

Programme of the

## European Conference on Health Communication 2019

Biannual Meeting of the Health Communication Temporary Working Group of the European Communication Research and Education Association (ECEA)

Annual Conference of the Health Communication Division of the German Communication Association (DGPK)

Organized by the Department of Communication and Media Research (IKMZ)

Conference venue: University of Zurich, Building Rämistrasse 59

### 13 November 2019

09:00 – 15:30	<b>DGPK Doktorandenworkshop</b>	RAA-E-30
	<i>Mentors</i>	<i>Participants</i>
	Matthias Hastall (Dortmund)	Anna Freytag (Hanover)
	Constanze Rossmann (Erfurt)	Miriam Jaspersen (Hanover)
	Markus Schäfer (Mainz)	Antonia Markiewitz (Munich)
	Freya Sukalla (Leipzig)	Winja Weber (Erfurt)
16:30 – 18:00	<b>YECREA Round Table</b>	RAA-E-30
	<i>The responsible conduct of research: The ethical challenges and considerations in health communication studies</i>	
19:00	<b>Get-together</b>	Restaurant “Commihalle”, Stampfenbachstrasse 8

### 14 November 2019

08:30 – 09:00	<b>Registration</b>	Foyer at the conference venue (Rämistrasse 59)
09:00 – 09:15	<b>Welcoming</b>	RAA-G-01
09:15 – 10:15	<b>Keynote</b>	RAA-G-01
	Rajiv N. Rimal (Baltimore)	
	<i>Social norms as sources of both influence and health communication refraction: Why and how the company you keep matters so much</i>	
10:15 – 10:45	<b>Coffee Break</b>	Foyer
10:45 – 11:40	<b>Best Proposal Panel</b>	RAA-G-01
	Marciano, Laura; Schulz, Peter J.; Camerini, Anne-Linda (Lugano)	
	<i>Time online, time with friends: How do they influence depressive symptomatology over time? A random-intercept longitudinal panel model on adolescents in Switzerland</i>	

Huisman, Martijn; Biltereyst, Daniël; Joye, Stijn (Ghent) (student paper)  
*Searching for health: Doctor Google and the shifting dynamics of the middle-aged and older adult patient-physician interaction*

Möri, Michelle; Siegenthaler, Perina; Ort, Alexander (Fribourg) (student paper)  
*The influence of type of narrative voice and addressing style on reactance to health campaigns*

11:45 – 13:00

**Parallel Sessions**

**Panel 1: Media's social responsibility**

RAA-G-01

Klammer, Paul (Dortmund); Serong, Julia (Dortmund, Munich); Wormer, Holger (Dortmund)  
*Lack of context? Frequency and normative orientation of reporting on diagnostic tests*

Stelzmann, Daniela; Wapsa, Josephine (Berlin)  
*Journalism and Paedophilia: Background on the media coverage of a stigmatized minority*

Markiewitz, Antonia (Munich); Arendt, Florian (Vienna); Scherr, Sebastian (Leuven)  
*Preventing imitation suicides: Evaluation of media guidelines on responsible reporting on suicide by German journalists. Implications for designing awareness campaigns*

Kobilke, Lara; Markiewitz, Antonia (Munich)  
*Momo is a 'NoNo' – How media depictions of the suicide game Momo challenge affect their viewers on YouTube*

**Panel 2: Social influence, control, and action**

RAA-E-30

Stehr, Paula; Rossmann, Constanze; Kremer, Tabea; Lütke Lanfer, Hanna (Erfurt)  
*The ambivalent role of social aspects in health promotion. Findings from a two-study formative research project examining health information sources and determinants of physical activity among older adults in Germany*

Klimmt, Christoph (Hanover); Geber, Sarah (Zurich); Baumann, Eva (Hanover); Czerwinski, Fabian (Hanover)  
*Explaining gender differences in risk behavior by gender-specific normative peer group influences*

Naderer, Brigitte; Spielvogel, Ines; Matthes, Jörg; Binder, Alice; Forrai, Michaela; Knupfer, Helena; Saumer, Melanie (Vienna)  
*The impact of watching movies and series on children's BMI and the moderating role of perceived parental food rules. A longitudinal study*

Schossboeck, Judith (Hong Kong, Krems)  
*"You just have to trust them": The role of digitally networked action for people with Thyroid disease*

13:00 – 14:00

**Lunch**

Foyer

14:00 – 15:15

**Parallel Sessions****Panel 3: Social dimension of mental health**

RAA-G-01

Freytag, Anna (Hanover); Baumann, Eva (Hanover); Hahm, Stefanie (Greifswald); Angermeyer, Matthias (Leipzig); Schomerus, Georg (Leipzig)  
*Stigmatization of mental health: The role of social contexts*

Hunsaker, Amanda Egner (Zurich); Hargittai, Eszter (Zurich); Piper, Anne Marie (Evanston)  
*Online social connectedness and anxiety among older adults*

