

Faculty Publications Digest

October 2017

2017 NCA Health Communication Division Distinguished Article Award:

Sharf, B. F., **Geist-Martin, P.**, Cosgriff-Hernandez, K. K., & Moore, J. (2012). Trailblazing healthcare: Institutionalizing and integrating complementary medicine. *Patient Education and Counseling*, 89, 434-438.

This Month's Faculty Publications:

Madden, C., Clayton, M., **Canary, H. E.**, Towsley, G., Cloyes, K., & Lund, D. (2017). Rules of performance in the nursing home: A grounded theory of nurse-CNA communication. *Geriatric Nursing*, 38, 378-384. <http://dx.doi.org/10.1016/j.gerinurse.2016.12.013>

Available free online until November 17, 2017:

<https://authors.elsevier.com/c/1VoJKivONF6-f>

Corcoran, K., Jr. (2017). Where the magic happens!: The science & stories behind challenging your comfort zone. Tradecraft.

Goehring, C., Renegar, V., & Puhl, L. (2017). "Abusive Furniture": Visual metonymy and the Hungarian Stop Violence Against Women Campaign. *Women's Studies in Communication*, 40(4), 1-18.

Cheng, Y., Ahn, J., Lewis, N., & **Martinez, L.** (2017). A cross-comparative survey of information seeking and scanning about drug-related sources and topics among US and Israeli college students. *Journal of Health Communication*. Available at:

<http://www.tandfonline.com/doi/abs/10.1080/10810730.2017.1341567>

Lewis, N., **Martinez, L.S.**, Carmel, O. (2017). Measures of information seeking: A validation study in the context of drug use behaviors. *Communication Methods and Measures*.

Available at: <http://www.tandfonline.com/doi/abs/10.1080/19312458.2017.1326021>

Martinez, L.S. (2017). Data science. In L.A. Schintler & C.L. McNeely (Eds.) *The Encyclopedia of Big Data*. Springer Publishing Company: New York, NY. Available at: https://link.springer.com/referenceworkentry/10.1007/978-3-319-32001-4_18-1

Martinez, L.S. (2017). Behavioral analytics. In L.A. Schintler & C.L. McNeely (Eds.) *The Encyclopedia of Big Data*. Springer Publishing Company: New York, NY. Available at: https://link.springer.com/referenceworkentry/10.1007/978-3-319-32001-4_18-1

Winslow, L. (2017). Rhetorical matriphagy and the online commodification of higher education. *Western Journal of Communication*, 81(5), 582-600, DOI: 10.1080/10570314.2017.1316418

Winslow, L., & de Anda, C. (2017). 'What a snob': The reconciliation of higher education and neoliberalism in the 2012 Republican Presidential Primary. In R. E. Denton (Ed.), *Political campaign communication: Theory, method, and practice* (pp. 33-54). Lanham, MD: Lexington.