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Authors

Gesser-Edelsburg A, Shir-Raz Y, Bar-Lev OS,
James JJ, Green MS

Target

Government and Public Health
Healthcare Professionals

Topic

Media

Tags

Ebola

*Gesser-Edelsburg A, Shir-Raz Y, Bar-Lev OS,
James JJ, Green MS. Targeting Ebola
International Congress 2015: Scientific Bases
& Applications, Pasteur Institute, Paris, May
28?29, 2015.*

Effective communication is crucial during public health emergencies such as Ebola, because language affects the decision-making process of social judgments and actions. The choice of the term ("outbreak") over another ("epidemic") can create different conceptualizations of the disease, thereby influencing the risk signature.

To access this article in the *Disaster Medicine and Public Health Preparedness*, please go to <https://doi.org/10.1017/dmp.2016.48>

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