

Centers of Excellence in Cancer Communication Research (CECCR) Initiative

Transdisciplinarity in Communication Science



Division of Cancer Control
and Population Sciences
National Cancer Institute

Why “Team Science” in Cancer Communication?

Rapid Change in Communications

"The pace of change [in communication options] over the next 5 years will dwarf the pace of change for the last 50 years."

Lehrer News Hour,
October 19, 2006



Personalized Information Delivery

Tailored Product Lists

Access to Personal Account Information

amazon.com Bradford's Amazon.com See All 35 Product Categories Your Account | Cart | Your Lists | Help |

Gift Certificates | International | New Releases | Top Sellers | Today's Deals | Sell Your Stuff

Search Amazon.com Cancer information consumer GO Find Gifts AQ Web Search GO

Amazon.com
"Cancer information consumer"

Narrow Your Results Showing All Results

Narrow by Category
Books (90)
zShops
Auctions

Listmania!
Insane! Smart! Witty!!!!!!
(why the books of course!): A list by Mark Twain

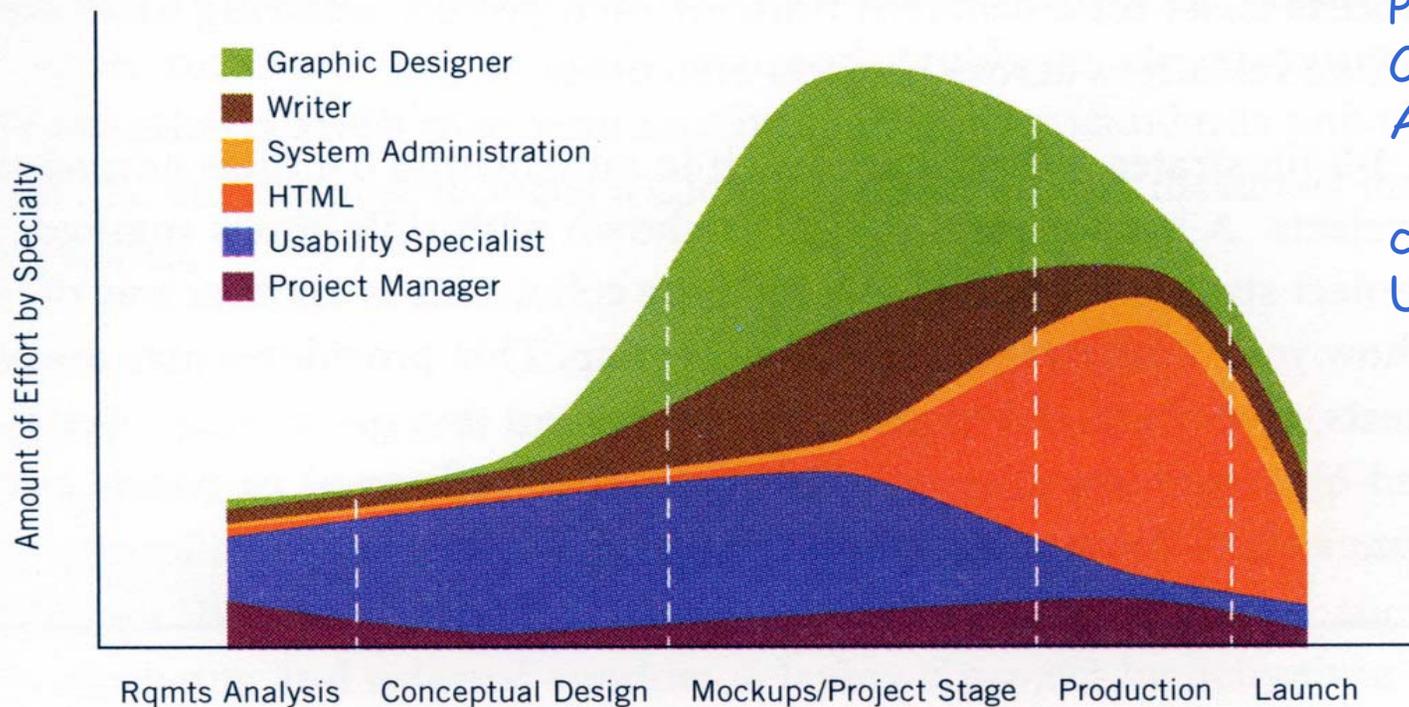
SEARCH INSIDE! **Stopping Cancer Before It Starts: The American Institute for Cancer Research's Program for Cancer Prevention** by American Institute for Cancer Research (Paperback - April 2000)
Books: See all 90 items
Used & new from \$2.24
Excerpt - page 4: "... much to offer the average **consumer**. Bringing that **information** to the you, the **consumer**, ..."
> See more references to **Cancer information consumer** in this book.
Surprise me! See a random page in this book.

