

Centers of Excellence in Cancer Communication Research (CECCR) Initiative

Transdisciplinarity in Communication Science



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

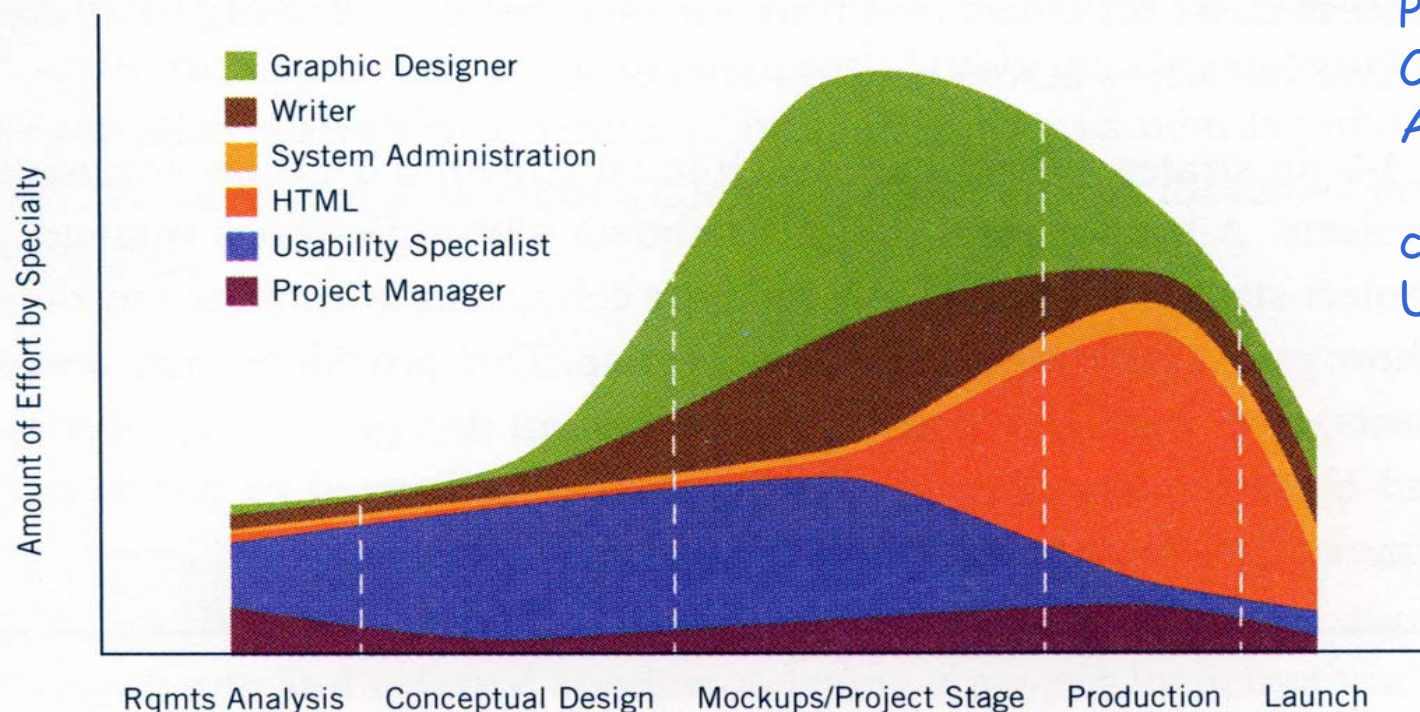
Access to Personal Account Information



Dynamic Generation of Tailored Product Information

Psychographic "Push"

