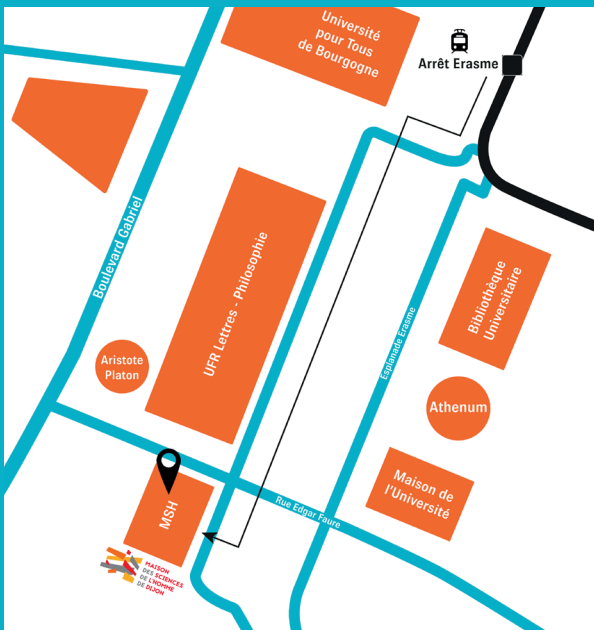


Organizing Committee:

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



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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

CIMEOS



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, Frédéric 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 ivoirian 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, Eموke-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*

Ammina 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**