SEARCH INSIDE! **Searching for Health Information: The Cancer Information Service Model** by Vicki S. Freimuth, Judith A. Stein, and Thomas J. Kean (Paperback - Mar 1989)
Books: See all 90 items
Buy new: \$27.50 Usually ships in 4 to 6 weeks
Used & new from \$10.48

Psychographic
"Push"

Dynamic
Generation of
Tailored Product
Information

New Technologies Require Team Approach



Product Design
Cycle for Web
Application

c/o Carnegie Mellon
University

Commercial Communicators & Team Science

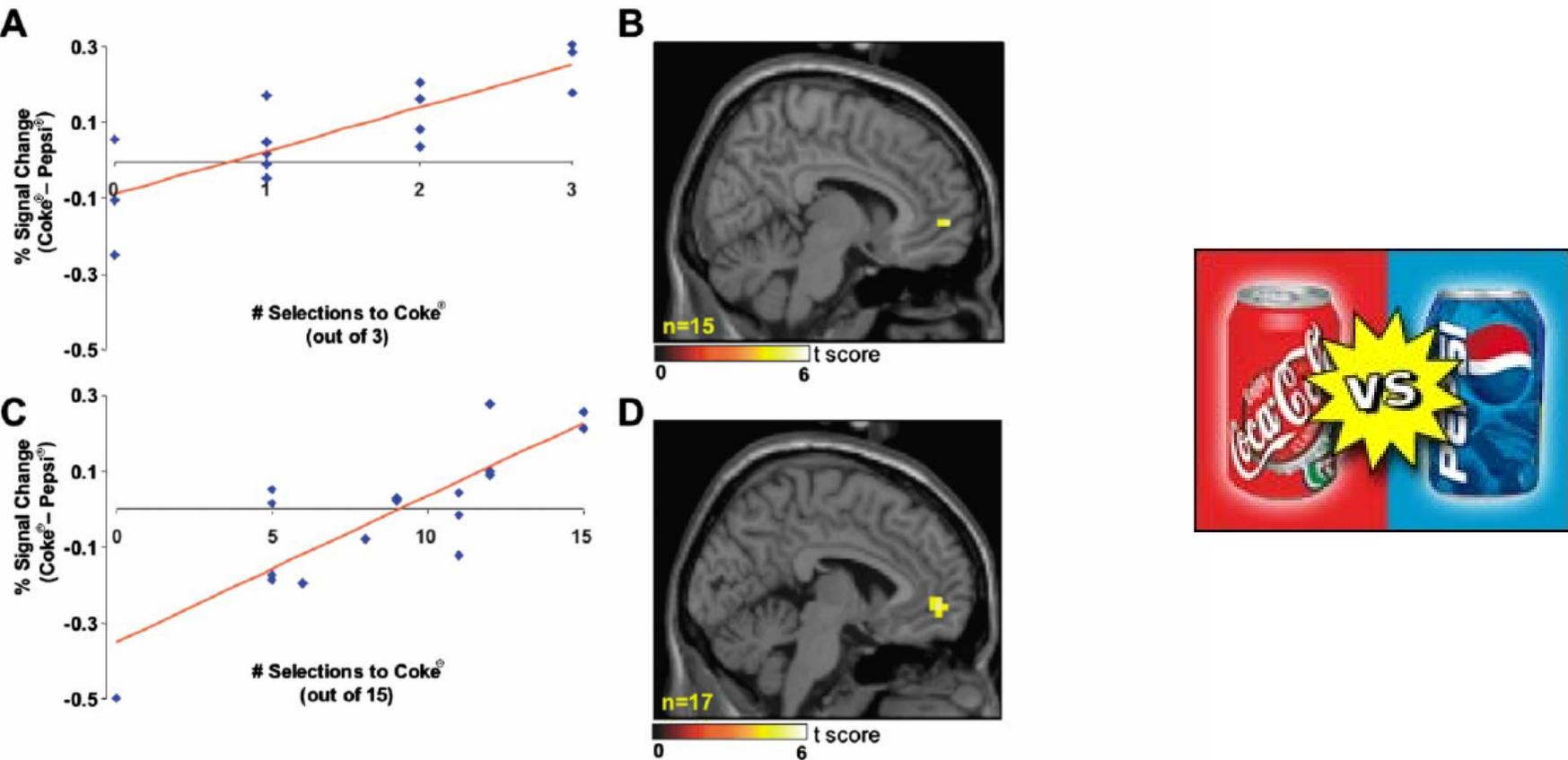


Figure 2. Neural Correlates of Preference for Anonymous Coke and Pepsi Delivery in 3-Trial and 15-Trial Anonymous Taste Tasks

BANG!

