Health Communication Science Digest

Office of the Associate Director for Communication

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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

- An, S., & Stern, S. (2011). Mitigating the effects of advergames on children: Do advertising breaks work? *Journal of Advertising*, *40*(1), 43-56. doi: 10.2753/JOA0091-3367400103
- Assael, H. (2011). From silos to synergy: A fifty-year review of cross-media research shows synergy has yet to achieve its full potential. *Journal of Advertising Research*, *51*(1), 42-58. doi: 10.2501/JAR-51-1-042-058
- Beaudoin, C. E. (2011). News effects on bonding and bridging social capital: An empirical study relevant to ethnicity in the United States. *Communication Research*, *38*(2), 155-178. doi: 10.1177/0093650210381598
- Brouwer, W., Kroeze, W., Crutzen, R., de Nooijer, J., de Vries, N., Brug, J., & Oenema, A. (2011). Which intervention characteristics are related to more exposure to internet-delivered healthy lifestyle promotion interventions? A systematic review. *Journal of Medical Internet Research*, *13*(1). doi: 10.2196/jmir.1639
- Buchthal, O. V., Doff, A. L., Hsu, L. A., Silbanuz, A., Heinrich, K. M., & Maddock, J. E. (2011). Avoiding a knowledge gap in a multiethnic statewide social marketing campaign: Is cultural tailoring sufficient? *Journal of Health Communication*, *16*(3), 314-327. doi: 10.1080/10810730.2010.535111
- Campbell, C., Parent, M., Plangger, K., & Fulgoni, G. M. (2011). Instant innovation: From zero to full speed in fifteen years – how online offerings have reshaped marketing research. *Journal of Advertising Research*, *51*(1), 72-86. doi: 10.2501/JAR-51-1-072-086
- Campbell, C., Pitt, L., Parent, M., & Berthon, P. (2011). Understanding consumer conversations around ads in a web 2.0 world. *Journal of Advertising*, *40*(1), 87-102. doi: 10.2753/JOA0091-3367400106

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- Cronk, C. E., Hoffmann, R. G., Mueller, M. J., Zerpa-Uriona, V., Dasgupta, M., & Enriquez, F. (2011). Effects of a culturally tailored intervention on changes in body mass index and health-related quality of life of Latino children and their parents. *American Journal of Health Promotion*, *25*(4), e1-e11. doi: 10.4278/ajhp.091222-QUAN-396
- Danaher, P. J., & Rossiter, J. R. (2011). Comparing perceptions of marketing communication channels. *European Journal of Marketing*, *45*(1-2), 6-42. doi: 10.1108/03090561111095586
- Goode, A. D., Winkler, E. A. H., Lawler, S. P., Reeves, M. M., Owen, N., & Eakin, E. G. (2011). A telephone-delivered physical activity and dietary intervention for type 2 diabetes and hypertension: Does intervention dose influence outcomes? *American Journal of Health Promotion*, *25*(4), 257-263. doi: 10.4278/ajhp.090223-QUAN-75
- Gray, J. B., & Harrington, N. G. (2011). Narrative and framing: A test of an integrated message strategy in the exercise context. *Journal of Health Communication*, *16*(3), 264-281. doi: 10.1080/10810730.2010.529490
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- Ko, L. K., Campbell, M. K., Lewis, M. A., Earp, J. A., & DeVellis, B. (2011). Information processes mediate the effect of a health communication intervention on fruit and vegetable consumption. *Journal of Health Communication*, *16*(3), 282-299. doi: 10.1080/10810730.2010.532294
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