

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 I Overviews; Chapter 1 Design of Effective 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 Consumption PART III Communication Strategy and Tactics; Chapter 8 The Relative Effectiveness of Gain-Framed and Loss-Framed Persuasive

Appeals Concerning Obesity-Related Behaviors: Meta-Analytic Evidence and Implications; Chapter 9 Practicing What You Preach: Using Hypocrisy and Cognitive Dissonance to Reduce the Risk for Obesity; Chapter 10 The Use of Negative Emotions in Health Communication: Implications for Fighting Obesity; Chapter 11 Using Identity Signaling to Combat Obesity and Improve Public Health
Chapter 12 Developing and Validating Motivational Message Interventions for Improving Prescription Drug Adherence With Consumers Confronting Chronic Diseases
PART IV Combating Obesity in Children and Young Adults; Chapter 13 Preventing Childhood Obesity by Persuading Mothers to Breastfeed Matching Appeal Type to Personality; Chapter 14 Ecological Factors and Childhood Obesity: A Structural Look; Chapter 15 The Impact of Health Games on Consumers' Physical Activity and Healthy Eating Intentions; PART V Environmental and Policy Perspectives
Chapter 16 Bringing a Bit of Social Marketing to the Problem of Obesity
Chapter 17 Marketing MyPyramid: Taking the Dietary Guidelines Home; Chapter 18 Simplified Nutrition Guidelines to Fight Obesity; Chapter 19 Shrinking Liberty to Combat Expanding Waistlines; Chapter 20 Controlling Obesity: Lessons Learned From Tobacco Control and Tobacco Marketing Research; About the Editors and Contributors; Name Index; Subject Index

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.
