Health Communication Science Digest

Office of the Associate Director for Communication

May 2012 -- Vol. 3, Issue 5e

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

- Chen, A. T. (2012). Exploring online support spaces: Using cluster analysis to examine breast cancer, diabetes and fibromyalgia support groups. *Patient Education and Counseling*, 87(2), 250-257. doi: 10.1016/j.pec.2011.08.017
- Choi, H., Yoon, H. J., Paek, H.-J., & Reid, L. N. (2012). 'Thinking and feeling' products and 'utilitarian and value-expressive' appeals in contemporary TV advertising: A content analytic test of functional matching and the FCB model. *Journal of Marketing Communications*, 18(2), 91-111. doi: 10.1080/13527266.2010.484581
- Dobransky, K., & Hargittai, E. (2012). Inquiring minds acquiring wellness: Uses of online and offline sources for health information. *Health Communication*, 27(4), 331-343. doi: 10.1080/10410236.2011.585451
- Dugas, M., Shorten, A., Dube, E., Wassef, M., Bujold, E., & Chaillet, N. (2012). Decision aid tools to support women's decision making in pregnancy and birth: A systematic review and meta-analysis. *Social Science & Medicine*, 74(12), 1968-1978. doi: 10.1016/j.socscimed.2012.01.041
- Evans, R. E., Beeken, R. J., Steptoe, A., & Wardle, J. (2012). Cancer information and anxiety: Applying the Extended Parallel Process Model. *Journal of Health Psychology*, 17(4), 579-589. doi: 10.1177/1359105311421046
- Fernandez-Luque, L., Karlsen, R., & Melton, G. B. (2012). HealthTrust: A social network approach for retrieving online health videos. *Journal of Medical Internet Research*, 14(1). doi: 10.2196/jmir.1985

- Gaissmaier, W., Wegwarth, O., Skopec, D., Müller, A.-S., Broschinski, S., & Politi, M. C. (2012). Numbers can be worth a thousand pictures: Individual differences in understanding graphical and numerical representations of health-related information. *Health Psychology*, 31(3), 286-296. doi: 10.1037/a0024850
- Hampton, T. (2012). Media lab uses videos, comics, and more to help people understand health issues. *JAMA-Journal of the American Medical Association*, 307(16), 1679-1680. doi: 10.1001/jama.2012.507
- Han, J. Y. (2012). A longitudinal study of use of an interactive health communication system. *Health Communication*, 27(4), 319-330. doi: 10.1080/10410236.2011.578334
- Hoek, J., Gendall, P., Gifford, H., Pirikahu, G., McCool, J., Pene, G., . . . Thomson, G. (2012). Tobacco branding, plain packaging, pictorial warnings, and symbolic consumption. *Qualitative Health Research*, 22(5), 630-639. doi: 10.1177/1049732311431070
- Horvath, K. J., Danilenko, G. P., Williams, M. L., Simoni, J., Amico, K. R., Oakes, J. M., & Simon Rosser, B. R. (2012). Technology use and reasons to participate in social networking health websites among people living with HIV in the US. *AIDS and Behavior*, 16(4), 900-910. doi: 10.1007/s10461-012-0164-7
- Jaganath, D., Gill, H. K., Cohen, A. C., & Young, S. D. (2012). Harnessing Online Peer Education (HOPE): Integrating C-POL and social media to train peer leaders in HIV prevention. *AIDS Care*, 24(5), 593-600. doi: 10.1080/09540121.2011.630355
- Lee, S., Elkasabi, M., & Streja, L. (2012). Increasing cell phone usage among Hispanics: Implications for telephone surveys. *American Journal of Public Health*, 102(6), e19-e24. doi: 10.2105/ajph.2012.300681
- Metzler, C. W., Sanders, M. R., Rusby, J. C., & Crowley, R. N. (2012). Using consumer preference information to increase the reach and impact of media-based parenting interventions in a public health approach to parenting support. *Behavior Therapy*, 43(2), 257-270. doi: 10.1016/j.beth.2011.05.004
- Pieters, R., & Wedel, M. (2012). Ad gist: Ad communication in a single eye fixation. *Marketing Science*, 31(1), 59-73. doi: 10.1287/mksc.1110.0673
- Plant, A., Rotblatt, H., Montoya, J. A., Rudy, E. T., & Kerndt, P. R. (2012). Evaluation of inSPOTLA.org: An internet partner notification service. *Sexually Transmitted Diseases*, 39(5), 341-345. doi: 10.1097/OLQ.0b013e31824e5150
- Potter, S. J., & Stapleton, J. G. (2012). Translating sexual assault prevention from a college campus to a United States military installation: Piloting the know-your-power bystander social marketing campaign. *Journal of Interpersonal Violence*, 27(8), 1593-1621. doi: 10.1177/0886260511425795
- Seidenberg, A. B., Rodgers, E. J., Rees, V. W., & Connolly, G. N. (2012). Youth access, creation, and content of smokeless tobacco ("Dip") videos in social media. *Journal of Adolescent Health*, 50(4), 334-338. doi: 10.1016/j.jadohealth.2011.09.003
- Teixeira, T., Wedel, M., & Pieters, R. (2012). Emotion-induced engagement in internet video advertisements. *Journal of Marketing Research*, 49(2), 144-159. doi: 10.1509/jmr.10.0207

DISCLAIMER: Articles listed in the Health Communication Science Digest (HCSD) are selected by Office of the Associate Director for Communication (OADC) staff to provide current awareness of the public health communication literature. An article's inclusion does not necessarily represent the views of the Centers for Disease Control and Prevention nor does it imply endorsement of the article's methods or findings. OADC, CDC, and DHHS assume no responsibility for the factual accuracy of the items presented. The selection, omission, or content of items does not imply any endorsement or other position taken by OADC, CDC, or DHHS. Opinions, findings and conclusions expressed by the original authors of items included in the HCSD, or persons quoted therein, are strictly their own and are in no way meant to represent the opinion or views of OADC, CDC, or DHHS. References to publications, news sources, and non-CDC Websites are provided solely for informational purposes and do not imply endorsement by OADC, CDC, or DHHS.