec.2018.03.015](https://doi.org/10.1016/j.pec.2018.03.015)
- ❖ Donohew, L., DiBartolo, M., Zhu, X., Benca, C., Lorch, E., Noar, S. M., . . . Joseph, J. E. (2018). Communicating with Sensation Seekers: An fMRI Study of Neural Responses to Antidrug Public Service Announcements. *Health Commun*, 33(8), 1004-1012. doi: [10.1080/10410236.2017.1331185](https://doi.org/10.1080/10410236.2017.1331185)
- ❖ Francis, D. B. (2018). Young Black Men's Information Seeking following Celebrity Depression Disclosure: Implications for Mental Health Communication. *J Health Commun*, 1-8. doi: [10.1080/10810730.2018.1506837](https://doi.org/10.1080/10810730.2018.1506837)
- ❖ Fung, T. K. F. (2018). The Role of Counterfactual Thinking in Narrative Persuasion: Its Impact on Patients' Adherence to Treatment Regimen. *Health Commun*, 1-12. doi: [10.1080/10410236.2018.1500432](https://doi.org/10.1080/10410236.2018.1500432)



- ❖ Grenen, E., Kent, E. E., Hennessy, E., Hamilton, J. G., & Ferrer, R. A. (2018). Association Between Nutrition Resource Stress and Dietary Consumption: Results From a U.S. Nationally Representative Survey. *Health Educ Behav*, 45(4), 524-531. doi: [10.1177/1090198117741940](https://doi.org/10.1177/1090198117741940)
- ❖ Hansen, S. L., Eisner, M. I., Pfaller, L., & Schick Tanz, S. (2018). "Are You In or Are You Out?!" Moral Appeals to the Public in Organ Donation Poster Campaigns: A Multimodal and Ethical Analysis. *Health Commun*, 33(8), 1020-1034. doi: [10.1080/10410236.2017.1331187](https://doi.org/10.1080/10410236.2017.1331187)
- ❖ Jeong, M., & Bae, R. E. (2018). The Effect of Campaign-Generated Interpersonal Communication on Campaign-Targeted Health Outcomes: A Meta-Analysis. *Health Commun*, 33(8), 988-1003. doi: [10.1080/10410236.2017.1331184](https://doi.org/10.1080/10410236.2017.1331184)
- ❖ Jung, W. S., Chung, M. Y., & Rhee, E. S. (2018). The Effects of Attractiveness and Source Expertise on Online Health Sites. *Health Commun*, 33(8), 962-971. doi: [10.1080/10410236.2017.1323364](https://doi.org/10.1080/10410236.2017.1323364)
- ❖ Kayongo, C. X., & Miller, A. N. (2018). Men's Response to Obulamu Campaign Messages about Male Involvement in Maternal Health: Mukono District, Uganda. *Health Commun*, 1-10. doi: [10.1080/10410236.2018.1504657](https://doi.org/10.1080/10410236.2018.1504657)
- ❖ Levin-Zamir, D., & Bertschi, I. (2018). Media Health Literacy, eHealth Literacy, and the Role of the Social Environment in Context. *Int J Environ Res Public Health*, 15(8). doi: [10.3390/ijerph15081643](https://doi.org/10.3390/ijerph15081643)
- ❖ Lueck, J., & Yzer, M. (2018). Explaining Intentions to Seek Help for Depressive Symptoms in the Context of Responsibility Message Framing. *Health Commun*, 33(8), 946-953. doi: [10.1080/10410236.2017.1322857](https://doi.org/10.1080/10410236.2017.1322857)
- ❖ Ma, Z., & Nan, X. (2018). Positive Facts, Negative Stories: Message Framing as a Moderator of Narrative Persuasion in Antismoking Communication. *Health Commun*, 1-7. doi: [10.1080/10410236.2018.1499702](https://doi.org/10.1080/10410236.2018.1499702)
- ❖ Rowland, B. C., Williams, J., Smith, R., Hall, J. K., Osborn, A., Kremer, P., . . . Toumbourou, J. W. (2018). Social marketing and community mobilisation to reduce underage alcohol consumption in Australia: A cluster randomised community trial. *Prev Med*, 113, 132-139. doi: [10.1016/j.ypmed.2018.02.032](https://doi.org/10.1016/j.ypmed.2018.02.032)
- ❖ Yan, J., Wei, J., Zhao, D., Vinnikova, A., Li, L., & Wang, S. (2018). Communicating Online Diet-Nutrition Information and Influencing Health Behavioral Intention: The Role of Risk Perceptions, Problem Recognition, and Situational Motivation. *J Health Commun*, 1-10. doi: [10.1080/10810730.2018.1500657](https://doi.org/10.1080/10810730.2018.1500657)

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July 2018 -- Vol. 9, Issue 7

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Articles of Interest

- ❖ Bleakley, A., Jordan, A., Mallya, G., Hennessy, M., & Piotrowski, J. T. (2018). Do You Know What Your Kids Are Drinking? Evaluation of a Media Campaign to Reduce Consumption of Sugar-Sweetened Beverages. *Am J Health Promot*, 32(6), 1409-1416. doi:[10.1177/0890117117721320](https://doi.org/10.1177/0890117117721320)
- ❖ Brennan, E., Maloney, E., Ophir, Y., & Cappella, J. N. (2018). Designing Effective Testimonial Pictorial Warning Labels for Tobacco Products. *Health Commun*, 1-12. doi:[10.1080/10410236.2018.1493417](https://doi.org/10.1080/10410236.2018.1493417)
- ❖ Chang, L. V. (2018). Information, education, and health behaviors: Evidence from the MMR vaccine autism controversy. *Health Econ*, 27(7), 1043-1062. doi:[10.1002/hec.3645](https://doi.org/10.1002/hec.3645)
- ❖ Chen, Y. (2018). The Roles of Prevention Messages, Risk Perception, and Benefit Perception in Predicting Binge Drinking among College Students. *Health Commun*, 33(7), 877-886. doi:[10.1080/10410236.2017.1321161](https://doi.org/10.1080/10410236.2017.1321161)
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Health Communication Science Digest

Office of the Associate Director for Communication

June 2018 -- Vol. 9, Issue 6

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Please let us know if anyone in your CIO publishes a health communication or marketing science paper. We'd love to share the news! Also, we're happy to provide assistance. Contact HCSD@cdc.gov.

Articles of Interest

- ❖ Abbott, M., Ramchand, R., Chamberlin, M., & Marcellino, W. (2018). Detecting Changes in Newspaper Reporting of Suicide after a Statewide Social Marketing Campaign. *Health Commun*, 33(6), 674-680. doi: [10.1080/10410236.2017.1298198](https://doi.org/10.1080/10410236.2017.1298198)
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- ❖ Jagiello, R. D., & Hills, T. T. (2018). Bad News Has Wings: Dread Risk Mediates Social Amplification in Risk Communication. *Risk Anal*. doi: [10.1111/risa.13117](https://doi.org/10.1111/risa.13117)



Health Communication Science Digest

Office of the Associate Director for Communication

May 2018 -- Vol. 9, Issue 5

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Please let us know if anyone in your CIO publishes a health communication or marketing science paper. We'd love to share the news! Also, we're happy to provide assistance. Contact HCSD@cdc.gov.

