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

- Abraham, L. B., Hunter, A., & Vollman, A. (2012). How validation can trump digital waste. *Journal of Advertising Research, 52*(2), 180-195. doi: 10.2501/jar-52-2-180-195
- Baek, T. H., & Morimoto, M. (2012). Stay away from me. *Journal of Advertising, 41*(1), 59-76. doi: 10.2753/JOA0091-3367410105
- Briscoe, C., & Aboud, F. (2012). Behaviour change communication targeting four health behaviours in developing countries: A review of change techniques. *Social Science & Medicine, 75*(4), 612-621. doi: 10.1016/j.socscimed.2012.03.016
- Craig, A. W., Loureiro, Y. K., Wood, S., & Vendemia, J. M. C. (2012). Suspicious minds: Exploring neural processes during exposure to deceptive advertising. *Journal of Marketing Research, 49*(3), 361-372. doi: 10.1509/jmr.09.0007
- Distefano, A. S., Hui, B., Barrera-Ng, A., Quitugua, L. F., Peters, R., Dimaculangan, J., . . . Tanjasiri, S. P. (2012). Contextualization of HIV and HPV risk and prevention among Pacific Islander young adults in Southern California. *Social Science & Medicine, 75*(4), 699-708. doi: 10.1016/j.socscimed.2012.04.011
- Evia, C., & Patriarca, A. (2012). Beyond compliance: Participatory translation of safety communication for Latino construction workers. *Journal of Business and Technical Communication, 26*(3), 340-367. doi: 10.1177/1050651912439697
- Holtgrafe, C., & Zentes, J. (2012). Multifaceted determinants of online non-prescription drug information seeking and the impact on consumers' use of purchase channels. *Health Informatics Journal, 18*(2), 95-110. doi: 10.1177/1460458212439487

- Jeong, S.-H., Cho, H., & Hwang, Y. (2012). Media literacy interventions: A meta-analytic review. *Journal of Communication*, *62*(3), 454-472. doi: 10.1111/j.1460-2466.2012.01643.x
- Kim, H. S., Bigman, C. A., Leader, A. E., Lerman, C., & Cappella, J. N. (2012). Narrative health communication and behavior change: The influence of exemplars in the news on intention to quit smoking. *Journal of Communication*, *62*(3), 473-492. doi: 10.1111/j.1460-2466.2012.01644.x
- Levine, E., Abbatangelo-Gray, J., Mobley, A. R., McLaughlin, G. R., & Herzog, J. (2012). Evaluating MyPlate: An expanded framework using traditional and nontraditional metrics for assessing health communication campaigns. *Journal of Nutrition Education and Behavior*, *44*(4), S2-S12. doi: 10.1016/j.jneb.2012.05.011
- Mertens, F., Saint-Charles, J., & Mergler, D. (2012). Social communication network analysis of the role of participatory research in the adoption of new fish consumption behaviors. *Social Science & Medicine*, *75*(4), 643-650. doi: 10.1016/j.socscimed.2011.10.016
- Morales, A. C., Scott, M. L., & Yorkston, E. A. (2012). The role of accent standardness in message preference and recall. *Journal of Advertising*, *41*(1), 33-46. doi: 10.2753/JOA0091-3367410103
- Morales, A. C., Wu, E. C., & Fitzsimons, G. J. (2012). How disgust enhances the effectiveness of fear appeals. *Journal of Marketing Research*, *49*(3), 383-393. doi: 10.1509/jmr.07.0364
- Nan, X., Xie, B., & Madden, K. (2012). Acceptability of the H1N1 vaccine among older adults: The interplay of message framing and perceived vaccine safety and efficacy. *Health Communication*, *27*(6), 559-568. doi: 10.1080/10410236.2011.617243
- Nelson-Field, K., Riebe, E., & Sharp, B. (2012). What's not to "Like?". *Journal of Advertising Research*, *52*(2), 262-269. doi: 10.2501/jar-52-2-262-269
- Plutzer, K., & Keirse, M. J. N. C. (2012). Effect of motherhood on women's preferences for sources of health information: A prospective cohort study. *Journal of Community Health*, *37*(4), 799-803. doi: 10.1007/s10900-011-9513-0
- Prochaska, J. J., Pechmann, C., Kim, R., & Leonhardt, J. M. (2012). Twitter=quitter? An analysis of Twitter quit smoking social networks. *Tobacco Control*, *21*(4), 447-449. doi: 10.1136/tc.2010.042507
- Schmierbach, M., & Oeldorf-Hirsch, A. (2012). A little bird told me, so I didn't believe it: Twitter, credibility, and issue perceptions. *Communication Quarterly*, *60*(3), 317-337. doi: 10.1080/01463373.2012.688723
- Ziebland, S., & Wyke, S. (2012). Health and illness in a connected world: How might sharing experiences on the internet affect people's health? *The Milbank Quarterly*, *90*(2), 219-249. doi: 10.1111/j.1468-0009.2012.00662.x

Other Informative Reports

"Connected Consumers"

The stereotypical early adopter of digital technology – young, single white male – is being tapped by other consumer groups in the mobile shopping space, according to a recent study by the Integer Group and M/A/R/C Research. While 13% of Caucasians use their mobile phones to conduct

price comparisons, 20% of Hispanics use their mobile devices to price shop. Moreover, while 13% of Caucasians read product reviews on their mobile phones, 21% of African-Americans do such research on the go.

When it comes to actually clicking "buy," 10% of Caucasians have given mobile shopping a try, while 16% of Hispanics and 18% of African-Americans are making purchases via their mobile devices.

From *Marketing News* (7-31-12; Vol. 46, No. 9)

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