



EUROPEAN CONFERENCE ON HEALTH COMMUNICATION (ECHC) 2023



Joint Annual Conference of the
Health Communication Divisions of the German Communication
Association (DGPUK) &
the European Communication Research and Education
Association (ECREA)

15 – 17 NOVEMBER 2023

UNIVERSITY OF KLAGENFURT
AUSTRIA

PROGRAM

WEDNESDAY, 15 NOVEMBER 2023

09:00 – 13:00	PhD Workshop [DGPuK]
13:00 – 14:00	Lunch Break
14:00 – 15:00	Registration
15:00 – 15:15	Welcome
15:15 – 16:15	KEYNOTE by Julia van Weert
16:15 – 16:45	Coffee Break
16:45 – 18:15	PARALLEL SESSIONS: 1A, 1B, 1C
Session 1A: Emotions in Health Communication <i>Chair: Isabell Koinig</i>	
Hanna Luetke Lanfer, Doreen Reifegerste, Winja Weber, Paula Memenga, Eva Baumann, Julia Geulen, Stefanie Klein, Andrea Hahne, Anne Müller, Susanne Weg-Remers (FP)	Empathy in Flux: Understanding Empathetic Communication in a Cancer Live Chat
Nida Gizem Yilmaz, Hande Sungur, Julia Van Weert, Barbara Schouten, Maria Van den Muijsenbergh (FP)	Affective needs of ethnic minority cancer patients
Isabell Koinig, Sarah Kohler (FP)	Does Science-Related Populism Mediate Vaccination Campaign Evaluations? – Evidence from an Austrian study
Rita Araújo (FP)	Dealing with their own emotions: Portuguese journalists well-being and emotional labor after COVID-19

Session 1B: Patient support & Doctor-Patient Relationship Chair: Sara Atanasova	
Benjamin Butz, Julia Voß, Veronika Karnowski (FP)	Factors influencing psychotherapists' adoption of telepsychotherapy during and after a period of compulsory confrontation – a qualitative approach
Sara Atanasova, Gregor Petrič (FP)	Exploring the impact of online health communities and features of the doctor-patient relationship on empowerment in the doctor-patient relationship: Perspectives of cancer patients and health professionals
Bernhard Guetz, Sonja Bidmon (FP)	The Impact of Credibility on the Intention to Recommend Physician Rating Websites: A Mixed Methods Approach
Paula Memenga, Elena Link (SP)	Supporting Patients' Self-Determination Through Physicians' Provision of a Digital Health Information Service
Paula Memenga, Eva Baumann, Elena Link, Hanna Luetke Lanfer, Doreen Reifegerste, Winja Weber, Julia Geulen, Andrea Hahne, Anne Müller, Susanne Weg-Remers (SP)	Understanding Cancer Information Repertoires of Patients and Relatives
Session 1C: Panel - Transparent Risk Communication for Vulnerable Groups Chair: Christin Ellermann	
Nicolai Savaskan	The power of social media based COVID-19 vaccine outreach among migrant communities
Wiebke Reimann, Peter Tinnemann	Health communication of the city of Frankfurt am Main during the Covid-19 pandemic, focusing on vulnerable groups
Christin Ellermann	Enhancing informed decision-making: Evidence-based health risk communication for vulnerable audiences
Anke Steckelberg	Optimization of Guideline Processes with Regard to Gender and Diversity: Concept Development and Piloting
19:00	Get-Together

THURSDAY, 16 NOVEMBER 2023

08:30 – 09:00	Registration
09:00 – 10:30	PARALLEL SESSIONS: 2A, 2B, 2C
Session 2A: Panel - Preparing for the next pandemic: communication in the post-antibiotic era Chair: Gert-Jan de Bruijn	
Lieve Voncken, Francine Schneider, Stef Kremers, Gert-Jan de Bruijn	Perceptions of healthcare professionals about antibiotic resistance: causes, consequences, and solutions.
Annika Noordink, Francine Schneider, Liesbeth van Osch, Gert-Jan de Bruijn	Effects of patient-targeted educational materials on prudent antibiotic use. A systematic review and meta-analysis of randomized controlled trials
Aline Rinaldi, Peter Schulz	The empowered patient in the context of antimicrobial resistance
Sara Soto, Marina Tarrús, Elisabet Guiral	Lessons learnt in educational and Learning-Service interventions among pre-university and university students across the Mediterranean region
Session 2B: Mental Health Chair: Spela Dolinsek	
Elien Beelen, Kathrin Karsay, Rebecca Poulsen (FP)	#mentalhealth: A Content Analysis about Mental Health on Social Media
Gian Hernandez, Melanie de Looper, Julia van Weert, Barbara Schouten (FP)	Decolonizing Global Mental Health in Europe: A Mental Health 4 All Study
Alexander Röhm, Matthias R. Hastall, Natascha Krick, Jana Krumbeck, Lea Niermann (FP)	Stigmatizing and Destigmatizing Communication about Mental Illness in Youtube Comments: A Quantitative Content Analysis
Spela Dolinsek, Christin Scholz, Julia van Weert, Bas van den Putte, Corine Meppelink (FP)	The role of mental well-being in health communication about COVID-19: An interview study among students with varying levels of depression

