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Office of the Associate Director for Communication
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**Other Informative Reports**


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van Keulen, H. M., et al. (2011). Tailored print communication and telephone motivational interviewing are equally successful in improving multiple lifestyle behaviors in a randomized controlled trial. *Annals of Behavioral Medicine, 41*(1), 104-118. doi: [10.1007/s12160-010-9231-3]


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- Brouwer, W., Kroeze, W., Crutzen, R., de Nooijer, J., de Vries, N., Brug, J., & Oenema, A. (2011). Which intervention characteristics are related to more exposure to internet-delivered healthy lifestyle promotion interventions? A systematic review. *Journal of Medical Internet Research, 13*(1). doi: [10.2196/jmir.1639](http://dx.doi.org/10.2196/jmir.1639)


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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. doi: 10.1016/j.yebeh.2011.11.007


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- **Cohen, R. A., & Adames, P. F.** (2012). QuickStats: Use of Health Information Technology Among Adults Aged ≥18 Years — National Health Interview Survey (NHIS), United States, 2009 and 2011. *Morbidity and Mortality Weekly Report (MMWR), 61*(32), 638. Available from [http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6132a9.htm?__cid=mm6132a9_e%0d%0a](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6132a9.htm?_cid=mm6132a9_e%0d%0a)


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](http://chrc.gmu.edu/DCHC.html).

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

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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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Niederdeppe, J., Roh, S., Shapiro, M. A., & Kim, H. K. (2013). Effects of messages emphasizing environmental determinants of obesity on intentions to engage in diet and exercise behaviors. *Preventing Chronic Disease, 10*, E209. doi: [10.5888/pcd10.130163](10.5888/pcd10.130163)


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- **Cismaru, M. (2014).** Using the extended parallel process model to understand texting while driving and guide communication campaigns against it. *Social Marketing Quarterly, 20*(1), 66-82. doi: [10.1177/1524500413517893](https://doi.org/10.1177/1524500413517893)


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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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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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support behavior change in a childhood obesity randomized controlled trial. *Journal of Health Communication, 20*(7), 843-850. doi: [10.1080/10810730.2015.1018582]


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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)