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

- Aronson, J., Burgess, D., Phelan, S. M., & Juarez, L. (2012). Unhealthy interactions: The Role of Stereotype Threat in Health Disparities. *American Journal of Public Health, 103*(1), 50-56. doi: 10.2105/ajph.2012.300828
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- Corstjens, M., & Umblijs, A. (2012). The power of evil: The damage of negative social media strongly outweigh positive contributions. *Journal of Advertising Research, 52*(4), 433-449. doi: 10.2501/jar-52-4-433-449
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- Grice, G. R., Gattas, N. M., Sailors, J., Murphy, J. A., Tiemeier, A., Hurd, P., . . . Duncan, W. (2013). Health literacy: Use of the Four Habits Model to improve student pharmacists' communication. *Patient Education and Counseling, 90*(1), 23-28. doi: 10.1016/j.pec.2012.08.019
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- Keller, E. D., & Fay, B. (2012). Word-of-Mouth advocacy: A new key to advertising effectiveness. *Journal of Advertising Research, 52*(4), 459-464. doi: 10.2501/jar-52-4-459-464
- Khurana, A., & Cooksey, E. C. (2012). Examining the effect of maternal sexual communication and adolescents' perceptions of maternal disapproval on adolescent risky sexual involvement. *Journal of Adolescent Health, 51*(6), 557-565. doi: 10.1016/j.jadohealth.2012.03.007
- Langford, L., Litts, D., & Pearson, J. L. (2012). Using science to improve communications about suicide among military and veteran populations: Looking for a few good messages. *American Journal of Public Health, 103*(1), 31-38. doi: 10.2105/ajph.2012.300905
- Liu-Thompkins, Y. (2012). Seeding viral content: The role of message and network factors. *Journal of Advertising Research, 52*(4), 465-478. doi: 10.2501/jar-52-4-465-478
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