

# Health Communication Science Digest

Office of the Associate Director for Communication

July 2015 -- Vol. 6, Issue 7e

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

- ❖ Chittaro, L., & Sioni, R. (2015). Serious games for emergency preparedness: Evaluation of an interactive vs. a non-interactive simulation of a terror attack. *Computers in Human Behavior*, 50(0), 508-519. doi: [10.1016/j.chb.2015.03.074](https://doi.org/10.1016/j.chb.2015.03.074)
- ❖ Cho, M. K., & Sillars, A. (2015). Face threat and facework strategies when family (health) secrets are revealed: A comparison of South Korea and the United States. *Journal of Communication*, 65(3), 535-557. doi: [10.1111/jcom.12161](https://doi.org/10.1111/jcom.12161)
- ❖ Dobbinson, S. J., Volkov, A., & Wakefield, M. A. (2015). Continued impact of SunSmart advertising on youth and adults' behaviors. *American Journal of Preventive Medicine*, 49(1), 20-28. doi: [10.1016/j.amepre.2015.01.011](https://doi.org/10.1016/j.amepre.2015.01.011)
- ❖ Elgesem, D., Steskal, L., & Diakopoulos, N. (2015). Structure and content of the discourse on climate change in the blogosphere: The big picture. *Environmental Communication*, 9(2), 169-188. doi: [10.1080/17524032.2014.983536](https://doi.org/10.1080/17524032.2014.983536)
- ❖ Glanz, K., Escoffery, C., Elliott, T., & Nehl, E. J. (2015). Randomized trial of two dissemination strategies for a skin cancer prevention program in aquatic settings. *American Journal of Public Health*, 105(7), 1415-1423. doi: [10.2105/AJPH.2014.302224](https://doi.org/10.2105/AJPH.2014.302224)
- ❖ Graham, M. W., Avery, E. J., & Park, S. (2015). The role of social media in local government crisis communications. *Public Relations Review*, 41(3), 386-394. doi: [10.1016/j.pubrev.2015.02.001](https://doi.org/10.1016/j.pubrev.2015.02.001)
- ❖ Gurman, T. A., & Ellenberger, N. (2015). Reaching the global community during disasters: Findings from a content analysis of the organizational use of Twitter after the 2010 Haiti earthquake. *Journal of Health Communication*, 20(6), 687-696. doi: [10.1080/10810730.2015.1018566](https://doi.org/10.1080/10810730.2015.1018566)



- ❖ Harrison, K., Peralta, M., & Team, S. K. (2015). Parent and child media exposure, preschooler dietary intake, and preschooler healthy-meal schemas in the context of food insecurity. *Journal of Communication*, 65(3), 443-464. doi: [10.1111/jcom.12153](https://doi.org/10.1111/jcom.12153)
- ❖ Jerant, A., To, P., & Franks, P. (2015). The effects of tailoring knowledge acquisition on colorectal cancer screening self-efficacy. *Journal of Health Communication*, 20(6), 697-709. doi: [10.1080/10810730.2015.1018562](https://doi.org/10.1080/10810730.2015.1018562)
- ❖ Kang, J., & Lin, C. A. (2015). Effects of message framing and visual-fear appeals on smoker responses to antismoking ads. *Journal of Health Communication*, 20(6), 647-655. doi: [10.1080/10810730.2015.1012242](https://doi.org/10.1080/10810730.2015.1012242)
- ❖ Kim, H. S. (2015). Attracting views and going viral: How message features and news-sharing channels affect health news diffusion. *Journal of Communication*, 65(3), 512-534. doi: [10.1111/jcom.12160](https://doi.org/10.1111/jcom.12160)
- ❖ Krishen, A. S., & Bui, M. (2015). Fear advertisements: Influencing consumers to make better health decisions. *International Journal of Advertising*, 34(3), 533-548. doi: [10.1080/02650487.2014.996278](https://doi.org/10.1080/02650487.2014.996278)
- ❖ Lee, C.-j., & Kam, J. A. (2015). Why does social capital matter in health communication campaigns? *Communication Research*, 42(4), 459-481. doi: [10.1177/0093650214534968](https://doi.org/10.1177/0093650214534968)
- ❖ Newell, R., & Dale, A. (2015). Meeting the Climate Change Challenge (MC3): The role of the internet in climate change research dissemination and knowledge mobilization. *Environmental Communication*, 9(2), 208-227. doi: [10.1080/17524032.2014.993412](https://doi.org/10.1080/17524032.2014.993412)
- ❖ Niederhauser, V., Johnson, M., & Tavakoli, A. S. (2015). Vaccines4Kids: Assessing the impact of text message reminders on immunization rates in infants. *Vaccine*, 33(26), 2984-2989. doi: [10.1016/j.vaccine.2015.04.069](https://doi.org/10.1016/j.vaccine.2015.04.069)
- ❖ Pan, P.-L., & Meng, J. (2015). The evaluations of swine flu magnitudes in TV news: A comparative analysis of paired influenza pandemics. *Health Marketing Quarterly*, 32(2), 129-147. doi: [10.1080/07359683.2015.1033930](https://doi.org/10.1080/07359683.2015.1033930)
- ❖ Ruiz, J. B., & Barnett, G. A. (2015). Exploring the presentation of HPV information online: A semantic network analysis of websites. *Vaccine*, 33(29), 3354-3359. doi: [10.1016/j.vaccine.2015.05.017](https://doi.org/10.1016/j.vaccine.2015.05.017)
- ❖ Sar, S., & Anghelcev, G. (2015). Congruity between mood and message regulatory focus enhances the effectiveness of anti drinking and driving advertisements: A global versus local processing explanation. *International Journal of Advertising*, 34(3), 421-446. doi: [10.1080/02650487.2014.996198](https://doi.org/10.1080/02650487.2014.996198)
- ❖ Shen, L., & Mercer Kollar, L. M. (2015). Testing moderators of message framing effect: A motivational approach. *Communication Research*, 42(5), 626-648. doi: [10.1177/0093650213493924](https://doi.org/10.1177/0093650213493924)
- ❖ Silva, C., Fassnacht, D. B., Ali, K., Gonçalves, S., Conceição, E., Vaz, A., . . . Machado, P. P. (2015). Promoting health behaviour in Portuguese children via Short Message Service: The efficacy of a text-messaging programme. *Journal of Health Psychology*, 20(6), 806-815. doi: [10.1177/1359105315577301](https://doi.org/10.1177/1359105315577301)



- ❖ Smith, S. G., Curtis, L. M., O’Conor, R., Federman, A. D., & Wolf, M. S. (2015). ABCs or 123s? The independent contributions of literacy and numeracy skills on health task performance among older adults. *Patient Education and Counseling*, 98(8), 991-997. doi: [10.1016/j.pec.2015.04.007](https://doi.org/10.1016/j.pec.2015.04.007)
- ❖ Wilkin, H. A., Katz, V. S., Ball-Rokeach, S. J., & Hether, H. J. (2015). Communication resources for obesity prevention among African American and Latino residents in an urban neighborhood. *Journal of Health Communication*, 20(6), 710-719. doi: [10.1080/10810730.2015.1018559](https://doi.org/10.1080/10810730.2015.1018559)

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