Articles of Interest

- ❖ Bavin, L. M., & Owens, R. G. (2018). Complementary Public Service Announcements as a Strategy for Enhancing the Impact of Health-Promoting Messages in Fictional Television Programs. *Health Commun*, 33(5), 544-552. doi:[10.1080/10410236.2017.1283561](https://doi.org/10.1080/10410236.2017.1283561)
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- ❖ Kessler, S. H., & Zillich, A. F. (2018). Searching Online for Information About Vaccination: Assessing the Influence of User-Specific Cognitive Factors Using Eye-Tracking. *Health Commun*, 1-9. doi:[10.1080/10410236.2018.1465793](https://doi.org/10.1080/10410236.2018.1465793)
- ❖ Okan, Y., Stone, E. R., & Bruine de Bruin, W. (2018). Designing Graphs that Promote Both Risk Understanding and Behavior Change. *Risk Anal*, 38(5), 929-946. doi:[10.1111/risa.12895](https://doi.org/10.1111/risa.12895)
- ❖ Shaffer, V. A., Focella, E. S., Hathaway, A., Scherer, L. D., & Zikmund-Fisher, B. J. (2018). On the Usefulness of Narratives: An Interdisciplinary Review and Theoretical Model. *Ann Behav Med*, 52(5), 429-442. doi:10.1093/abm/kax008
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- ❖ Steinberg, A., Griffin-Tomas, M., Abu-Odeh, D., & Whitten, A. (2018). Evaluation of a Mobile Phone App for Providing Adolescents With Sexual and Reproductive Health Information, New York City, 2013-2016. *Public Health Rep*, 133(3), 234-239. doi:[10.1177/0033354918769289](https://doi.org/10.1177/0033354918769289)
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- ❖ Tien, H. K., & Chung, W. (2018). Exploration of Effective Persuasive Strategies Used in Resisting Product Advertising: A Case Study of Adult Health Check-Ups. *Health Commun*, 1-8. doi:[10.1080/10410236.2018.1473706](https://doi.org/10.1080/10410236.2018.1473706)
- ❖ Vijaykumar, S., Nowak, G., Himelboim, I., & Jin, Y. (2018). Virtual Zika transmission after the first U.S. case: who said what and how it spread on Twitter. *Am J Infect Control*, 46(5), 549-557. doi:[10.1016/j.ajic.2017.10.015](https://doi.org/10.1016/j.ajic.2017.10.015)
- ❖ Xu, Z., & Guo, H. (2018). A Meta-Analysis of the Effectiveness of Guilt on Health-Related Attitudes and Intentions. *Health Commun*, 33(5), 519-525. doi:[10.1080/10410236.2017.1278633](https://doi.org/10.1080/10410236.2017.1278633)
- ❖ Young, B., Lewis, S., Katikireddi, S. V., Bauld, L., Stead, M., Angus, K., . . . Langley, T. (2018). Effectiveness of Mass Media Campaigns to Reduce Alcohol Consumption and Harm: A Systematic Review. *Alcohol Alcohol*, 53(3), 302-316. doi:[10.1093/alcalc/agx094](https://doi.org/10.1093/alcalc/agx094)
- ❖ Yuan, S., Besley, J. C., & Ma, W. (2018). Be Mean or Be Nice? Understanding the Effects of Aggressive and Polite Communication Styles in Child Vaccination Debate. *Health Commun*, 1-10. doi:[10.1080/10410236.2018.1471337](https://doi.org/10.1080/10410236.2018.1471337)

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Health Communication Science Digest

Office of the Associate Director for Communication

April 2018 -- Vol. 9, Issue 4e

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Please share your comments or questions with us. Contact HCSD@cdc.gov.

Articles of Interest

- ❖ Andrade, E. L., Evans, W. D., Barrett, N. D., Cleary, S. D., Edberg, M. C., Alvayero, R. D., . . . Beltran, A. (2018). Development of the place-based Adelante social marketing campaign for prevention of substance use, sexual risk and violence among Latino immigrant youth. *Health Educ Res*, 33(2), 125-144. doi:[10.1093/her/cyx076](https://doi.org/10.1093/her/cyx076)
- ❖ Baucum, M., & John, R. (2018). Causal evidence in risk and policy perceptions: Applying the covariation/mechanism framework. *Acta Psychol (Amst)*. doi:[10.1016/j.actpsy.2018.03.003](https://doi.org/10.1016/j.actpsy.2018.03.003)
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- ❖ Chen, T., & Dredze, M. (2018). Vaccine Images on Twitter: Analysis of What Images are Shared. *J Med Internet Res*, 20(4), e130. doi:[10.2196/jmir.8221](https://doi.org/10.2196/jmir.8221)
- ❖ Cooke-Jackson, A., & Rubinsky, V. (2018). Deeply Rooted in Memories: Toward a Comprehensive Overview of 30 Years of Memorable Message Literature. *Health Commun*, 33(4), 409-422. doi:[10.1080/10410236.2016.1278491](https://doi.org/10.1080/10410236.2016.1278491)
- ❖ Dutta, M. J., Collins, W., Sastry, S., Dillard, S., Anaele, A., Kumar, R., . . . Bonu, T. (2018). A Culture-Centered Community-Grounded Approach to Disseminating Health Information among African Americans. *Health Commun*, 1-10. doi:[10.1080/10410236.2018.1455626](https://doi.org/10.1080/10410236.2018.1455626)
- ❖ Freeman, J. L., Caldwell, P. H. Y., Bennett, P. A., & Scott, K. M. (2018). How Adolescents Search for and Appraise Online Health Information: A Systematic Review. *J Pediatr*, 195, 244-255.e241. doi:[10.1016/j.jpeds.2017.11.031](https://doi.org/10.1016/j.jpeds.2017.11.031)
- ❖ Kite, J., Gale, J., Grunseit, A., Bellew, W., Li, V., Lloyd, B., . . . Bauman, A. (2018). Impact of the Make Healthy Normal mass media campaign (Phase 1) on knowledge, attitudes and behaviours: a cohort study. *Aust N Z J Public Health*. doi:[10.1111/1753-6405.12779](https://doi.org/10.1111/1753-6405.12779)



- ❖ Mammen, S., Sano, Y., Braun, B., & Maring, E. F. (2018). Shaping Core Health Messages: Rural, Low-Income Mothers Speak Through Participatory Action Research. *Health Commun*, 1-9. doi:[10.1080/10410236.2018.1465792](https://doi.org/10.1080/10410236.2018.1465792)
- ❖ Myrick, J. G. (2018). An Experimental Test of the Roles of Audience Involvement and Message Frame in Shaping Public Reactions to Celebrity Illness Disclosures. *Health Commun*, 1-9. doi:[10.1080/10410236.2018.1461170](https://doi.org/10.1080/10410236.2018.1461170)
- ❖ Oeldorf-Hirsch, A., High, A. C., & Christensen, J. L. (2018). Count Your Calories and Share Them: Health Benefits of Sharing mHealth Information on Social Networking Sites. *Health Commun*, 1-11. doi:[10.1080/10410236.2018.1465791](https://doi.org/10.1080/10410236.2018.1465791)
- ❖ Ort, A., & Fahr, A. (2018). Using efficacy cues in persuasive health communication is more effective than employing threats - An experimental study of a vaccination intervention against Ebola. *Br J Health Psychol*. doi:[10.1111/bjhp.12310](https://doi.org/10.1111/bjhp.12310)
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- ❖ Quick, B. L., LaVoie, N. R., Reynolds-Tylus, T., Martinez-Gonzalez, A., & Skurka, C. (2018). Examining Mechanisms Underlying Fear-Control in the Extended Parallel Process Model. *Health Commun*, 33(4), 379-391. doi:[10.1080/10410236.2016.1266738](https://doi.org/10.1080/10410236.2016.1266738)
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- ❖ Wombacher, K., Reno, J. E., Williams, G. A., & Johnson, L. (2018). Does Yik Yak Promote Risky Health Behavior on College Campuses? *Health Commun*, 33(4), 372-378. doi:[10.1080/10410236.2016.1266577](https://doi.org/10.1080/10410236.2016.1266577)
- ❖ Yoon, H., Jang, Y., Vaughan, P. W., & Garcia, M. (2018). Older Adults' Internet Use for Health Information: Digital Divide by Race/Ethnicity and Socioeconomic Status. *J Appl Gerontol*, 733464818770772. doi:[10.1177/0733464818770772](https://doi.org/10.1177/0733464818770772)

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Health Communication Science Digest

Office of the Associate Director for Communication

March 2018 -- Vol. 9, Issue 3

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Please let us know if anyone in your CIO publishes a health communication or marketing science paper. We'd love to share the news! Also, we're happy to provide assistance. Contact HCS@cdc.gov.

