

Health Communication Science Digest

Office of the Associate Director for Communication

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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

- ❖ Cole, G. E., Keller, P. A., Reynolds, J., Schaur, M., & Krause, D. (2016). CDC MessageWorks: Designing and Validating a Social Marketing Tool to Craft and Defend Effective Messages. *Soc Mar Q*, 22(1), 3-18. doi:[10.1177/1524500415614817](https://doi.org/10.1177/1524500415614817)
- ❖ Feinberg, I., Frijters, J., Johnson-Lawrence, V., Greenberg, D., Nightingale, E., & Moodie, C. (2016). Examining Associations between Health Information Seeking Behavior and Adult Education Status in the U.S.: An Analysis of the 2012 PIAAC Data. *PLoS One*, 11(2), e0148751. doi:[10.1371/journal.pone.0148751](https://doi.org/10.1371/journal.pone.0148751)
- ❖ Hoek, J., Gendall, P., Eckert, C., Rolls, K., & Louviere, J. (2016). A comparison of on-pack Quitline information formats. *Tob Control*, 25(2), 211-217. doi:[10.1136/tobaccocontrol-2014-051820](https://doi.org/10.1136/tobaccocontrol-2014-051820)
- ❖ Igartua, J. J., & Vega Casanova, J. (2016). Identification With Characters, Elaboration, and Counterarguing in Entertainment-Education Interventions Through Audiovisual Fiction. *J Health Commun*, 21(3), 293-300. doi:[10.1080/10810730.2015.1064494](https://doi.org/10.1080/10810730.2015.1064494)
- ❖ Jensen, J. D., Liu, M., Carcioppolo, N., John, K. K., Krakow, M., & Sun, Y. (2016). Health information seeking and scanning among US adults aged 50-75 years: Testing a key postulate of the information overload model. *Health Informatics J*. doi: [10.1177/1460458215627290](https://doi.org/10.1177/1460458215627290)
- ❖ Kaye, S. A., White, M. J., & Lewis, I. (2016). The use of neurocognitive methods in assessing health communication messages: A systematic review. *J Health Psychol*. doi:[10.1177/1359105316630138](https://doi.org/10.1177/1359105316630138)
- ❖ Kelly, B. J., & Hornik, R. C. (2016). Effects of Framing Health Messages in Terms of Benefits to Loved Ones or Others: An Experimental Study. *Health Commun*, 1-7. doi:[10.1080/10410236.2015.1062976](https://doi.org/10.1080/10410236.2015.1062976)
- ❖ Kim, M., Shi, R., & Cappella, J. N. (2016). Effect of Character-Audience Similarity on the Perceived Effectiveness of Antismoking PSAs via Engagement. *Health Commun*, 1-12. doi:[10.1080/10410236.2015.1048421](https://doi.org/10.1080/10410236.2015.1048421)



- ❖ Kim, Y., Huang, J., & Emery, S. (2016). Garbage in, Garbage Out: Data Collection, Quality Assessment and Reporting Standards for Social Media Data Use in Health Research, Infodemiology and Digital Disease Detection. *J Med Internet Res*, 18(2), e41. doi:[10.2196/jmir.4738](https://doi.org/10.2196/jmir.4738)
- ❖ Livingood, W. C., Jr., Allegrante, J. P., & Green, L. W. (2016). Culture Change From Tobacco Accommodation to Intolerance: Time to Connect the Dots. *Health Educ Behav*. doi:[10.1177/1090198115626914](https://doi.org/10.1177/1090198115626914)
- ❖ Matsuoka, S., Kato, N., Kayane, T., Yamada, M., Koizumi, M., Ikegame, T., & Tsuchihashi-Makaya, M. (2016). Development and Validation of a Heart Failure-Specific Health Literacy Scale. *J Cardiovasc Nurs*, 31(2), 131-139. doi: [10.1097/jcn.0000000000000226](https://doi.org/10.1097/jcn.0000000000000226)
- ❖ McNeill, A., Harris, P. R., & Briggs, P. (2016). Twitter Influence on UK Vaccination and Antiviral Uptake during the 2009 H1N1 Pandemic. *Front Public Health*, 4, 26. doi:[10.3389/fpubh.2016.00026](https://doi.org/10.3389/fpubh.2016.00026)
- ❖ Nabi, R. L., & Prestin, A. (2016). Unrealistic hope and unnecessary fear: Exploring how sensationalistic news stories influence health behavior motivation. *Health Commun*, 1-12. doi:[10.1080/10410236.2015.1045237](https://doi.org/10.1080/10410236.2015.1045237)
- ❖ Oh, Y. S., & Song, N. K. (2016). Investigating Relationships Between Health-Related Problems and Online Health Information Seeking. *Comput Inform Nurs*. Doi: [10.1097/cin.0000000000000234](https://doi.org/10.1097/cin.0000000000000234)
- ❖ Parmer, J., Baur, C., Eroglu, D., Lubell, K., Prue, C., Reynolds, B., & Weaver, J. (2016). Crisis and Emergency Risk Messaging in Mass Media News Stories: Is the Public Getting the Information They Need to Protect Their Health? *Health Commun*, 1-8. doi:[10.1080/10410236.2015.1049728](https://doi.org/10.1080/10410236.2015.1049728)
- ❖ Poureslami, I., Nimmon, L., Rootman, I., & Fitzgerald, M. J. (2016). Health literacy and chronic disease management: drawing from expert knowledge to set an agenda. *Health Promot Int*. doi:[10.1093/heapro/daw003](https://doi.org/10.1093/heapro/daw003)
- ❖ Shafer, P. R., Davis, K. C., Patel, D., Rodes, R., & Beistle, D. (2016). Association Between Media Dose, Ad Tagging, and Changes in Web Traffic for a National Tobacco Education Campaign: A Market-Level Longitudinal Study. *J Med Internet Res*, 18(2), e39. doi:[10.2196/jmir.5343](https://doi.org/10.2196/jmir.5343)
- ❖ Strekalova, Y. A. (2016). Emergent health risks and audience information engagement on social media. *Am J Infect Control*, 44(3), 363-365. doi:[10.1016/j.ajic.2015.09.024](https://doi.org/10.1016/j.ajic.2015.09.024)
- ❖ Vos, S. C., & Buckner, M. M. (2016). Social Media Messages in an Emerging Health Crisis: Tweeting Bird Flu. *J Health Commun*, 21(3), 301-308. doi:[10.1080/10810730.2015.1064495](https://doi.org/10.1080/10810730.2015.1064495)

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