Annoni, Anna Maria; Marciano, Laura; Petrocchi, Serena; Camerini, Anne-Linda (Lugano)  
*“Control yourself and don’t trust anybody!”: A moderated mediation model of impulsivity, social anxiety, and dispositional trust and their relationship to smartphone use and addiction in young adults*

Petrocchi, Serena; Filipponi, Chiara; Schulz, Peter (Lugano)  
*Interpersonal support in dyads decrease feelings of depression and increase health: A longitudinal application of the APIMeM*

**Panel 4 (open): Health communication campaigns and concepts**

RAA-E-30

Heinemeier, Dorothee; Eitze, Sarah; Weber, Winja; Reinhardt, Anne; Betsch, Cornelia; Rossmann, Constanze (Erfurt)  
*Vaccine hesitancy in the elderly – a challenge for evidence-based health campaigns: Results from two evaluation surveys*

Poggiolini, Claudia; Werner, Wirth (Zurich)  
*Reducing smokers' unrealistic optimism via targeted content in a national antismoking campaign in Switzerland: A field study*

Toerien, Lucea (Stellenbosch)  
*Furthering fear-appeal models: Describing the role of decisional balance on EPPM outcomes*

Guenther, Lars (Hamburg); Gärtner, Maria (Jena); Zeitz, Jessica (Jena)  
*Framing as a concept for health communication: A systematic review*

15:15 – 16:15

**Poster Session & Coffee Break**

Foyer

Catalan-Matamoros, Daniel (Madrid); Lopez-Villegas, Antonio (Almeria); Lopez-Liria, Remedios (Almeria); Lappegard, Knut Tore (Bodø)  
*More information is needed by pacemaker patients with remote follow-up*

Reinhardt, Anne; Rossmann, Constanze (Erfurt)  
*How vaccination messages affect risk perceptions, reactance, attitudes, and intentions in younger and older adults: The interplay of message framing and evidence type*

Röhm, Alexander; Möhring, Michéle; Gregel, Michelle; Simmes, Ria; Hastall, Matthias R. (Dortmund)

*Female readers' attitudes towards blogging mothers of children with a disability and the influence of perspective taking*

Jaspersen, Miriam; Baumann, Eva (Hanover)

*The role of communication as a resource for coping and resilience in families: A qualitative analysis*

Möhring, Michéle; Ditze, Anika; Krick, Natascha; Koput, Julia (Dortmund)

*Influence of single case descriptions on stigmatization of 'the mentally ill': Recipients' identification and exemplars' social support as factors*

Heuss, Sabina C.; Maidl, Elisabeth (Olten)

*Communication issues between generations in Swiss hospitals with special emphasis on Generation Y*

Antonietti, Chiara; Camerini, Anne-Linda; Marciano, Laura (Lugano)

*Protective factors of perceived stress in adolescence: A moderated mediation model of self-esteem, adaptive coping, and social support*

Blessing, Janine Nadine (Augsburg)

*It's all about the focus: Varying the person affected by risky driving behavior in texting and driving PSAs*

Zschorlich, Beate; Wiegard, Beate (Cologne)

*My health is valuable: Evidence-based health information for hard-to-reach groups*

Pelletier, Karen; Badillo, Patrick-Yves (Geneva)

*Identification and typology of influencers on Twitter: The case of cancer prevention*

Temmann, Linn Julia (Erfurt); Wiedicke, Annemarie (Erfurt); Schaller, Sophia (Erfurt); Reifegerste, Doreen (Erfurt); Scherr, Sebastian (Leuven)

*Responsibility frames in health communication: A systematic literature review of their representation and effects*

Bertolazzi, Alessia (Macerata); Lombi, Linda (Milan); Ducci, Gea (Urbino);

D'Ambrosi, Lucia (Macerata); Lovari, Alessandro (Cagliari)

*Health information in the digital era: How to measure the digital health literacy*

15:45 – 16:15

**Business Meeting DGPuK FG Gesundheitskommunikation**

RAA-G-01

16:15 – 17:30	<b>Parallel Sessions</b>	
	<b>Panel 5: Talking about health issues</b>	RAA-G-01
	Kessler, Sabrina Heike; Schmidt-Weitmann, Sabine (Zurich) <i>The health narratives of online inquiries to the University Hospital Zurich: An automated content analysis</i>	
	Chen, Meng (Vienna) <i>The impact of language use on social support exchange in an online breast cancer discussion group</i>	
	Bresciani, Sabrina (St. Gallen) <i>Visual facilitation for health-related interpersonal communication</i>	
	Merminod, Gilles; Semlali, Imane; Terrier, Ana; Weber, Orest; Singy, Pascal (Lausanne) <i>Elders' social networks and the communication of chronic pain</i>	
	<b>Panel 6 (open): User comments, virtual patients, and health information seeking</b>	RAA-E-30
	Küchler, Constanze; Kalch, Anja; Pavicic, Robert (Augsburg) <i>When multi-resistant bacteria are more vivid than we want them to be – how vividness in online user comments affects risk perception</i>	
	Atanasova, Sara; Petrič, Gregor (Ljubljana) <i>Empowered, but not fully empowered: A cluster analysis of online health community users' individual and collective empowerment</i>	
	van Weert, Julia C.M.; de Bruijn, Gert-Jan; Timmers, Kristy; Smets, Ellen (Amsterdam) <i>Can a virtual patient help clinicians to improve their communication skills? Development and pilot-evaluation of an interactive, computer-simulated virtual patient-based eLearning</i>	
	Link, Elena (Hanover); Rosset, Magdalena (Hanover); Baumann, Eva (Hanover); van Weert, Julia (Amsterdam); Fahr, Andreas (Fribourg); Schulz, Peter (Lugano) <i>First steps to a European perspective on health information seeking behaviors</i>	
17:30 – 18:00	<b>Business Meeting ECREA TWG Health Communication</b>	RAA-G-01
19:00	<b>Conference Dinner</b>	tba