LINDA KAPLAN THALER and ROBIN KOVAL
with DELIA MARSHALL



**GETTING YOUR MESSAGE
HEARD IN A NOISY WORLD**





Transdisciplinarity in CECCRs

Objectives

- Accelerate progress in population health
 - Reach
 - Effectiveness
 - Efficiency
- Focus correct interdisciplinary resources on problems in communication
- Enable innovation in methods, solutions
- Train the next generation of cancer communication science

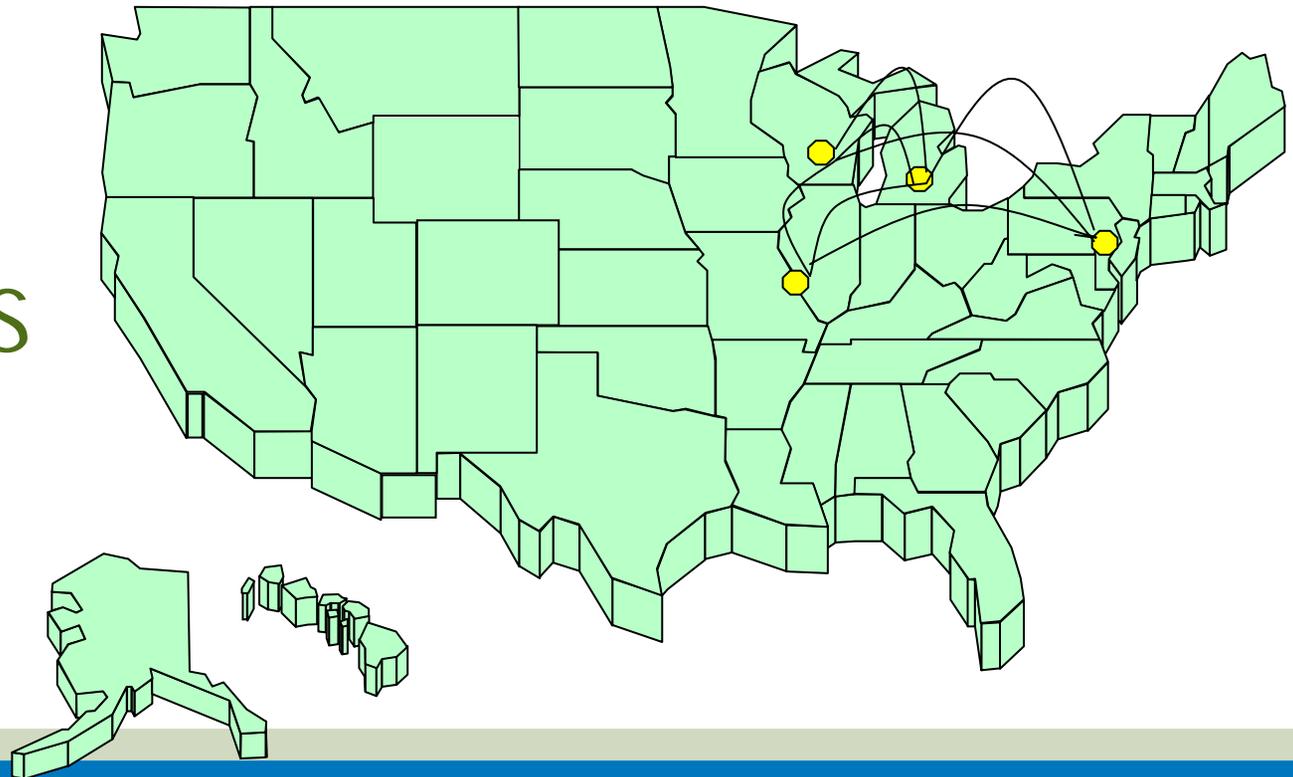
Disciplines

Table 2. Primary disciplines of individuals involved in each CECCR

	Michigan	Penn	St. Louis	Wisconsin
Communication research	■	■	■	■
Public health education/ behavior	■	■	■	■
Social and cognitive psychology	■	■	■	■
Clinical/community/health psychology	■	■	■	■
Developmental/educational psychology		■	■	
Journalism/media relations			■	■
Oncology	■	■		■
Health services research	■	■	■	■
Other medical specialists	■	■	■	■
Genetics		■		
Statistics/epidemiology	■	■	■	■
Engineering				■
Environmental Health			■	■
Sociology /Anthropology	■	■		■
Marketing research/management		■		
Nursing		■	■	
Computer Science	■			■
Education	■		■	■

