

## References

- Ajzen I, and Fishbein M. (1980). *Understanding Attitudes and Predicting Social Behavior*, Englewood Cliffs, NJ: Prentice-Hall.
- Ajzen I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50 (2), 179-211.
- Allison DB, Fontaine KR, Manson JE, Stevens J, and VanItallie TB. (1999). Annual deaths attributable to obesity in the United States. *Journal of the American Medical Association*, 282 (16), 1530-1538.
- Andreasen, AR. (1995). *Marketing Social Change: Changing Behavior to Promote Health, Social Development, and the Environment*. San Francisco, CA: Jossey-Bass.
- Bandura A. (1986). *Social Foundations of Thought and Action: A Social Cognitive Theory*, Englewood Cliffs, NJ: Prentice-Hall.
- Bandura A. (1991). Social Cognitive Theory of self-regulation. *Organizational Behavior and Human Decision Processes*, 50 (2), 248-287.
- Bandura A. (1997). *Self Efficacy: The exercise of control*, New York: W.H. Freeman and Company.
- Becker MH. (1974). The health belief model and personal health behavior. *Health Education Monographs*, 2, 324-508.
- Binkley JK, Eales J, and Jekanowski, M. (2000). The relation between dietary change and rising US obesity. *International Journal of Obesity*, 24, 1032-1039.
- Bodur OH, Brinberg D, and Coupey E. (2000). Belief, affect, and attitude: Alternative models of the determinants of attitude. *Journal of Consumer Psychology*, 9 (1), 17-28.
- Brinberg D. (1979). An examination of the determinants of intention and behavior: A comparison of two models. *Journal of Applied Social Psychology*, 6, 560-575.

- Brinberg D, Axelson ML, and Price S. (2000). Changing Food Knowledge, Food Choice, and Dietary Fiber Consumption by Using Tailored Messages. *Appetite*, 35 (1), 35-43.
- Brug J, Steenhuis I, van Assema P, De Vries H. (1996). The impact of a computer-tailored nutrition intervention. *Preventive Medicine*, 25, 236-242.
- Brug J, Hoppers HJ, and Kok G. (1997). Differences in Psychosocial Factors and Fat Consumption Between Stages of Change for Fat Consumption. *Psychology and Health*, 12, 719-727.
- Brug J, Glanz K, van Assema P, Kok G, and van Breukelen GJ. (1998). The impact of computer-tailored feedback and iterative feedback on fat, fruit, and vegetable intake. *Health Education and Behavior*, 26, 357-371.
- Brug J, Campbell, M. and van Assema, P. (1999). The application and impact of computer-generated personalized nutrition education: A review of the literature. *Patient Education and Counseling*, 36, 145-156.
- Campbell, M.K, DeVellis, B.M., Strecher, V.J., Ammerman, A.S., DeVellis, R.F., and Sandler, R.S. (1994). Improving dietary behavior: The effectiveness of tailored messages in primary care settings. *American Journal of Public Health*, 84(5), 783-787.
- Center for Disease Control, National Center for Chronic Disease Prevention and Health Promotion. (2002). *Physical Activity and Good Nutrition: Essential Elements to Prevent Chronic Diseases and Obesity 2002*. Atlanta, Georgia.
- Curry SJ, McBride C, Grothaus LC, Louie D, Wagner EH. (1995). A randomized trial of self-help materials, personalized feedback, and telephone counseling with nonvolunteer smokers. *Journal of Consulting and Clinical Psychology*, 63 (6), 175-180.
- Fishbein M, Triandis HC, Kanfer FH, Becker M, Middlestadt SE, and Eichler A. (2001). Factors influencing behavior and behavior change. In Baum A, Revenson TA, and Singer JE (Eds.) *Handbook of Health Psychology*, 3-17. Mahwah, NJ: Erlbaum.

- Flegal KM, Carroll MD, Ogden CL, and Johnson CL. (2002). Prevalence and Trends in Obesity Among US Adults. *Journal of the American Medical Association*, 288, 1723-1727.
- Hochbaum, GM. (1958). *Public Participation in Medical Screening Programs: A Sociopsychological Study*. Public Health Service Publication, no. 572.
- Kreuter MW, and Strecher VJ. (1996). Do tailored behavior change messages enhance the effectiveness of health risk appraisal? Results from a randomized trial. *Health Education Research*, 11(1), 97-105.
- Kreuter MW, Oswald DL, Bull FC, and Clark EM. (2000). Are tailored health education materials always more effective than non-tailored materials? *Health Education Research*, 15 (3), 305-315.
- Kreuter MW, Strecher VJ, and Glassman B. (1999). One size does not fit all: The case for tailoring print materials. *Annals of Behavioral Medicine*, 21 (4), 276-283.
- Lin BH, Guthrie J, Frazao E. (1999). *Away-from-home foods increasingly important to quality of American diet*. U.S. Department of Agriculture, Economic Research Service, 1999. Agriculture Information Bulletin No. 749. Washington, DC.
- Lutz, S. (1996). The impact of computer-tailored messages and goal setting on daily fruit and vegetable intake. Doctoral thesis. Chapel Hill, NC: University of North Carolina.
- Marcus BH, Emmons KM, Simkin-Silverman L, et al. (1998). Evaluation of motivationally tailored vs. standard self-help physical activity interventions at the workplace. *American Journal of Health Promotion*, 12 (2), 246-253.
- McCrorry MA, Fuss PJ, Hays NP, Vinken AG, Greenberg AS, and Roberts SB. (1999). Overeating in America: association between restaurant food consumption and body fatness in healthy adult men and women ages 19 to 80. *Obesity Research*, 7 (6), 564-571.
- Meyers-Levy J and Maheswaran D. (1991). Exploring Differences in Males' and Females' Processing Strategies. *Journal of Consumer Research*, 18, 63-70.