New Technologies Require Team Approach



Product Design
Cycle for Web
Application

c/o Carnegie Mellon
University

Commercial Communicators & Team Science

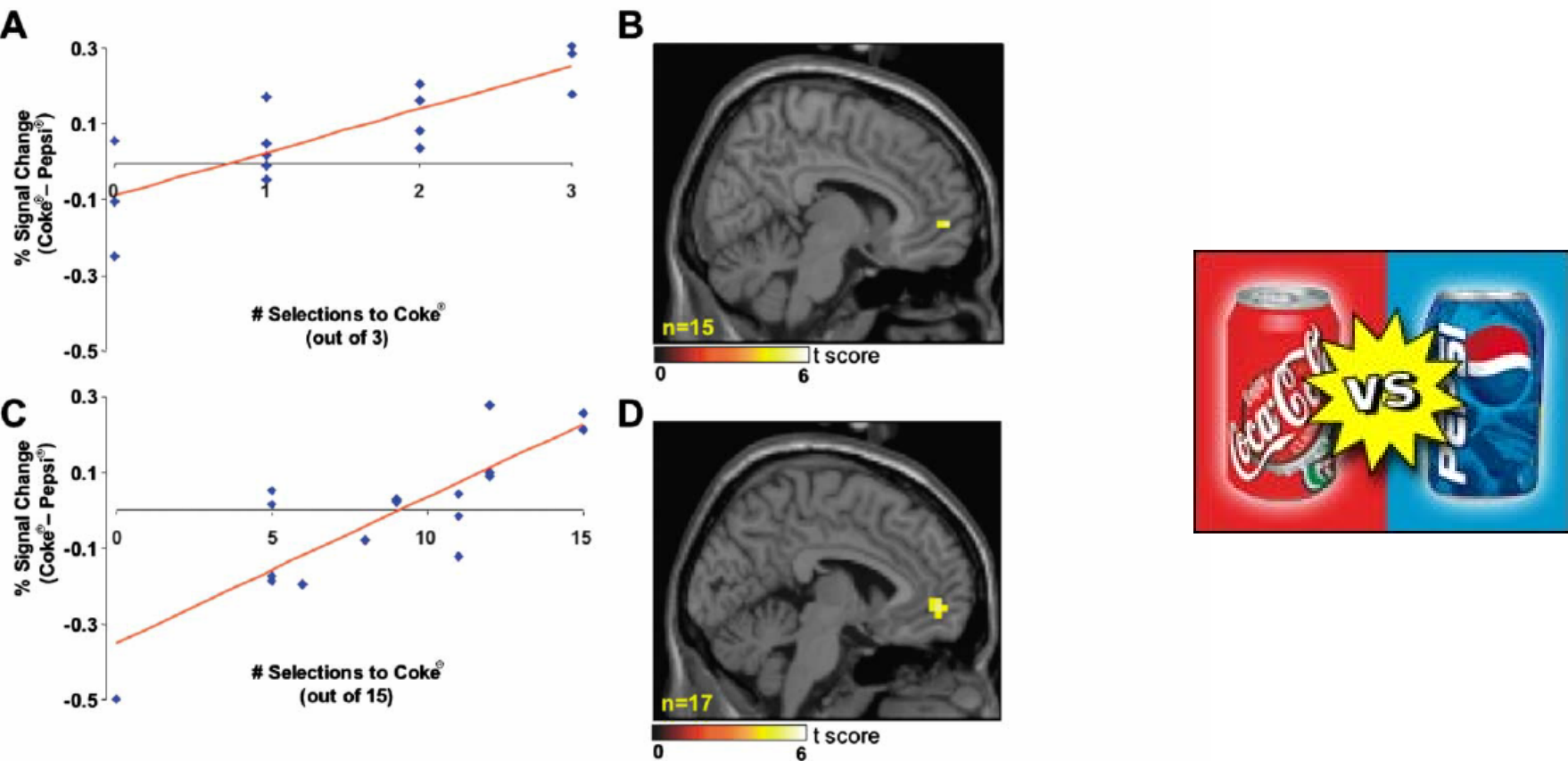


Figure 2. Neural Correlates of Preference for Anonymous Coke and Pepsi Delivery in 3-Trial and 15-Trial Anonymous Taste Tasks