Session 2C: Methods and Instruments in Health Communication Chair: Annemarie Wiedicke	
Olivia Mac, Julie Ayre, Kirsten McCaffery, Katy Bell, Farzaneh Boroumand, Danielle Muscat (FP)	The Readability Study: A protocol for a randomised trial exploring the effect of grade reading level on knowledge, perceived reading ease and acceptability
Annemarie Wiedicke, Paula Stehr, Constanze Rossmann (FP)	Amplifying the Risk of COVID-19? A Multi-Method-Approach
Lena Lehrer, Lennart Hellmann, Cornelia Betsch (FP)	Breaking Barriers – Segmenting Target Groups for Health and Climate Change Communication in Germany
Annabell Duda, Doreen Reifegerste (SP)	The potential of the method Group Concept Mapping to improve research about environmental health literacy among socially disadvantaged groups – Research in Progress
Katharina Niedling, Doreen Reifegerste (SP)	The truth lies in between. Dyadic Interviews for research with vulnerable persons
10:30 – 11:00	Coffee Break
11:00 – 12:45	PARALLEL SESSIONS: 3A, 3B, 3C
Session 3A: Health Apps & Digital Tools Chair: Lyn Ermel	
Janine N. Blessing (FP)	The significance of health apps featuring gamification content in the context of self-management for chronic diseases
Emília Pajor, Corine Meppelink, Julia van Weert (FP)	How do I make a good choice? Introducing a European health app quality label to empower vulnerable users
Nariman Sawalha, Constanze Rossmann (FP)	Patient-Facing Mobile Chronic Disease Interventions with Healthcare Provider Co-Use: A Systematic Review of Tool Characteristics and Effectiveness
Isabell Koinig (SP)	Using Instagram to reduce individual vulnerability: The influence of Attitudes, Previous Experiences, and Usage Experience on individuals' perceived online social support
Paula Stehr, Annett Schulze, Lyn Ermel, Alena Biegert, Doreen Reifegerste, Constanze Rossmann (SP)	Mobile Media in Critical Injury Situations of Children Under Seven Years
Charlotte Schrimppff, Tanja Fisse, Magdalena Rosset, Eva Baumann (SP)	Clinical AI Applications in the Context of Cancer: Explaining Openness to Information and Consent to Use through Risk Perceptions and Efficacy Beliefs
Maja Nordtug, Lars E.F. Johannessen (SP)	The social robot? Analyzing whether and how the telepresence robot AV1 affords socialization

Session 3B: Depression, anxiety and suicide prevention Chair: Kai Daniel Preibisch	
Kai Daniel Preibisch, Gerit Götzenbrucker, Michaela Griesbeck (FP)	“Mobil without fear”: Using ICTs to Empower People with Anxiety Disorders in Public Transportation
Anna Wagner, Marina Iakushevich (FP)	Representations and discussions of #postnataldepression on Instagram: Between self-help and (false) ideals of motherhood?
Doreen Reifegerste, Anna Wagner, Lisa Huber, Manuel Fastuca (FP)	Life-saving measures? Evaluation of digital health communication for males with suicide risk and their gatekeepers
Dorothea Cosima Adler, Arzu Maria Öcal, Frank Schwab (SP)	“Do not Push Them Away”—YouTube Interviews as a Tool for Suicide Prevention?
Anna Wagner, Doreen Reifegerste, Sebastian Scherr (SP)	The double burden of vulnerability: Comparing responsibility attributions towards depressed individuals in Germany and the US
Sophia Schaller (SP)	Who Experiences Mental Harm during Crisis? Advices for Media Communication with Vulnerable Groups
Session 3C: Language Chair: Sandra Diehl	
Brittany M.C. Chan, Julia van Weert, Jeanine Suurmond, Barbara Schouten (FP)	Using gestures, lingua franca, and informal interpreters with migrant patients in language discordant consultations
Qianfeng Lu, Peter Schulz, Eva Baumann, Elena Link (FP)	Mitigating Health Disparities: The Interplay of Health Literacy and Patient-Centered Communication on Perceived Health Status
Nida Gizem Yilmaz (SP)	Mitigating the language barrier: professionals’ perspective on when to use what strategy for whom
Penelope Kolovou (SP)	Health- and Language Coaching at Workplace as Means of Empowerment for incoming medical Professionals
Carina Rasse, Ralf Terlutter, Sandra Diehl (SP)	Can metaphors promote awareness and understanding of a health problem? The case of dry eye disease
Cornelia Klein, Sanja Korać (SP)	Involving stakeholders with severe communication and/or learning disabilities during social impact measurement – lessons learned from a Social Return on Investment evaluation
12:45 – 14:00	Lunch Break
14:00 – 15:15	Panel Discussion
15:15 – 15:45	Coffee Break

