Organizing Committee:
Estera BADAU, University of Burgundy, CIMEOS
Olivier GALIBERT, University of Burgundy, CIMEOS
Cyril MASSELOT, University of Franche-Comté, CIMEOS
Evelyn HO, University of San Francisco
Iccha BASNYAT, George Mason University

Contact: Estera-Tabita Badau
estera-tabita.badau@u-bourgogne.fr

Digital Health Communication: Issues and Perspectives
ICA Post Conference organized by CIMEOS Laboratory
University of Burgundy Franche-Comté

May 31 - June 1, 2022
Maison des Sciences de l'Homme, Dijon
31 May 2022
Maison des Sciences de l’Homme (MSH) - Dijon
Room: Forum des Savoirs

13h30 – 14h00  Reception and welcoming
14h00 – 14h15  Opening

14h15 – 15h15  Plenary session: “French and franco-canadian academic perspective for digital health communication understanding”
   Olivier GALIBERT, University of Burgundy
   Benoît CORDELIER, University of Québec at Montréal

15h15 – 16h15  Plenary session: “The role of online media during COVID-19”
   May O LWIN, Nanyang Technological University

16h15 – 16h30  Coffee break

16h30 – 17h30  Plenary session: “Centering policy and equity in digital health communication”
   Jeff NIEDERDEPPE, Cornell University

19h00  Gala dinner
1 June 2022
Maison des Sciences de l’Homme (MSH) - Dijon

8h45 – 9h00  Reception
9h00 – 10h45  4 parallel workshops

Social support online
Moderator: Olivier GALIBERT, Room: Forum des Savoirs
Julie Journot, Olivier Galibert Digitalizing social support: a healthy solution?
Nancy Shekter-Porat, Nehama Lewis, Oren Meyers Why do patients help one another in online patients support groups?
Maria Cherba, Sylvie Grosjean, Luc Bonneville, Isaac Nahon-Serfaty, Frédérik Matte Applying the concept of “sensory awareness” to understand how health care providers can establish a trusting relationship with patients during telemedicine consultations
Nicole Bizzotto, Peter Johannes Schulz Are professional moderators debunking misinformation? A content analysis on online mental health support groups
Daphna Yeshua-Katz, Stav Shapira Coping digitally with ongoing political conflicts: Parents’ personal, family, and communal online support resources

Health inequalities
Moderator: Iccha BASNYAT, Room: Salle des Conseils
Eléonore Coeurdevey, Anja Martin-Scholz, Anne Mayère, Nadine Haschar-Noé, Jean-Charles Basson Digital healthcare and health inequalities. An inquiry through uses and non-uses of digitized patients-reported outcomes tools
Zoe Ong, May Lwin, Hye Kyung Kim Predictors of eHealth behaviors: A comparison between United States, Singapore, and India using the IMeHU perspective
Smrithi Vijayakumar, Iccha Basnyat Experience of telemedicine communication in the Global South: Examining the patient perspective
Evanthia Malinaki, Antonis Gardikiotis Searching for health information in the Internet era: Exploring the relationships between Internet use for health information, eHealth literacy, health literacy and health disparities
Yoga Lucie Sopoude Digital transformation in ivorian hospitals

Digital technologies and devices
Moderator: Evelyn HO, Room: Salle des séminaires
Lisa Waldenburger, Jeffrey Wimmer, Svenja Stein A two-step analysis of apps against digital stress
Mabrouka El Hachani, Valentyna Dymytrova Digital health technologies and the patient’s role: empowerment or commitment? A conceptual review of literature from the perspective of Information and Communication Sciences
Matthew Numer, Christopher Dietzel Dating/hookup apps as digital health technologies: tensions around gay, bisexual, and other men who have sex with men’s health and safety
Ambre Davat, Fabienne Martin-Juchat Issues of therapeutic education for connected heart failure patients
Yifan Ou, Steven Eggermont The relationship between social support and sense of loneliness among different personality adolescents and the mediator of gratitude

