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Office of the Associate Director for Communication
May 2017 -- Vol. 8, Issue 5e

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January 2017 -- Vol. 8, Issue 1e

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- Crook, B., & Love, B. (2016). Examining the Light and Dark of an Online Young Adult Cancer Support Community. *Qual Health Res. doi:10.1177/1049732316672638*


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**U.S. Department of Health and Human Services**

**Centers for Disease Control and Prevention**
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**Other Informative Reports**


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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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**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

*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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- **Bazzo, S., Battistella, G., Riscica, P., Moino, G., Marini, F., Geromel, M., & Czerwinsky, L. (2012).** Evaluation of the impact of the image used in a communication campaign to raise awareness about the effects of alcohol use during pregnancy. *Alcohol and Alcoholism, 47*(6), 657-662. doi: [10.1093/alcalc/ags051](10.1093/alcalc/ags051)


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- White, K., & Simpson, B. (2012). When do (and don't) normative appeals influence sustainable consumer behaviors? *Journal of Marketing, 77*(2), 78-95. doi: [10.1509/jm.11.0278](https://doi.org/10.1509/jm.11.0278)

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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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Student and Early Career Scholar Top Paper Submission: Friday, February 14, 2014
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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.soscoimed.2014.03.026


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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)