15 November 2019

09:00 – 10:15

**Parallel Sessions****Panel 7: Social aspects of health literacy and self-empowerment**

RAA-G-01

Koinig, Isabell (Klagenfurt); Diehl, Sandra (Klagenfurt); Mueller, Barbara (San Diego)

*Individuals' locus of control and perceived level of self-empowerment as derived from pharmaceutical advertising: Do consumers' responses from individualistic and collectivistic countries vary?*

Gehrig, Saskia; Gehring, Katrin; Vogt, Dominique (Zurich)

*Health literate organizations in primary care settings in Zurich – A pilot project*

Czerwinski, Fabian (Hanover); Rosset, Magdalena (Hanover); Höppner, Claudia (Berlin); Link, Elena (Hanover); Baumann, Eva (Hanover)

*How to foster health-related self-efficacy? An analysis of interconnections between social, health and informational inequalities*

Kalch, Anja; Bilandzic, Helena; Wehler, Markus (Augsburg)

*Health-literacy of emergency department patients with non-urgent conditions: An aspect of social inequality in patients' emergency and health information behavior*

**Panel 8 (open): (Un)healthy media effects**

RAA-E-30

Gottschalk, Vivien; Schäfer, Markus (Mainz)

*News reporting about media effects on suicide: A content analysis of German media coverage on the Werther- and the Papageno-effect*

Schäfer, Markus; Schaaf, Marlene; Quiring, Oliver (Mainz)

*Brain doping on journalists' prescription? Perception and influence of media reporting on pharmacological cognitive enhancement*

Ort, Alexander; Wirz, Dominique; Fahr, Andreas (Fribourg)

*Is binge-watching addictive? – Differential effects of motives for TV-series use on the relationship between excessive media consumption and media addiction*

Huisman, Martijn; Biltereyst, Daniël; Joye, Stijn (Ghent)

*The Alzheimer case: Perceptions, knowledge, and the acquisition of information about Alzheimer's disease by the general public (50+) in Flanders*

10:15 – 10:45

**Coffee Break**

Foyer

10:45 – 12:00	<b>Parallel Sessions</b>	
	<b>Panel 9: Social media and health technologies</b>	RAA-G-01
	Eckler, Petya (Strathclyde) <i>How healthy are health posts on Instagram? A content analysis of #healthyliving and #healthylifestyle posts</i>	
	Hendriks, Hanneke (Amsterdam); Nooy, Wouter de (Amsterdam); Gebhard, Winifred (Leiden); Putte, Bas van den (Amsterdam) <i>What's there to like? Testing the causal effects of alcoholposts on Facebook on drinking behavior</i>	
	Kalch, Anja; Küchler, Constanze; Bueß, Bettina (Augsburg) <i>Do satirical Instagram posts influence social norms and the acceptance of compulsory vaccination?</i>	
	Karnowski, Veronika (Munich); Reifegerste, Doreen (Erfurt) <i>"Do I really need to walk another 1,346 steps?" The role of self-tracking technologies between norm-setting socializing agents and topics of conversation</i>	
	<b>Panel 10: Health professionals' communication</b>	RAA-E-30
	Jäger, Simone (Erfurt) <i>Patient-centered communication for cancer treatment decision-making in the Internet age: Best practice strategies, doctor's main role(s), and communication goals</i>	
	Gille, Svea (Bielefeld); Vogt, Dominique (Zurich); Schaeffer, Doris (Bielefeld) <i>The health care system from patient's view: Relevance of different health care settings for health communication</i>	
	Blumer, Eliane; Pimmer, Christoph (Basel) <i>Health professional communication in social media – and digital literacy. Findings from a systematic review</i>	
	Link, Elena (Hanover) <i>Why do we trust health professionals and does it make a difference for health information seeking behaviors</i>	
12:05 – 13:05	<b>Keynote</b>	RAA-G-01
	Kathleen Beullens (Leuven) <i>How social media use impacts offline health behaviors</i>	
13:05 – 13:15	<b>Farewell</b>	RAA-G-01
13:15 – 14:15	<b>Lunch</b>	Foyer