

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

- ❖ Bouton, M. E., Shirah, G. R., Nodora, J., Pond, E., Hsu, C.-H., Klemens, A. E., Martinez, M. E., & Komenaka, I. K. (2012). Implementation of educational video improves patient understanding of basic breast cancer concepts in an undereducated county hospital population. *Journal of Surgical Oncology*, 105(1), 48-54. doi: [10.1002/jso.22046](https://doi.org/10.1002/jso.22046)
- ❖ Bredfeldt, C. E., Compton-Phillips, A. L., & Snyder, M. H. (2011). Effects of between visit physician patient communication on Diabetes Recognition Program scores. *International Journal for Quality in Health Care*, 23(6), 664-673. doi: [10.1093/intqhc/mzr061](https://doi.org/10.1093/intqhc/mzr061)
- ❖ Bryant, J., Bonevski, B., Paul, C., & Lecathelinais, C. (2011). Assessing smoking status in disadvantaged populations: Is computer administered self report an accurate and acceptable measure? *BMC Medical Research Methodology*, 11. doi: [10.1186/1471-2288-11-153](https://doi.org/10.1186/1471-2288-11-153)
- ❖ Campbell, P. (2011). Understanding the receivers and the reception of science's uncertain messages. *Philosophical Transactions of the Royal Society A*, 369(1956), 4891-4912. doi: [10.1098/rsta.2011.0068](https://doi.org/10.1098/rsta.2011.0068)
- ❖ Cohn, A. M., Hunter-Reel, D., Hagman, B. T., & Mitchell, J. (2011). Promoting behavior change from alcohol use through mobile technology: The future of ecological momentary assessment. *Alcoholism: Clinical and Experimental Research*, 35(12), 2209-2215. doi: [10.1111/j.1530-0277.2011.01571.x](https://doi.org/10.1111/j.1530-0277.2011.01571.x)
- ❖ Donovan, E., Wood, M., Frayjo, K., Black, R. A., & Surette, D. A. (2012). A randomized, controlled trial to test the efficacy of an online, parent-based intervention for reducing the risks associated with college-student alcohol use. *Addictive Behaviors*, 37(1), 25-35. doi: [10.1016/j.addbeh.2011.09.007](https://doi.org/10.1016/j.addbeh.2011.09.007)
- ❖ Dykema, J., Stevenson, J., Day, B., Sellers, S. L., & Bonham, V. L. (2011). Effects of incentives and prenotification on response rates and costs in a national web survey of physicians. *Evaluation & the Health Professions*, 34(4), 434-447. doi: [10.1177/0163278711406113](https://doi.org/10.1177/0163278711406113)



