

Health Communication Science Digest

Office of the Associate Director for Communication

April 2013 -- Vol. 4, Issue 4e

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

- ❖ Bouman, M. P. A., Drossaert, C. H. C., & Pieterse, M. E. (2012). Mark my words: The design of an innovative methodology to detect and analyze interpersonal health conversations in web and social media. *Journal of Technology in Human Services*, 30(3-4), 312-326. doi: [10.1080/15228835.2012.743394](https://doi.org/10.1080/15228835.2012.743394)
- ❖ Bruns, A., & Stieglitz, S. (2012). Quantitative approaches to comparing communication patterns on Twitter. *Journal of Technology in Human Services*, 30(3-4), 160-185. doi: [10.1080/15228835.2012.744249](https://doi.org/10.1080/15228835.2012.744249)
- ❖ Comello, M. L. G. (2013). Comparing effects of “My Anti-Drug” and “Above the Influence” on campaign evaluations and marijuana-related perceptions. *Health Marketing Quarterly*, 30(1), 35-46. doi: [10.1080/07359683.2013.758014](https://doi.org/10.1080/07359683.2013.758014)
- ❖ Della, L. J., Griffin, D. B., Eroğlu, D., Bernhardt, J. M., & Wells, R. R. (2013). Is there health out there in the Afrosphere? An analysis of health-related content posted by black bloggers. *Health Marketing Quarterly*, 30(1), 1-18. doi: [10.1080/07359683.2013.758012](https://doi.org/10.1080/07359683.2013.758012)
- ❖ Field-Springer, K. (2013). Hospital publications: Is this my link to a healthier life? *Health Marketing Quarterly*, 30(1), 19-34. doi: [10.1080/07359683.2013.758013](https://doi.org/10.1080/07359683.2013.758013)
- ❖ Giglietto, F., Rossi, L., & Bennato, D. (2012). The open laboratory: Limits and possibilities of using Facebook, Twitter, and YouTube as a research data source. *Journal of Technology in Human Services*, 30(3-4), 145-159. doi: [10.1080/15228835.2012.743797](https://doi.org/10.1080/15228835.2012.743797)
- ❖ Helm, R., Möller, M., Mauroner, O., & Conrad, D. (2013). The effects of a lack of social recognition on online communication behavior. *Computers in Human Behavior*, 29(3), 1065-1077. doi: [10.1016/j.chb.2012.09.007](https://doi.org/10.1016/j.chb.2012.09.007)



