1.	Record Nr.	UNINA9910465288603321
	Titolo	Leveraging consumer psychology for effective health communications : the obesity challenge / / edited by Rajeev Batra, Punam Anand Keller, Victor J. Strecher
	Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2015
	ISBN	1-315-70287-8
		1-317-46616-0
		0-7656-2719-1
	Descrizione fisica	1 online resource (421 p.)
	Altri autori (Persone)	BatraRajeev
		KellerPunam Anand
		StrecherVictor J. <1955->
	Disciplina	362.196/398
	Soggetti	Obesity - Prevention
		Communication in medicine
		Health education
		Clinical health psychology
		Electronic books.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	"First published 2011 by M.E. Sharpe"--t.p. verso.
		"SCP, Society for Consumer Psychology"--t.p.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Title Page; Contents; Foreword; Introduction; PART IOverviews; Chapter 1 Design of Efective Obesity Communications: Insights From Consumer Research; Chapter 2 Population-Based Prevention of Obesity; PART II Research on Consumer Biases; Chapter 3 An Ounce of Prevention, An Apple a Day: Effects of Consumers' Lay Theories on Health-Related Behaviors; Chapter 4 Calorie Estimation Biases in Consumer Choice; Chapter 5 Food Temptations Versus Self-Control: Friends or Enemies?; Chapter 6 Thinking About Health and Obesity: How Consumers' Mental Experiences Influence Health Judgments
		Chapter 7 How the Body Type of Others Impacts Our Food ConsumptionPART III Communication Strategy and Tactics; Chapter 8 The Relative Effectiveness of Gain-Framed and Loss-Framed Persuasive

Sommario/riassunto	This timely book brings together some of the most highly respected scholars and practitioners in the consumer psychology and health communication fields to analyze how the latest research can be effectively applied to the critical public health issue of obesity.

2. Record Nr.	UNINA9910148712403321
Autore	McKinnon Scott
Titolo	Gay men at the movies : cinema, memory and the history of a gay male community / / by Scott McKinnon
Pubbl/distr/stampa	Bristol, England ; ; Chicago, Illinois : , : Intellect, , 2016 ©2016
ISBN	1-78320-597-0 1-78320-598-9
Descrizione fisica	1 online resource (251 pages) : illustrations
Disciplina	791.43086642
Soggetti	Motion pictures and gay men - Australia - Sydney (N.S.W.) Homosexuality - Australia - Sydney (N.S.W.) New South Wales Sydney
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1 -- The 1950s -- Censored from view for all to see Gay space, cinema-going and censorship in 1950s Sydney Regular guys and 'sister boys': Tea and Sympathy Friends of Tom Lee: Rebel without a Cause, Cat on a Hot Tin Roof and Some Like it Hot -- Chapter 2 -- The 1960s -- Undeniable -- Gay space, cinema-going and censorship in 1960s Sydney Poor unfortunate souls: Victim and Advise and Consent The real lives of English youth: A Taste of Honey, The Leather Boys and If... -- Chapter 3 -- The 1970s -- Strike up the band -- Gay space, cinema-going and censorship in 1970s Sydney A memory of times gone by: The Boys in the Band The thrill of the new: Sunday Bloody Sunday and A Very Natural Thing -- Chapter 4 -- The 1980s -- Arriving at last, leaving too soon -- Gay space, cinema-going and censorship in 1980s Sydney The Hollywood gaze: Fame, Partners, Cruising and Making Love An independent eye: Taxi Zum Klo -- Chapter 5 -- The 1990s -- When we were cool -- Gay space, cinema-going and censorship in 1990s Sydney Made for them or watched by us? The Sum of Us To enlighten and remember: Philadelphia and Longtime Companion -- Chapter 6 -- The 2000s -- In the shadow of the mountain -- Gay space, cinema-going and censorship in 2000s

Sydney The film that got us good: Brokeback Mountain Staying home or going to the festival: Another Gay Movie and Shelter -- Chapter 7 -- Gay kids at the movies -- Movie memory and queer childhoods On-screen memories: Childhood Remembering childhood cinema-going -- Chapter 8 -- Others like us -- Movie memory and the search for community Movie memories at the movies: Identity Learning, reciting and refuting memory -- Chapter 9 -- We were there -- Movie memory and the search for a queer past Heroes and villains: Braveheart and Alexander Creating 'our' history: Stonewall and Milk.

Sommario/riassunto	Cinema has long played a major role in the formation of community among marginalized groups, and this book details that process for gay men in Sydney, Australia from the 1950s to the present. Scott McKinnon builds the book from a variety of sources, including film reviews, media reports, personal memoirs, oral histories, and a striking range of films, all deployed to answer the question of understanding cinema-going as a moment of connection to community and identity how the experience of seeing these films and being part of an audience helped to build a community among the gay men of Sydney in the period.