

Health Communication Science Digest

Office of the Associate Director for Communication

June 2016 -- Vol. 7, Issue 6e

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

- ❖ Bass, S. B., Gordon, T. F., Gordon, R., & Parvanta, C. (2016). Using eye tracking and gaze pattern analysis to test a "dirty bomb" decision aid in a pilot RCT in urban adults with limited literacy. *BMC Med Inform Decis Mak*, 16(1), 67. doi:[10.1186/s12911-016-0304-5](https://doi.org/10.1186/s12911-016-0304-5)
- ❖ Bigsby, E., Monahan, J. L., & Ewoldsen, D. R. (2016). An Examination of Adolescent Recall of Anti-Smoking Messages: Attitudes, Message Type, and Message Perceptions. *Health Commun*, 1-11. doi:[10.1080/10410236.2016.1138390](https://doi.org/10.1080/10410236.2016.1138390)
- ❖ Broniatowski, D. A., Hilyard, K. M., & Dredze, M. (2016). Effective vaccine communication during the disneyland measles outbreak. *Vaccine*, 34(28), 3225-3228. doi:[10.1016/j.vaccine.2016.04.044](https://doi.org/10.1016/j.vaccine.2016.04.044)
- ❖ Churchill, S., Pavey, L., Jessop, D., & Sparks, P. (2016). Persuading People to Drink Less Alcohol: The Role of Message Framing, Temporal Focus and Autonomy. *Alcohol Alcohol*. doi:[10.1093/alcalc/agw033](https://doi.org/10.1093/alcalc/agw033)
- ❖ Cutrona, S. L., Mazor, K. M., Agunwamba, A. A., Valluri, S., Wilson, P. M., Sadasivam, R. S., & Finney Rutten, L. J. (2016). Health Information Brokers in the General Population: An Analysis of the Health Information National Trends Survey 2013-2014. *J Med Internet Res*, 18(6), e123. doi:[10.2196/jmir.5447](https://doi.org/10.2196/jmir.5447)
- ❖ David, A. L., & Akintomide, H. (2016). Presenting risk information in sexual and reproductive health care. *J Fam Plann Reprod Health Care*. doi:[10.1136/jfprhc-2012-100301](https://doi.org/10.1136/jfprhc-2012-100301)
- ❖ Gollust, S. E., LoRusso, S. M., Nagler, R. H., & Fowler, E. F. (2016). Understanding the role of the news media in HPV vaccine uptake in the United States: Synthesis and commentary. *Hum Vaccin Immunother*, 12(6), 1430-1434. doi:[10.1080/21645515.2015.1109169](https://doi.org/10.1080/21645515.2015.1109169)
- ❖ Hoybye, M. T., Vesterby, M., & Jorgensen, L. B. (2016). Producing patient-avatar identification in animation video information on spinal anesthesia by different narrative strategies. *Health Informatics J*, 22(2), 370-382. doi: [10.1177/1460458214560636](https://doi.org/10.1177/1460458214560636)



- ❖ Jacobs, E. A., Walker, C. M., Miller, T., Fletcher, K. E., Ganschow, P. S., Imbert, D., . . . Schapira, M. M. (2016). Development and Validation of the Spanish Numeracy Understanding in Medicine Instrument. *J Gen Intern Med*. doi:[10.1007/s11606-016-3759-2](https://doi.org/10.1007/s11606-016-3759-2)
- ❖ Kim, Y. (2016). Trust in health information websites: A systematic literature review on the antecedents of trust. *Health Informatics J*, 22(2), 355-369. doi: [10.1177/1460458214559432](https://doi.org/10.1177/1460458214559432)
- ❖ Lee, S. T., & Lin, J. (2016). A Self-Determination Perspective on Online Health Information Seeking: The Internet vs. Face-to-Face Office Visits With Physicians. *J Health Commun*, 21(6), 714-722. doi:[10.1080/10810730.2016.1157651](https://doi.org/10.1080/10810730.2016.1157651)
- ❖ Netemeyer, R. G., Burton, S., Andrews, J. C., & Kees, J. (2016). Graphic Health Warnings on Cigarette Packages: The Role of Emotions in Affecting Adolescent Smoking Consideration and Secondhand Smoke Beliefs. *Journal of Public Policy & Marketing*, 35(1), 124-143. doi:[10.1509/jppm.15.008](https://doi.org/10.1509/jppm.15.008)
- ❖ Newman, C. L., Howlett, E., & Burton, S. (2016). Effects of Objective and Evaluative Front-of-Package Cues on Food Evaluation and Choice: The Moderating Influence of Comparative and Noncomparative Processing Contexts. *Journal of Consumer Research*, 42(5), 749-766. doi: [10.1093/jcr/ucv050](https://doi.org/10.1093/jcr/ucv050)
- ❖ Pang, P. C., Chang, S., Verspoor, K., & Pearce, J. (2016). Designing Health Websites Based on Users' Web-Based Information-Seeking Behaviors: A Mixed-Method Observational Study. *J Med Internet Res*, 18(6), e145. doi:[10.2196/jmir.5661](https://doi.org/10.2196/jmir.5661)
- ❖ Platt, T., Platt, J., Thiel, D. B., & Kardia, S. L. (2016). Facebook Advertising Across an Engagement Spectrum: A Case Example for Public Health Communication. *JMIR Public Health Surveill*, 2(1), e27. doi:[10.2196/publichealth.5623](https://doi.org/10.2196/publichealth.5623)
- ❖ Sansom-Daly, U. M., Lin, M., Robertson, E. G., Wakefield, C. E., McGill, B. C., Girgis, A., & Cohn, R. J. (2016). Health Literacy in Adolescents and Young Adults: An Updated Review. *J Adolesc Young Adult Oncol*, 5(2), 106-118. doi:[10.1089/jayao.2015.0059](https://doi.org/10.1089/jayao.2015.0059)
- ❖ Suri, V. R., Majid, S., Chang, Y. K., & Foo, S. (2016). Assessing the influence of health literacy on health information behaviors: A multi-domain skills-based approach. *Patient Educ Couns*, 99(6), 1038-1045. doi:[10.1016/j.pec.2015.12.017](https://doi.org/10.1016/j.pec.2015.12.017)
- ❖ VanEpps, E. M., Downs, J. S., & Loewenstein, G. (2016). Calorie Label Formats: Using Numeric and Traffic Light Calorie Labels to Reduce Lunch Calories. *Journal of Public Policy & Marketing*, 35(1), 26-36. doi:[10.1509/jppm.14.112](https://doi.org/10.1509/jppm.14.112)
- ❖ Willoughby, J. F., & Myrick, J. G. (2016). Does Context Matter? Examining PRISM as a Guiding Framework for Context-Specific Health Risk Information Seeking Among Young Adults. *J Health Commun*, 21(6), 696-704. doi:[10.1080/10810730.2016.1153764](https://doi.org/10.1080/10810730.2016.1153764)
- ❖ Wong, N. C., Nisbett, G. S., & Harvell, L. A. (2016). Smoking Is So Ew!: College Smokers' Reactions to Health- Versus Social-Focused Antismoking Threat Messages. *Health Commun*, 1-10. doi:[10.1080/10410236.2016.1140264](https://doi.org/10.1080/10410236.2016.1140264)

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