

Social Norms in Health Communication Scholarship

Health Communication special issue

A Call for Papers and Reviewers

Guest Editors

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&

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Research on social norms continues to expand rapidly, fueled in recent years by our desire to understand the roles that social influence processes play in people's response to the COVID-19 pandemic. This is in keeping with the rapid growth in social norms research our field has seen in many other domains that affect people's health and wellbeing.

In this special issue of *Health Communication*, we invite scholarship at the intersection of social norms and health. Many other fields of inquiry, in addition to Communication, invest significant scholarly resources to understand, document, and expand our conceptual understanding about how social norms are manifest in society, how they evolve over time, and how they influence people's attitudes and behaviors. We welcome all perspectives in this special issue, as long as communication processes and human health remain a primary focus of the scholarship, given the focus of the journal, *Health Communication*, where this work will be published.

We are particularly interested in papers that improve our conceptual understanding of social norms while also promoting health and wellbeing. Listed below are some of the perspectives that would fit well within the scope of the special issue:

- Use of social norms perspectives and concepts in health interventions
- Cultural variations in how social norms are understood, formulated, and acted upon to affect health
- Understanding causal mechanisms in normative influences on health behaviors
- The role of social norms in affecting health equity, health disparities, or social justice

We are working under a condensed timeline, seeking to publish the special issue in the last quarter of 2023. We seek manuscripts and reviewers.

Manuscript Submission

- Please follow all the *Health Communication* author guidelines found [here](#).
- Manuscripts are due on or before **March 1, 2023**. We will begin reviewing manuscripts on a rolling basis, so authors are encouraged to submit early if they can.
- Authors will be asked to revise their manuscript within three weeks after receipt of the reviews. Manuscripts that appear to need more extensive changes than can be done in a three-week period will not proceed to the next round for publication consideration.
- To submit your manuscript,
 - Visit the journal's [submission site](#)
 - Answer "Yes" to the question "Are you submitting your paper for a specific special issue?"
 - In the subsequent field asking about the special issue name, write "Social Norms"

Guest Reviewers

We welcome reviewers from a broad range of backgrounds, disciplines, and expertise. We are particularly interested in reviewers whose work lies at the intersection of social norms, communication, and health. We ask reviewers to provide reviews within three weeks. Reviewers will be specifically acknowledged in the special issue. If interested in reviewing, please send an email to Rajiv Rimal (rimal@jhu.edu) or Maria Lapinski (lapinsk3@msu.edu).