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Office of the Associate Director for Communication  
September 2017 -- Vol. 8, Issue 9e

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- **Fox, K. J., Harris, P. R., & Jessop, D. C. (2017).** Experimentally Manipulated Self-Affirmation Promotes Reduced Alcohol Consumption in Response to Narrative Information. *Ann Behav Med.* doi:10.1007/s12160-017-9912-2


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- **Magnan. (2017).** A Cross-Sectional Investigation of Positive and Negative Smoker Stereotypes and Evaluations of Cigarette Warnings. *Health psychology, 36*(5), 486-492. doi: [0.1037/hea0000454](https://doi.org/10.1037/hea0000454)


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

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- **Chen, Y.-C.** (2013). The effectiveness of different approaches to media literacy in modifying adolescents' responses to alcohol. *Journal of Health Communication, 18*(6), 723-739. doi: [10.1080/10810730.2012.757387](https://doi.org/10.1080/10810730.2012.757387)


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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](10.1177/1359105312470126)


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Abstract Submission: Saturday, December 14, 2013

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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- **Gollust, S. E., Niederdeppe, J., & Barry, C. L. (2013).** Framing the consequences of childhood obesity to increase public support for obesity prevention policy. *American Journal of Public Health, 103*(11), e96-e102. doi: [10.2105/AJPH.2013.301271](https://doi.org/10.2105/AJPH.2013.301271)
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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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Mead, E. L., Rimal, R. N., Ferrence, R., & Cohen, J. E. (2014). Understanding the sources of normative influence on behavior: The example of tobacco. *Social Science & Medicine, 115*(0), 139-143. doi: [10.1016/j.socscimed.2014.05.030](https://doi.org/10.1016/j.socscimed.2014.05.030)


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Office of the Associate Director for Communication
May 2015 -- Vol. 6, Issue 5e

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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)