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

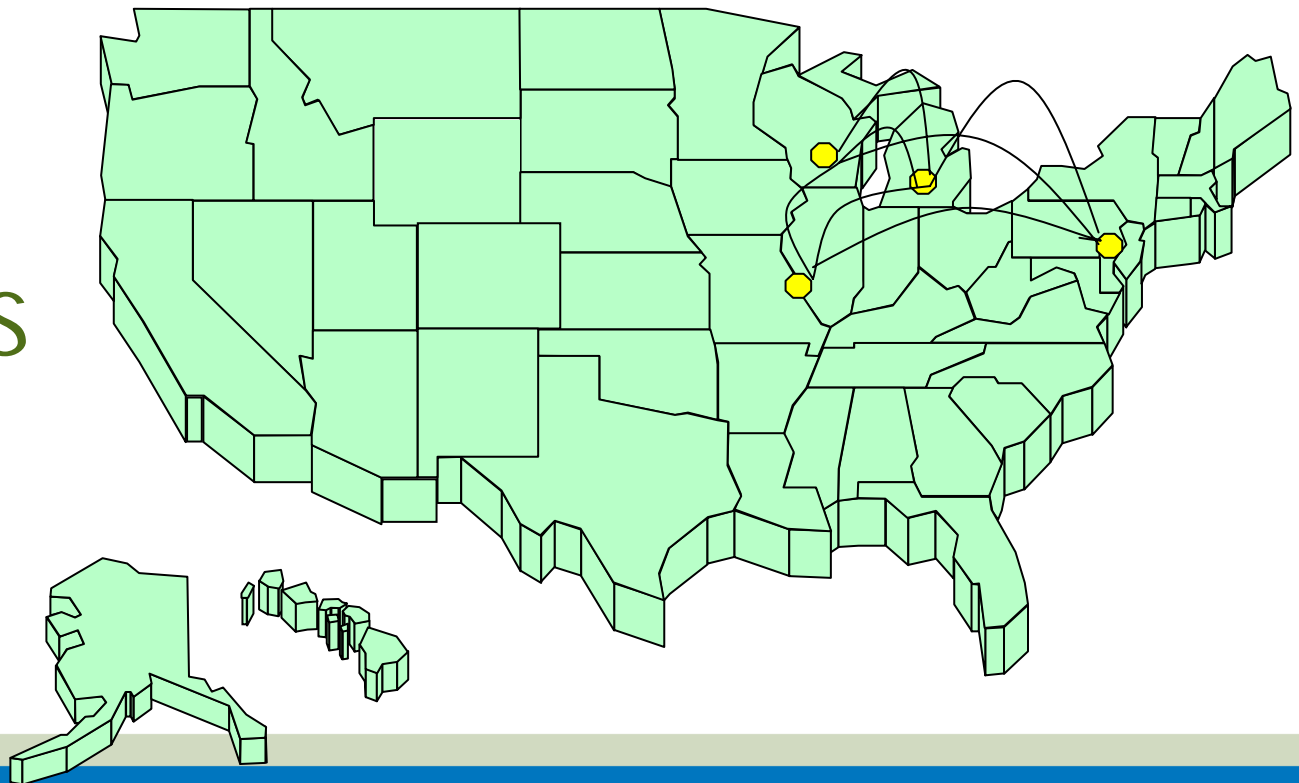
Disciplines

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	■		■	■

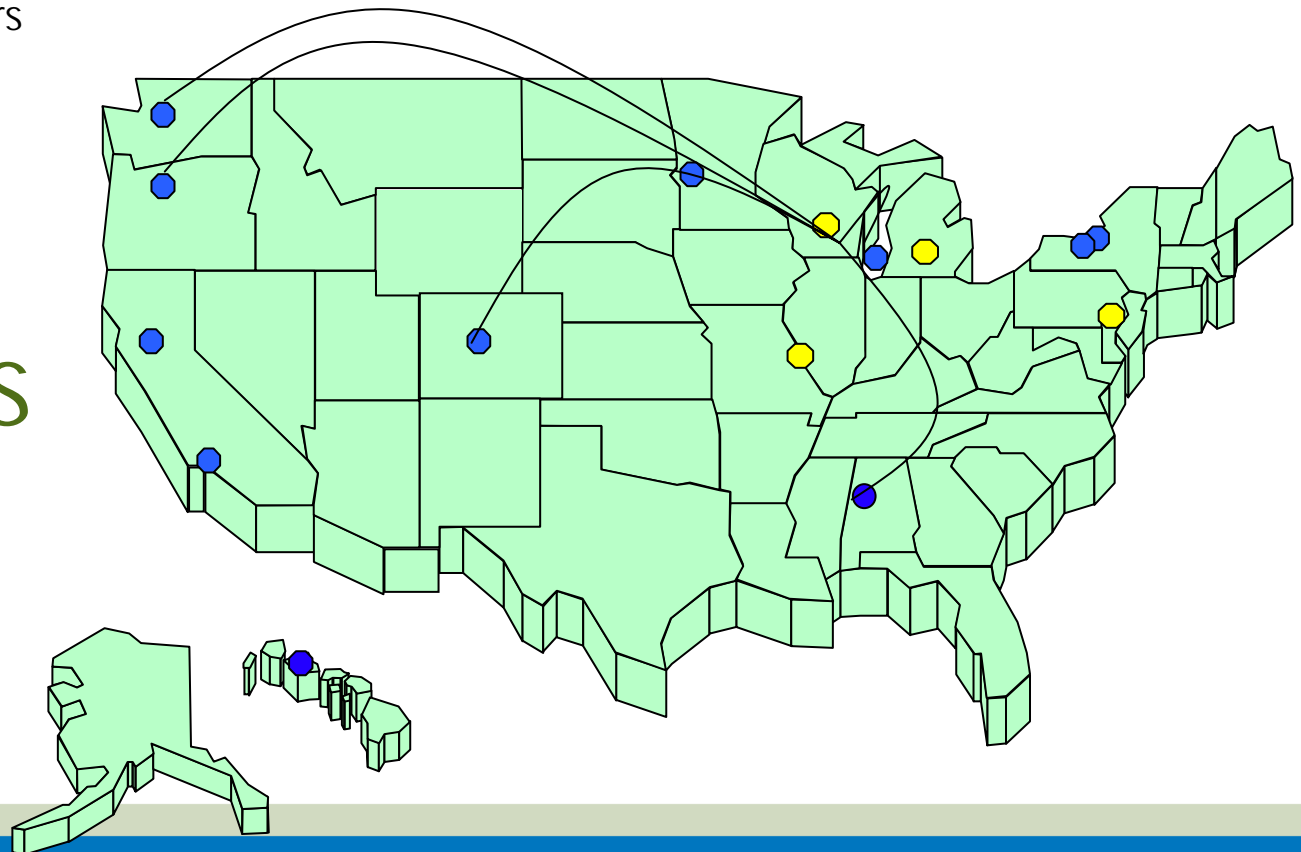
- Centers of Excellence in Cancer Communication Research
- Cancer Research Network HMO/PPO
- Cancer Information Service
- Transdisciplinary Tobacco Use Research Center
- Cancer Prevention and Control Research Network
- Comprehensive Cancer Centers