- Mokdad AH, Serdula MK, Dietz WH, et al. (1999). The spread of obesity epidemic in the United States, 1991-1998. *Journal of the American Medical Association*, 282, 1519-1522.
- National Institutes of Health, National Heart, Lung, and Blood Institute. (1998). *Clinical guidelines on the identification, evaluation, and treatment of overweight and obesity in adults*. Public Health Service.
- Perry CL, Baranowski T, and Parcel GS. (1990). How Individuals, Environments, and Health Behavior Interact: Social Learning Theory. In Glanz K, Lewis FM, and Rimer BK. (Eds.), *Health Behavior and Health Education: Theory Research and Practice*, 161-186. San Francisco, CA: Jossey-Bass.
- Petty RE. (1995). Attitude change. In Tesser A (Ed.), *Advanced Social Psychology*, 195-255. New York: McGraw-Hill.
- Petty RE and Cacioppo JT. (1986). *Communication and persuasion: Central and peripheral routes to attitude change*, New York: Springer/Verlag.
- Prochaska JO. (1979). *Systems of psychotherapy: A transtheoretical analyses*. Chicago: Dorsey Press.
- Prochaska JO and DiClemente CC. (1984). *The Transtheoretical Approach: Crossing traditional boundaries of therapy*, Dow Jones-Irwin, Homewood, IL.
- Prochaska JO, DiClemente CD, Velicer WF, Rossi JS. (1993). Standardized, individualized, interactive, and personalized self-help programs for smoking cessation. *Health Psychology*, 12 (5), 399-405.
- Prochaska, JO. (1994). Strong and weak principles for progressing from Precontemplation to action based on twelve problem behaviors. *Health Psychology*, 13, 47-51.

- Prochaska JO. (1999). How Do People Change? In Hubble MA, Miller SD, and Duncan BL (Eds.), *The heart and soul of change: What works in therapy*, 227-255. American Psychological Association.
- Rosenstock IM and Kirscht JP. (1974). The Health Belief Model and Personal Health Behavior. *Health Education Monographs*, 2, 470-473.
- Rosenstock IM, Strecher VJ, and Becker MH. (1988). Social Learning Theory and the Health Belief Model. *Health Education Quarterly*, 15, 175-183.
- Rosenstock IM. (1990). The health belief model: Explaining health behavior through expectancies. In Glanz K, Lewis FM, and Rimer BK. (Eds.), *Health Behavior and Health Education: Theory Research and Practice*, 39-62. San Francisco, CA: Jossey-Bass.
- Rossi, JS, Rossi SR, Velicer WF, and Prochaska JO. (1995). Motivational readiness to control weight. [Chapter] Allison DB (Ed.). *Handbook of assessment methods for eating behaviors and weight-related problems: Measures, theory, and research*, 387-430. SAGE Publications.
- Skinner CS, Strecher VJ, and Hospers H. (1994). Physicians' recommendations for mammography: Do tailored messages make a difference? *American Journal of Public Health*, 84(1), 43-49.
- Skinner CS, Campbell, M.K., Rimer, B.K., Curry, S., and Prochaska, J.O. (1999). How effective is tailored print communication? *Annals of Behavioral Medicine*, 21(4), 290-298.
- Strecher VJ, Kreuter M, Den Boer DJ, Kobrin S, Hospers HJ, and Skinner CS. (1994). The effects of computer-tailored smoking cessation messages in family practice settings. *Journal of Family Practice*, 39 (3), 262-270.
- Taylor SE. (1981). The interface of cognitive and social psychology. In JH Harvey (Ed.), *Cognition, social behavior, and the environment*, 189-211. Hillsdale, NJ: Erlbaum.
- Triandis HC. (1977). *Interpersonal behavior*, Monterey, CA: Brooks Cole.

U.S. Department of Agriculture, Health and Human Services. (2000). *Dietary guidelines for Americans*, 5<sup>th</sup> ed. Home and Garden Bulletin No. 232.

U.S. Department of Health and Human Services. (2000). *Healthy People 2010: Understanding and Improving Health*. 2<sup>nd</sup> ed. Washington, DC: U.S. Government Printing Office.

U.S. Department of Health and Human Services, Public Health Service. (2001). *The Surgeon General's call to action to prevent and decrease overweight and obesity*. Washington, DC: U.S. Government Printing Office.

Watson D and Tellegen A. (1985). Toward a consensual structure of mood. *Psychological Bulletin*, 98, 219-235.

Weinstein ND. (1993). Testing Four Competing Theories of Health-Protective Behavior. *Health Psychology*, 12, 324-333.