Mediated knowledge
Moderator: Daniel RAICHVARG, Room: Amphithéâtre
Stéphane Djahanchahi Analyzing the construction of practical know-how for cannabis self-medication on online forums
Ashley Duggan, Monica O’Reilly-Jacob, Andrea Vicini, Allen Shaughnessy, Mary Zgurzynski Telemedicine beyond the pandemic: the human work of primary healthcare
Mariele Mancebo The circularity of the discourse around the use of salt in food: from health actors to influencers
Maya Velmuradova Therapeutic adherence in patients with rheumatoid arthritis: Associated factors and accompanying communicational levers. Systematic review of the literature and implications for digital m-health communication
Aantaki Raisa, Jordan Alpert, Carma Bylund, Samah Jarad-Fodeh Identifying the mechanisms of patient-centred communication in secure messages between clinicians and cancer patients
1 June 2022 - Maison des Sciences de l’Homme (MSH) - Dijon

10h45 – 11h00 Coffee break
11h00 – 12h30 3 parallel workshops

Health controversies: Moderator: Iccha BASNYAT, Room: Salle des séminaires
Stefanie Demetriades, Rod Abhari, Emoke-Agnes Horvat, Nathan Walter Theorizing, mapping, and analyzing digital health information as a communication ecology
Estera Badau Controversies and thyroid diseases
Li Li, Dillon Reed Unmasking the mask issue on Reddit: an investigation of the online public deliberation around the mask controversy
Emily Andrews, Nathan Walter, Yotam Ophir, Dror Walter A meta-analytic perspective on vaccine hesitancy and its correlates

Health (mis)information and fake news: Moderator: Evelyn HO, Room: Salle des Conseils
Qianfeng Lu, Peter J Schulz, Angela Chang, Guoming Yu, Ya Yang Social capital and health information-seeking behavior in China: the effect of bonding and bridging social capital
Corinne Weisgerber, Shannan Butler Reconceptualizing effective health communication for present-day social and mass media ecosystems
Rayén Condeza Dall’Orso, Sergio Godoy, Myrna Galvez, Alfredo Urbina Compensatory digital communication strategies of the elderly to alleviate information gaps and misinformation during the COVID pandemic in Chile
Nehama Lewis, Sharon Sznitman Online news media coverage of COVID-19 and use of cannabis and tobacco: A case study of inconsistent health communication

Social media and influence: Moderator: Olivier GALIBERT, Room: Forum des Savoirs
Ivan Ivanov, Isaac Nahon-Serfaty Communication challenges to increase flu vaccination in hospital: How did social media and COVID-19 pandemic affect the opinions on vaccine among nurses?
Dimitrios Kokkinakis, Mia-Marie Hammarlin, Lars Borin, Fredrik Miegel The necessity of digital health communication in social media to boost COVID-19 vaccine acceptance
Ammna Kothari, Stephanie Godleski Social media and young adults’ willingness to self-disclose about mental health issues
Oihana Husson Digital influence marketing in the health sector: exploring the role of talent agencies
Bruce Dore A linguistic signature of health message sharing

12h30 – 14h00 Lunch break
1 June 2022
Maison des Sciences de l’Homme (MSH) - Dijon

14h00 – 15h30 Highlight on COVID-19 and digital health communication
Moderator : Estera BADAU, Room: Forum des Savoirs

Satveer Kaur Organizing health communication resources on TikTok: A content analysis of ealth messages for migrant workers during the COVID-19 pandemic

Salma El Bourkadi Uber’s communication strategy for the COVID-19 prevention measures. A paradoxical corporate social responsibility

May Lwin, Melissa Rachel, Kwan Su Lin Yeo Zoe Ong, Online health information seeking and misinformation during COVID 19: Intergenerational differences

Zhao Alexandre Huang, Rui Wang, Yuwen Zhang, Xifei Wang Exploring China’s digital public diplomacy in Africa in the time of Pandemic: Building a China-Africa global community of health for all?

Sebastian Kurten Reviewing content analyses of COVID-19 vaccine misinformation: Computational methods and data foundations

15h30 – 16h30 Networking: scholar to scholar
16h00 – 16h30 Conclusions and closing (organizing committee)
16h30 Cultural visit: Musée des Beaux-Arts, Dijon