Articles of Interest

- ❖ Bigsby, E., & Hovick, S. R. (2018). Understanding Associations between Information Seeking and Scanning and Health Risk Behaviors: An Early Test of the Structural Influence Model. *Health Commun*, 33(3), 315-325. doi: [10.1080/10410236.2016.1266575](https://doi.org/10.1080/10410236.2016.1266575)
- ❖ Brownson, R. C., Eyler, A. A., Harris, J. K., Moore, J. B., & Tabak, R. G. (2018). Getting the Word Out: New Approaches for Disseminating Public Health Science. *J Public Health Manag Pract*, 24(2), 102-111. doi: [10.1097/phh.0000000000000673](https://doi.org/10.1097/phh.0000000000000673)
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- ❖ Kilgo, D. K., Yoo, J., & Johnson, T. J. (2018). Spreading Ebola Panic: Newspaper and Social Media Coverage of the 2014 Ebola Health Crisis. *Health Commun*, 1-7. doi: [10.1080/10410236.2018.1437524](https://doi.org/10.1080/10410236.2018.1437524)
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- ❖ Koops van 't Jagt, R., Hoeks, J. C. J., Duizer, E., Baron, M., Molina, G. B., Unger, J. B., & Jansen, C. J. M. (2018). Sweet Temptations: How Does Reading a Fotonovela About Diabetes Affect Dutch Adults with Different Levels of Literacy? *Health Commun*, 33(3), 284-290. doi: [10.1080/10410236.2016.1258617](https://doi.org/10.1080/10410236.2016.1258617)
- ❖ Kratzke, C., Rao, S., & Marquez, R. (2018). Ethnic Differences for Public Health Knowledge, Health Advocacy Skills, and Health Information Seeking Among High School Students: Community Agents of Change. *J Community Health*. doi: [10.1007/s10900-018-0496-y](https://doi.org/10.1007/s10900-018-0496-y)



- ❖ Massey, P. M., Budenz, A., Leader, A., Fisher, K., Klassen, A. C., & Yom-Tov, E. (2018). What Drives Health Professionals to Tweet About #HPVvaccine? Identifying Strategies for Effective Communication. *Prev Chronic Dis*, 15, E26. doi: [10.5888/pcd15.170320](https://doi.org/10.5888/pcd15.170320)
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- ❖ Namkoong, K., Nah, S., Van Stee, S. K., & Record, R. A. (2018). Social Media Campaign Effects: Moderating Role of Social Capital in an Anti-Smoking Campaign. *Health Commun*, 33(3), 274-283. doi: [10.1080/10410236.2016.1258616](https://doi.org/10.1080/10410236.2016.1258616)
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- ❖ Valle, C. G., Queen, T. L., Martin, B. A., Ribisl, K. M., Mayer, D. K., & Tate, D. F. (2018). Optimizing Tailored Communications for Health Risk Assessment: A Randomized Factorial Experiment of the Effects of Expectancy Priming, Autonomy Support, and Exemplification. *J Med Internet Res*, 20(3), e63. doi: [10.2196/jmir.7613](https://doi.org/10.2196/jmir.7613)
- ❖ Vraga, E., Myers, T., Kotcher, J., Beall, L., & Maibach, E. (2018). Scientific risk communication about controversial issues influences public perceptions of scientists' political orientations and credibility. *R Soc Open Sci*, 5(2), 170505. doi: [10.1098/rsos.170505](https://doi.org/10.1098/rsos.170505)
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Health Communication Science Digest

Office of the Associate Director for Communication

February 2018 -- Vol. 9, Issue 2e

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Please share your comments or questions with us. Contact HCSD@cdc.gov.

Articles of Interest

- ❖ Alber, J. M., & Glanz, K. (2018). Does the Screening Status of Message Characters Affect Message Effects? *Health Educ Behav*, 45(1), 14-19. doi:[10.1177/1090198117708232](https://doi.org/10.1177/1090198117708232)
- ❖ Bailey, R. L., Wang, T. G., & Kaiser, C. K. (2018). Clash of the Primary Motivations: Motivated Processing of Emotionally Experienced Content in Fear Appeals About Obesity Prevention. *Health Commun*, 33(2), 111-121. doi:[10.1080/10410236.2016.1250186](https://doi.org/10.1080/10410236.2016.1250186)
- ❖ Bekalu, M. A., Ramanadhan, S., Bigman, C. A., Nagler, R. H., & Viswanath, K. (2018). Graphic and Arousing? Emotional and Cognitive Reactions to Tobacco Graphic Health Warnings and Associated Quit-Related Outcomes Among Low SEP Population Groups. *Health Commun*, 1-9. doi:[10.1080/10410236.2018.1434733](https://doi.org/10.1080/10410236.2018.1434733)
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- ❖ Brown-Johnson, C. G., Boeckman, L. M., White, A. H., Burbank, A. D., Paulson, S., & Beebe, L. A. (2018). Trust in Health Information Sources: Survey Analysis of Variation by Sociodemographic and Tobacco Use Status in Oklahoma. *JMIR Public Health Surveill*, 4(1), e8. doi:[10.2196/publichealth.6260](https://doi.org/10.2196/publichealth.6260)



- ❖ Burke, T. J., & Rains, S. A. (2018). The Paradoxical Outcomes of Observing Others' Exercise Behavior on Social Network Sites: Friends' Exercise Posts, Exercise Attitudes, and Weight Concern. *Health Commun*, 1-9. doi:[10.1080/10410236.2018.1428404](https://doi.org/10.1080/10410236.2018.1428404)
- ❖ Greenwell, M. R. (2018). Memorable Messages from Family Members About Mental Health: Young Adult Perceptions of Relational Closeness, Message Satisfaction, and Clinical Help-Seeking Attitudes. *Health Commun*, 1-9. doi:[10.1080/10410236.2018.1431021](https://doi.org/10.1080/10410236.2018.1431021)
- ❖ Kayser, L., Karnoe, A., Furstrand, D., Batterham, R., Christensen, K. B., Elsworth, G., & Osborne, R. H. (2018). A Multidimensional Tool Based on the eHealth Literacy Framework: Development and Initial Validity Testing of the eHealth Literacy Questionnaire (eHLQ). *J Med Internet Res*, 20(2), e36. doi:[10.2196/jmir.8371](https://doi.org/10.2196/jmir.8371)
- ❖ Kinsler, J. J., Glik, D., de Castro Buffington, S., Malan, H., Nadjat-Haiem, C., Wainwright, N., & Papp-Green, M. (2018). A Content Analysis of How Sexual Behavior and Reproductive Health are Being Portrayed on Primetime Television Shows Being Watched by Teens and Young Adults. *Health Commun*, 1-8. doi:[10.1080/10410236.2018.1431020](https://doi.org/10.1080/10410236.2018.1431020)
- ❖ Lin, L., McCloud, R. F., Jung, M., & Viswanath, K. (2018). Facing a Health Threat in a Complex Information Environment: A National Representative Survey Examining American Adults' Behavioral Responses to the 2009/2010 A(H1N1) Pandemic. *Health Educ Behav*, 45(1), 77-89. doi:[10.1177/1090198117708011](https://doi.org/10.1177/1090198117708011)
- ❖ McGlynn, J., & McGlone, M. S. (2018). Desire or Disease? Framing Obesity to Influence Attributions of Responsibility and Policy Support. *Health Commun*, 1-13. doi:[10.1080/10410236.2018.1431025](https://doi.org/10.1080/10410236.2018.1431025)
- ❖ Porter, K. J., Alexander, R., Perzynski, K. M., Kruzliakova, N., & Zoellner, J. M. (2018). Using the Clear Communication Index to Improve Materials for a Behavioral Intervention. *Health Commun*, 1-7. doi:[10.1080/10410236.2018.1436383](https://doi.org/10.1080/10410236.2018.1436383)
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- ❖ Robinson, B., & Coveleski, S. (2018). Don't Say That to ME: Opposition to Targeting in Weight-Centric Intervention Messages. *Health Commun*, 33(2), 139-147. doi:[10.1080/10410236.2016.1250189](https://doi.org/10.1080/10410236.2016.1250189)
- ❖ Siminerio, L. M., Albright, A., Fradkin, J., Gallivan, J., McDivitt, J., Rodriguez, B., . . . Wong, F. (2018). The National Diabetes Education Program at 20 Years: Lessons Learned and Plans for the Future. *Diabetes Care*, 41(2), 209-218. doi:[10.2337/dc17-0976](https://doi.org/10.2337/dc17-0976)
- ❖ So, J., & Alam, N. (2018). Predictors and Effects of Anti-Obesity Message Fatigue: A Thought-Listing Analysis. *Health Commun*, 1-9. doi:[10.1080/10410236.2018.1434736](https://doi.org/10.1080/10410236.2018.1434736)
- ❖ Thrasher, J. F., Islam, F., Davis, R. E., Popova, L., Lambert, V., Cho, Y. J., . . . Hammond, D. (2018). Testing Cessation Messages for Cigarette Package Inserts: Findings from a Best/Worst Discrete Choice Experiment. *Int J Environ Res Public Health*, 15(2). doi:[10.3390/ijerph15020282](https://doi.org/10.3390/ijerph15020282)



