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- **Dedding, C., van Doorn, R., Winkler, L., & Reis, R. (2011).** How will e-health affect patient participation in the clinic? A review of e-health studies and the current evidence for changes in the relationship between medical professionals and patients. *Social Science & Medicine, 72*(1), 49-53. doi: [10.1016/j.socscimed.2010.10.017](http://dx.doi.org/10.1016/j.socscimed.2010.10.017)


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McNeil, K., Brna, P. M., & Gordon, K. E. (2012). Epilepsy in the Twitter era: A need to re-tweet the way we think about seizures. Epilepsy & Behavior, 23(2), 127-130. 10.1016/j.yebeh.2011.11.007


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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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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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Harris, J. K., Mueller, N. L., Snider, D., & Haire-Joshu, D. (2013). Local health department use of Twitter to disseminate diabetes information, United States. Preventing Chronic Disease, 10, E70. doi: 10.5888/pcd10.120215


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Abstract Submission: Saturday, December 14, 2013

Donohew Health Communication Scholar Award Nominations: Friday, January 24, 2014

Student and Early Career Scholar Top Paper Submission: Friday, February 14, 2014

Hyatt Hotel Reservations: Monday, March 10, 2014

Information and Registration at http://comm.uky.edu/kchc

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Office of the Associate Director for Communication
November 2013 -- Vol. 4, Issue 11e

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Saguy, A. C., Frederick, D., & Gruys, K. (2014). Reporting risk, producing prejudice: How news reporting on obesity shapes attitudes about health risk, policy, and prejudice. *Social Science & Medicine, 111*(0), 125-133. doi: 10.1016/j.socscimed.2014.03.026

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McKinley, C. J., & Wright, P. J. (2014). Informational social support and online health information seeking: Examining the association between factors contributing to healthy eating behavior. Computers in Human Behavior, 37(0), 107-116. doi: 10.1016/j.chb.2014.04.023


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Office of the Associate Director for Communication
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Ludolph, R., & Schulz, P. J. (2015). Does regulatory fit lead to more effective health communication? A systematic review. *Social Science & Medicine, 128*(0), 142-150. doi: 10.1016/j.socscimed.2015.01.021


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- Hill, R., Betts, L. R., & Gardner, S. E. (2015). Older adults’ experiences and perceptions of digital technology: (Dis)empowerment, wellbeing, and inclusion. *Computers in Human Behavior, 48*(0), 415-423. doi: [10.1016/j.chb.2015.01.062](http://dx.doi.org/10.1016/j.chb.2015.01.062)


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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)