

Health Communication Science Digest

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To enhance awareness of emerging health communication and marketing scientific knowledge, the Office of Communication Science 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

- ❖ Abu Abed, M., Himmel, W., Vormfelde, S., & Koschack, J. (2014). Video-assisted patient education to modify behavior: A systematic review. *Patient Education and Counseling*, 97(1), 16-22. doi: [10.1016/j.pec.2014.06.015](https://doi.org/10.1016/j.pec.2014.06.015)
- ❖ Amerson, N. L., Arbise, B. S., Kelly, N. K., & Traore, E. (2014). Use of market research data by state chronic disease programs, Illinois, 2012-2014. *Preventing Chronic Disease*, 11, E165. doi: [10.5888/pcd11.140268](https://doi.org/10.5888/pcd11.140268)
- ❖ Backholer, K., Beauchamp, A., Ball, K., Turrell, G., Martin, J., Woods, J., & Peeters, A. (2014). A framework for evaluating the impact of obesity prevention strategies on socioeconomic inequalities in weight. *American Journal of Public Health*, 104(10), e43-e50. doi: [10.2105/AJPH.2014.302066](https://doi.org/10.2105/AJPH.2014.302066)
- ❖ Bell, R. A., McGlone, M. S., & Dragojevic, M. (2013). Vicious viruses and vigilant vaccines: Effects of linguistic agency assignment in health policy advocacy. *Journal of Health Communication*, 19(10), 1178-1195. doi: [10.1080/10810730.2013.811330](https://doi.org/10.1080/10810730.2013.811330)
- ❖ Cheng, F.-F., Wu, C.-S., & Lin, H.-H. (2014). Reducing the influence of framing on internet consumers' decisions: The role of elaboration. *Computers in Human Behavior*, 37(0), 56-63. doi: [10.1016/j.chb.2014.04.015](https://doi.org/10.1016/j.chb.2014.04.015)
- ❖ Cox, D., Sturm, L., & Cox, A. D. (2014). Effectiveness of asking anticipated regret in increasing HPV vaccination intention in mothers. *Health Psychology*, 33(9), 1074-1083. doi: [10.1037/hea0000071](https://doi.org/10.1037/hea0000071)
- ❖ Ford, E. W., Boyer, B. T., Menachemi, N., & Huerta, T. R. (2013). Increasing hand washing compliance with a simple visual cue. *American Journal of Public Health*, 104(10), 1851-1856. doi: [10.2105/AJPH.2013.301477](https://doi.org/10.2105/AJPH.2013.301477)