- ❖ Winters, M., Jalloh, M. F., Sengeh, P., Jalloh, M. B., Conteh, L., Bunnell, R., . . . Nordenstedt, H. (2018). Risk Communication and Ebola-Specific Knowledge and Behavior during 2014-2015 Outbreak, Sierra Leone. *Emerg Infect Dis*, 24(2), 336-344. doi:[10.3201/eid2402.171028](https://doi.org/10.3201/eid2402.171028)
- ❖ Xu, Z., & Guo, H. (2018). Advantages of Anticipated Emotions over Anticipatory Emotions and Cognitions in Health Decisions: A Meta-Analysis. *Health Commun*, 1-8. doi:[10.1080/10410236.2018.1434738](https://doi.org/10.1080/10410236.2018.1434738)

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Health Communication Science Digest

Office of the Associate Director for Communication

January 2018 -- Vol. 9, Issue 1e

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Articles of Interest

- ❖ Cho, Y. J., Thrasher, J. F., Yong, H. H., Szklo, A. S., O'Connor, R. J., Bansal-Travers, M., . . . Borland, R. (2018). Path analysis of warning label effects on negative emotions and quit attempts: A longitudinal study of smokers in Australia, Canada, Mexico, and the US. *Soc Sci Med*, 197, 226-234. doi:[10.1016/j.socscimed.2017.10.003](https://doi.org/10.1016/j.socscimed.2017.10.003)
- ❖ Cohn, W. F., Lyman, J., Broshek, D. K., Guterbock, T. M., Hartman, D., Kinzie, M., . . . Garson, A. T. (2018). Tailored Educational Approaches for Consumer Health: A Model to Address Health Promotion in an Era of Personalized Medicine. *Am J Health Promot*, 32(1), 188-197. doi:[10.1177/0890117116671082](https://doi.org/10.1177/0890117116671082)
- ❖ Daraz, L., Morrow, A. S., Ponce, O. J., Farah, W., Katabi, A., Majzoub, A., . . . Murad, M. H. (2018). Readability of Online Health Information: A Meta-Narrative Systematic Review. *Am J Med Qual*, 1062860617751639. doi:[10.1177/1062860617751639](https://doi.org/10.1177/1062860617751639)
- ❖ Fleary, S. A., Joseph, P., & Pappagianopoulos, J. E. (2018). Adolescent health literacy and health behaviors: A systematic review. *J Adolesc*, 62, 116-127. doi:[10.1016/j.adolescence.2017.11.010](https://doi.org/10.1016/j.adolescence.2017.11.010)
- ❖ Guignard, R., Gallopel-Morvan, K., Mons, U., Hummel, K., & Nguyen-Thanh, V. (2018). Impact of a negative emotional antitobacco mass media campaign on French smokers: a longitudinal study. *Tob Control*. doi:[10.1136/tobaccocontrol-2017-053936](https://doi.org/10.1136/tobaccocontrol-2017-053936)
- ❖ Jones, S. C., Andrews, K., Francis, K. L., & Akram, M. (2018). When are they old enough to drink? Outcomes of an Australian social marketing intervention targeting alcohol initiation. *Drug Alcohol Rev*. doi:[10.1111/dar.12653](https://doi.org/10.1111/dar.12653)
- ❖ Kim, J. N., Oh, Y. W., & Krishna, A. (2018). Justificatory Information Forefending in Digital Age: Self-Sealing Informational Conviction of Risky Health Behavior. *Health Commun*, 33(1), 85-93. doi:[10.1080/10410236.2016.1242040](https://doi.org/10.1080/10410236.2016.1242040)



- ❖ Kim, S., & So, J. (2018). How Message Fatigue toward Health Messages Leads to Ineffective Persuasive Outcomes: Examining the Mediating Roles of Reactance and Inattention. *J Health Commun*, 23(1), 109-116. doi:[10.1080/10810730.2017.1414900](https://doi.org/10.1080/10810730.2017.1414900)
- ❖ Mitchell, K. C., Ryan, P., Howard, D. E., & Feldman, K. A. (2018). Understanding Knowledge, Attitudes, and Behaviors Toward West Nile Virus Prevention: A Survey of High-Risk Adults in Maryland. *Vector Borne Zoonotic Dis*. doi:[10.1089/vbz.2017.2188](https://doi.org/10.1089/vbz.2017.2188)
- ❖ Nabi, R. L., & Myrick, J. G. (2018). Uplifting Fear Appeals: Considering the Role of Hope in Fear-Based Persuasive Messages. *Health Commun*, 1-12. doi:[10.1080/10410236.2017.1422847](https://doi.org/10.1080/10410236.2017.1422847)
- ❖ Nguyen, M. H., Smets, E. M. A., Bol, N., Loos, E. F., & Van Weert, J. C. M. (2018). How Tailoring the Mode of Information Presentation Influences Younger and Older Adults' Satisfaction with Health Websites. *J Health Commun*, 1-11. doi:[10.1080/10810730.2017.1421729](https://doi.org/10.1080/10810730.2017.1421729)
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- ❖ Scully, M., Brennan, E., Durkin, S., Dixon, H., Wakefield, M., Barry, C. L., & Niederdeppe, J. (2017). Competing with big business: a randomised experiment testing the effects of messages to promote alcohol and sugary drink control policy. *BMC Public Health*, 17(1), 945. doi:[10.1186/s12889-017-4972-6](https://doi.org/10.1186/s12889-017-4972-6)
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- ❖ Walther, J. B., Jang, J. W., & Hanna Edwards, A. A. (2018). Evaluating Health Advice in a Web 2.0 Environment: The Impact of Multiple User-Generated Factors on HIV Advice Perceptions. *Health Commun*, 33(1), 57-67. doi:[10.1080/10410236.2016.1242036](https://doi.org/10.1080/10410236.2016.1242036)
- ❖ Willoughby, J. F., Niu, Z., & Liu, S. (2018). Assessing the Potential Use of Narrative and the Entertainment Education Strategy In an mHealth Text-Message Intervention. *J Health Commun*, 23(1), 20-27. doi:[10.1080/10810730.2017.1396628](https://doi.org/10.1080/10810730.2017.1396628)
- ❖ Yoo, S. W., Kim, J., & Lee, Y. (2018). The Effect of Health Beliefs, Media Perceptions, and Communicative Behaviors on Health Behavioral Intention: An Integrated Health Campaign Model on Social Media. *Health Commun*, 33(1), 32-40. doi:[10.1080/10410236.2016.1242033](https://doi.org/10.1080/10410236.2016.1242033)
- ❖ Young, B., Lewis, S., Katikireddi, S. V., Bauld, L., Stead, M., Angus, K., . . . Langley, T. (2018). Effectiveness of Mass Media Campaigns to Reduce Alcohol Consumption and Harm: A Systematic Review. *Alcohol Alcohol*. doi:[10.1093/alcalc/agx094](https://doi.org/10.1093/alcalc/agx094)

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Health Communication Science Digest

Office of the Associate Director for Communication

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Articles of Interest

- ❖ Babalola, S. (2017). Changes in Ideational Profiles of Women of Reproductive Age in Urban Nigeria: The Role of Health Communication. *Health Educ Behav*, 44(6), 907-917. doi:[10.1177/1090198117699510](https://doi.org/10.1177/1090198117699510)
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Health Communication Science Digest

Office of the Associate Director for Communication

November 2017 -- Vol. 8, Issue 11e

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Articles of Interest

- ❖ Babalola, S., Figueroa, M. E., & Krenn, S. (2017). Association of Mass Media Communication with Contraceptive Use in Sub-Saharan Africa: A Meta-Analysis of Demographic and Health Surveys. *J Health Commun*, 22(11), 885-895. doi:[10.1080/10810730.2017.1373874](https://doi.org/10.1080/10810730.2017.1373874)
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Health Communication Science Digest

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October 2017 -- Vol. 8, Issue 10e

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Articles of Interest

- ❖ Alcalá, H. E., Sharif, M. Z., & Morey, B. N. (2017). Misplaced Trust: Racial Differences in Use of Tobacco Products and Trust in Sources of Tobacco Health Information. *Nicotine Tob Res*, 19(10), 1199-1208. doi:[10.1093/ntr/ntx080](https://doi.org/10.1093/ntr/ntx080)
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- ❖ Strekalova, Y. A., & Krieger, J. L. (2017). Beyond Words: Amplification of Cancer Risk Communication on Social Media. *J Health Commun*, 22(10), 849-857. doi:[10.1080/10810730.2017.1367336](https://doi.org/10.1080/10810730.2017.1367336)
- ❖ Zhao, Y., & Zhang, J. (2017). Consumer health information seeking in social media: a literature review. *Health Info Libr J*. doi:[10.1111/hir.12192](https://doi.org/10.1111/hir.12192)



Health Communication Science Digest

Office of the Associate Director for Communication

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Please let us know if anyone in your CIO publishes a health communication or marketing science paper. We'd love to share the news! Also, we're happy to provide assistance. Contact HCSD@cdc.gov.

