

PHD CONFERENCE ON ADAPTIVITY IN HEALTH COMMUNICATION
Pro*Doc Communication and Health

PROGRAMME

FRIDAY, 10 SEP 2010

Keynote Lecture I

9:00 – 10:00 **Communication Revolution, Communication Inequalities and Health**
Prof. Dr. K. “Vish” Viswanath, Harvard School Of Public Health

Coffee break
10:00 – 10:30

PhD Session I

10:30 – 11:10 **Adapting one's opinion on smoking ban to the social context** by *Carmen Faustinelli, University of Lugano*
Comments by *Gaetan Cousin*

11:10 – 11:50 **From literacy to health literacies: adapting the concept to the increasing complexity** by *Nicola Diviani, University of Lugano*
Comments by *Anne-Linda Frisch*

11:50 – 12:30 **Adapting Health Intervention Programs to Health Literacy and Empowerment: A secret of success?** by *Anne-Linda Frisch, University of Lugano*
Comments by *Nicola Diviani*

Lunch
12:30 – 13:30

PhD Session II

13:30 – 14:10 **Adaptability of nursing shift handovers** by *Eric Mayor, University of Neuchâtel*
Comments by *Chantal Wicki*

14:10 – 14:50 **Patients' Individual Characteristics Moderate Their Reactions to the Physicians' Communication Style** by *Gaetan Cousin, University of Neuchâtel*
Comments by *Carmen Faustinelli*

14:50 – 15:30 **Adaptability of communication in physician handovers: The role of perspective taking** by *Chantal Wicki, University of Fribourg*
Comments by *Eric Mayor*

Break
15:30 – 15:40

PhD Session III

15:40 – 16:20 **Online support for chronically ill patients: towards a model of eHealth effects** by *Luca Camerini, University of Lugano*
Comments by *Marco Bardus*

16:20 – 17:00 **Adaptivity in health communication and promotion: the potential of Web 2.0 and mobile technologies** by *Marco Bardus, University of Lugano*
Comments by *Luca Camerini*

Coffee break

17:00 – 17:30

keynote lecture II

17:30 – 18:30 **Identifying and Responding to Tutee Errors in online medical counseling**
Prof. Dr. Regina Jucks, Institute of Psychology in Education, Westfälische Wilhelms-Universität Münster

Dinner

From 19:30

SATURDAY, 11 SEP 2010

Keynote Lecture III

9:00 – 10:00 **Understanding risk perceptions and efficacy beliefs: Application of the risk perception attitude (RPA) framework in health promotion**
Prof. Dr. Rajiv Rimal, Johns Hopkins University

Coffee break

10:00 – 10:30

PhD Session IV

10:30 – 11:10 **Adapting the phenomena of Cultural Cognition to differences in risk perception among Swiss Germans and Swiss Italians** by *Simone Keller, University of Lugano*
Comments by *Anke Dunkel*

11:10 – 11:50 **Adapting to micro-cultural differences by targeting health campaigns** by *Anke Dunkel, University of Lugano*
Comments by *Simone Keller*

11:50 – 12:30 **Conclusions**

Lunch

12:30 – 13:30