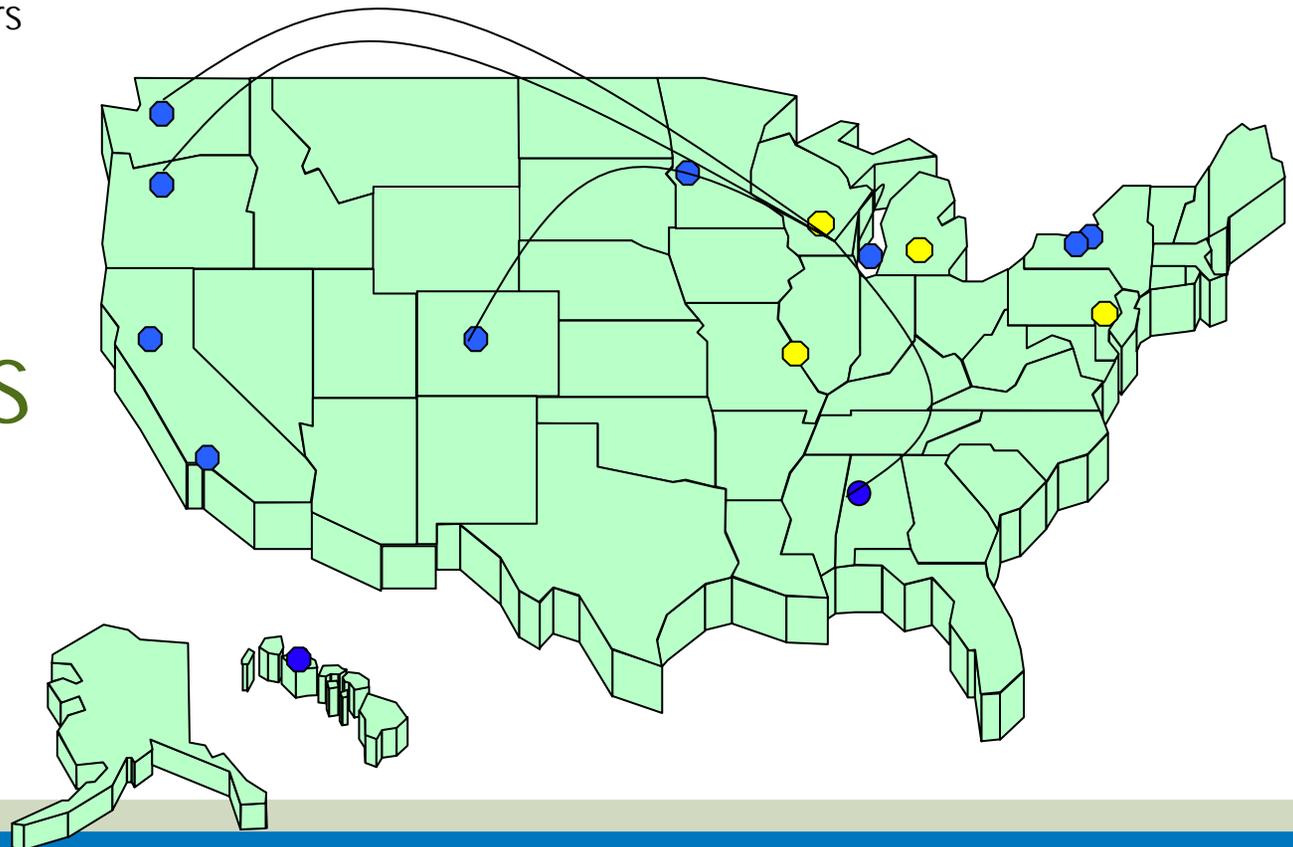
- Centers of Excellence in Cancer Communication Research
- Cancer Research Network HMO/PPO
- Cancer Information Service
- Transdisciplinary Tobacco Use Research Center
- Cancer Prevention and Control Research Network
- Comprehensive Cancer Centers

