

# 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](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Abel, M. L., Lee, K., Loglisci, R., Righter, A., Hipper, T. J., & Cheskin, L. J. (2015). Consumer understanding of calorie labeling: A healthy Monday e-mail and text message intervention. *Health Promotion Practice, 16*(2), 236-243. doi: [10.1177/1524839914543105](https://doi.org/10.1177/1524839914543105)
- ❖ Carroll, L. N., Smith, S. A., & Thomson, N. R. (2015). Parents as Teachers Health Literacy Demonstration project: Integrating an empowerment model of health literacy promotion into home-based parent education. *Health Promotion Practice, 16*(2), 282-290. doi: [10.1177/1524839914538968](https://doi.org/10.1177/1524839914538968)
- ❖ Clarke, C. E., Dixon, G. N., Holton, A., & McKeever, B. W. (2014). Including “evidentiary balance” in news media coverage of vaccine risk. *Health Communication, 30*(5), 461-472. doi: [10.1080/10410236.2013.867006](https://doi.org/10.1080/10410236.2013.867006)
- ❖ Eichstaedt, J. C., Schwartz, H. A., Kern, M. L., Park, G., Labarthe, D. R., Merchant, R. M., . . . Seligman, M. E. P. (2015). Psychological language on Twitter predicts county-level heart disease mortality. *Psychological Science*. doi: [10.1177/0956797614557867](https://doi.org/10.1177/0956797614557867)
- ❖ Fransen, M. L., Verlegh, P. W. J., Kirmani, A., & Smit, E. G. (2015). A typology of consumer strategies for resisting advertising, and a review of mechanisms for countering them. *International Journal of Advertising, 34*(1), 6-16. doi: [10.1080/02650487.2014.995284](https://doi.org/10.1080/02650487.2014.995284)
- ❖ Guenther, L., Froehlich, K., & Ruhrmann, G. (2015). (Un)Certainty in the news: Journalists’ decisions on communicating the scientific evidence of nanotechnology. *Journalism & Mass Communication Quarterly, 92*(1), 199-220. doi: [10.1177/1077699014559500](https://doi.org/10.1177/1077699014559500)



- ❖ Hornik, J., Shaanan Satchi, R., Cesareo, L., & Pastore, A. (2015). Information dissemination via electronic word-of-mouth: Good news travels fast, bad news travels faster! *Computers in Human Behavior*, 45(0), 273-280. doi: [10.1016/j.chb.2014.11.008](https://doi.org/10.1016/j.chb.2014.11.008)
- ❖ Jin, S. V., Phua, J., & Lee, K. M. (2015). Telling stories about breastfeeding through Facebook: The impact of user-generated content (UGC) on pro-breastfeeding attitudes. *Computers in Human Behavior*, 46(0), 6-17. doi: [10.1016/j.chb.2014.12.046](https://doi.org/10.1016/j.chb.2014.12.046)
- ❖ Kegler, M. C., Bundy, L., Haardörfer, R., Escoffery, C., Berg, C., Yembra, D., . . . Burnham, D. (2015). A minimal intervention to promote smoke-free homes among 2-1-1 callers: A randomized controlled trial. *American Journal of Public Health*, 105(3), 530-537. doi: [10.2105/AJPH.2014.302260](https://doi.org/10.2105/AJPH.2014.302260)
- ❖ Li, C., & Tsai, W.-H. S. (2015). Social media usage and acculturation: A test with Hispanics in the U.S. *Computers in Human Behavior*, 45(0), 204-212. doi: [10.1016/j.chb.2014.12.018](https://doi.org/10.1016/j.chb.2014.12.018)
- ❖ Ludolph, R., & Schulz, P. J. (2015). Does regulatory fit lead to more effective health communication? A systematic review. *Social Science & Medicine*, 128(0), 142-150. doi: [10.1016/j.socscimed.2015.01.021](https://doi.org/10.1016/j.socscimed.2015.01.021)
- ❖ Luo, J., Cong, Z., & Liang, D. (2015). Number of warning information sources and decision making during tornadoes. *American Journal of Preventive Medicine*, 48(3), 334-337. doi: [10.1016/j.amepre.2014.09.007](https://doi.org/10.1016/j.amepre.2014.09.007)
- ❖ Malinen, S. (2015). Understanding user participation in online communities: A systematic literature review of empirical studies. *Computers in Human Behavior*, 46(0), 228-238. doi: [10.1016/j.chb.2015.01.004](https://doi.org/10.1016/j.chb.2015.01.004)
- ❖ Manierre, M. J. (2015). Gaps in knowledge: Tracking and explaining gender differences in health information seeking. *Social Science & Medicine*, 128(0), 151-158. doi: [10.1016/j.socscimed.2015.01.028](https://doi.org/10.1016/j.socscimed.2015.01.028)
- ❖ Moran, M. B., & Sussman, S. (2014). Changing attitudes toward smoking and smoking susceptibility through peer crowd targeting: More evidence from a controlled study. *Health Communication*, 30(5), 521-524. doi: [10.1080/10410236.2014.902008](https://doi.org/10.1080/10410236.2014.902008)
- ❖ Richards, A. S., & Banas, J. A. (2014). Inoculating against reactance to persuasive health messages. *Health Communication*, 30(5), 451-460. doi: [10.1080/10410236.2013.867005](https://doi.org/10.1080/10410236.2013.867005)
- ❖ Rudat, A., & Buder, J. (2015). Making retweeting social: The influence of content and context information on sharing news in Twitter. *Computers in Human Behavior*, 46(0), 75-84. doi: [10.1016/j.chb.2015.01.005](https://doi.org/10.1016/j.chb.2015.01.005)
- ❖ Seymour, B., Getman, R., Saraf, A., Zhang, L. H., & Kalenderian, E. (2015). When advocacy obscures accuracy online: Digital pandemics of public health misinformation through an antifluoride case study. *American Journal of Public Health*, 105(3), 517-523. doi: [10.2105/AJPH.2014.302437](https://doi.org/10.2105/AJPH.2014.302437)
- ❖ Stavrositu, C. D., & Kim, J. (2014). All blogs are not created equal: The role of narrative formats and user-generated comments in health prevention. *Health Communication*, 30(5), 485-495. doi: [10.1080/10410236.2013.867296](https://doi.org/10.1080/10410236.2013.867296)



- ❖ Stok, F. M., de Vet, E., de Wit, J. B. F., Renner, B., & de Ridder, D. T. D. (2015). Communicating eating-related rules. Suggestions are more effective than restrictions. *Appetite*, 86, 45-53. doi: [10.1016/j.appet.2014.09.010](https://doi.org/10.1016/j.appet.2014.09.010)
- ❖ Xu, X., Alexander Jr, R. L., Simpson, S. A., Goates, S., Nonnemaker, J. M., Davis, K. C., & McAfee, T. (2015). A cost-effectiveness analysis of the first federally funded antismoking campaign. *American Journal of Preventive Medicine*, 48(3), 318-325. doi: [10.1016/j.amepre.2014.10.011](https://doi.org/10.1016/j.amepre.2014.10.011)
- ❖ Yang, F., Salmon, C. T., Pang, J. S., & Cheng, W. J. (2015). Media exposure and smoking intention in adolescents: A moderated mediation analysis from a cultivation perspective. *Journal of Health Psychology*, 20(2), 188-197. doi: [10.1177/1359105313501533](https://doi.org/10.1177/1359105313501533)

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