Articles of Interest

- ❖ Aponte, J., & Nokes, K. M. (2017). Validating an electronic health literacy scale in an older hispanic population. *J Clin Nurs*, 26(17-18), 2703-2711. doi: [10.1111/jocn.13763](https://doi.org/10.1111/jocn.13763)
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- ❖ Brownson, R. C., Eyler, A. A., Harris, J. K., Moore, J. B., & Tabak, R. G. (2017). Getting the Word Out: New Approaches for Disseminating Public Health Science. *J Public Health Manag Pract*. doi: [10.1097/phh.0000000000000673](https://doi.org/10.1097/phh.0000000000000673)
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Health Communication Science Digest

Office of the Associate Director for Communication

August 2017 -- Vol. 8, Issue 8

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Please let us know if anyone in your CIO publishes a health communication or marketing science paper. We'd love to share the news! Also, we're happy to provide assistance. Contact HCSD@cdc.gov.

Articles of Interest

- ❖ Armon, R. (2017). Interactional Alarms: Experts' Framing of Health Risks in Live Broadcast News Interviews. *Health Commun*, 1-10. doi:[10.1080/10410236.2017.1351267](https://doi.org/10.1080/10410236.2017.1351267)
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Health Communication Science Digest

Office of the Associate Director for Communication

July 2017 -- Vol. 8, Issue 7

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Articles of Interest

- ❖ Chon, M. G., & Park, H. (2017). One does not fit all: Health audience segmentation and prediction of health behaviors in cancer prevention. *Health Mark Q*, 1-15. doi: [Download Here](#)
- ❖ Dixon, G. N. (2017). Making Vaccine Messaging Stick: Perceived Causal Instability as a Barrier to Effective Vaccine Messaging. *J Health Commun*, 1-7. doi: [10.1080/10810730.2017.1337832](https://doi.org/10.1080/10810730.2017.1337832)
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- ❖ Krishna, A. (2017). Poison or Prevention? Understanding the Linkages between Vaccine-Negative Individuals' Knowledge Deficiency, Motivations, and Active Communication Behaviors. *Health Commun*, 1-9. doi: [10.1080/10410236.2017.1331307](https://doi.org/10.1080/10410236.2017.1331307)
- ❖ Mayo-Gamble, T. L., & Mouton, C. (2017). Examining the Association Between Health Literacy and Medication Adherence Among Older Adults. *Health Commun*, 1-7. doi: [10.1080/10410236.2017.1331311](https://doi.org/10.1080/10410236.2017.1331311)
- ❖ McGlone, M. S., Stephens, K. K., Rodriguez, S. A., & Fernandez, M. E. (2017). Persuasive texts for prompting action: Agency assignment in HPV vaccination reminders. *Vaccine*. doi: [10.1016/j.vaccine.2017.06.080](https://doi.org/10.1016/j.vaccine.2017.06.080)
- ❖ Miller, A. N., Sellnow, T., Neuberger, L., Todd, A., Freihaut, R., Noyes, J., . . . Gamhewage, G. (2017). A Systematic Review of Literature on Effectiveness of Training in Emergency Risk Communication. *J Health Commun*, 1-19. doi: [10.1080/10810730.2017.1338802](https://doi.org/10.1080/10810730.2017.1338802)
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- ❖ Shaffer, V. A., Scherer, L. D., Focella, E. S., Hinnant, A., Len-Rios, M. E., & Zikmund-Fisher, B. J. (2017). What Is the Story with Narratives? How Using Narratives in Journalism Changes Health Behavior. *Health Commun*, 1-7. doi: [10.1080/10410236.2017.1333562](https://doi.org/10.1080/10410236.2017.1333562)
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Health Communication Science Digest

Office of the Associate Director for Communication

June 2017 -- Vol. 8, Issue 6e

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Please share your comments or questions with us. Contact 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)
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Health Communication Science Digest

Office of the Associate Director for Communication

May 2017 -- Vol. 8, Issue 5e

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Articles of Interest

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Health Communication Science Digest

Office of the Associate Director for Communication

April 2017 -- Vol. 8, Issue 4e

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Articles of Interest

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Health Communication Science Digest

Office of the Associate Director for Communication

March 2017 -- Vol. 8, Issue 3e

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Articles of Interest

- ❖ Allem, J. P., Escobedo, P., Chu, K. H., Soto, D. W., Cruz, T. B., & Unger, J. B. (2017). Campaigns and counter campaigns: reactions on Twitter to e-cigarette education. *Tob Control*, 26(2), 226-229. doi:[10.1136/tobaccocontrol-2015-052757](https://doi.org/10.1136/tobaccocontrol-2015-052757)
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Health Communication Science Digest

Office of the Associate Director for Communication

February 2017 -- Vol. 8, Issue 2e

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Articles of Interest

- ❖ AbiGhannam, N., Chilek, L. A., & Koh, H. E. (2017). Three Pink Decades: Breast Cancer Coverage in Magazine Advertisements. *Health Commun*, 1-7. doi:[10.1080/10410236.2016.1278496](https://doi.org/10.1080/10410236.2016.1278496)
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- ❖ 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*. doi:[10.1007/s10865-016-9821-z](https://doi.org/10.1007/s10865-016-9821-z)
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Health Communication Science Digest

Office of the Associate Director for Communication

January 2017 -- Vol. 8, Issue 1e

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Articles of Interest

- ❖ Babalola, S., Van Lith, L. M., Mallalieu, E. C., Packman, Z. R., Myers, E., Ahanda, K. S., . . . Figueroa, M. E. (2017). A Framework for Health Communication Across the HIV Treatment Continuum. *J Acquir Immune Defic Syndr*, 74 Suppl 1, S5-s14. doi:[10.1097/qai.0000000000001206](https://doi.org/10.1097/qai.0000000000001206)
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Health Communication Science Digest

Office of the Associate Director for Communication

December 2016 -- Vol. 7, Issue 12

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Articles of Interest

- ❖ Bailey, R. L., Wang, T. G., & Kaiser, C. K. (2016). Clash of the Primary Motivations: Motivated Processing of Emotionally Experienced Content in Fear Appeals About Obesity Prevention. *Health Commun*, 1-11. doi:[10.1080/10410236.2016.1250186](https://doi.org/10.1080/10410236.2016.1250186)
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Health Communication Science Digest

Office of the Associate Director for Communication

November 2016 -- Vol. 7, Issue 11e

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Articles of Interest

- ❖ Asbeek Brusse, E. D., Fransen, M. L., & Smit, E. G. (2016). Framing in Entertainment-Education: Effects on Processes of Narrative Persuasion. *Health Commun*, 1-9. doi: [10.1080/10410236.2016.1234536](https://doi.org/10.1080/10410236.2016.1234536)
- ❖ Basu, A., Dillon, P. J., & Romero-Daza, N. (2016). Understanding Culture and Its Influence on HIV/AIDS-Related Communication Among Minority Men Who Have Sex With Men. *Health Commun*, 31(11), 1367-1374. doi: [10.1080/10410236.2015.1072884](https://doi.org/10.1080/10410236.2015.1072884)
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- ❖ Davis, R. E., Dal Cin, S., Cole, S. M., Reyes, L. I., McKenney-Shubert, S. J., Fleischer, N. L., . . . Peterson, K. E. (2016). A Tale of Two Stories: An Exploration of Identification, Message Recall, and Narrative Preferences Among Low-Income, Mexican American Women. *Health Commun*, 1-13. doi: [10.1080/10410236.2016.1228029](https://doi.org/10.1080/10410236.2016.1228029)