Connections



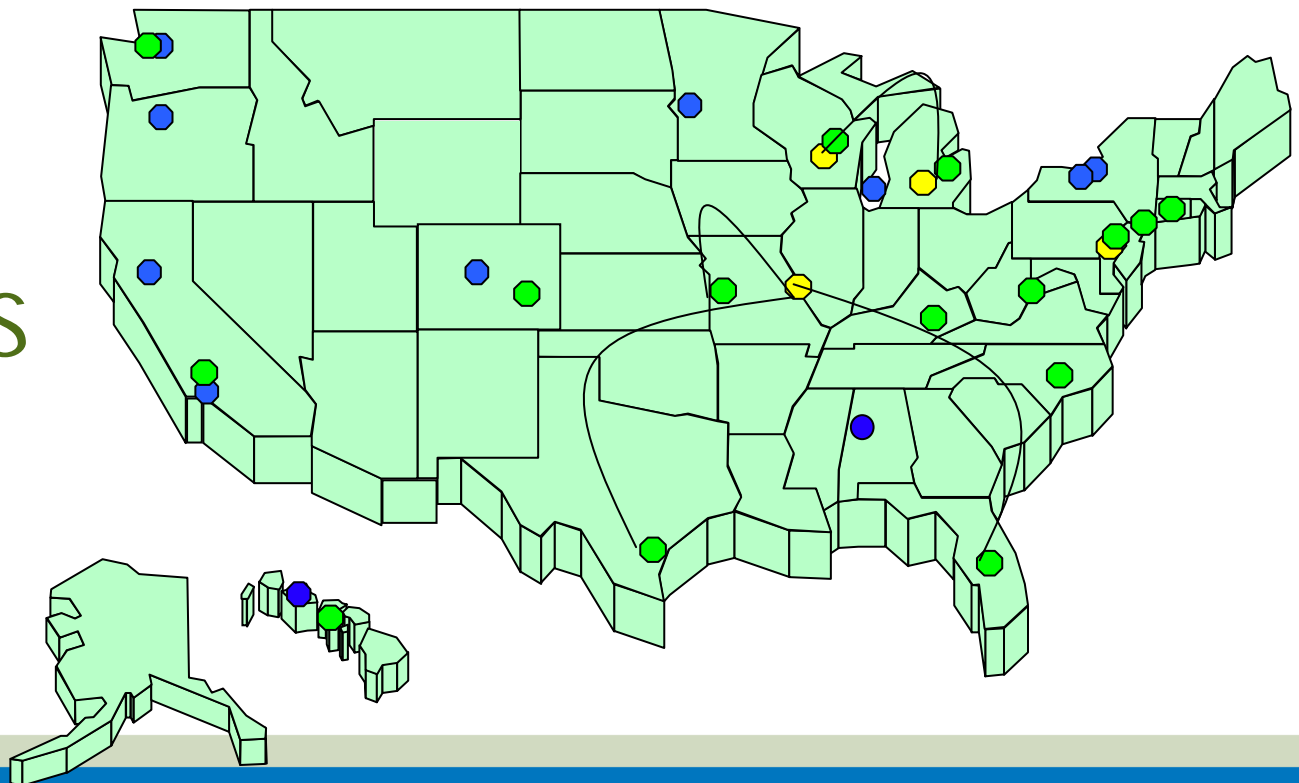
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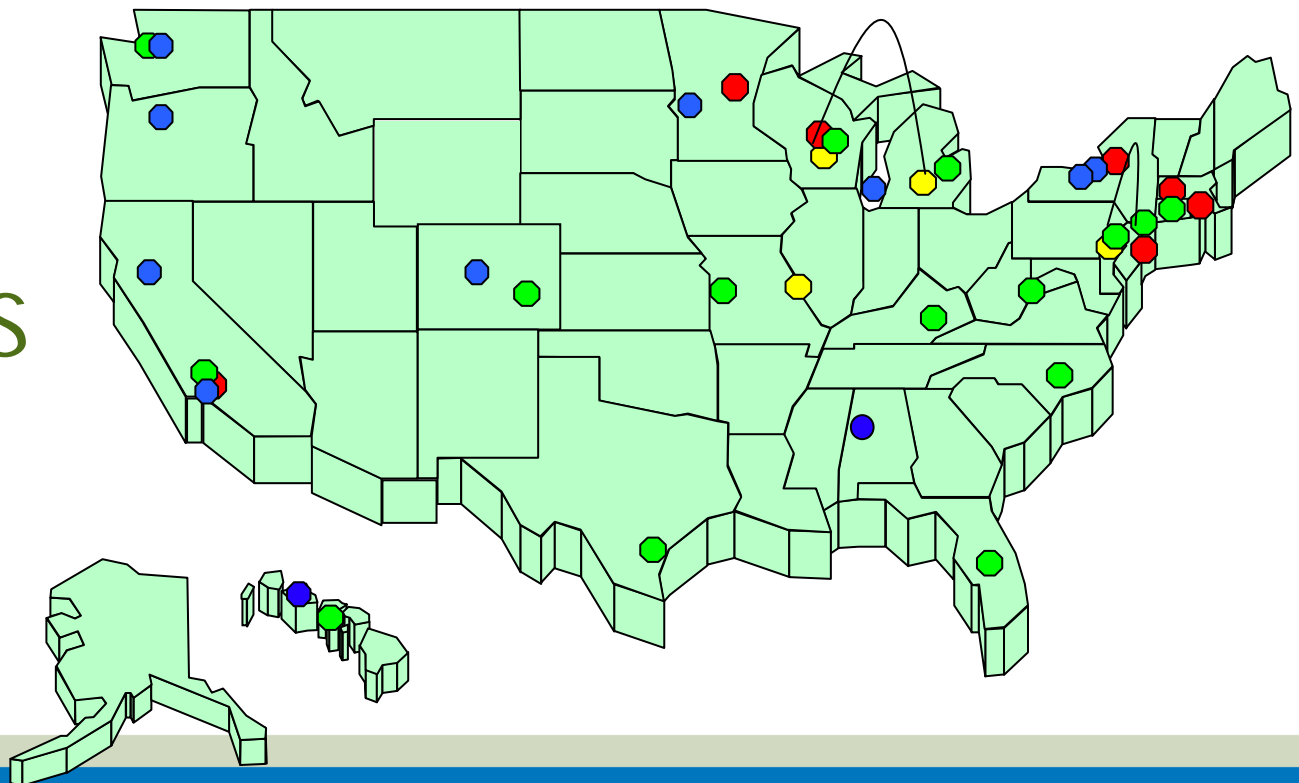
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