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- McNeil, K., Brna, P. M., & Gordon, K. E. (2012). Epilepsy in the Twitter era: A need to re-tweet the way we think about seizures. Epilepsy & Behavior, 23(2), 127-130. 10.1016/j.yebeh.2011.11.007


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- Cohen, R. A., & Adames, P. F. (2012). QuickStats: Use of Health Information Technology Among Adults Aged ≥18 Years — National Health Interview Survey (NHIS), United States, 2009 and 2011. *Morbidity and Mortality Weekly Report (MMWR)*. 61(32), 638. Available from [http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6132a9.htm?__cid=mm6132a9_e%0d%0a](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6132a9.htm?_cid=mm6132a9_e%0d%0a)


D.C. Health Communication (DCHC) Conference

The 2nd biennial D.C. Health Communication Conference (DCHC) will be held from March 28th to the 30th at the George Mason Inn and Conference Center, located on the George Mason University campus in Fairfax, VA. More information is available from http://chrc.gmu.edu/DCHC.html.

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Cases in Public Health Communication & Marketing -- Call for Submissions

*Cases in Public Health Communication & Marketing (CPHCM)*, a peer-reviewed journal of The George Washington University School of Public Health and Health Services, is seeking manuscript submissions for Volume 7 (Summer 2013). More information is available from [http://sphhs.gwu.edu/departments/pch/phcm/casesjournal/index.cfm](http://sphhs.gwu.edu/departments/pch/phcm/casesjournal/index.cfm).

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Abstract Submission: Saturday, December 14, 2013
Donohew Health Communication Scholar Award Nominations: Friday, January 24, 2014
Student and Early Career Scholar Top Paper Submission: Friday, February 14, 2014
Hyatt Hotel Reservations: Monday, March 10, 2014

Information and Registration at http://comm.uky.edu/kchc

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Niederdeppe, J., Roh, S., Shapiro, M. A., & Kim, H. K. (2013). Effects of messages emphasizing environmental determinants of obesity on intentions to engage in diet and exercise behaviors. Preventing Chronic Disease, 10, E209. doi: 10.5888/pcd10.130163


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Mead, E. L., Rimal, R. N., Ferrence, R., & Cohen, J. E. (2014). Understanding the sources of normative influence on behavior: The example of tobacco. *Social Science & Medicine, 115*(0), 139-143. doi: [10.1016/j.socscimed.2014.05.030](http://dx.doi.org/10.1016/j.socscimed.2014.05.030)


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McKinley, C. J., & Wright, P. J. (2014). Informational social support and online health information seeking: Examining the association between factors contributing to healthy eating behavior. *Computers in Human Behavior, 37*(0), 107-116. doi: 10.1016/j.chb.2014.04.023


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**Other Informative Reports**

**“Connected Consumers”**

The stereotypical early adopter of digital technology – young, single white male – is being tapped by other consumer groups in the mobile shopping space, according to a recent study by the Integer Group and M/A/R/C Research. While 13% of Caucasians use their mobile phones to conduct
price comparisons, 20% of Hispanics use their mobile devices to price shop. Moreover, while 13% of Caucasians read product reviews on their mobile phones, 21% of African-Americans do such research on the go.

When it comes to actually clicking “buy,” 10% of Caucasians have given mobile shopping a try, while 16% of Hispanics and 18% of African-Americans are making purchases via their mobile devices.

*From Marketing News (7-31-12; Vol. 46, No. 9)*