- ❖ Guardiola-Wanden-Berghe, R., Gil-Perez, J. D., Sanz-Valero, J., & Wanden-Berghe, C. (2011). Evaluating the quality of websites relating to diet and eating disorders. *Health Information and Libraries Journal*, 28(4), 294-301. doi: [10.1111/j.1471-1842.2011.00961.x](https://doi.org/10.1111/j.1471-1842.2011.00961.x)
- ❖ Harrison, V., Proudfoot, J., Wee, P. P., Parker, G., Pavlovic, D. H., & Manicavasagar, V. (2011). Mobile mental health: Review of the emerging field and proof of concept study. *Journal of Mental Health*, 20(6), 509-524. doi: [10.3109/09638237.2011.608746](https://doi.org/10.3109/09638237.2011.608746)
- ❖ Kammerer, Y., & Gerjets, P. (2012). Effects of search interface and internet-specific epistemic beliefs on source evaluations during web search for medical information: An eye-tracking study. *Behaviour & Information Technology*, 31(1), 83-97. doi: [10.1080/0144929x.2011.599040](https://doi.org/10.1080/0144929x.2011.599040)
- ❖ Kays, K., Gathercoal, K., & Buhrow, W. (2012). Does survey format influence self-disclosure on sensitive question items? *Computers in Human Behavior*, 28(1), 251-256. doi: [10.1016/j.chb.2011.09.007](https://doi.org/10.1016/j.chb.2011.09.007)
- ❖ Kraschnewski, J. L., Stuckey, H. L., Rovniak, L. S., Lehman, E. B., Reddy, M., Poger, J. M., Kephart, D. K., Coups, E. J., & Sciamanna, C. N. (2011). Efficacy of a weight-loss website based on positive deviance: A randomized trial. *American Journal of Preventive Medicine*, 41(6), 610-614. doi: [10.1016/j.amepre.2011.08.012](https://doi.org/10.1016/j.amepre.2011.08.012)
- ❖ Lagan, B. M., Sinclair, M., & Kernohan, W. G. (2011). What Is the impact of the internet on decision-making in pregnancy? A global study. *Birth: Issues in Perinatal Care*, 38(4), 336-345. doi: [10.1111/j.1523-536X.2011.00488.x](https://doi.org/10.1111/j.1523-536X.2011.00488.x)
- ❖ Li, Y.-M., Lai, C.-Y., & Chen, C.-W. (2011). Discovering influencers for marketing in the blogosphere. *Information Sciences*, 181(23), 5143-5157. doi: [10.1016/j.ins.2011.07.023](https://doi.org/10.1016/j.ins.2011.07.023)
- ❖ Micheaux, A. L. (2011). Managing e-mail advertising frequency from the consumer perspective. *Journal of Advertising*, 40(4), 45-65. doi: [10.2753/JOA0091-3367400404](https://doi.org/10.2753/JOA0091-3367400404)
- ❖ Olsan, T. H., Bianchi, C., White, P., Glessner, T., & Mapstone, P. L. (2011). Finding electronic information for health policy advocacy: A guide to improving search results. *Journal of the American Academy of Nurse Practitioners*, 23(12), 648-658. doi: [10.1111/j.1745-7599.2011.00670.x](https://doi.org/10.1111/j.1745-7599.2011.00670.x)
- ❖ Quinlisk, P., Jones, M. J., Bostick, N. A., Walsh, L. E., Curtiss, R., Walker, R., Mercer, S., & Subbarao, I. (2011). Results of rapid needs assessments in rural and urban Iowa following large-scale flooding events in 2008. *Disaster Medicine and Public Health Preparedness*, 5(4), 287-292. [PubMed](#)
- ❖ Rice, E., Lee, A., & Taitt, S. (2011). Cell phone use among homeless youth: Potential for new health interventions and research. *Journal of Urban Health-Bulletin of the New York Academy of Medicine*, 88(6), 1175-1182. doi: [10.1007/s11524-011-9624-z](https://doi.org/10.1007/s11524-011-9624-z)
- ❖ Sharkey, S., Jones, R., Smithson, J., Hewis, E., Emmens, T., Ford, T., & Owens, C. (2011). Ethical practice in internet research involving vulnerable people: Lessons from a self-harm discussion forum study (SharpTalk). *Journal of Medical Ethics*, 37(12), 752-758. doi: [10.1136/medethics-2011-100080](https://doi.org/10.1136/medethics-2011-100080)
- ❖ Teasdale, E., & Yardley, L. (2011). Understanding responses to government health recommendations: Public perceptions of government advice for managing the H1N1 (swine flu) influenza pandemic. *Patient Education and Counseling*, 85(3), 413-418. doi: [10.1016/j.pec.2010.12.026](https://doi.org/10.1016/j.pec.2010.12.026)
- ❖ Wanyonyi, K. L., Themessl-Huber, M., Humphris, G., & Freeman, R. (2011). A systematic review and meta-analysis of face-to-face communication of tailored health messages: Implications for practice. *Patient Education and Counseling*, 85(3), 348-355. doi: [10.1016/j.pec.2011.02.006](https://doi.org/10.1016/j.pec.2011.02.006)



- ❖ Zanjani, S. H. A., Diamond, W. D., & Chan, K. (2011). Does ad-context congruity help surfers and information seekers remember ads in cluttered e-magazines? *Journal of Advertising*, 40(4), 67-83. doi: [10.2753/JOA0091-3367400405](https://doi.org/10.2753/JOA0091-3367400405)

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