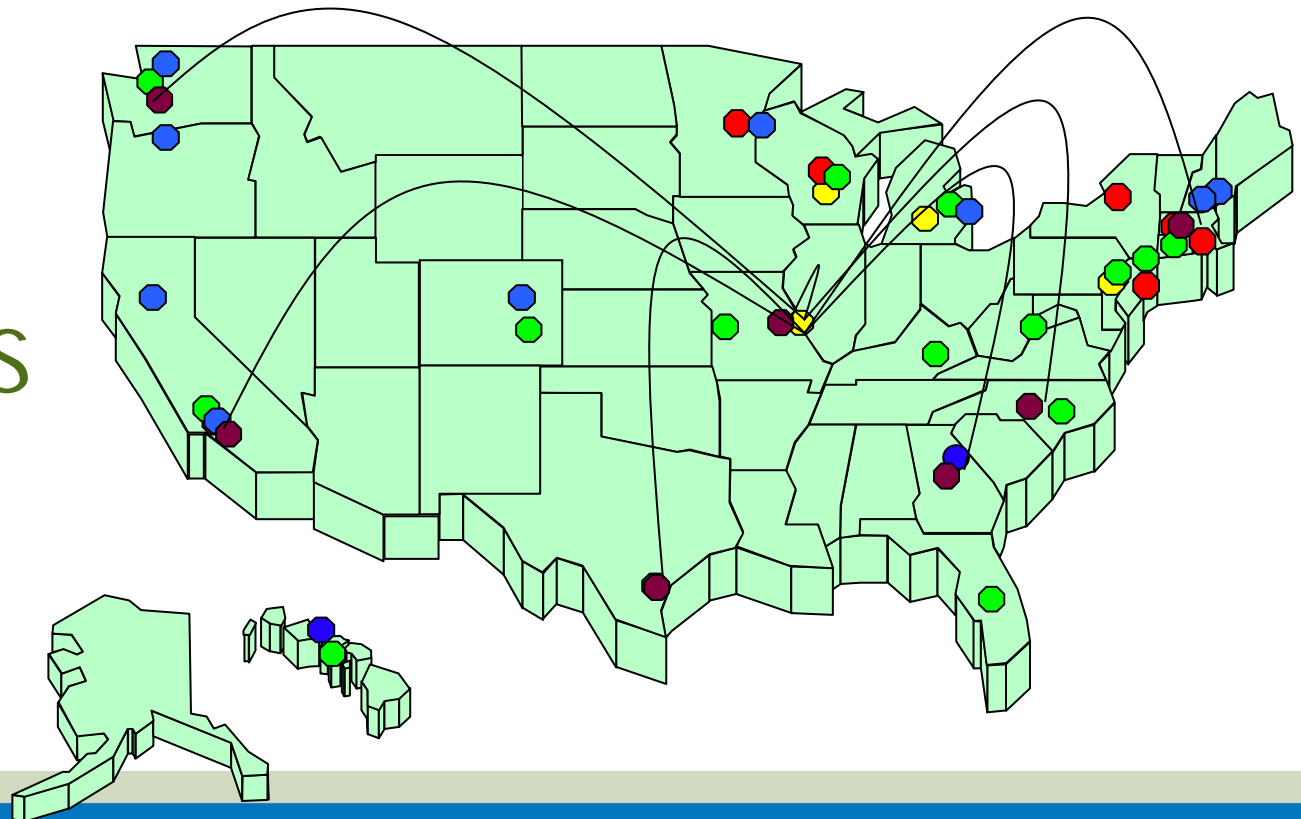
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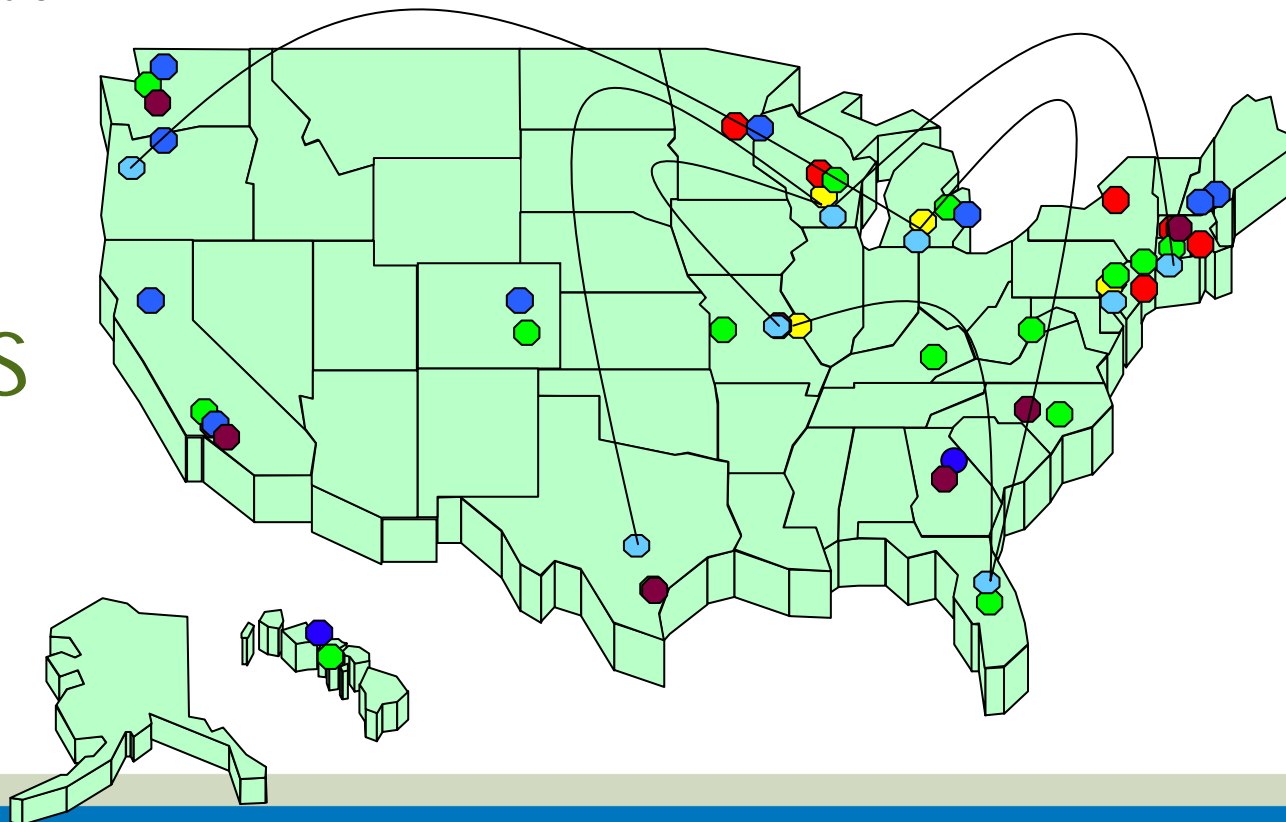
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