

# Health Communication Science Digest

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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](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Amith, M., Cohen, T., Cunningham, R., Savas, L. S., Smith, N., Cuccaro, P., . . . Tao, C. (2020). Mining HPV Vaccine Knowledge Structures of Young Adults From Reddit Using Distributional Semantics and Pathfinder Networks. *Cancer Control*, 27(1), 1073274819891442. doi:[10.1177/1073274819891442](https://doi.org/10.1177/1073274819891442)
- ❖ Bradshaw, A. S., Shelton, S. S., Wollney, E., Treise, D., & Auguste, K. (2020). Pro-Vaxxers Get Out: Anti-Vaccination Advocates Influence Undecided First-Time, Pregnant, and New Mothers on Facebook. *Health Commun*, 1-10. doi:[10.1080/10410236.2020.1712037](https://doi.org/10.1080/10410236.2020.1712037)
- ❖ Chen, W., & Stoecker, C. (2020). Mass media coverage and influenza vaccine uptake. *Vaccine*, 38(2), 271-277. doi:[10.1016/j.vaccine.2019.10.019](https://doi.org/10.1016/j.vaccine.2019.10.019)
- ❖ Coppola, V., Mc, G. M., Girandola, F., & Camus, O. (2019). Persuasive Effects of Linguistic Agency Assignment and Linguistic Markers of Argumentation in Health Messages about an Emerging Sexually Transmitted Disease. *J Health Commun*, 1-10. doi:[10.1080/10810730.2019.1697398](https://doi.org/10.1080/10810730.2019.1697398)
- ❖ Delahanty, J., Ganz, O., Bernat, J. K., Trigger, S., Smith, A., Lavinghouze, R., & Rao, P. (2020). Awareness of "The Real Cost" Campaign Among US Middle and High School Students: National Youth Tobacco Survey, 2017. *Public Health Rep*, 135(1), 82-89. doi:[10.1177/0033354919889992](https://doi.org/10.1177/0033354919889992)
- ❖ Denlinger-Apte, R. L., Cassidy, R. N., Colby, S. M., Sokolovsky, A. W., & Tidey, J. W. (2019). Effects of Cigarette Nicotine Content and Menthol Preference on Perceived Health Risks, Subjective Ratings, and Carbon Monoxide Exposure Among Adolescent Smokers. *Nicotine Tob Res*, 21(Supplement\_1), S56-s62. doi:[10.1093/ntr/ntz127](https://doi.org/10.1093/ntr/ntz127)
- ❖ Frascella, B., Oradini-Alacreu, A., Balzarini, F., Signorelli, C., Lopalco, P. L., & Odone, A. (2020). Effectiveness of email-based reminders to increase vaccine uptake: a systematic review. *Vaccine*, 38(3), 433-443. doi:[10.1016/j.vaccine.2019.10.089](https://doi.org/10.1016/j.vaccine.2019.10.089)



