

Erwin Bettinghaus, Ph.D.

Selected peer-reviewed publications (in chronological order).

1. Bettinghaus EP, Farace RV and Monge PR. Communication and coordination among health organizations: Experiences from the Metropolitan Detroit Cancer Control Program, Michigan Cancer Foundation, Research Report, 1982.
2. Bettinghaus EP and Burgoon M. Persuasive Message Strategies, Attitude Change, Zimbardo P (Editor), Ginn Books, Lexington, MA, 1983.
3. Bettinghaus EP. Health Promotion and the Knowledge, Attitude, Behavior Continuum, Preventive Medicine Fall, 1986, pp475-91.
4. Bettinghaus EP. Assessing the Mind of the Public, Targeted Communication Programs, Selnow GW and WD Crano (Eds.), Quorum Books, New York, New York, 1987.
5. Bettinghaus EP. Using the mass media in smoking prevention and cessation programs: an introduction to five Studies. Preventive Medicine, Fall 1988, pp. 503-509.
6. Bettinghaus EP. Defining and Targeting an Audience for Cancer-Prevention Messages, Monograph Number 12, Journal of the National Cancer Institute, 1992, pp. 159-161.
7. Bettinghaus EP, Marcus AC, Mazan KD, Morra ME, Nealon EO and VanNevel JP. Introduction and What Has Been Learned About the Cancer Information Service and The Implications for the Future, Monograph 14 Journal of the National Cancer Institute, 1993, pp. 1-5 and 177-185.
8. Bettinghaus EP, Cummings KM, Manley M and Lynn W. Use of COMMIT data in ASSIST. Mimeo, National Cancer Institute, Bethesda, MD, 1994.