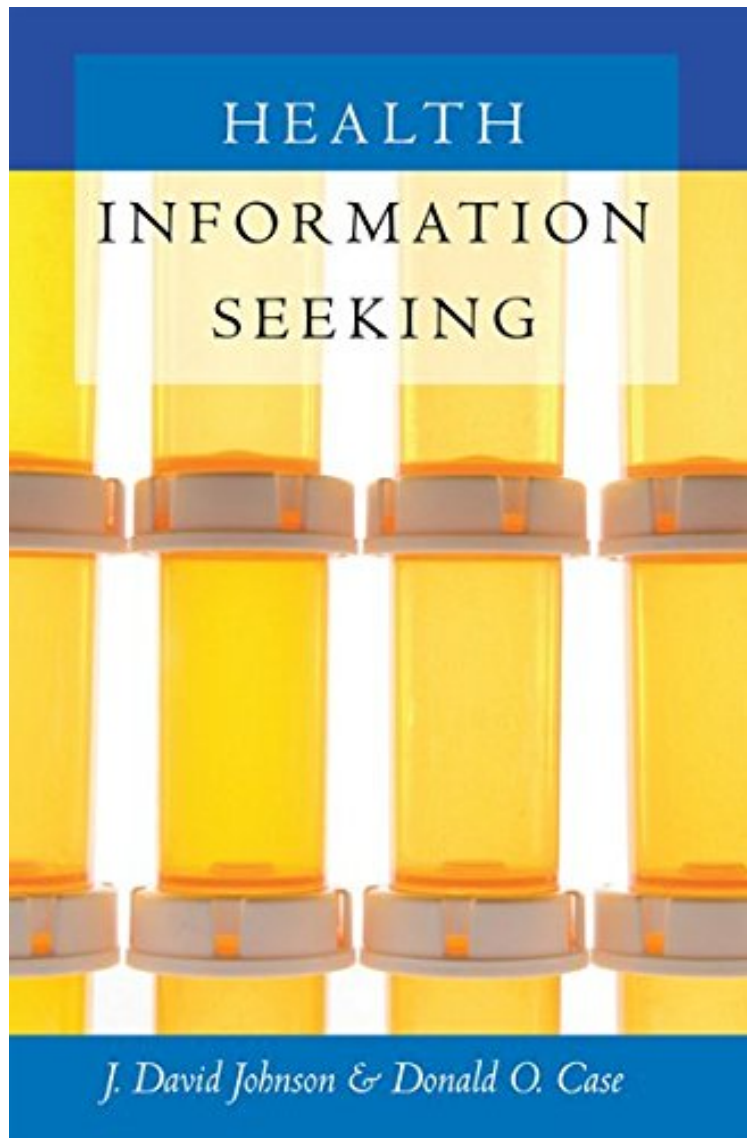


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## Health Information Seeking (Health Communication)

*J. David Johnson, Donald O. Case*  
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**J. David Johnson, Donald O. Case : Health Information Seeking (Health Communication)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Health Information Seeking (Health Communication):

The study of health information seeking has become increasingly important in recent years due to the growing

emphasis on the consumer/client relationship in the health arena. This trend implies a shift away from the development of health campaigns with one unitary message to a recognition that alternatives must be provided and options discussed. Indeed, health agencies are adopting the role of information-seeking facilitators through the creation of telephone services and sophisticated databases. A greater understanding of the public's needs, especially why people seek information, may help us to accomplish the many behavioral changes that will lead toward decreases in morbidity and mortality and a more balanced approach to wellness and prevention. This is especially important in the context of the revolution in access to information brought about by the many recent advances in databases and telecommunication systems, perhaps best represented by the advent of the Internet. This book provides a comprehensive treatment of these issues appropriate for advanced undergraduate and graduate students, practitioners, and researchers.

About the Author J. David Johnson is Professor in the Department of Communication at the University of Kentucky. He is the author of five books including *Managing Knowledge Networks* (2009). Dr. Johnson received his PhD from Michigan State University. Donald O. Case is Professor at the University of Kentucky. He previously taught at UCLA for ten years. He is the author of *Looking for Information* (third edition, 2012) and over 40 journal articles on information behavior, technology, and policy. Dr. Case received his PhD in communication from Stanford University.