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

- Choi, N. (2011). Relationship between health service use and health information technology use among older adults: Analysis of the US National Health Interview Survey. *Journal of Medical Internet Research, 13*(2). doi: 10.2196/jmir.1753
- Dailey, R. M., McCracken, A. A., & Romo, L. K. (2011). Confirmation and weight management: Predicting effective levels of acceptance and challenge in weight management messages. *Communication Monographs, 78*(2), 185-211. doi: 10.1080/03637751.2011.564638
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- English, K., Sweetser, K. D., & Ancu, M. (2011). YouTube-ification of political talk: An examination of persuasion appeals in viral video. *American Behavioral Scientist, 55*(6), 733-748. doi: 10.1177/0002764211398090
- Faulkner, G. E. J., Kwan, M. Y. W., MacNeill, M., & Brownrigg, M. (2011). The Long Live Kids Campaign: Awareness of campaign messages. *Journal of Health Communication, 16*(5), 519-532. doi: 10.1080/10810730.2010.546489
- Galesic, M., & Garcia-Retamero, R. (2011). Graph Literacy: A cross-cultural comparison. *Medical Decision Making, 31*(3), 444-457. doi: 10.1177/0272989x10373805
- Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all connected: The power of the social media ecosystem. *Business Horizons, 54*(3), 265-273. doi: 10.1016/j.bushor.2011.01.007

- Jackson, R. A., Stotland, N. E., Caughey, A. B., & Gerbert, B. (2011). Improving diet and exercise in pregnancy with Video Doctor counseling: A randomized trial. *Patient Education and Counseling, 83*(2), 203-209. doi: 10.1016/j.pec.2010.05.019
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- Kaplan, A. M., & Haenlein, M. (2011). Two hearts in three-quarter time: How to waltz the social media/viral marketing dance. *Business Horizons, 54*(3), 253-263. doi: 10.1016/j.bushor.2011.01.006
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons, 54*(3), 241-251. doi: 10.1016/j.bushor.2011.01.005
- Liao, Q. Y., Cowling, B. J., Lam, W. W. T., & Fielding, R. (2011). The influence of social-cognitive factors on personal hygiene practices to protect against influenzas: Using modelling to compare Avian A/H5N1 and 2009 Pandemic A/H1N1 influenzas in Hong Kong. *International Journal of Behavioral Medicine, 18*(2), 93-104. doi: 10.1007/s12529-010-9123-8
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- Nambisan, P. (2011). Information seeking and social support in online health communities: impact on patients' perceived empathy. *Journal of the American Medical Informatics Association, 18*(3), 298-304. doi: 10.1136/amiajnl-2010-000058
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