

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

- ❖ Cho, Y. J., Thrasher, J. F., Yong, H. H., Szklo, A. S., O'Connor, R. J., Bansal-Travers, M., . . . Borland, R. (2018). Path analysis of warning label effects on negative emotions and quit attempts: A longitudinal study of smokers in Australia, Canada, Mexico, and the US. *Soc Sci Med*, 197, 226-234. doi:[10.1016/j.socscimed.2017.10.003](https://doi.org/10.1016/j.socscimed.2017.10.003)
- ❖ Cohn, W. F., Lyman, J., Broshek, D. K., Guterbock, T. M., Hartman, D., Kinzie, M., . . . Garson, A. T. (2018). Tailored Educational Approaches for Consumer Health: A Model to Address Health Promotion in an Era of Personalized Medicine. *Am J Health Promot*, 32(1), 188-197. doi:[10.1177/0890117116671082](https://doi.org/10.1177/0890117116671082)
- ❖ Daraz, L., Morrow, A. S., Ponce, O. J., Farah, W., Katabi, A., Majzoub, A., . . . Murad, M. H. (2018). Readability of Online Health Information: A Meta-Narrative Systematic Review. *Am J Med Qual*, 1062860617751639. doi:[10.1177/1062860617751639](https://doi.org/10.1177/1062860617751639)
- ❖ Fleary, S. A., Joseph, P., & Pappagianopoulos, J. E. (2018). Adolescent health literacy and health behaviors: A systematic review. *J Adolesc*, 62, 116-127. doi:[10.1016/j.adolescence.2017.11.010](https://doi.org/10.1016/j.adolescence.2017.11.010)
- ❖ Guignard, R., Gallopel-Morvan, K., Mons, U., Hummel, K., & Nguyen-Thanh, V. (2018). Impact of a negative emotional antitobacco mass media campaign on French smokers: a longitudinal study. *Tob Control*. doi:[10.1136/tobaccocontrol-2017-053936](https://doi.org/10.1136/tobaccocontrol-2017-053936)
- ❖ Jones, S. C., Andrews, K., Francis, K. L., & Akram, M. (2018). When are they old enough to drink? Outcomes of an Australian social marketing intervention targeting alcohol initiation. *Drug Alcohol Rev*. doi:[10.1111/dar.12653](https://doi.org/10.1111/dar.12653)
- ❖ Kim, J. N., Oh, Y. W., & Krishna, A. (2018). Justificatory Information Forefending in Digital Age: Self-Sealing Informational Conviction of Risky Health Behavior. *Health Commun*, 33(1), 85-93. doi:[10.1080/10410236.2016.1242040](https://doi.org/10.1080/10410236.2016.1242040)



- ❖ Kim, S., & So, J. (2018). How Message Fatigue toward Health Messages Leads to Ineffective Persuasive Outcomes: Examining the Mediating Roles of Reactance and Inattention. *J Health Commun*, 23(1), 109-116. doi:[10.1080/10810730.2017.1414900](https://doi.org/10.1080/10810730.2017.1414900)
- ❖ Mitchell, K. C., Ryan, P., Howard, D. E., & Feldman, K. A. (2018). Understanding Knowledge, Attitudes, and Behaviors Toward West Nile Virus Prevention: A Survey of High-Risk Adults in Maryland. *Vector Borne Zoonotic Dis*. doi:[10.1089/vbz.2017.2188](https://doi.org/10.1089/vbz.2017.2188)
- ❖ Nabi, R. L., & Myrick, J. G. (2018). Uplifting Fear Appeals: Considering the Role of Hope in Fear-Based Persuasive Messages. *Health Commun*, 1-12. doi:[10.1080/10410236.2017.1422847](https://doi.org/10.1080/10410236.2017.1422847)
- ❖ Nguyen, M. H., Smets, E. M. A., Bol, N., Loos, E. F., & Van Weert, J. C. M. (2018). How Tailoring the Mode of Information Presentation Influences Younger and Older Adults' Satisfaction with Health Websites. *J Health Commun*, 1-11. doi:[10.1080/10810730.2017.1421729](https://doi.org/10.1080/10810730.2017.1421729)
- ❖ Ratcliff, C. L., Kaphingst, K. A., & Jensen, J. D. (2017). When Personal Feels Invasive: Foreseeing Challenges in Precision Medicine Communication. *J Health Commun*, 1-9. doi:[10.1080/10810730.2017.1417514](https://doi.org/10.1080/10810730.2017.1417514)
- ❖ Scully, M., Brennan, E., Durkin, S., Dixon, H., Wakefield, M., Barry, C. L., & Niederdeppe, J. (2017). Competing with big business: a randomised experiment testing the effects of messages to promote alcohol and sugary drink control policy. *BMC Public Health*, 17(1), 945. doi:[10.1186/s12889-017-4972-6](https://doi.org/10.1186/s12889-017-4972-6)
- ❖ Shi, J., Poorisat, T., & Salmon, C. T. (2018). The Use of Social Networking Sites (SNSs) in Health Communication Campaigns: Review and Recommendations. *Health Commun*, 33(1), 49-56. doi:[10.1080/10410236.2016.1242035](https://doi.org/10.1080/10410236.2016.1242035)
- ❖ Vijaykumar, S., Nowak, G., Himelboim, I., & Jin, Y. (2018). Virtual Zika transmission after the first U.S. case: who said what and how it spread on Twitter. *Am J Infect Control*. doi:[10.1016/j.ajic.2017.10.015](https://doi.org/10.1016/j.ajic.2017.10.015)
- ❖ Walther, J. B., Jang, J. W., & Hanna Edwards, A. A. (2018). Evaluating Health Advice in a Web 2.0 Environment: The Impact of Multiple User-Generated Factors on HIV Advice Perceptions. *Health Commun*, 33(1), 57-67. doi:[10.1080/10410236.2016.1242036](https://doi.org/10.1080/10410236.2016.1242036)
- ❖ Willoughby, J. F., Niu, Z., & Liu, S. (2018). Assessing the Potential Use of Narrative and the Entertainment Education Strategy In an mHealth Text-Message Intervention. *J Health Commun*, 23(1), 20-27. doi:[10.1080/10810730.2017.1396628](https://doi.org/10.1080/10810730.2017.1396628)
- ❖ Yoo, S. W., Kim, J., & Lee, Y. (2018). The Effect of Health Beliefs, Media Perceptions, and Communicative Behaviors on Health Behavioral Intention: An Integrated Health Campaign Model on Social Media. *Health Commun*, 33(1), 32-40. doi:[10.1080/10410236.2016.1242033](https://doi.org/10.1080/10410236.2016.1242033)
- ❖ Young, B., Lewis, S., Katikireddi, S. V., Bauld, L., Stead, M., Angus, K., . . . Langley, T. (2018). Effectiveness of Mass Media Campaigns to Reduce Alcohol Consumption and Harm: A Systematic Review. *Alcohol Alcohol*. doi:[10.1093/alcalc/agx094](https://doi.org/10.1093/alcalc/agx094)

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