15:45 – 17:30	PARALLEL SESSIONS: 4A, 4B, 4C	
Session 4A: Message Strategies: Nudging & Framing Chair: Sonja Bidmon		
Dominik Daube, Janine Brill (FP)	Looking at the Traffic Light? Testing the Effectiveness of Digital Nudges in Online Menus for Choosing Healthier Meal Alternatives Using an Online Experiment	
Sonja Bidmon, Anna Griesser, Manel Mzoughi, Emna Cherif (FP)	Facilitators and barriers of electronic health record adoption from a nudging perspective: An exploratory study comparing Austria and France	
Chiara Gohn, Annemarie Wiedicke, Constanze Rossmann (FP)	The Framing of Endometriosis on Instagram and its Impact on Audiences: A Mixed-Methods Approach	
Rabia Qusien (FP)	Public health and climate change; media framing of heatwaves in Pakistan	
Freya Sukalla (SP)	How do the effects of gain vs. loss frames through emotions differ among individuals with different levels of feeling restricted by Covid measures	
Session 4B: Health communication and age Chair: Thomas Friemel		
Lukas Tribelhorn, Thomas Friemel (FP)	Norm Formation in Adolescents: Direct and Indirect Effects of Social Media Use in the Context of Health Behaviours	
Lara Kobilke, Antonia Markiewitz, Constanze Rossmann (FP)	I dare you! Use and consequences of viral TikTok challenges for children and adolescents	
Lyn Ermel, Paula Stehr, Constanze Rossmann, Doreen Reifegerste, Annett Schulze, Ann-Kathrin Lindemann (FP)	Vulnerable Groups in Child Injury Prevention: A Mixed-Method Study on Child Poisoning Accidents	
May Lwin, Zoe Ong, Ysa Cayabyab, Seraphina Leo (FP)	Motivators and barriers of telemedicine adoption: Perspectives from elderly patients and their companions	
May O. Lwin, Seraphina Leo, Ysa Marie Cayabyab, Zoe Ong, Peter J. Schulz (SP)	Comparing older adult patients in dyadic and triadic medical consultations: A qualitative assessment on the needs, perspectives, and typology of older adult patients	

Session 4C: Food, Nutrition & Body Image Chair: Kathrin Karsay	
<i>Matthias R. Hastall, Michelle Grengel, Marie-Christin Lueg, Michéle Möhring, Alexander Röhm, Katharina Reiss, Maria Flothkötter (FP)</i>	Nutrition Communication with Socio-economically Disadvantaged Young Families: A Qualitative Look at Informational Needs and Barriers
<i>Natalie Knaus, Ulrike von Lützow, Gwendolin Merlo, Tobias Müller, Sebastian Scherr (FP)</i>	Fighting the Stigma of Eating Disorders on Instagram: An Experimental Study on the Impact of Different Etiological Explanations, Affectedness, and Gender (Congruence) on Stigma
<i>Anke J. Kleim, Petya Eckler, Andrea Tonner (FP)</i>	(Don't) Look at My Imperfections: A Correlational Explorative Study of the Beach Body Experiences of Women With Visual Disfigurements
<i>Lisa-Marie Siml, Annemarie Wiedicke (SP)</i>	More than a Body. An Experimental Investigation of the Effects of Body Neutrality and Body Positivity on Women's Body Image
<i>Elena Engel, Kathrin Karsay, Raffael Heiss (SP)</i>	Dietary Supplements on Social Media: A Qualitative Content Analysis on Influencer Posts Targeted at Austrian Adolescents
<i>Rebecca Scheiber, Matthias Karmasin, Sandra Diehl (SP)</i>	How Older Adults' Self-Assessed Critical Food/Media Literacy and Actual Knowledge Drift Apart When Evaluating Misleading Food Ads
17:30 – 18:30	ECREA Mentoring
19:00	Conference Dinner