Connections



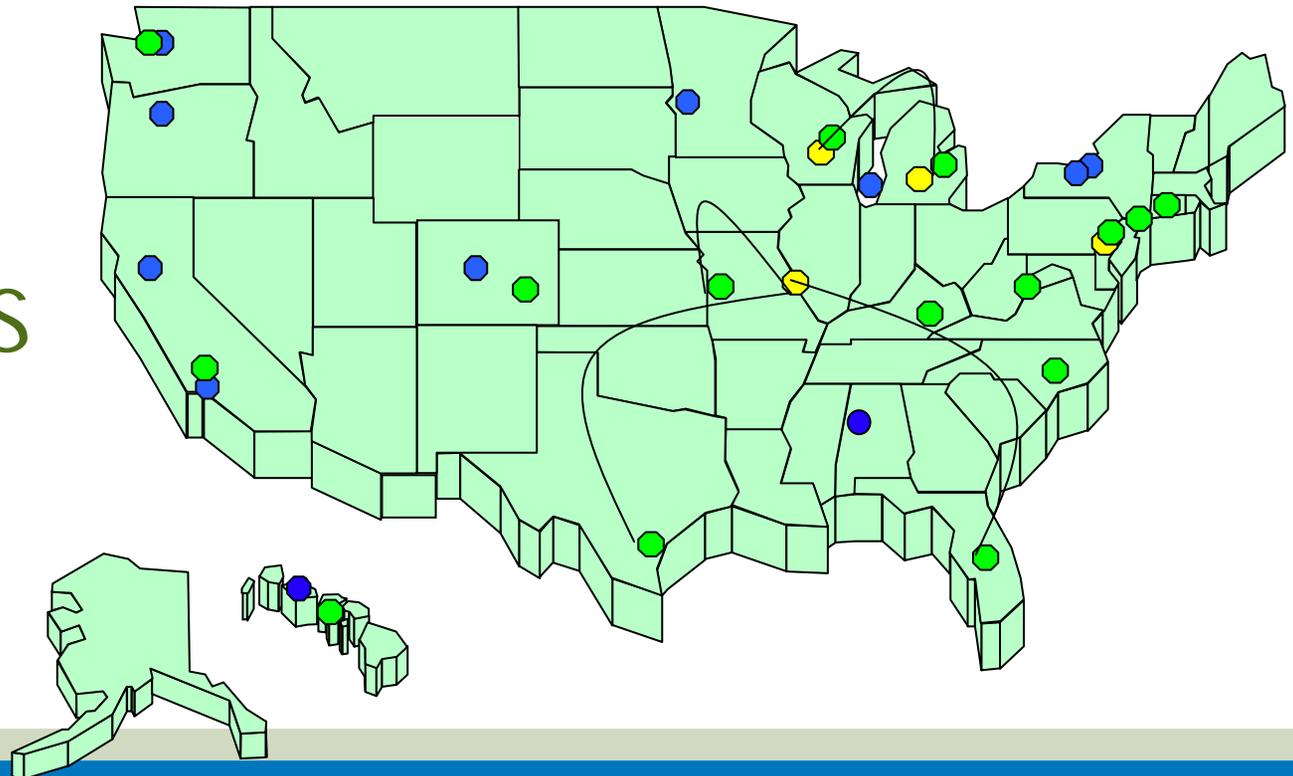
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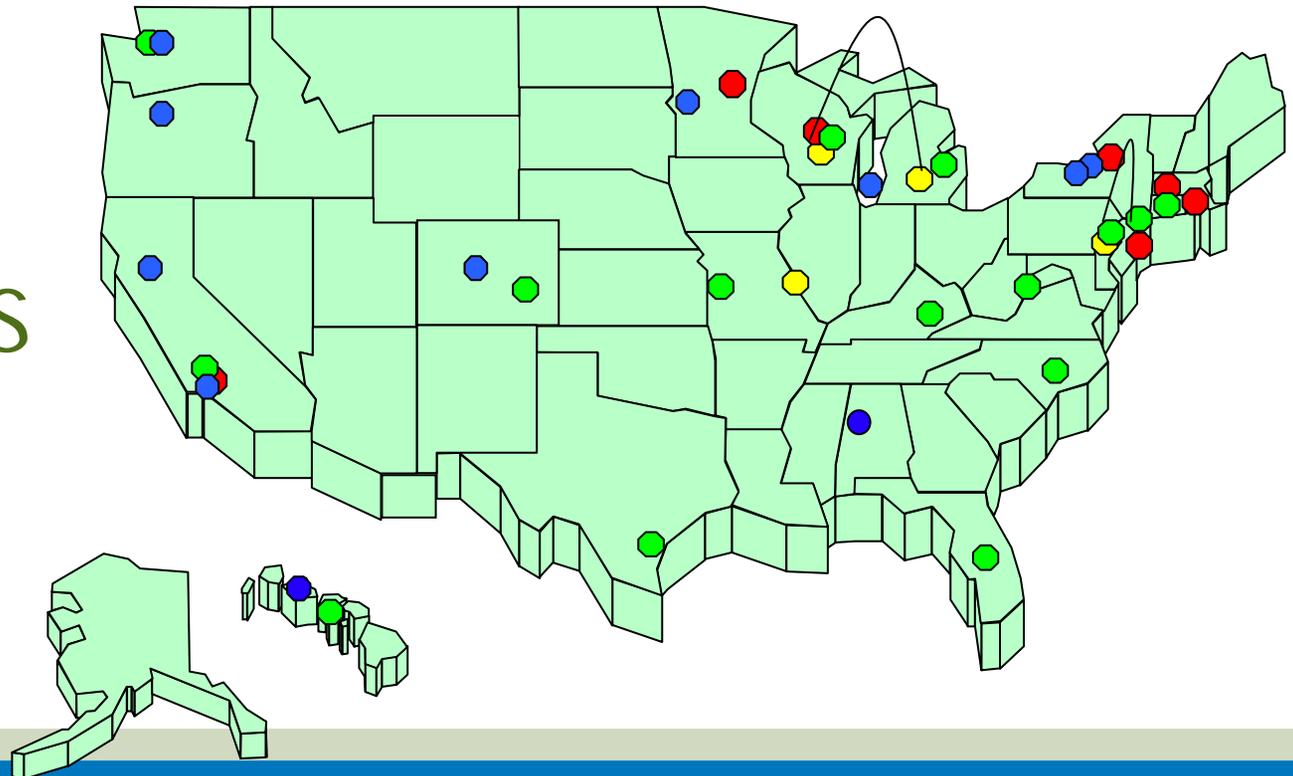
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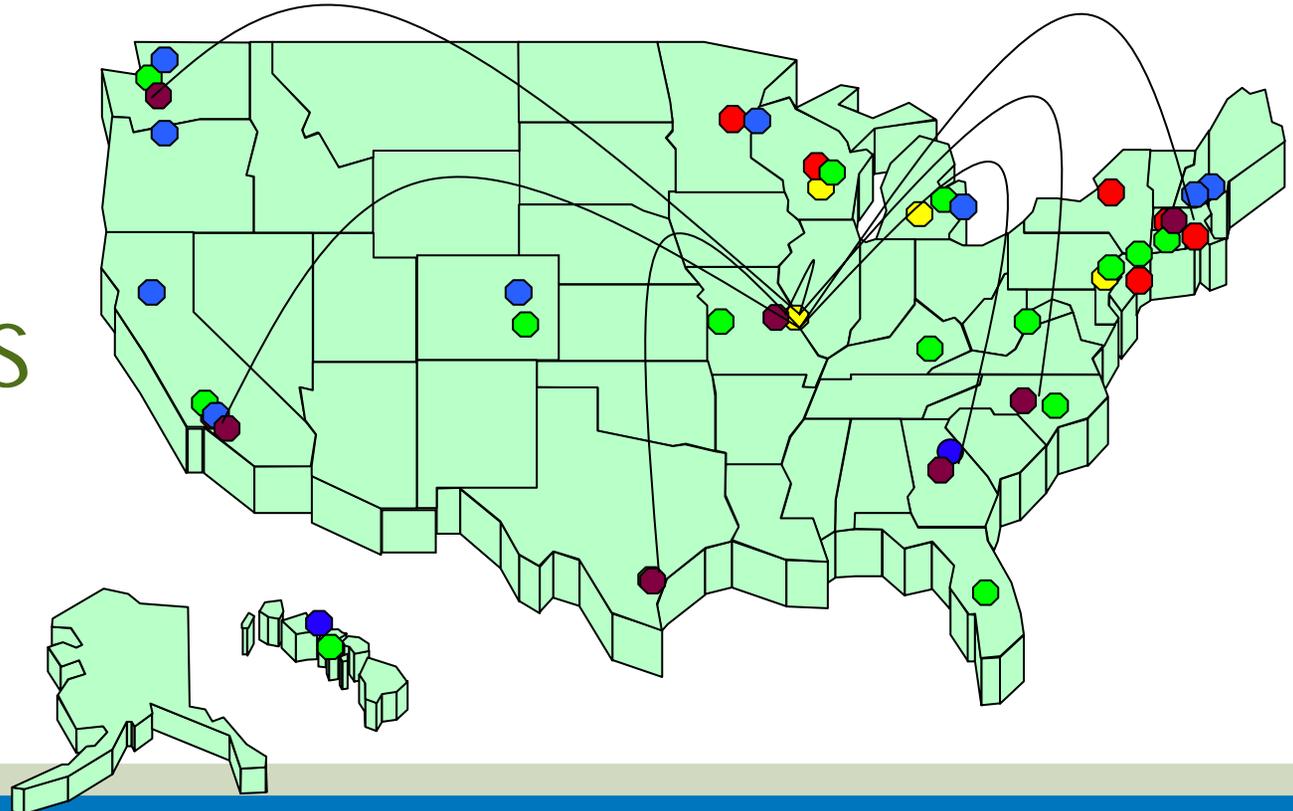
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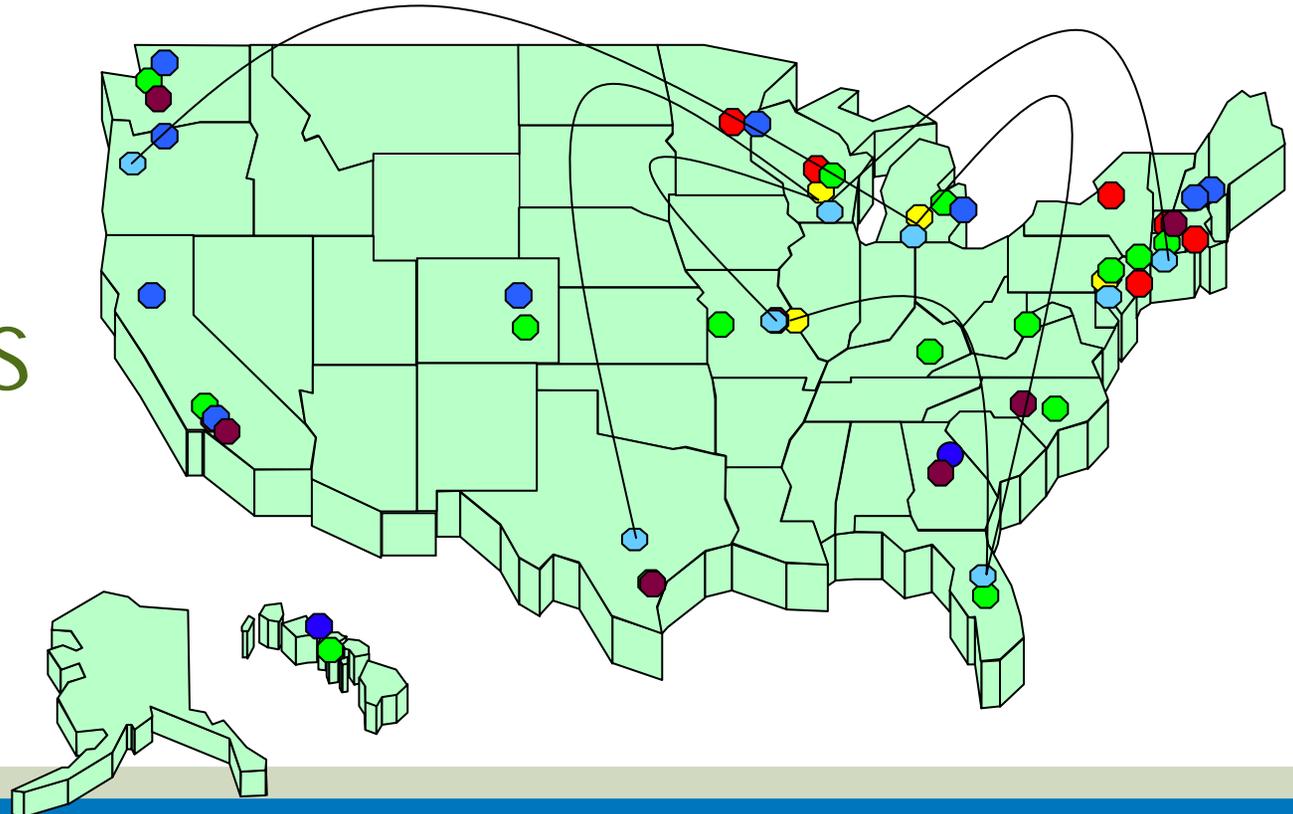