- ❖ Fosson, G. H., McCallum, D. M., & Conaway, M. B. (2014). Antismoking mass media campaigns and support for smoke-free environments, Mobile County, Alabama, 2011-2012. *Preventing Chronic Disease*, 11, E150. doi: [10.5888/pcd11.140106](https://doi.org/10.5888/pcd11.140106)
- ❖ Higgs, E. S., Goldberg, A. B., Labrique, A. B., Cook, S. H., Schmid, C., Cole, C. F., & Obregón, R. A. (2014). Understanding the role of mhealth and other media interventions for behavior change to enhance child survival and development in low- and middle-income countries: An evidence review. *Journal of Health Communication*, 19(sup1), 164-189. doi: [10.1080/10810730.2014.929763](https://doi.org/10.1080/10810730.2014.929763)
- ❖ Ho, E. Y., Tran, H., & Chesla, C. A. (2014). Assessing the cultural in culturally sensitive printed patient-education materials for Chinese Americans with type 2 diabetes. *Health Communication*, 30(1), 39-49. doi: [10.1080/10410236.2013.835216](https://doi.org/10.1080/10410236.2013.835216)
- ❖ Kannampallil, T. G., Jones, L. K., Patel, V. L., Buchman, T. G., & Franklin, A. (2014). Comparing the information seeking strategies of residents, nurse practitioners, and physician assistants in critical care settings. *Journal of the American Medical Informatics Association*, 21(e2), e249-e256. doi: [10.1136/amiajnl-2013-002615](https://doi.org/10.1136/amiajnl-2013-002615)
- ❖ Kim, H.-S., & Shyam Sundar, S. (2014). Can online buddies and bandwagon cues enhance user participation in online health communities? *Computers in Human Behavior*, 37(0), 319-333. doi: [10.1016/j.chb.2014.04.039](https://doi.org/10.1016/j.chb.2014.04.039)
- ❖ King, A. J., Jensen, J. D., Davis, L. A., & Carcioppolo, N. (2014). Perceived visual informativeness (PVI): Construct and scale development to assess visual information in printed materials. *Journal of Health Communication*, 19(10), 1099-1115. doi: [10.1080/10810730.2013.878004](https://doi.org/10.1080/10810730.2013.878004)
- ❖ Lee, E.-J., & Kim, Y. W. (2014). How social is Twitter use? Affiliative tendency and communication competence as predictors. *Computers in Human Behavior*, 39(0), 296-305. doi: [10.1016/j.chb.2014.07.034](https://doi.org/10.1016/j.chb.2014.07.034)
- ❖ Mah, C. L., Taylor, E., Hoang, S., & Cook, B. (2014). Using vignettes to tap into moral reasoning in public health policy: Practical advice and design principles from a study on food advertising to children. *American Journal of Public Health*, 104(10), 1826-1832. doi: [10.2105/AJPH.2014.302005](https://doi.org/10.2105/AJPH.2014.302005)
- ❖ Mano, R. S. (2014). Social media and online health services: A health empowerment perspective to online health information. *Computers in Human Behavior*, 39(0), 404-412. doi: [10.1016/j.chb.2014.07.032](https://doi.org/10.1016/j.chb.2014.07.032)
- ❖ McKinley, C. J., & Wright, P. J. (2014). Informational social support and online health information seeking: Examining the association between factors contributing to healthy eating behavior. *Computers in Human Behavior*, 37(0), 107-116. doi: [10.1016/j.chb.2014.04.023](https://doi.org/10.1016/j.chb.2014.04.023)
- ❖ Modave, F., Shokar, N. K., Peñaranda, E., & Nguyen, N. (2014). Analysis of the accuracy of weight loss information search engine results on the internet. *American Journal of Public Health*, 104(10), 1971-1978. doi: [10.2105/AJPH.2014.302070](https://doi.org/10.2105/AJPH.2014.302070)
- ❖ Monárrez-Espino, J., Liu, B., Greiner, F., Bremberg, S., & Galanti, R. (2014). Systematic review of the effect of pictorial warnings on cigarette packages in smoking behavior. *American Journal of Public Health*, 104(10), e11-e30. doi: [10.2105/AJPH.2014.302129](https://doi.org/10.2105/AJPH.2014.302129)



- ❖ Nan, X., Zhao, X., Yang, B., & Iles, I. (2014). Effectiveness of cigarette warning labels: Examining the impact of graphics, message framing, and temporal framing. *Health Communication*, 30(1), 81-89. doi: [10.1080/10410236.2013.841531](https://doi.org/10.1080/10410236.2013.841531)
- ❖ Naugle, D. A., & Hornik, R. C. (2014). Systematic review of the effectiveness of mass media interventions for child survival in low- and middle-income countries. *Journal of Health Communication*, 19(sup1), 190-215. doi: [10.1080/10810730.2014.918217](https://doi.org/10.1080/10810730.2014.918217)
- ❖ Peels, D. A., van Stralen, M. M., Bolman, C., Golsteijn, R. H. J., de Vries, H., Mudde, A. N., & Lechner, L. (2014). The differentiated effectiveness of a printed versus a Web-based tailored physical activity intervention among adults aged over 50. *Health Education Research*, 29(5), 870-882. doi: [10.1093/her/cyu039](https://doi.org/10.1093/her/cyu039)
- ❖ Robbins, R., & Niederdeppe, J. (2014). Using the Integrative Model of Behavioral Prediction to identify promising message strategies to promote healthy sleep behavior among college students. *Health Communication*, 30(1), 26-38. doi: [10.1080/10410236.2013.835215](https://doi.org/10.1080/10410236.2013.835215)
- ❖ Robinson, E., Fleming, A., & Higgs, S. (2014). Prompting healthier eating: Testing the use of health and social norm based messages. *Health Psychology*, 33(9), 1057-1064. doi: [10.1037/a0034213](https://doi.org/10.1037/a0034213)
- ❖ Yang, Z. J., Kahlor, L., & Li, H. (2014). A United States-China comparison of risk information-seeking intentions. *Communication Research*, 41(7), 935-960. doi: [10.1177/0093650213479795](https://doi.org/10.1177/0093650213479795)
- ❖ Zhao, K., Yen, J., Greer, G., Qiu, B., Mitra, P., & Portier, K. (2014). Finding influential users of online health communities: A new metric based on sentiment influence. *Journal of the American Medical Informatics Association*, 21(e2), e212-e218. doi: [10.1136/amiajnl-2013-002282](https://doi.org/10.1136/amiajnl-2013-002282)

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