

# Health Communication Science Digest

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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](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Abrams, L. C., et al. (2011). iPhone apps for smoking cessation: A content analysis. *American Journal of Preventive Medicine*, 40(3), 279-285. doi: [10.1016/j.amepre.2010.10.032](https://doi.org/10.1016/j.amepre.2010.10.032)
- ❖ Berkman, E. T., et al. (2011). Using SMS text messaging to assess moderators of smoking reduction: Validating a new tool for ecological measurement of health behaviors. *Health Psychology*, 30(2), 186-194. doi: [10.1037/a0022201](https://doi.org/10.1037/a0022201)
- ❖ Boster, F. J., et al. (2011). Identifying influence: Development and validation of the Connectivity, Persuasiveness, and Maven Scales. *Journal of Communication*, 61(1). doi: [10.1111/j.1460-2466.2010.01531.x](https://doi.org/10.1111/j.1460-2466.2010.01531.x)
- ❖ Brownson, R. C., et al. (2011). Communicating evidence-based information on cancer prevention to state-level policy makers. *Journal of the National Cancer Institute*, 103(4), 306-316. doi: [10.1093/jnci/djq529](https://doi.org/10.1093/jnci/djq529)
- ❖ Carpenter, C., & Pechmann, C. (2011). Exposure to the Above the Influence antidrug advertisements and adolescent marijuana use in the United States, 2006-2008. *American Journal of Public Health*, 101(5), 948-954. doi: [10.2105/ajph.2010.300040](https://doi.org/10.2105/ajph.2010.300040)
- ❖ Carter, O. B. J., et al. (2011). Children's understanding of the selling versus persuasive intent of junk food advertising: Implications for regulation. *Social Science & Medicine*, 72(6), 962-968. doi: [10.1016/j.socscimed.2011.01.018](https://doi.org/10.1016/j.socscimed.2011.01.018)
- ❖ Cooper, C. P., Polonec, L., & Gelb, C. A. (2011). Women's knowledge and awareness of gynecologic cancer: A multisite qualitative study in the United States. *Journal of Women's Health*, 20(4), 517-524. doi: [10.1089/jwh.2011.2765](https://doi.org/10.1089/jwh.2011.2765)



- ❖ Crutzen, R., et al. (2011). Strategies to facilitate exposure to internet-delivered health behavior change interventions aimed at adolescents or young adults: A systematic review. *Health Education & Behavior*, 38(1), 49-62. doi: [10.1177/1090198110372878](https://doi.org/10.1177/1090198110372878)
- ❖ Cugelman, B., Thelwall, M., & Dawes, P. (2011). Online interventions for social marketing health behavior change campaigns: A meta-analysis of psychological architectures and adherence factors. *Journal of Medical Internet Research*, 13(1), 84-107. doi: [10.2196/jmir.1367](https://doi.org/10.2196/jmir.1367)
- ❖ Fox, S. (2011a). Health Topics. *Pew Research Center's Internet & American Life Project*. Retrieved from <http://pewinternet.org/Reports/2011/HealthTopics.aspx>
- ❖ Fox, S. (2011b). Peer-to-Peer Healthcare. *Pew Research Center's Internet & American Life Project*. Retrieved from <http://pewinternet.org/Reports/2011/P2PHealthcare.aspx>
- ❖ Gallagher, K. M., et al. (2011). Perceived susceptibility to breast cancer moderates the effect of gain- and loss-framed messages on use of screening mammography. *Health Psychology*, 30(2), 145-152. doi: [10.1037/a0022264](https://doi.org/10.1037/a0022264)
- ❖ Gkiouzepas, L., & Hogg, M. (2011). Articulating a new framework for visual metaphors in advertising. *Journal of Advertising*, 40(1), 103-120. doi: [10.2753/JOA0091-3367400107](https://doi.org/10.2753/JOA0091-3367400107)
- ❖ Hawkins, N. A., Cooper, C. P., Saraiya, M., Gelb, C. A., & Polonec, L. (2011). Why the Pap Test? Awareness and use of the Pap Test among women in the United States. *Journal of Women's Health*, 20(4), 511-515. doi: [10.1089/jwh.2011.2730](https://doi.org/10.1089/jwh.2011.2730)
- ❖ Hess, R., et al. (2011). How do people perceive graphical risk communication? The role of subjective numeracy. *Journal of Risk Research*, 14(1), 47-61. doi: [10.1080/13669877.2010.488745](https://doi.org/10.1080/13669877.2010.488745)
- ❖ Higgins, J. (2011). Navigating through translational research: A social marketing compass. *Health Marketing Quarterly*, 28(1), 1-15. doi: [10.1080/07359683.2010.495302](https://doi.org/10.1080/07359683.2010.495302)
- ❖ Howell, S. L., Tucker, P., & Liburd, L. (2011). Environmental and policy approaches to increasing physical activity. *Global Health Promotion*, 18(1), 43-46. doi: [10.1177/1757975910393170](https://doi.org/10.1177/1757975910393170)
- ❖ Simonsohn, U. (2011). Lessons from an "Oops" at Consumer Reports: Consumers follow experts and ignore invalid information. *JMR, Journal of Marketing Research*, 48(1), 1-12. doi: [10.1509/jmkr.48.1.1](https://doi.org/10.1509/jmkr.48.1.1)
- ❖ Sleet, D. A., Mercer, S. L., Hopkins Cole, K., Shults, R. A., Elder, R. W., & Nichols, J. L. (2011). Scientific evidence and policy change: Lowering the legal blood alcohol limit for drivers to 0.08% in the USA. *Global Health Promotion*, 18(1), 23-26. doi: [10.1177/1757975910393707](https://doi.org/10.1177/1757975910393707)
- ❖ The Nielsen Company. (2010). U.S. teen mobile report: Calling yesterday, texting today, using apps tomorrow. *Nielsenwire*. Retrieved from [http://blog.nielsen.com/nielsenwire/online\\_mobile/u-s-teen-mobile-report-calling-yesterday-texting-today-using-apps-tomorrow/](http://blog.nielsen.com/nielsenwire/online_mobile/u-s-teen-mobile-report-calling-yesterday-texting-today-using-apps-tomorrow/)
- ❖ van Keulen, H. M., et al. (2011). Tailored print communication and telephone motivational interviewing are equally successful in improving multiple lifestyle behaviors in a randomized controlled trial. *Annals of Behavioral Medicine*, 41(1), 104-118. doi: [10.1007/s12160-010-9231-3](https://doi.org/10.1007/s12160-010-9231-3)



- ❖ Viswanath, K., & Ackerson, L. K. (2011). Race, ethnicity, language, social class, and health communication inequalities: A nationally-representative cross-sectional study. *Plos One*, 6(1). doi: [10.1371/journal.pone.0014550](https://doi.org/10.1371/journal.pone.0014550)
- ❖ Zuure, F. R., et al. (2011). Using mass media and the internet as tools to diagnose hepatitis C infections in the general population. *American Journal of Preventive Medicine*, 40(3), 345-352. doi: [10.1016/j.amepre.2010.11.019](https://doi.org/10.1016/j.amepre.2010.11.019)

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