

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.

Articles of Interest

- ❖ Chen, A. T. (2012). Exploring online support spaces: Using cluster analysis to examine breast cancer, diabetes and fibromyalgia support groups. *Patient Education and Counseling*, 87(2), 250-257. doi: [10.1016/j.pec.2011.08.017](https://doi.org/10.1016/j.pec.2011.08.017)
- ❖ Choi, H., Yoon, H. J., Paek, H.-J., & Reid, L. N. (2012). 'Thinking and feeling' products and 'utilitarian and value-expressive' appeals in contemporary TV advertising: A content analytic test of functional matching and the FCB model. *Journal of Marketing Communications*, 18(2), 91-111. doi: [10.1080/13527266.2010.484581](https://doi.org/10.1080/13527266.2010.484581)
- ❖ Dobransky, K., & Hargittai, E. (2012). Inquiring minds acquiring wellness: Uses of online and offline sources for health information. *Health Communication*, 27(4), 331-343. doi: [10.1080/10410236.2011.585451](https://doi.org/10.1080/10410236.2011.585451)
- ❖ Dugas, M., Shorten, A., Dube, E., Wassef, M., Bujold, E., & Chaillet, N. (2012). Decision aid tools to support women's decision making in pregnancy and birth: A systematic review and meta-analysis. *Social Science & Medicine*, 74(12), 1968-1978. doi: [10.1016/j.socscimed.2012.01.041](https://doi.org/10.1016/j.socscimed.2012.01.041)
- ❖ Evans, R. E., Beeken, R. J., Steptoe, A., & Wardle, J. (2012). Cancer information and anxiety: Applying the Extended Parallel Process Model. *Journal of Health Psychology*, 17(4), 579-589. doi: [10.1177/1359105311421046](https://doi.org/10.1177/1359105311421046)
- ❖ Fernandez-Luque, L., Karlsen, R., & Melton, G. B. (2012). HealthTrust: A social network approach for retrieving online health videos. *Journal of Medical Internet Research*, 14(1). doi: [10.2196/jmir.1985](https://doi.org/10.2196/jmir.1985)



- ❖ Gaissmaier, W., Wegwarth, O., Skopec, D., Müller, A.-S., Broschinski, S., & Politi, M. C. (2012). Numbers can be worth a thousand pictures: Individual differences in understanding graphical and numerical representations of health-related information. *Health Psychology, 31*(3), 286-296. doi: [10.1037/a0024850](https://doi.org/10.1037/a0024850)
- ❖ Hampton, T. (2012). Media lab uses videos, comics, and more to help people understand health issues. *JAMA-Journal of the American Medical Association, 307*(16), 1679-1680. doi: [10.1001/jama.2012.507](https://doi.org/10.1001/jama.2012.507)
- ❖ Han, J. Y. (2012). A longitudinal study of use of an interactive health communication system. *Health Communication, 27*(4), 319-330. doi: [10.1080/10410236.2011.578334](https://doi.org/10.1080/10410236.2011.578334)
- ❖ Hoek, J., Gendall, P., Gifford, H., Pirikahu, G., McCool, J., Pene, G., . . . Thomson, G. (2012). Tobacco branding, plain packaging, pictorial warnings, and symbolic consumption. *Qualitative Health Research, 22*(5), 630-639. doi: [10.1177/1049732311431070](https://doi.org/10.1177/1049732311431070)
- ❖ Horvath, K. J., Danilenko, G. P., Williams, M. L., Simoni, J., Amico, K. R., Oakes, J. M., & Simon Rosser, B. R. (2012). Technology use and reasons to participate in social networking health websites among people living with HIV in the US. *AIDS and Behavior, 16*(4), 900-910. doi: [10.1007/s10461-012-0164-7](https://doi.org/10.1007/s10461-012-0164-7)
- ❖ Jaganath, D., Gill, H. K., Cohen, A. C., & Young, S. D. (2012). Harnessing Online Peer Education (HOPE): Integrating C-POL and social media to train peer leaders in HIV prevention. *AIDS Care, 24*(5), 593-600. doi: [10.1080/09540121.2011.630355](https://doi.org/10.1080/09540121.2011.630355)
- ❖ Lee, S., Elkasabi, M., & Streja, L. (2012). Increasing cell phone usage among Hispanics: Implications for telephone surveys. *American Journal of Public Health, 102*(6), e19-e24. doi: [10.2105/ajph.2012.300681](https://doi.org/10.2105/ajph.2012.300681)
- ❖ Metzler, C. W., Sanders, M. R., Rusby, J. C., & Crowley, R. N. (2012). Using consumer preference information to increase the reach and impact of media-based parenting interventions in a public health approach to parenting support. *Behavior Therapy, 43*(2), 257-270. doi: [10.1016/j.beth.2011.05.004](https://doi.org/10.1016/j.beth.2011.05.004)
- ❖ Pieters, R., & Wedel, M. (2012). Ad gist: Ad communication in a single eye fixation. *Marketing Science, 31*(1), 59-73. doi: [10.1287/mksc.1110.0673](https://doi.org/10.1287/mksc.1110.0673)
- ❖ Plant, A., Rotblatt, H., Montoya, J. A., Rudy, E. T., & Kerndt, P. R. (2012). Evaluation of inSPOTLA.org: An internet partner notification service. *Sexually Transmitted Diseases, 39*(5), 341-345. doi: [10.1097/OLQ.0b013e31824e5150](https://doi.org/10.1097/OLQ.0b013e31824e5150)
- ❖ Potter, S. J., & Stapleton, J. G. (2012). Translating sexual assault prevention from a college campus to a United States military installation: Piloting the know-your-power bystander social marketing campaign. *Journal of Interpersonal Violence, 27*(8), 1593-1621. doi: [10.1177/0886260511425795](https://doi.org/10.1177/0886260511425795)
- ❖ Seidenberg, A. B., Rodgers, E. J., Rees, V. W., & Connolly, G. N. (2012). Youth access, creation, and content of smokeless tobacco ("Dip") videos in social media. *Journal of Adolescent Health, 50*(4), 334-338. doi: [10.1016/j.jadohealth.2011.09.003](https://doi.org/10.1016/j.jadohealth.2011.09.003)
- ❖ Teixeira, T., Wedel, M., & Pieters, R. (2012). Emotion-induced engagement in internet video advertisements. *Journal of Marketing Research, 49*(2), 144-159. doi: [10.1509/jmr.10.0207](https://doi.org/10.1509/jmr.10.0207)



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