FRIDAY, 17 NOVEMBER 2023

08:30 – 09:00	Registration
09:00 – 10:00	PARALLEL SESSIONS: 5A, 5B
Session 5A: Intersex & Transgender Chair: Alexander Ort	
Elena Link, Alexander Ort, Eva Baumann (FP)	“When I’m addressed as one sex, I feel halved”: An exploration of non-binary persons’ (barriers of) health information-seeking behaviors
Petra Werner, Anna Rinne, Myriam Wingen-Kaminsky, Gabriele Dennert (FP)	In-process evaluation of a self-learning environment for health professionals on health care for intersex and trans persons
Felix Lene Ihrig (FP)	Discussing healthcare for trans patients – community expectations & provider’s knowledge (gaps) in dialogue
Session 5B: Palliative Care and Organ Donation Chair: Janine N. Blessing	
Janine N. Blessing (FP)	Palliative Care Patients and the Use of Nature Related Media
Yumin Lin (FP)	Online Content on Palliative Care: A Content Analysis of Website Information
Thomas Friemel, Lukas Tribelhorn (SP)	Individual and contextual vulnerability: The case of switching from an opt-in to an opt-out organ donation system
10:00 – 10:30	Coffee Break
10:30 – 12:00	PARALLEL SESSIONS: 6A, 6B + YOUNG SCHOLARS [ECREA]

Session 6A: Health Information Seeking Behavior Chair: Veronika Karnowski	
Tanja Fisse, Charlotte Schrimppff, Elena Link, Eva Baumann, Christoph Klimmt (FP)	Identifying Situational HISB Patterns for Uncertainty Management in Cochlear Implant Patient Journeys
Elisabeth Hopfe, Eva Baumann, Viktor Grünwald (FP)	Don't forget those who made it through! Cancer information seeking needs and behaviors among long-term cancer survivors
Linn Annemiek, B. Victor, C. van Rietschoten, Nida Gizem Yilmaz, C. Hoving, M. Hillen (FP)	Navigating on Facebook when your child has a rare disease; balancing between hope and uncertainty
Janine Brill, Veronika Karnowski, Constanze Rossmann (FP)	Google or Call Mom? A Multi-Method Study on First-Generation Immigrants' Health Information Repertoires and Acculturation Strategies
Session 6B: Panel - Empowerment in Health Communication: Conceptualizations, Theory, and Methodological Approaches Chair: Sara Atanasova, Isabell Koinig	
Marie-Georges Fayn, Samy Mansouri	The evolution of the patient empowerment concept through the study of four measurement scales
Nicole Bizzotto, Peter Schulz	Dangerous or Effective Self-Managers? When Mental Health Literacy Makes a Difference. A Latent Profile Analysis of Members of Online Communities for Mental Health
Isabell Koinig, Sandra Diehl	From Patient Empowerment to Health [Consumer] Empowerment
Tanja Kamin, Sara Atanasova	What does it mean to be empowered in the field of health and is that enough to improve one's health? Reflecting on facilitators and barriers of empowerment with the theory of capital
12:00 – 12:15	Farewell
12:30 – 13:15	DGPuK Ges Komm – General Assembly
13:15 – 14:00	ECREA Health Comm – General Assembly

PROGRAM OVERVIEW

Wednesday, 15 November 2023

09:30 – 12:30	PhD Workshop [DGPuK]
12:30 – 13:30	Lunch Break
13:30 – 15:00	Registration
15:00 – 15:15	Welcome
15:15 – 16:15	Keynote
16:15 – 16:45	Coffee Break
16:45 – 18:15	Parallel Sessions 1A, 1B, 1C
19:00	Get-Together

Thursday, 16 November 2023

08:30 – 09:00	Registration
09:00 – 10:30	Parallel Sessions 2A, 2B, 2C
10:30 – 11:00	Coffee Break
11:00 – 12:45	Parallel Sessions 3A, 3B, 3C
12:45 – 14:00	Lunch Break
14:00 – 15:15	Panel Discussion
15:15 – 15:45	Coffee Break
15:45 – 17:30	Parallel Sessions 4A, 4B, 4C
17:30 – 18:30	ECREA Mentoring
19:00	Conference Dinner

Friday, 17 November 2023

08:30 – 09:00	Registration
09:00 – 10:00	Parallel Sessions 5A, 5B
10:00 – 10:30	Coffee Break
10:30 – 12:00	Parallel Sessions 6A, 6B + Young Scholars [ECREA]
12:00 – 12:15	Farewell
12:30 – 13:15	DGPuK Ges Komm – General Assembly
13:15 – 14:00	ECREA Health Comm – General Assembly