

# Health Communication Science Digest

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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](mailto:HCSD@cdc.gov).

## Articles of Interest

- ❖ Balmford, J., & Borland, R. (2017). Smokers' perceptions of sources of advice about quitting: findings from the Australian arm of the ITC 4-country survey. *Health Education Research*, 32(2), 124-133. doi: [10.1093/her/cyx032](https://doi.org/10.1093/her/cyx032)
- ❖ Christy, K. R., Jensen, J. D., Sarapin, S. H., Yale, R. N., Weaver, J., & Pokharel, M. (2017). Theorizing the Impact of Targeted Narratives: Model Admiration and Narrative Memorability. *Journal of Health Communication*, 22(5), 433-441. doi: [10.1080/10810730.2017.1303555](https://doi.org/10.1080/10810730.2017.1303555)
- ❖ Chung, J. E. (2017). Retweeting in health promotion: Analysis of tweets about Breast Cancer Awareness Month. *Computers in Human Behavior*, 74, 112-119. doi: <https://doi.org/10.1016/j.chb.2017.04.025>
- ❖ Edgar, T., Huhman, M., & Miller, G. A. (2017). Where Is the Toothpaste? A Systematic Review of the Use of the Product Strategy in Social Marketing. *Social Marketing Quarterly*, 23(1), 80-98. doi: [10.1177/1524500416678586](https://doi.org/10.1177/1524500416678586)
- ❖ Harris, J. (2017). The Influence of Bundling and Caloric Knowledge on Calories Ordered and Purchase Intent. *The Journal of Consumer Affairs*, 51(1), 113-132. doi: [10.1111/joca.12102](https://doi.org/10.1111/joca.12102)
- ❖ Hoffman, B. L., Shensa, A., Wessel, C., Hoffman, R., & Primack, B. A. (2017). Exposure to fictional medical television and health: a systematic review. *Health Education Research*, 32(2), 107-123. doi: [10.1093/her/cyx034](https://doi.org/10.1093/her/cyx034)
- ❖ Maduka, O., Nzuki, C., Ozoh, H. C., Tweneboa-Kodua, A., Nyanti, S. B., Akosile, C. F., . . . Shuaib, F. (2017). House-to-house interpersonal communication in the containment of Ebola in Nigeria. *Journal of Communication in Healthcare*, 10(1), 31-36. doi: [10.1080/17538068.2017.1304013](https://doi.org/10.1080/17538068.2017.1304013)
- ❖ Magnan. (2017). A Cross-Sectional Investigation of Positive and Negative Smoker Stereotypes and Evaluations of Cigarette Warnings. *Health psychology*, 36(5), 486-492. doi: [10.1037/hea0000454](https://doi.org/10.1037/hea0000454)



- ❖ Moss, H. B., Kirby, S. D., & Donodeo, F. (2009). Characterizing and reaching high-risk drinkers using audience segmentation. *Alcohol Clin Exp Res*, 33(8), 1336-1345. doi: [10.1111/j.1530-0277.2009.00963.x](https://doi.org/10.1111/j.1530-0277.2009.00963.x)
- ❖ Murdock, M. R., & Rajagopal, P. (2017). The Sting of Social: How Emphasizing Social Consequences in Warning Messages Influences Perceptions of Risk. *Journal of Marketing*, 81(2), 83-98. doi: [10.1509/jm.15.0402](https://doi.org/10.1509/jm.15.0402)
- ❖ Ramírez, A. S., Willis, G., & Rutten, L. F. (2017). Understanding Spanish-Language Response in a National Health Communication Survey: Implications for Health Communication Research. *Journal of Health Communication*, 22(5), 442-450. doi: [10.1080/10810730.2017.1304470](https://doi.org/10.1080/10810730.2017.1304470)
- ❖ Strelakova, Y. A. (2017). Health Risk Information Engagement and Amplification on Social Media. *Health Education & Behavior*, 44(2), 332-339. doi:[10.1177/1090198116660310](https://doi.org/10.1177/1090198116660310)
- ❖ Tombleson, B., & Wolf, K. (2017). Rethinking the circuit of culture: How participatory culture has transformed cross-cultural communication. *Public Relations Review*, 43(1), 14-25. doi: <https://doi.org/10.1016/j.pubrev.2016.10.017>
- ❖ Weijs, C., Majowicz, S., Coe, J. B., Desmarais, S., & Jones-Bitton, A. (2017). The personal use of Facebook by public health professionals in Canada: Implications for public health practice. *Journal of Communication in Healthcare*, 10(1), 8-15. doi: [10.1080/17538068.2016.1274846](https://doi.org/10.1080/17538068.2016.1274846)

