

Health Communication Science Digest

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To enhance awareness of emerging health communication and marketing scientific knowledge, the Office of Communication Science 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

- ❖ Ajie, W. N., & Chapman-Novakofski, K. M. (2014). Impact of computer-mediated, obesity-related nutrition education interventions for adolescents: A systematic review. *Journal of Adolescent Health, 54*(6), 631-645. doi: [10.1016/j.jadohealth.2013.12.019](https://doi.org/10.1016/j.jadohealth.2013.12.019)
- ❖ Barasch, A., & Berger, J. (2014). Broadcasting and narrowcasting: How audience size affects what people share. *Journal of Marketing Research, 51*(3), 286-299. doi: [10.1509/jmr.13.0238](https://doi.org/10.1509/jmr.13.0238)
- ❖ Bart, Y., Stephen, A. T., & Sarvary, M. (2014). Which products are best suited to mobile advertising? A field study of mobile display advertising effects on consumer attitudes and intentions. *Journal of Marketing Research, 51*(3), 270-285. doi: [10.1509/jmr.13.0503](https://doi.org/10.1509/jmr.13.0503)
- ❖ Bassett-Gunter, R. L., Latimer-Cheung, A. E., Martin Ginis, K. A., & Castelhana, M. (2014). I spy with my little eye: Cognitive processing of framed physical activity messages. *Journal of Health Communication, 19*(6), 676-691. doi: [10.1080/10810730.2013.837553](https://doi.org/10.1080/10810730.2013.837553)
- ❖ Chang, C. (2014). The influence of ambivalence toward a communication source: Media context priming and persuasion polarization. *Communication Research, 41*(6), 783-808. doi: [10.1177/0093650213495408](https://doi.org/10.1177/0093650213495408)
- ❖ Cummings, L. (2014). The “trust” heuristic: Arguments from authority in public health. *Health Communication, 29*(10), 1043-1056. doi: [10.1080/10410236.2013.831685](https://doi.org/10.1080/10410236.2013.831685)
- ❖ Dooley, J. A., Jones, S. C., & Iverson, D. (2014). Using Web 2.0 for health promotion and social marketing efforts: Lessons learned from Web 2.0 experts. *Health Marketing Quarterly, 31*(2), 178-196. doi: [10.1080/07359683.2014.907204](https://doi.org/10.1080/07359683.2014.907204)
- ❖ Evans, W. D., Holtz, K., White, T., & Snider, J. (2014). Effects of the above the influence brand on adolescent drug use prevention normative beliefs. *Journal of Health Communication, 19*(6), 721-737. doi: [10.1080/10810730.2013.837559](https://doi.org/10.1080/10810730.2013.837559)



- ❖ Farrell, M. M., La Porta, M., Gallagher, A., Vinson, C., & Bernal, S. B. (2014). Research to reality: Moving evidence into practice through an online community of practice. *Preventing Chronic Disease, 11*, E78. doi: [10.5888/pcd11.130272](https://doi.org/10.5888/pcd11.130272)
- ❖ Fogel, J., & Teichman, C. (2014). Variables associated with seeking information from doctors and the internet after exposure to direct-to-consumer advertisements for prescription medications. *Health Marketing Quarterly, 31*(2), 150-166. doi: [10.1080/07359683.2014.907125](https://doi.org/10.1080/07359683.2014.907125)
- ❖ Garnett, B. R., Buelow, R., Franko, D. L., Becker, C., Rodgers, R. F., & Austin, S. B. (2014). The importance of campaign saliency as a predictor of attitude and behavior change: A pilot evaluation of social marketing campaign Fat Talk Free Week. *Health Communication, 29*(10), 984-995. doi: [10.1080/10410236.2013.827613](https://doi.org/10.1080/10410236.2013.827613)
- ❖ Guo, Y., Logan, H. L., Dodd, V. J., Muller, K. E., Marks, J. G., & Riley, J. L. (2014). Health literacy: A pathway to better oral health. *American Journal of Public Health, 104*(7), e85-e91. doi: [10.2105/AJPH.2014.301930](https://doi.org/10.2105/AJPH.2014.301930)
- ❖ Harris, J. K., Moreland-Russell, S., Tabak, R. G., Ruhr, L. R., & Maier, R. C. (2014). Communication about childhood obesity on Twitter. *American Journal of Public Health, 104*(7), e62-e69. doi: [10.2105/AJPH.2013.301860](https://doi.org/10.2105/AJPH.2013.301860)
- ❖ Kam, J. A., Potocki, B., & Hecht, M. L. (2014). Encouraging Mexican-heritage youth to intervene when friends drink: The role of targeted parent-child communication against alcohol. *Communication Research, 41*(5), 644-664. doi: [10.1177/0093650212446621](https://doi.org/10.1177/0093650212446621)
- ❖ Kim, S. J., & Niederdeppe, J. (2014). Emotional expressions in antismoking television advertisements: Consequences of anger and sadness framing on pathways to persuasion. *Journal of Health Communication, 19*(6), 692-709. doi: [10.1080/10810730.2013.837550](https://doi.org/10.1080/10810730.2013.837550)
- ❖ Mandl, K. D., McNabb, M., Marks, N., Weitzman, E. R., Kelemen, S., Eggleston, E. M., & Quinn, M. (2014). Participatory surveillance of diabetes device safety: A social media-based complement to traditional FDA reporting. *Journal of the American Medical Informatics Association, 21*(4), 687-691. doi: [10.1136/amiajnl-2013-002127](https://doi.org/10.1136/amiajnl-2013-002127)
- ❖ Mojica, C. M., Parra-Medina, D., Yin, Z., Akopian, D., & Esparza, L. A. (2014). Assessing media access and use among Latina adolescents to inform development of a physical activity promotion intervention incorporating text messaging. *Health Promotion Practice, 15*(4), 548-555. doi: [10.1177/1524839913514441](https://doi.org/10.1177/1524839913514441)
- ❖ Moran, M. B., & Sussman, S. (2014). Translating the link between social identity and health behavior into effective health communication strategies: An experimental application using antismoking advertisements. *Health Communication, 29*(10), 1057-1066. doi: [10.1080/10410236.2013.832830](https://doi.org/10.1080/10410236.2013.832830)
- ❖ Ranney, M. L., Choo, E. K., Cunningham, R. M., Spirito, A., Thorsen, M., Mello, M. J., & Morrow, K. (2014). Acceptability, language, and structure of text message-based behavioral interventions for high-risk adolescent females: A qualitative study. *Journal of Adolescent Health, 55*(1), 33-40. doi: [10.1016/j.jadohealth.2013.12.017](https://doi.org/10.1016/j.jadohealth.2013.12.017)
- ❖ Sanders-Jackson, A. (2014). Rated measures of narrative structure for written smoking-cessation texts. *Health Communication, 29*(10), 1009-1019. doi: [10.1080/10410236.2013.830205](https://doi.org/10.1080/10410236.2013.830205)



- ❖ Tian, Y., & Robinson, J. D. (2014). Media complementarity and health information seeking in Puerto Rico. *Journal of Health Communication, 19*(6), 710-720. doi: [10.1080/10810730.2013.821558](https://doi.org/10.1080/10810730.2013.821558)
- ❖ Wei, M.-H. (2014). The associations between health literacy, reasons for seeking health information, and information sources utilized by Taiwanese adults. *Health Education Journal, 73*(4), 423-434. doi: [10.1177/0017896912471523](https://doi.org/10.1177/0017896912471523)

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