Health Communication Science Digest

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### Other Informative Reports


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- Cohen, R. A., & Adames, P. F. (2012). QuickStats: Use of Health Information Technology Among Adults Aged ≥18 Years — National Health Interview Survey (NHIS), United States, 2009 and 2011. *Morbidity and Mortality Weekly Report (MMWR), 61*(32), 638. Available from [http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6132a9.htm?__cid=mm6132a9_e%0d%0a](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6132a9.htm?_cid=mm6132a9_e%0d%0a)


Announcements

- **D.C. Health Communication (DCHC) Conference**

  The 2nd biennial D.C. Health Communication Conference (DCHC) will be held from March 28th to the 30th at the George Mason Inn and Conference Center, located on the George Mason University campus in Fairfax, VA. More information is available from [http://chrc.gmu.edu/DCHC.html](http://chrc.gmu.edu/DCHC.html).

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Cases in Public Health Communication & Marketing -- Call for Submissions

Cases in Public Health Communication & Marketing (CPHCM), a peer-reviewed journal of The George Washington University School of Public Health and Health Services, is seeking manuscript submissions for Volume 7 (Summer 2013). More information is available from http://sphhs.gwu.edu/departments/pch/phcm/casesjournal/index.cfm.

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McKinley, C. J., & Wright, P. J. (2014). Informational social support and online health information seeking: Examining the association between factors contributing to healthy eating behavior. Computers in Human Behavior, 37(0), 107-116. doi: 10.1016/j.chb.2014.04.023


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- **Choi, K., & Forster, J. L. (2014).** Frequency and characteristics associated with exposure to tobacco direct mail marketing and its prospective effect on smoking behaviors among young adults from the US Midwest. *American Journal of Public Health, 104*(11), 2179-2183. doi: [10.2105/AJPH.2014.302123](10.2105/AJPH.2014.302123)


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Ludolph, R., & Schulz, P. J. (2015). Does regulatory fit lead to more effective health communication? A systematic review. *Social Science & Medicine, 128*(0), 142-150. doi: 10.1016/j.socscimed.2015.01.021


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- **Chittaro, L., & Sioni, R. (2015).** Serious games for emergency preparedness: Evaluation of an interactive vs. a non-interactive simulation of a terror attack. *Computers in Human Behavior, 50*(0), 508-519. doi: [10.1016/j.chb.2015.03.074](10.1016/j.chb.2015.03.074)


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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)