- ❖ Junco, R. (2013). Comparing actual and self-reported measures of Facebook use. *Computers in Human Behavior*, 29(3), 626-631. doi: [10.1016/j.chb.2012.11.007](https://doi.org/10.1016/j.chb.2012.11.007)
- ❖ Jürgens, P. (2012). Communities of communication: Making sense of the “social” in social media. *Journal of Technology in Human Services*, 30(3-4), 186-203. doi: [10.1080/15228835.2012.746079](https://doi.org/10.1080/15228835.2012.746079)
- ❖ Kingdon, M. J., Storholm, E. D., Halkitis, P. N., Jones, D. C., Moeller, R. W., Siconolfi, D., & Solomon, T. M. (2013). Targeting HIV prevention messaging to a new generation of gay, bisexual, and other young men who have sex with men. *Journal of Health Communication*, 18(3), 325-342. doi: [10.1080/10810730.2012.727953](https://doi.org/10.1080/10810730.2012.727953)
- ❖ Lee, M. J., & Chen, Y.-C. (2012). Underage drinkers' responses to negative-restrictive versus proactive-nonrestrictive slogans in humorous anti-alcohol abuse messages: Are humorous responsible drinking campaign messages effective? *Journal of Health Communication*, 18(3), 354-368. doi: [10.1080/10810730.2012.727949](https://doi.org/10.1080/10810730.2012.727949)
- ❖ Lewis, M. A., Uhrig, J. D., Bann, C. M., Harris, J. L., Furberg, R. D., Coomes, C., & Kuhns, L. M. (2013). Tailored text messaging intervention for HIV adherence: A proof-of-concept study. *Health Psychology*, 32(3), 248-253. doi: [10.1037/a0028109](https://doi.org/10.1037/a0028109)
- ❖ Lindemann, D. F., & Harbke, C. R. (2013). Are written instructions enough? Efficacy of male condom packaging leaflets among college students. *Health Education Journal*, 72(2), 180-188. doi: [10.1177/0017896912437300](https://doi.org/10.1177/0017896912437300)
- ❖ Lünich, M., Rössler, P., & Hautzer, L. (2012). Social navigation on the internet: A framework for the analysis of communication processes. *Journal of Technology in Human Services*, 30(3-4), 232-249. doi: [10.1080/15228835.2012.744244](https://doi.org/10.1080/15228835.2012.744244)
- ❖ Nan, X., Briones, R., Shen, H., Jiang, H., & Zhang, A. (2013). A current appraisal of health- and nutrition-related claims in magazine food advertisements. *Journal of Health Communication*, 18(3), 263-277. doi: [10.1080/10810730.2012.727957](https://doi.org/10.1080/10810730.2012.727957)
- ❖ Neiger, B. L., Thackeray, R., Burton, S. H., Giraud-Carrier, C. G., & Fagen, M. C. (2013). Evaluating social media's capacity to develop engaged audiences in health promotion settings: Use of Twitter metrics as a case study. *Health Promotion Practice*, 14(2), 157-162. doi: [10.1177/1524839912469378](https://doi.org/10.1177/1524839912469378)
- ❖ Parvanta, C., Roth, Y., & Keller, H. (2013). Crowdsourcing 101: A few basics to make you the leader of the pack. *Health Promotion Practice*, 14(2), 163-167. doi: [10.1177/1524839912470654](https://doi.org/10.1177/1524839912470654)
- ❖ Soto Mas, F., Mein, E., Fuentes, B., Thatcher, B., & Balcázar, H. (2013). Integrating health literacy and ESL: An interdisciplinary curriculum for Hispanic immigrants. *Health Promotion Practice*, 14(2), 263-273. doi: [10.1177/1524839912452736](https://doi.org/10.1177/1524839912452736)
- ❖ Spence, P. R., Lachlan, K. A., Spates, S. A., & Lin, X. (2013). Intercultural differences in responses to health messages on social media from spokespersons with varying levels of ethnic identity. *Computers in Human Behavior*, 29(3), 1255-1259. doi: [10.1016/j.chb.2012.12.013](https://doi.org/10.1016/j.chb.2012.12.013)
- ❖ Taha, S. A., Matheson, K., & Anisman, H. (2013). The 2009 H1N1 influenza pandemic: The role of threat, coping, and media trust on vaccination intentions in Canada. *Journal of Health Communication*, 18(3), 278-290. doi: [10.1080/10810730.2012.727960](https://doi.org/10.1080/10810730.2012.727960)



- ❖ Tanes, Z., & Cho, H. (2013). Goal setting outcomes: Examining the role of goal interaction in influencing the experience and learning outcomes of video game play for earthquake preparedness. *Computers in Human Behavior*, 29(3), 858-869. doi: [10.1016/j.chb.2012.11.003](https://doi.org/10.1016/j.chb.2012.11.003)
- ❖ White, K., & Simpson, B. (2012). When do (and don't) normative appeals influence sustainable consumer behaviors? *Journal of Marketing*, 77(2), 78-95. doi: [10.1509/jm.11.0278](https://doi.org/10.1509/jm.11.0278)

DISCLAIMER: *Articles listed in the Health Communication Science Digest (HCSD) are selected by Office of the Associate Director for Communication (OADC) staff to provide current awareness of the public health communication literature. An article's inclusion does not necessarily represent the views of the Centers for Disease Control and Prevention nor does it imply endorsement of the article's methods or findings. OADC, CDC, and DHHS assume no responsibility for the factual accuracy of the items presented. The selection, omission, or content of items does not imply any endorsement or other position taken by OADC, CDC, or DHHS. Opinions, findings and conclusions expressed by the original authors of items included in the HCSD, or persons quoted therein, are strictly their own and are in no way meant to represent the opinion or views of OADC, CDC, or DHHS. References to publications, news sources, and non-CDC Websites are provided solely for informational purposes and do not imply endorsement by OADC, CDC, or DHHS.*

