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(with R. Obregon) The complexity of social mobilization in health communication: Top-down and bottom-up experiences in polio eradication, *Journal of Health Communication* 15 (1): 25-47, 2010.

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Rafael Obregon is Associate Professor in the School of Media Arts & Studies and Director of the Communication and Development Studies Program at Ohio University. He has taught and served as an administrator for the Program for Social Communication at Colombia's Universidad del Norte and has taught

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