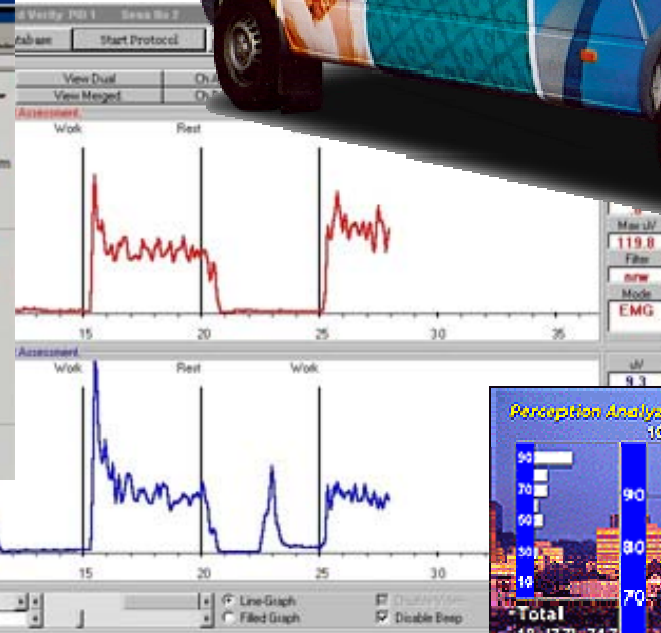
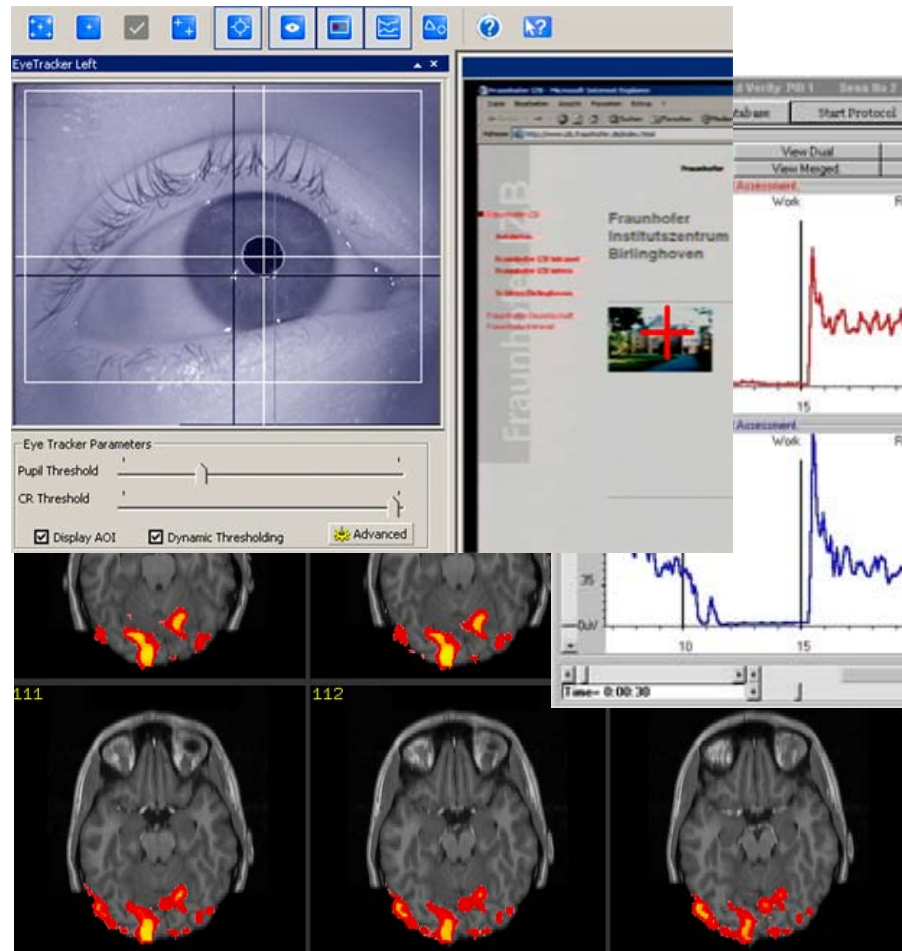


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New Methods



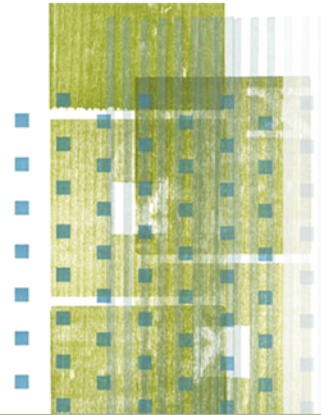
Papers, Presentations, Pilots, Projects

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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