

# 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

- ❖ Bail, C. A. (2016). Cultural carrying capacity: Organ donation advocacy, discursive framing, and social media engagement. *Soc Sci Med*, 165, 280-288. doi:[10.1016/j.socscimed.2016.01.049](https://doi.org/10.1016/j.socscimed.2016.01.049)
- ❖ Barnes, A. J., Hanoch, Y., Miron-Shatz, T., & Ozanne, E. M. (2016). Tailoring risk communication to improve comprehension: Do patient preferences help or hurt? *Health Psychol*, 35(9), 1007-1016. doi:[10.1037/hea0000367](https://doi.org/10.1037/hea0000367)
- ❖ Besera, G. T., Cox, S., Malotte, C. K., Rietmeijer, C. A., Klausner, J. D., O'Donnell, L., . . . Warner, L. (2016). Assessing Patient Exposure to a Video-Based Intervention in STD Clinic Waiting Rooms: Findings From the Safe in the City Trial. *Health Promot Pract*, 17(5), 731-738. doi:[10.1177/1524839916631537](https://doi.org/10.1177/1524839916631537)
- ❖ Davis, K. C., Shafer, P. R., Rodes, R., Kim, A., Hansen, H., Patel, D., . . . Beistle, D. (2016). Does Digital Video Advertising Increase Population-Level Reach of Multimedia Campaigns? Evidence From the 2013 Tips From Former Smokers Campaign. *J Med Internet Res*, 18(9), e235. doi:[10.2196/jmir.5683](https://doi.org/10.2196/jmir.5683)
- ❖ Garbers, S., Friedman, A., Martinez, O., Scheinmann, R., Bermudez, D., Silva, M., . . . Chiasson, M. A. (2016). Adapting the Get Yourself Tested Campaign to Reach Black and Latino Sexual-Minority Youth. *Health Promot Pract*, 17(5), 739-750. doi:[10.1177/1524839916647329](https://doi.org/10.1177/1524839916647329)
- ❖ Ho, S. S., Lee, E. W., Ng, K., Leong, G. S., & Tham, T. H. (2016). For Fit's Sake: A Norms-Based Approach to Healthy Behaviors Through Influence of Presumed Media Influence. *Health Commun*, 31(9), 1072-1080. doi:[10.1080/10410236.2015.1038772](https://doi.org/10.1080/10410236.2015.1038772)



- ❖ Kim, H. K., & Lwin, M. O. (2016). Cultural Effects on Cancer Prevention Behaviors: Fatalistic Cancer Beliefs and Risk Optimism Among Asians in Singapore. *Health Commun*, 1-9. doi:[10.1080/10410236.2016.1214224](https://doi.org/10.1080/10410236.2016.1214224)
- ❖ Kim, J., & Nan, X. (2016). Effects of Consideration of Future Consequences and Temporal Framing on Acceptance of the HPV Vaccine Among Young Adults. *Health Commun*, 31(9), 1089-1096. doi:[10.1080/10410236.2015.1038774](https://doi.org/10.1080/10410236.2015.1038774)
- ❖ Kite, J., Foley, B. C., Grunseit, A. C., & Freeman, B. (2016). Please Like Me: Facebook and Public Health Communication. *PLoS One*, 11(9), e0162765. doi:[10.1371/journal.pone.0162765](https://doi.org/10.1371/journal.pone.0162765)
- ❖ Martinez, L. S., & Lewis, N. (2016). The Moderated Influence of Perceived Behavioral Control on Intentions Among the General U.S. Population: Implications for Public Communication Campaigns. *J Health Commun*, 21(9), 1006-1015. doi:[10.1080/10810730.2016.1204378](https://doi.org/10.1080/10810730.2016.1204378)
- ❖ Meppelink, C. S., Smit, E. G., Diviani, N., & Van Weert, J. C. (2016). Health Literacy and Online Health Information Processing: Unraveling the Underlying Mechanisms. *J Health Commun*, 1-12. doi:[10.1080/10810730.2016.1193920](https://doi.org/10.1080/10810730.2016.1193920)
- ❖ Nabi, R. L., & Prestin, A. (2016). Unrealistic Hope and Unnecessary Fear: Exploring How Sensationalistic News Stories Influence Health Behavior Motivation. *Health Commun*, 31(9), 1115-1126. doi:[10.1080/10410236.2015.1045237](https://doi.org/10.1080/10410236.2015.1045237)
- ❖ Paek, H. J., Oh, S. H., & Hove, T. (2016). How Fear-Arousing News Messages Affect Risk Perceptions and Intention to Talk About Risk. *Health Commun*, 31(9), 1051-1062. doi:[10.1080/10410236.2015.1037419](https://doi.org/10.1080/10410236.2015.1037419)
- ❖ Quintero Johnson, J. M., Yilmaz, G., & Najarian, K. (2016). Optimizing the Presentation of Mental Health Information in Social Media: The Effects of Health Testimonials and Platform on Source Perceptions, Message Processing, and Health Outcomes. *Health Commun*, 1-12. doi:[10.1080/10410236.2016.1214218](https://doi.org/10.1080/10410236.2016.1214218)
- ❖ Salazar, L. F., Vivolo-Kantor, A., & McGroarty-Koon, K. (2016). Formative Research With College Men to Inform Content and Messages for a Web-Based Sexual Violence Prevention Program. *Health Commun*, 1-9. doi:[10.1080/10410236.2016.1214219](https://doi.org/10.1080/10410236.2016.1214219)
- ❖ Surian, D., Nguyen, D. Q., Kennedy, G., Johnson, M., Coiera, E., & Dunn, A. G. (2016). Characterizing Twitter Discussions About HPV Vaccines Using Topic Modeling and Community Detection. *J Med Internet Res*, 18(8), e232. doi:[10.2196/jmir.6045](https://doi.org/10.2196/jmir.6045)
- ❖ Yang, Q., Chen, Y., & Wendorf Muhamad, J. (2016). Social Support, Trust in Health Information, and Health Information-Seeking Behaviors (HISBs): A Study Using the 2012 Annenberg National Health Communication Survey (ANHCS). *Health Commun*, 1-9. doi:[10.1080/10410236.2016.1214220](https://doi.org/10.1080/10410236.2016.1214220)



- ❖ Young, R., Subramanian, R., Miles, S., Hinnant, A., & Andsager, J. L. (2016). Social Representation of Cyberbullying and Adolescent Suicide: A Mixed-Method Analysis of News Stories. *Health Commun*, 1-11. doi:[10.1080/10410236.2016.1214214](https://doi.org/10.1080/10410236.2016.1214214)