- ❖ Fung, I. C., Blankenship, E. B., Ahweyevu, J. O., Cooper, L. K., Duke, C. H., Carswell, S. L., . . . Tse, Z. T. H. (2020). Public Health Implications of Image-Based Social Media: A Systematic Review of Instagram, Pinterest, Tumblr, and Flickr. *Perm J*, 24. doi:[10.7812/tpp/18.307](https://doi.org/10.7812/tpp/18.307)
- ❖ Guo, M., Ganz, O., Cruse, B., Navarro, M., Wagner, D., Tate, B., . . . Benozza, G. (2020). Keeping It Fresh With Hip-Hop Teens: Promising Targeting Strategies for Delivering Public Health Messages to Hard-to-Reach Audiences. *Health Promot Pract*, 21(1\_suppl), 61s-71s. doi:[10.1177/1524839919884545](https://doi.org/10.1177/1524839919884545)
- ❖ Hall, K., & Wolf, M. (2019). Whose crisis? Pandemic flu, 'communication disasters' and the struggle for hegemony. *Health (London)*, 1363459319886112. doi:[10.1177/1363459319886112](https://doi.org/10.1177/1363459319886112)
- ❖ Hendriks, H., Scholz, C., Larsen, H., De Bruijn, G. J., & Van den Putte, B. (2020). Intervening through Conversations: How Instructions Influence Conversational Valence and Binge Drinking Determinants. *Health Commun*, 1-7. doi:[10.1080/10410236.2020.1712524](https://doi.org/10.1080/10410236.2020.1712524)
- ❖ Johnson, A. C., Mays, D., Villanti, A. C., Niaura, R. S., Rehberg, K., Phan, L., . . . Strasser, A. A. (2019). Marketing Influences on Perceptions of Reduced Nicotine Content Cigarettes. *Nicotine Tob Res*, 21(Supplement\_1), S117-s124. doi:[10.1093/ntr/ntz167](https://doi.org/10.1093/ntr/ntz167)
- ❖ Ma, H., Miller, C., & Wong, N. (2020). Don't Let the Tornado Get You! The Effects of Agency Assignment and Self-Construal on Responses to Tornado Preparedness Messages. *Health Commun*, 1-11. doi:[10.1080/10410236.2020.1712038](https://doi.org/10.1080/10410236.2020.1712038)
- ❖ Majmundar, A., Cornelis, E., & Moran, M. B. (2019). Examining the vulnerability of ambivalent young adults to e-cigarette messages. *Health Mark Q*, 1-16. doi:[10.1080/07359683.2019.1680119](https://doi.org/10.1080/07359683.2019.1680119)
- ❖ Ophir, Y., & Jamieson, K. H. (2020). The Effects of Zika Virus Risk Coverage on Familiarity, Knowledge and Behavior in the U.S. - A Time Series Analysis Combining Content Analysis and a Nationally Representative Survey. *Health Commun*, 35(1), 35-45. doi:[10.1080/10410236.2018.1536958](https://doi.org/10.1080/10410236.2018.1536958)
- ❖ Pagoto, S., Waring, M. E., & Xu, R. (2019). A Call for a Public Health Agenda for Social Media Research. *J Med Internet Res*, 21(12), e16661. doi:[10.2196/16661](https://doi.org/10.2196/16661)
- ❖ Phillips, G., 2nd, Raman, A. B., Felt, D., McCuskey, D. J., Hayford, C. S., Pickett, J., . . . Mustanski, B. (2020). PrEP4Love: The Role of Messaging and Prevention Advocacy in PrEP Attitudes, Perceptions, and Uptake Among YMSM and Transgender Women. *J Acquir Immune Defic Syndr*. doi:[10.1097/qai.0000000000002297](https://doi.org/10.1097/qai.0000000000002297)
- ❖ Rains, S. A. (2020). Big Data, Computational Social Science, and Health Communication: A Review and Agenda for Advancing Theory. *Health Commun*, 35(1), 26-34. doi:[10.1080/10410236.2018.1536955](https://doi.org/10.1080/10410236.2018.1536955)
- ❖ Shin, Y., Lu, Y., & Pettigrew, J. (2020). Is Parent-Adolescent Drug Talk Always Protective? Testing A New Scale of Drug Talk Styles in Relation to Adolescent Personal Norms, Parental Injunctive Norms, Substance Use Intentions, and Behaviors. *Health Commun*, 35(1), 18-25. doi:[10.1080/10410236.2018.1536954](https://doi.org/10.1080/10410236.2018.1536954)
- ❖ Swire-Thompson, B., & Lazer, D. (2019). Public Health and Online Misinformation: Challenges and Recommendations. *Annu Rev Public Health*. doi:[10.1146/annurev-publhealth-040119-094127](https://doi.org/10.1146/annurev-publhealth-040119-094127)
- ❖ Yamashita, T., Bardo, A. R., Liu, D., & Cummins, P. A. (2020). Literacy, Numeracy, and Health Information Seeking Among Middle-Aged and Older Adults in the United States. *J Aging Health*, 32(1), 33-41. doi:[10.1177/0898264318800918](https://doi.org/10.1177/0898264318800918)
- ❖ Yoon, H., Jang, Y., Vaughan, P. W., & Garcia, M. (2020). Older Adults' Internet Use for Health Information: Digital Divide by Race/Ethnicity and Socioeconomic Status. *J Appl Gerontol*, 39(1), 105-110. doi:[10.1177/0733464818770772](https://doi.org/10.1177/0733464818770772)



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