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Health Communication Science Digest

Office of the Associate Director for Communication

October 2016 -- Vol. 7, Issue 10e

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Articles of Interest

- ❖ Betsch, C., Bohm, R., Airhihenbuwa, C. O., Butler, R., Chapman, G. B., Haase, N., . . . Uskul, A. K. (2016). Improving Medical Decision Making and Health Promotion through Culture-Sensitive Health Communication: An Agenda for Science and Practice. *Med Decis Making*, 36(7), 811-833. doi:[10.1177/0272989x15600434](https://doi.org/10.1177/0272989x15600434)
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Health Communication Science Digest

Office of the Associate Director for Communication

September 2016 -- Vol. 7, Issue 9e

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Articles of Interest

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Health Communication Science Digest

Office of the Associate Director for Communication

August 2016 -- Vol. 7, Issue 8e

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Articles of Interest

- ❖ Barbrook-Johnson, P., Badham, J., & Gilbert, N. (2016). Uses of Agent-Based Modeling for Health Communication: the TELL ME Case Study. *Health Commun*, 1-6. doi:[10.1080/10410236.2016.1196414](https://doi.org/10.1080/10410236.2016.1196414)
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Health Communication Science Digest

Office of the Associate Director for Communication

July 2016 -- Vol. 7, Issue 7e

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Articles of Interest

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doi:[10.1016/j.ijmedinf.2016.04.009](https://doi.org/10.1016/j.ijmedinf.2016.04.009)

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Health Communication Science Digest

Office of the Associate Director for Communication

June 2016 -- Vol. 7, Issue 6

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Please let us know if anyone in your CIO publishes a health communication or marketing science paper. We'd love to share the news! Also, we're happy to provide assistance. Contact HCSD@cdc.gov.

Articles of Interest

- ❖ Bass, S. B., Gordon, T. F., Gordon, R., & Parvanta, C. (2016). Using eye tracking and gaze pattern analysis to test a "dirty bomb" decision aid in a pilot RCT in urban adults with limited literacy. *BMC Med Inform Decis Mak*, 16(1), 67. doi:[10.1186/s12911-016-0304-5](https://doi.org/10.1186/s12911-016-0304-5)
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- ❖ Newman, C. L., Howlett, E., & Burton, S. (2016). Effects of Objective and Evaluative Front-of-Package Cues on Food Evaluation and Choice: The Moderating Influence of Comparative and Noncomparative Processing Contexts. *Journal of Consumer Research*, 42(5), 749-766. doi: [Download Here](#)
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Health Communication Science Digest

Office of the Associate Director for Communication

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Articles of Interest

- ❖ Battistoli, B. F. (2016). Evaluating elements of trust: Race and class in risk communication in post-Katrina New Orleans. *Public Underst Sci*, 25(4), 480-489. doi:[10.1177/0963662515576865](https://doi.org/10.1177/0963662515576865)
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- ❖ Ko, H. (2016). In science communication, why does the idea of a public deficit always return? How do the shifting information flows in healthcare affect the deficit model of science communication? *Public Underst Sci*, 25(4), 427-432. doi:[10.1177/0963662516629746](https://doi.org/10.1177/0963662516629746)



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- ❖ Thrasher, J. F., Swayampakala, K., Borland, R., Nagelhout, G., Yong, H. H., Hammond, D., . . . Hardin, J. (2016). Influences of Self-Efficacy, Response Efficacy, and Reactance on Responses to Cigarette Health Warnings: A Longitudinal Study of Adult Smokers in Australia and Canada. *Health Commun*, 1-10. doi:[10.1080/10410236.2015.1089456](https://doi.org/10.1080/10410236.2015.1089456)
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Articles of Interest

- ❖ Aceves-Martins, M., Llaurodo, E., Tarro, L., Moreno-Garcia, C. F., Trujillo Escobar, T. G., Sola, R., & Giralt, M. (2016). Effectiveness of social marketing strategies to reduce youth obesity in European school-based interventions: a systematic review and meta-analysis. *Nutr Rev*. doi: [10.1093/nutrit/nuw004](https://doi.org/10.1093/nutrit/nuw004)
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- ❖ Kaufman, J., Ryan, R., Bosch-Capblanch, X., Cartier, Y., Cliff, J., Glenton, C., . . . Hill, S. (2016). Outcomes mapping study for childhood vaccination communication: too few concepts were measured in too many ways. *J Clin Epidemiol*, 72, 33-44. doi: [10.1016/j.jclinepi.2015.10.003](https://doi.org/10.1016/j.jclinepi.2015.10.003)
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Articles of Interest

- ❖ Cole, G. E., Keller, P. A., Reynolds, J., Schaur, M., & Krause, D. (2016). CDC MessageWorks: Designing and Validating a Social Marketing Tool to Craft and Defend Effective Messages. *Soc Mar Q*, 22(1), 3-18. doi:[10.1177/1524500415614817](https://doi.org/10.1177/1524500415614817)
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- ❖ Igartua, J. J., & Vega Casanova, J. (2016). Identification With Characters, Elaboration, and Counterarguing in Entertainment-Education Interventions Through Audiovisual Fiction. *J Health Commun*, 21(3), 293-300. doi:[10.1080/10810730.2015.1064494](https://doi.org/10.1080/10810730.2015.1064494)
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Health Communication Science Digest

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Articles of Interest

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Articles of Interest

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Articles of Interest

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Articles of Interest

- ❖ Agurs-Collins, T., Ferrer, R., Ottenbacher, A., Waters, E. A., O'Connell, M. E., & Hamilton, J. G. (2015). Public Awareness of Direct-to-Consumer Genetic Tests: Findings from the 2013 U.S. Health Information National Trends Survey. *J Cancer Educ*, 30(4), 799-807. doi: [10.1007/s13187-014-0784-x](https://doi.org/10.1007/s13187-014-0784-x)
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Health Communication Science Digest

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- ❖ Ackerson, L. K., & Viswanath, K. (2010). Media attention and public perceptions of cancer and eastern equine encephalitis. *Journal of Community Health, 35*(4), 409-416. doi: [10.1007/s10900-010-9257-2](https://doi.org/10.1007/s10900-010-9257-2)
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Health Communication Science Digest

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Articles of Interest

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Articles of Interest

- ❖ An, L. C., Betzner, A., Schillo, B., Luxenberg, M. G., Christenson, M., Wendling, A., et al. (2010). The comparative effectiveness of clinic, work-site, phone, and web-based tobacco treatment programs. *Nicotine & Tobacco Research*, 12(10), 989-996. doi: [10.1093/ntr/ntq133](https://doi.org/10.1093/ntr/ntq133)
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Articles of Interest

- ❖ Black, A. R., & Peacock, N. (2011). Pleasing the masses: Messages for daily life management in African American women's popular media sources. *American Journal of Public Health, 101*(1), 144-150. doi: [10.2105/ajph.2009.167817](https://doi.org/10.2105/ajph.2009.167817)
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Health Communication Science Digest

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Health Communication Science Digest

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Articles of Interest

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Health Communication Science Digest

Office of the Associate Director for Communication

May 2011 -- Vol. 2, Issue 5e

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Articles of Interest

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Health Communication Science Digest

Office of the Associate Director for Communication

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Health Communication Science Digest

Office of the Associate Director for Communication

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Articles of Interest

- ❖ Choi, N. (2011). Relationship between health service use and health information technology use among older adults: Analysis of the US National Health Interview Survey. *Journal of Medical Internet Research*, 13(2). doi: [10.2196/jmir.1753](https://doi.org/10.2196/jmir.1753)
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Health Communication Science Digest

Office of the Associate Director for Communication

August 2011 -- Vol. 2, Issue 8e

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Articles of Interest

- ❖ Baur, C., & Ostrove, N. (2011). Testing rules of thumb and the science of health literacy. *Annals of Internal Medicine*, 155(2), 129-130. doi: [10.1059/0003-4819-155-2-201107190-00010](https://doi.org/10.1059/0003-4819-155-2-201107190-00010)
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Health Communication Science Digest

