Health Communication Science Digest

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To enhance awareness of emerging health communication and marketing scientific knowledge, the Science Team 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.

Abstracts and PDF copies of most articles are available through the DOI hyperlink included with each citation. In some cases, however, the DOI hyperlink will not work or the publisher charges for the article. The help of your local library staff may be required in such circumstances to secure access to some publications.

Please share your comments or questions with us. Contact HCSD@cdc.gov.

Articles of Interest

- Askelson, N. M., Campo, S., & Carter, K. D. (2011). Completely Isolated? Health Information Seeking Among Social Isolates. *Health Education & Behavior, 38*(2), 116-122. doi: 10.1177/1090198110369055
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- Baur, C. (2011). Calling the nation to act: Implementing the national action plan to improve health literacy. *Nursing Outlook, 59*(2), 63-69. doi: 10.1016/j.outlook.2010.12.003
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- Dedding, C., van Doorn, R., Winkler, L., & Reis, R. (2011). How will e-health affect patient participation in the clinic? A review of e-health studies and the current evidence for changes in the relationship between medical professionals and patients. *Social Science & Medicine, 72*(1), 49-53. doi: 10.1016/j.socscimed.2010.10.017

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- Henrich, N., & Holmes, B. (2011). What the Public Was Saying about the H1N1 Vaccine: Perceptions and Issues Discussed in On-Line Comments during the 2009 H1N1 Pandemic. *Plos One, 6*(4). doi: 10.1371/journal.pone.0018479
- Noar, S. M. (2011). Computer technology-based interventions in HIV prevention: state of the evidence and future directions for research. *Aids Care-Psychological and Socio-Medical Aspects of Aids/Hiv, 23*(5), 525-533. doi: 10.1080/09540121.2010.516349
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- Thomas, K., Hevey, D., Pertl, M., Ni Chuinneagain, S., Craig, A., & Maher, L. (2011). Appearance matters: The frame and focus of health messages influences beliefs about skin cancer. *British Journal of Health Psychology, 16*, 418-429. doi: 10.1348/135910710x520088
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