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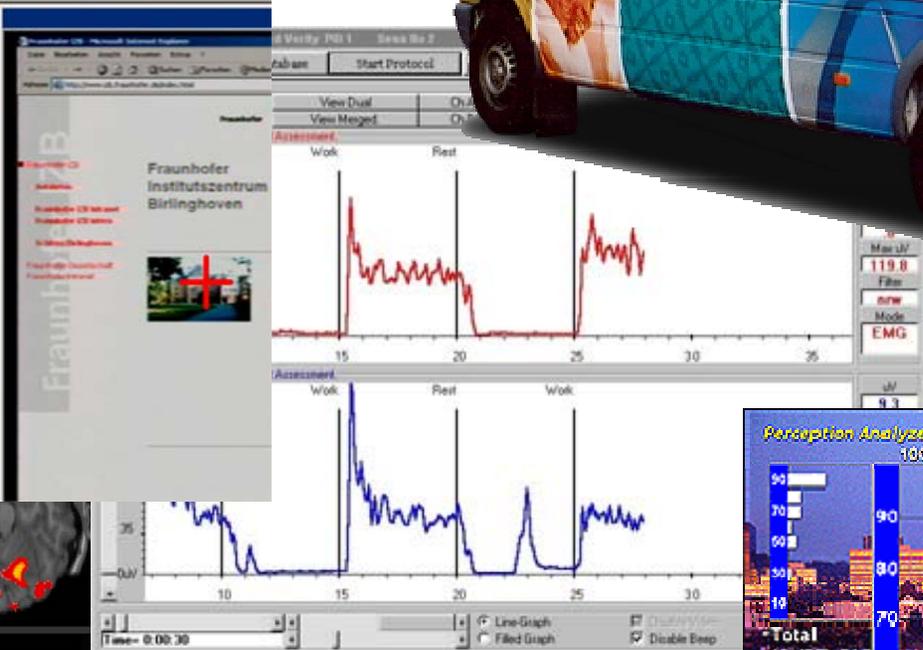
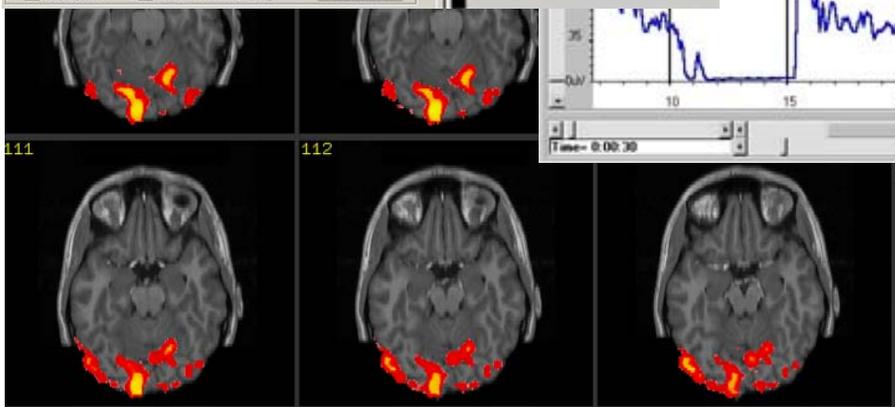


New Methods



EveTracker Left

Eye Tracker Parameters
 Pupil Threshold: [Slider]
 CR Threshold: [Slider]
 Display AOI Dynamic Thresholding Advanced



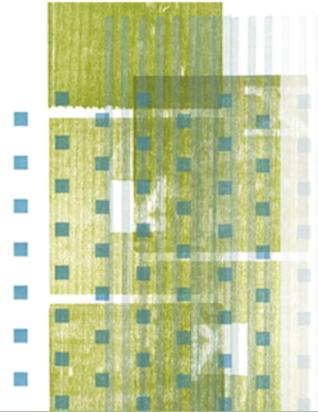
Papers, Presentations, Pilots, Projects

Centers of Excellence	Papers Published or in Press	Presentations	Large Grants Received	Small* Projects in the Field	Small Grants Received
University of Michigan	33	109	11	8	4
University of Pennsylvania	24	41	0	23	7
St. Louis University	49	70	22	0	8
University of Wisconsin	53	54	14	25	34
Total	159	274	47	56	53

* Small grants are those with under \$100,000 in direct costs.

Future Considerations

- Can we truly transform communication science (e.g., Data sharing; tenure).
- Can we span levels of analysis to support population change?
- Can we hold innovation to the rigors of expected return?



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