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Articles of Interest

- ❖ Crosby, R., & Noar, S. M. (2011). What is a planning model? An introduction to PRECEDE-PROCEED. *Journal of Public Health Dentistry*, 71, S7-S15. doi: [10.1111/j.1752-7325.2011.00235.x](https://doi.org/10.1111/j.1752-7325.2011.00235.x)
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Articles of Interest

- ❖ Ayala, G. X., & Elder, J. P. (2011). Qualitative methods to ensure acceptability of behavioral and social interventions to the target population. *Journal of Public Health Dentistry*, 71, S69-S79. doi: [10.1111/j.1752-7325.2011.00241.x](https://doi.org/10.1111/j.1752-7325.2011.00241.x)
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Articles of Interest

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Articles of Interest

- ❖ Bouton, M. E., Shirah, G. R., Nodora, J., Pond, E., Hsu, C.-H., Klemens, A. E., Martinez, M. E., & Komenaka, I. K. (2012). Implementation of educational video improves patient understanding of basic breast cancer concepts in an undereducated county hospital population. *Journal of Surgical Oncology*, 105(1), 48-54. doi: [10.1002/jso.22046](https://doi.org/10.1002/jso.22046)
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Articles of Interest

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Articles of Interest

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Health Communication Science Digest

Office of the Associate Director for Communication

April 2012 -- Vol. 3, Issue 4e

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Health Communication Science Digest

Office of the Associate Director for Communication

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Articles of Interest

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Health Communication Science Digest

Office of the Associate Director for Communication

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Articles of Interest

- ❖ Askelson, N. M., Campo, S., & Smith, S. (2012). Mother-daughter communication about sex: The influence of authoritative parenting style. *Health Communication, 27*(5), 439-448. doi: [10.1080/10410236.2011.606526](https://doi.org/10.1080/10410236.2011.606526)
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Health Communication Science Digest

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Please share your comments or questions with us. Contact HCSD@cdc.gov.

Articles of Interest

- ❖ Ahlers-Schmidt, C. R., Chesser, A. K., Nguyen, T., Brannon, J., Hart, T. A., Williams, K. S., & Wittler, R. R. (2012). Feasibility of a randomized controlled trial to evaluate Text Reminders for Immunization Compliance in Kids (TRICKs). *Vaccine*, 30(36), 5305-5309. doi: [10.1016/j.vaccine.2012.06.058](https://doi.org/10.1016/j.vaccine.2012.06.058)
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Announcements

➤ D.C. Health Communication (DCHC) Conference

The 2nd biennial D.C. Health Communication Conference (DCHC) will be held from March 28th to the 30th at the George Mason Inn and Conference Center, located on the George Mason University campus in Fairfax, VA. More information is available from <http://chrc.gmu.edu/DCHC.html>.

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Health Communication Science Digest

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Articles of Interest

- ❖ Blitstein, J. L., Evans, W. D., Davis, K. C., & Kamyab, K. (2012). Repeated exposure to media messages encouraging parent-child communication about sex: Differential trajectories for mothers and fathers. *American Journal of Health Promotion*, 27(1), 43-51. doi: [10.4278/ajhp.110302-QUAN-95](https://doi.org/10.4278/ajhp.110302-QUAN-95)
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Announcements

➤ Cases in Public Health Communication & Marketing -- Call for Submissions

Cases in Public Health Communication & Marketing (CPHCM), a peer-reviewed journal of The George Washington University School of Public Health and Health Services, is seeking manuscript submissions for Volume 7 (Summer 2013). More information is available from <http://sphhs.gwu.edu/departments/pch/phcm/casesjournal/index.cfm>.

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Articles of Interest

- ❖ Bergkvist, L., Eiderbäck, D., & Palombo, M. (2012). The brand communication effects of using a headline to prompt the key benefit in ads with pictorial metaphors. *Journal of Advertising*, 41(2), 67-75. doi: [10.2753/JOA0091-3367410205](https://doi.org/10.2753/JOA0091-3367410205)
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- ❖ Johnson, K. A., Ford, J. H., & McCluskey, M. (2012). Promoting new practices to increase access to and retention in addiction treatment: An analysis of five communication channels. *Addictive Behaviors*, 37(11), 1193-1197. doi: [10.1016/j.addbeh.2012.05.019](https://doi.org/10.1016/j.addbeh.2012.05.019)
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Health Communication Science Digest

Office of the Associate Director for Communication

November 2012 -- Vol. 3, Issue 11e

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Articles of Interest

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Health Communication Science Digest

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Articles of Interest

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Health Communication Science Digest

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Articles of Interest

- ❖ Aronson, J., Burgess, D., Phelan, S. M., & Juarez, L. (2012). Unhealthy interactions: The Role of Stereotype Threat in Health Disparities. *American Journal of Public Health, 103*(1), 50-56. doi: [10.2105/ajph.2012.300828](https://doi.org/10.2105/ajph.2012.300828)
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Health Communication Science Digest

Office of the Associate Director for Communication

February 2013 -- Vol. 4, Issue 2e

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Articles of Interest

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Articles of Interest

- ❖ Al Sayah, F., Williams, B., & Johnson, J. A. (2013). Measuring health literacy in individuals with diabetes: A systematic review and evaluation of available measures. *Health Education & Behavior, 40*(1), 42-55. doi: [10.1177/1090198111436341](https://doi.org/10.1177/1090198111436341)
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Articles of Interest

- ❖ Bouman, M. P. A., Drossaert, C. H. C., & Pieterse, M. E. (2012). Mark my words: The design of an innovative methodology to detect and analyze interpersonal health conversations in web and social media. *Journal of Technology in Human Services*, 30(3-4), 312-326. doi: [10.1080/15228835.2012.743394](https://doi.org/10.1080/15228835.2012.743394)
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Health Communication Science Digest

Office of the Associate Director for Communication

May 2013 -- Vol. 4, Issue 5e

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Articles of Interest

- ❖ Ammann, R., Vandelanotte, C., de Vries, H., & Mummery, W. K. (2013). Can a website-delivered computer-tailored physical activity intervention be acceptable, usable, and effective for older people? *Health Education & Behavior*, 40(2), 160-170. doi: [10.1177/1090198112461791](https://doi.org/10.1177/1090198112461791)
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Health Communication Science Digest

Office of the Associate Director for Communication

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Articles of Interest

- ❖ Adams, R. J., Piantadosi, C., Ettridge, K., Miller, C., Wilson, C., Tucker, G., & Hill, C. L. (2013). Functional health literacy mediates the relationship between socio-economic status, perceptions and lifestyle behaviors related to cancer risk in an Australian population. *Patient Education and Counseling*, 91(2), 206-212. doi: [10.1016/j.pec.2012.12.001](https://doi.org/10.1016/j.pec.2012.12.001)
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Health Communication Science Digest

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Articles of Interest

- ❖ Bass, S. B., Gordon, T. F., Ruzek, S. B., Wolak, C., Ruggieri, D., Mora, G., . . . Pitts, K. (2013). Developing a computer touch-screen interactive colorectal screening decision aid for a low-literacy African American population: Lessons learned. *Health Promotion Practice, 14*(4), 589-598. doi: [10.1177/1524839912463394](https://doi.org/10.1177/1524839912463394)
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Articles of Interest

- ❖ Baldwin, A. S., Bruce, C. M., & Tiro, J. A. (2013). Understanding how mothers of adolescent girls obtain information about the human papillomavirus vaccine: Associations between mothers' health beliefs, information seeking, and vaccination intentions in an ethnically diverse sample. *Journal of Health Psychology, 18*(7), 926-938. doi: [10.1177/1359105312445078](https://doi.org/10.1177/1359105312445078)
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Articles of Interest

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Articles of Interest

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Health Communication Science Digest

Office of the Associate Director for Communication

November 2013 -- Vol. 4, Issue 11e

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Please share your comments or questions with us. Contact HCSD@cdc.gov.

