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Kim, Y. (2016). Trust in health information websites: A systematic literature review on the antecedents of trust. *Health Informatics J, 22*(2), 355-369. doi: [Download Here](https://doi.org/10.1016/j.hlinfo.2016.08.003)


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Other Informative Reports


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- **Centers for Disease, C., & Prevention. (2012).** Adult awareness of tobacco advertising, promotion, and sponsorship - 14 countries. *MMWR. Morbidity and Mortality Weekly Report, 61*, 365-369. [http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6120a2.htm](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6120a2.htm)


- **Jones, R., & Lacroix, L. J. (2012).** Streaming weekly soap opera video episodes to smartphones in a randomized controlled trial to reduce HIV risk in young urban African American/Black women. *Aids and Behavior, 16*(5), 1341-1358. doi: [10.1007/s10461-012-0170-9](http://dx.doi.org/10.1007/s10461-012-0170-9)


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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](http://sphhs.gwu.edu/departments/pch/phcm/casesjournal/index.cfm).

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- **Duhachek, A., Agrawal, N., & Han, D. (2012).** Guilt versus shame: Coping, fluency, and framing in the effectiveness of responsible drinking messages. *Journal of Marketing Research, 49*(6), 928-941. doi: [10.1509/jmr.10.0244](http://dx.doi.org/10.1509/jmr.10.0244)


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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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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

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DISCLAIMER: Articles listed in the Health Communication Science Digest (HCSD) are selected by Office of the Associate Director for Communication (OADC) staff to provide current awareness of the public health communication literature. An article's inclusion does not necessarily represent the views of the Centers for Disease Control and Prevention nor does it imply endorsement of the article's methods or findings. OADC, CDC, and DHHS assume no responsibility for the factual accuracy of the items presented. The selection, omission, or content of items does not imply any endorsement or other position taken by OADC, CDC, or DHHS. Opinions, findings and conclusions expressed by the original authors of items included in the HCSD, or persons quoted therein, are strictly their own and are in no way meant to represent the opinion or views of OADC, CDC, or DHHS. References to publications, news sources, and non-CDC Websites are provided solely for informational purposes and do not imply endorsement by OADC, CDC, or DHHS.
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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- 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](http://dx.doi.org/10.1016/j.chb.2015.03.074)


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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.

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