

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

- ❖ Aldoory, L. (2016). The Status of Health Literacy Research in Health Communication and Opportunities for Future Scholarship. *Health Commun*, 1-8. doi:[10.1080/10410236.2015.1114065](https://doi.org/10.1080/10410236.2015.1114065)
- ❖ Alpert, J. M., Desens, L., Krist, A. H., Aycock, R. A., & Kreps, G. L. (2016). Measuring Health Literacy Levels of a Patient Portal Using the CDC's Clear Communication Index. *Health Promot Pract*. doi:[10.1177/1524839916643703](https://doi.org/10.1177/1524839916643703)
- ❖ Arpan, L. M., Lee, Y. S., & Wang, Z. (2016). Integrating Self-Affirmation with Health Risk Messages: Effects on Message Evaluation and Response. *Health Commun*, 1-11. doi:[10.1080/10410236.2015.1113483](https://doi.org/10.1080/10410236.2015.1113483)
- ❖ Barbrook-Johnson, P., Badham, J., & Gilbert, N. (2016). Uses of Agent-Based Modeling for Health Communication: the TELL ME Case Study. *Health Commun*, 1-6. doi:[10.1080/10410236.2016.1196414](https://doi.org/10.1080/10410236.2016.1196414)
- ❖ Bedrosian, S. R., Young, C. E., Smith, L. A., Cox, J. D., Manning, C., Pechta, L., . . . Daniel, K. L. (2016). Lessons of Risk Communication and Health Promotion - West Africa and United States. *MMWR Suppl*, 65(3), 68-74. doi: [10.15585/mmwr.su6503a10](https://doi.org/10.15585/mmwr.su6503a10)
- ❖ Davis, K. C., Duke, J., Shafer, P., Patel, D., Rodes, R., & Beistle, D. (2016). Perceived Effectiveness of Antismoking Ads and Association with Quit Attempts Among Smokers: Evidence from the Tips From Former Smokers Campaign. *Health Commun*, 1-8. doi:[10.1080/10410236.2016.1196413](https://doi.org/10.1080/10410236.2016.1196413)



- ❖ Fung, I. C., Duke, C. H., Finch, K. C., Snook, K. R., Tseng, P. L., Hernandez, A. C., . . . Tse, Z. T. (2016). Ebola virus disease and social media: A systematic review. *Am J Infect Control*. doi:[10.1016/j.ajic.2016.05.011](https://doi.org/10.1016/j.ajic.2016.05.011)
- ❖ Hall, M. G., Sheeran, P., Noar, S. M., Ribisl, K. M., Bach, L. E., & Brewer, N. T. (2016). Reactance to Health Warnings Scale: Development and Validation. *Ann Behav Med*. doi:[10.1007/s12160-016-9799-3](https://doi.org/10.1007/s12160-016-9799-3)
- ❖ Harrington, N. G., & Kerr, A. M. (2016). Rethinking Risk: Prospect Theory Application in Health Message Framing Research. *Health Commun*, 1-11. doi:[10.1080/10410236.2015.1110004](https://doi.org/10.1080/10410236.2015.1110004)
- ❖ Ihekweazu, C. (2016). Ebola in Prime Time: A Content Analysis of Sensationalism and Efficacy Information in U.S. Nightly News Coverage of the Ebola Outbreaks. *Health Commun*, 1-8. doi:[10.1080/10410236.2016.1172287](https://doi.org/10.1080/10410236.2016.1172287)
- ❖ Kononova, A., Yuan, S., & Joo, E. (2016). Reading About the Flu Online: How Health-Protective Behavioral Intentions Are Influenced by Media Multitasking, Polychronicity, and Strength of Health-Related Arguments. *Health Commun*, 1-9. doi:[10.1080/10410236.2016.1172289](https://doi.org/10.1080/10410236.2016.1172289)
- ❖ Lee, H., & Cameron, G. T. (2016). Utilizing Audiovisual and Gain-Framed Messages to Attenuate Psychological Reactance Toward Weight Management Health Messages. *Health Commun*, 1-10. doi:[10.1080/10410236.2015.1099506](https://doi.org/10.1080/10410236.2015.1099506)
- ❖ Lin, J., & Dutta, M. J. (2016). A Replication of Channel Complementarity Theory among Internet Users in India. *Health Commun*, 1-10. doi:[10.1080/10410236.2016.1140268](https://doi.org/10.1080/10410236.2016.1140268)
- ❖ Lochbuehler, K., Tang, K. Z., Souprountchouk, V., Campetti, D., Cappella, J. N., Kozlowski, L. T., & Strasser, A. A. (2016). Using eye-tracking to examine how embedding risk corrective statements improves cigarette risk beliefs: Implications for tobacco regulatory policy. *Drug Alcohol Depend*, 164, 97-105. doi:[10.1016/j.drugalcdep.2016.04.031](https://doi.org/10.1016/j.drugalcdep.2016.04.031)
- ❖ Mackert, M., Donovan, E. E., & Bernhardt, J. M. (2016). Applied Grant Writing Training for Future Health Communication Researchers: The Health Communication Scholars Program. *Health Commun*, 1-6. doi:[10.1080/10410236.2015.1110686](https://doi.org/10.1080/10410236.2015.1110686)
- ❖ McQueen, A., Waters, E. A., Kaphingst, K. A., Caburnay, C. A., Sanders Thompson, V. L., Boyum, S., & Kreuter, M. W. (2016). Examining Interpretations of Graphic Cigarette Warning Labels Among U.S. Youth and Adults. *J Health Commun*, 1-13. doi:[10.1080/10810730.2016.1177142](https://doi.org/10.1080/10810730.2016.1177142)
- ❖ Namkoong, K., Nah, S., Record, R. A., & Van Stee, S. K. (2016). Communication, Reasoning, and Planned Behaviors: Unveiling the Effect of Interactive Communication in an Anti-Smoking Social Media Campaign. *Health Commun*, 1-10. doi:[10.1080/10410236.2015.1099501](https://doi.org/10.1080/10410236.2015.1099501)
- ❖ Richards, A. S., Banas, J. A., & Magid, Y. (2016). More on Inoculating Against Reactance to Persuasive Health Messages: The Paradox of Threat. *Health Commun*, 1-13. doi:[10.1080/10410236.2016.1196410](https://doi.org/10.1080/10410236.2016.1196410)



- ❖ Yun, G. W., Morin, D., Park, S., Joa, C. Y., Labbe, B., Lim, J., . . . Hyun, D. (2016). Social media and flu: Media Twitter accounts as agenda setters. *Int J Med Inform*, 91, 67-73.
doi:[10.1016/j.ijmedinf.2016.04.009](https://doi.org/10.1016/j.ijmedinf.2016.04.009)

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