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Hooker, C., Capon, A., & Leask, J. Communicating about risk: strategies for situations where public concern is high but the risk is low. Public Health Research & Practice. doi:10.17061/phrp2711709


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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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Office of the Associate Director for Communication
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- **Carroll, R., & Luna, D. (2011).** The other meaning of fluency: Content accessibility and language in advertising to bilinguals. *Journal of Advertising, 40*(3), 73-84. doi: 10.2753/JOA0091-3367400306


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- **Ayers, B., & Myers, L. B. (2012).** Do media messages change people's risk perceptions for binge drinking? *Alcohol and Alcoholism, 47*(1), 52-56. doi: 10.1093/alcalc/agr052


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

- 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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• 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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- Estacio, E. V. (2013). Health literacy and community empowerment: It is more than just reading, writing and counting. *Journal of Health Psychology, 18*(8), 1056-1068. doi: 10.1177/1359105312470126


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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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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)