

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.)
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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 DiseasesPART 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 ObesityChapter 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.
