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- **Chu, S. C., & Kim, Y. (2011).** Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising, 30*(1), 47-75. doi: [10.2501/ija-30-1-047-075](http://dx.doi.org/10.2501/ija-30-1-047-075)

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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.
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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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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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- **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


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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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- **Hill, R., Betts, L. R., & Gardner, S. E. (2015).** Older adults’ experiences and perceptions of digital technology: (Dis)empowerment, wellbeing, and inclusion. *Computers in Human Behavior, 48*(0), 415-423. doi: [10.1016/j.chb.2015.01.062](https://doi.org/10.1016/j.chb.2015.01.062)


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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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“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)