Articles of Interest

- ❖ Appel, M., & Mara, M. (2013). The persuasive influence of a fictional character's trustworthiness. *Journal of Communication*, 63(5), 912-932. doi: [10.1111/jcom.12053](https://doi.org/10.1111/jcom.12053)
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Health Communication Science Digest

Office of the Associate Director for Communication

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Articles of Interest

- ❖ Abrams, L. C., Lee Westmaas, J., Bontemps-Jones, J., Ramani, R., & Mellerson, J. (2013). A content analysis of popular smartphone apps for smoking cessation. *American Journal of Preventive Medicine*, 45(6), 732-736. doi: [10.1016/j.amepre.2013.07.008](https://doi.org/10.1016/j.amepre.2013.07.008)
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Health Communication Science Digest

Office of the Associate Director for Communication

January 2014 -- Vol. 5, Issue 1e

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Articles of Interest

- ❖ Barry, M. M., D'Eath, M., & Sixsmith, J. (2013). Interventions for improving population health literacy: Insights from a rapid review of the evidence. *Journal of Health Communication, 18*(12), 1507-1522. doi: [10.1080/10810730.2013.840699](https://doi.org/10.1080/10810730.2013.840699)
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- ❖ Czoli, C. D., & Hammond, D. (2014). Cigarette packaging: Youth perceptions of “natural” cigarettes, filter references, and contraband tobacco. *The Journal of adolescent health : official publication of the Society for Adolescent Medicine*, 54(1), 33-39. doi: [10.1016/j.jadohealth.2013.07.016](https://doi.org/10.1016/j.jadohealth.2013.07.016)
- ❖ Dixon, H., Warne, C., Scully, M., Dobbins, S., & Wakefield, M. (2013). Agenda-setting effects of sun-related news coverage on public attitudes and beliefs about tanning and skin cancer. *Health Communication*, 29(2), 173-181. doi: [10.1080/10410236.2012.732027](https://doi.org/10.1080/10410236.2012.732027)
- ❖ Durkin, S., Bayly, M., Cotter, T., Mullin, S., & Wakefield, M. (2013). Potential effectiveness of anti-smoking advertisement types in ten low and middle income countries: Do demographics, smoking characteristics and cultural differences matter? *Social Science & Medicine*, 98(0), 204-213. doi: [10.1016/j.socscimed.2013.09.022](https://doi.org/10.1016/j.socscimed.2013.09.022)
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Health Communication Science Digest

Office of the Associate Director for Communication

February 2014 -- Vol. 5, Issue 2e

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Articles of Interest

- ❖ Beck, C. S., Aubuchon, S. M., McKenna, T. P., Ruhl, S., & Simmons, N. (2014). Blurring personal health and public priorities: An analysis of celebrity health narratives in the public sphere. *Health Communication*, 29(3), 244-256. doi: [10.1080/10410236.2012.741668](https://doi.org/10.1080/10410236.2012.741668)
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Articles of Interest

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Articles of Interest

- ❖ Alden, D. L., Friend, J., Schapira, M., & Stiggelbout, A. (2014). Cultural targeting and tailoring of shared decision making technology: A theoretical framework for improving the effectiveness of patient decision aids in culturally diverse groups. *Social Science & Medicine*, 105(0), 1-8. doi: [10.1016/j.socscimed.2014.01.002](https://doi.org/10.1016/j.socscimed.2014.01.002)
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Health Communication Science Digest

Office of the Associate Director for Communication

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Articles of Interest

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Health Communication Science Digest

Office of the Associate Director for Communication

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Articles of Interest

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Office of the Associate Director for Communication

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Articles of Interest

- ❖ Ajie, W. N., & Chapman-Novakofski, K. M. (2014). Impact of computer-mediated, obesity-related nutrition education interventions for adolescents: A systematic review. *Journal of Adolescent Health, 54*(6), 631-645. doi: [10.1016/j.jadohealth.2013.12.019](https://doi.org/10.1016/j.jadohealth.2013.12.019)
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Articles of Interest

- ❖ Belon, A. P., Nieuwendyk, L. M., Vallianatos, H., & Nykiforuk, C. I. J. (2014). How community environment shapes physical activity: Perceptions revealed through the PhotoVoice method. *Social Science & Medicine*, 116(0), 10-21. doi: [10.1016/j.socscimed.2014.06.027](https://doi.org/10.1016/j.socscimed.2014.06.027)
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Articles of Interest

- ❖ Abu Abed, M., Himmel, W., Vormfelde, S., & Koschack, J. (2014). Video-assisted patient education to modify behavior: A systematic review. *Patient Education and Counseling*, 97(1), 16-22. doi: [10.1016/j.pec.2014.06.015](https://doi.org/10.1016/j.pec.2014.06.015)
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Health Communication Science Digest

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Articles of Interest

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Health Communication Science Digest

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Articles of Interest

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- ❖ Abramson, K., Keefe, B., & Chou, W.-Y. S. (2015). Communicating about cancer through Facebook: A qualitative analysis of a breast cancer awareness page. *Journal of Health Communication, 20*(2), 237-243. doi: [10.1080/10810730.2014.927034](https://doi.org/10.1080/10810730.2014.927034)
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To enhance awareness of emerging health communication and marketing scientific knowledge, the Office of Communication Science 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.

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Articles of Interest

- ❖ Asbeek Brusse, E. D., Fransen, M. L., & Smit, E. G. (2015). Educational storylines in entertainment television: Audience reactions toward persuasive strategies in medical dramas. *Journal of Health Communication, 20*(4), 396-405. doi: [10.1080/10810730.2014.965365](https://doi.org/10.1080/10810730.2014.965365)
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Articles of Interest

- ❖ Bolton, L. E., Bhattacharjee, A., & Reed II, A. (2015). The perils of marketing weight-management remedies and the role of health literacy. *Journal of Public Policy & Marketing*, 34(1), 50-62. doi: [10.1509/jppm.13.031](https://doi.org/10.1509/jppm.13.031)
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Health Communication Science Digest

Office of the Associate Director for Communication

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Articles of Interest

- ❖ Chittaro, L., & Sioni, R. (2015). Serious games for emergency preparedness: Evaluation of an interactive vs. a non-interactive simulation of a terror attack. *Computers in Human Behavior*, 50(0), 508-519. doi: [10.1016/j.chb.2015.03.074](https://doi.org/10.1016/j.chb.2015.03.074)
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- ❖ Shen, L., & Mercer Kollar, L. M. (2015). Testing moderators of message framing effect: A motivational approach. *Communication Research*, 42(5), 626-648. doi: [10.1177/0093650213493924](https://doi.org/10.1177/0093650213493924)
- ❖ Silva, C., Fassnacht, D. B., Ali, K., Gonçalves, S., Conceição, E., Vaz, A., . . . Machado, P. P. (2015). Promoting health behaviour in Portuguese children via Short Message Service: The efficacy of a text-messaging programme. *Journal of Health Psychology*, 20(6), 806-815. doi: [10.1177/1359105315577301](https://doi.org/10.1177/1359105315577301)



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Articles of Interest

- ❖ Ahn, S. J., Johnsen, K., Robertson, T., Moore, J., Brown, S., Marable, A., & Basu, A. (2015). Using virtual pets to promote physical activity in children: An application of the youth physical activity promotion model. *Journal of Health Communication, 20*(7), 807-815. doi: [10.1080/10810730.2015.1018597](https://doi.org/10.1080/10810730.2015.1018597)
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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

- ❖ Abraham, L. B., Hunter, A., & Vollman, A. (2012). How validation can trump digital waste. *Journal of Advertising Research*, 52(2), 180-195. doi: [10.2501/jar-52-2-180-195](https://doi.org/10.2501/jar-52-2-180-195)
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Other Informative Reports

“Connected Consumers”

The stereotypical early adopter of digital technology – young, single white male – is being tapped by other consumer groups in the mobile shopping space, according to a recent study by the Integer Group and M/A/R/C Research. While 13% of Caucasians use their mobile phones to conduct



price comparisons, 20% of Hispanics use their mobile devices to price shop. Moreover, while 13% of Caucasians read product reviews on their mobile phones, 21% of African-Americans do such research on the go.

When it comes to actually clicking “buy,” 10% of Caucasians have given mobile shopping a try, while 16% of Hispanics and 18% of African-Americans are making purchases via their mobile devices.

From *Marketing News* (7-31-12; Vol. 46, No. 9)

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