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 (ECREA)

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

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

Conference venue
University of Zurich, Rämistrasse 59

Foyer: registration, poster session, & lunch
RAA-G-01, floor G, auditorium: keynotes & sessions
RAA-E-30, floor E, seminar room: workshops & sessions

Get-together, 13 November 2019
Restaurant “Commihalle”, Stampfenbachstrasse 8

Conference Dinner, 14 November 2019
Restaurant “Haus zum Rüden”, Limmatquai 42
13 November 2019

09:00 – 15:30  DGPuK Doktorandenworkshop  
Mentors  
Matthias Hastall (Dortmund)  
Constanze Rossmann (Erfurt)  
Markus Schäfer (Mainz)  
Freya Sukalla (Leipzig)  
Participants  
Anna Freytag (Hanover)  
Miriam Jaspersen (Hanover)  
Antonia Markiewitz (Munich)  
Winja Weber (Erfurt)

16:30 – 18:00  YECREA Round Table  
The responsible conduct of research: The ethical challenges and considerations in health communication studies
Speakers  
Matthias Hastall (Dortmund)  
Tanja Kamin (Ljubljana)  
Solveig Lena Hansen (Göttingen)

19:00  Get-together  
Restaurant “Commihalle”, Stampfenbachstrasse 8

14 November 2019

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

Panel 1: Media’s social responsibility
Chair: Markus Schäfer (Mainz)
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
Chair: Gert-Jan de Bruijn (Amsterdam)
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

Lunch

Foyer
14:00 – 15:15  
**Parallel Sessions**

**Panel 3: Social dimension of mental health**  
Chair: Matthias Hastall (Dortmund)

Freytig, 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); Nguyen, Hao (presenter, Zurich)  
*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**  
Chair: Anna Wagner (Augsburg)

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, Michèle; Grengel, 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, Michèle; 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 review of their representation and effects

Bertolazzi, Alessia (Macerata); Lombi, Linda (Milan); 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 Chairs: Doreen Reifegerste (Erfurt) & Markus Schäfer (Mainz)
Parallel Sessions

Panel 5: Talking about health issues
Chair: Hanneke Hendriks (Amsterdam)
Kessler, Sabrina Heike; Schmidt-Weitmann, Sabine (Zurich)
The health narratives of online inquiries to the University Hospital Zurich: An automated content analysis
Chen, Meng (Vienna)
The impact of language use on social support exchange in an online breast cancer discussion group
Bresciani, Sabrina (St. Gallen)
Visual facilitation for health-related interpersonal communication
Merminod, Gilles; Semlali, Imane; Terrier, Ana; Weber, Orest; Singy, Pascal (Lausanne)
Elders’ social networks and the communication of chronic pain

Panel 6 (open): User comments, virtual patients, and health information seeking
Chair: Constanze Rossmann (Erfurt)
Küchler, Constanze; Kalch, Anja; Pavicic, Robert (Augsburg)
When multi-resistant bacteria are more vivid than we want them to be – how vividness in online user comments affects risk perception
Atanasova, Sara; Petrič, Gregor (Ljubljana)
Empowered, but not fully empowered: A cluster analysis of online health community users’ individual and collective empowerment
van Weert, Julia C.M.; de Bruijn, Gert-Jan; Timmers, Kristy; Smets, Ellen (Amsterdam)
Can a virtual patient help clinicians to improve their communication skills? Development and pilot-evaluation of an interactive, computer-simulated virtual patient-based eLearning
Link, Elena (Hanover); Rosset, Magdalena (Hanover); Baumann, Eva (Hanover); van Weert, Julia (Amsterdam); Fahr, Andreas (Fribourg); Schulz, Peter (Lugano)
First steps to a European perspective on health information seeking behaviors

Business Meeting ECREA TWG Health Communication
Chairs: Doreen Reifegerste (Erfurt), Thomas N. Friemel (Zurich) & Julia van Weert (Amsterdam)

Conference Dinner
Restaurant “Haus zum Rüden”, Limmatquai 42
15 November 2019

09:00 – 10:15 Parallel Sessions

Panel 7: Social aspects of health literacy and self-empowerment
Chair: Anne-Linda Camerini (Lugano)

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
Chair: Andreas Fahr (Fribourg)

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; Schaar, 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
Parallel Sessions

Panel 9: Social media and health technologies
Chair: Sabrina Kessler (Zurich)
Eckler, Petya; Tonner, Andrea (Strathclyde)
*How healthy are health posts on Instagram? A content analysis of #healthyliving and #healthylifestyle posts*

Hendriks, Hanneke (Amsterdam); Nooy, Wouter de (Amsterdam); Gebhard, Winifred (Leiden); Putte, Bas van den (Amsterdam)
*What’s there to like? Testing the causal effects of alcoholposts on Facebook on drinking behavior*

Kalch, Anja; Küchler, Constanze; Bueß, Bettina (Augsburg)
*Do satirical Instagram posts influence social norms and the acceptance of compulsory vaccination?*

Karnowski, Veronika (Munich); Reifegerste, Doreen (Erfurt)
*“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*

Panel 10: Health professionals’ communication
Chair: Hao Nguyen (Zurich)
Jäger, Simone (Erfurt)
*Patient-centered communication for cancer treatment decision-making in the Internet age: Best practice strategies, doctor’s main role(s), and communication goals*

Gille, Svea (Bielefeld); Vogt, Dominique (Zurich); Schaeffer, Doris (Bielefeld)
*The health care system from patient’s view: Relevance of different health care settings for health communication*

Blumer, Eliane; Pimmer, Christoph (Basel)
*Health professional communication in social media – and digital literacy. Findings from a systematic review*

Link, Elena (Hanover)
*Why do we trust health professionals and does it make a difference for health information seeking behaviors*

12:05 – 13:05 Keynote
Kathleen Beullens (Leuven)
*How social media use impacts offline health behaviors*

13:05 – 13:15 Farewell

13:15 – 14:15 Lunch