PRE-CONFERENCE PROCEEDINGS
ENGLISH VERSION

Edited by Prof. Annalisa Zanola (University of Brescia)
Dr. Roxanne Barbara Doerr (University of Brescia)

https://argumentinghealth.unibs.it/
#healthsc19

Argumenting Health Communication in the Digital Era

13th September 2019

Hosted by the University of Brescia (Department of Economics and Management)

in collaboration with

Medical and Surgical Specialties, Radiological Sciences, and Public Health Department of the University of Brescia

British Association for Applied Linguistics (BAAL)

Associazione Nazionale Assistenti Sanitari (AsNAS)

Accademia Lombarda della Sanità Pubblica

School of Management and Advanced Education (SMAE)

Pre-conference Proceedings

Edited by Prof. Annalisa Zanola (University of Brescia)

Dr. Roxanne Barbara Doerr (University of Brescia)

https://argumentinghealth.unibs.it/

#healthsc19

Presentation:

In recent years, discourse analysts have taken various approaches to the study of health communication. From the challenges involved in communicating about health in different settings up to the major approaches to health communication that have been taken over the past several decades, with particular attention to Conversation Analysis, Interactional Sociolinguistics, and Narrative Analysis, health communication is breaking new grounds and opening up a new horizon. Moreover, the so-called 'digital era' is undoubtedly affecting health behaviours and healthcare practices, and digital technologies require both discourse analysts and healthcare professionals to expand their perspective beyond traditional doctor–patient communication. The way discourse about health travels "beyond the clinic" needs to be explored, not just across physical settings but also across multiple semiotic modes and media.

New tools, tests and apps are accelerating changes and improving outcomes in health, healthcare and wellness. Technology is growing at an incredibly fast rate, which can help solve the issues of rising healthcare costs, demographics, access to data and so forth, on condition that the entire health communication system is able to keep up with it.

PROGRAMME

08:30 – 09:00: Registration

09:00 – 09:30: Welcome and opening addresses

Prof. Grazia Speranza, Deputy Vice Chancellor of the University of Brescia (Italy)

Prof. Roberto Maroldi, Director of the Department of Medical and Surgical Specialties, Radiological Sciences, and Public Health, University of Brescia (Italy)

Dr. Nelya Koteyko, Convenor of Health&Science Communication SIG, British Association for Applied Linguistics (UK)

Dr. Giuliana Bodini, Associazione Nazionale Assistenti Sanitari – AsNAS (Italy)

Prof. Mario Mazzoleni, Director of the School of Management and Advanced Education (SMAE), University of Brescia (Italy)

Morning session – Chairs Prof. Annalisa Zanola, Prof. Umberto Gelatti

09:30 – 10:30: *Communicative modes and modalities underpinning expertise and trust in technology-mediated healthcare delivery*

Prof. Srikant Sarangi, Professor in Humanities and Medicine and Director of the Danish Institute of Humanities and Medicine/Health (DIHM), Aalborg University (Denmark)

10:30 – 11:30: *Effective public health communication in the era of social media*

Prof. Pier Luigi Lopalco, Professor of Hygiene and Preventive Medicine, University of Pisa (Italy)

11:30 – 12:00: Coffee break

12:00 – 13:00: *Knowledge co-creation in online communities towards a better health services delivery and medical care*

Prof. Sara Rubinelli, President of the International Association for Communication in Healthcare (EACH), University of Lucerne (Switzerland)

13:00 – 13:45: Light lunch

13:45 – 14:00: Greetings from Prof. Carlo Signorelli, Academia Lombarda di Sanità Pubblica (Italy)

Afternoon session – Chair Prof. Umberto Gelatti

14:00 – 14:30: *Social media and health communication: the role of health institutions*

Dr. Eugenio Santoro, Head of the Laboratory of Medical Informatics, Department of Public Health, IRCCS – Mario Negri Institute – Milan (Italy)

14:30 – 16:30: Panel presentations (excluded from ECM credits)

Panel 1: Chairs Dr. Loredana Covolo, Dr. Elisabetta Ceretti

14:30 – 15:40 – Women's health

Fatima Alhalwachi (University of London, UK) *"Doctors gave me the 'unexplained infertility' label and off I went to decide what next?! Appraising medical interventions in women's infertility blogs*

Priscilla Biancovilli (University of Pécs, Hungary) *Spreading reliable information on social networks: how can health educators counteract fake news about breast cancer*

Annelies Foccaert (King's College London, UK) *Investigating the diagnosis of autism in women: a sociolinguistic approach to the identity constructions of autistic women on Facebook groups*

15:40 – 16:30 – Digital Health Technology Projects

Alessandra Beretta (University of Brescia, Italy), Elisabetta Ceretti (University of Brescia, Italy), Emanuele Cerquaglia (Social Medica s.r.l., Brescia, Italy), Adelaide Conti (University of Brescia, Italy), Elena Conti (University of Brescia, Italy), Loredana Covolo (University of Brescia, Italy), Luca Damiano (Social Medica s.r.l., Brescia, Italy), Umberto Gelatti (University of Brescia, Italy), Fulvio Guatta (Fleming Tecna, Brescia, Italy), Nicola Mazzini (Fleming Tecna, Brescia, Italy), Massimiliano Pasini (Fleming Tecna, Brescia, Italy), Francesco Rasulo (University of Brescia, Italy), Emiliano Tizi (Società Italiana di Anestesia, Analgesia, Rianimazione e Terapia Intensiva – SIAARTI, Italy), Amedea Ziliani (Social Medica s.r.l., Brescia, Italy) *InEquipe, connecting doctors to help patients: a pilot study*

Presenter: Francesco Rasulo

Karin Bettio, Russo Camela, Alice Florida, Francesco Marini, Elisa Rusconi, Andrea Sales, Martina Tonetto (C.L.A.S., University of Padua, Italy) *The use of the web and social media for health promotion: a project planned and tested by students of the Degree Course in Health Assistance*

Presenter: Francesco Marini

Giovanni Brembilla, Roberto Moretti, Carlo Alberto Tersalvi, Marinella Valoti, Giuseppe Zenoni (ATS Bergamo, Italy) *Moovin' Bergamo*

Presenter: Roberto Moretti

Panel 2: Chair: Prof. Annalisa Zanola

14:30 – 15:40 – Doctor and Patient Healthcare Communication

Sarah Bigi (University of the Sacred Heart of Milan, Italy), Maria Grazia Rossi (Universidade Nova de Lisboa, Portugal), Elena Vegni (University of Milan, Italy) *Complex decisions in challenging contexts: an analysis of shared decision making between clinicians and couples in assisted reproductive technology encounters*

Presenter: Sarah Bigi

Ida Melander (Örebro University, Sweden) *Self-referral letters: arguing for the need for specialist care*

Mariana Lazzaro-Salazar (Universidad Católica del Maule, Chile), Małgorzata Sokół (University of Szczecin, Poland), Agnieszka Sowińska (Universidad Católica del Norte, Chile) *Virtual consultations as sites for professional identity negotiation: A comparison of physicians' clinical discussions in blogs and Whatsapp groups in Chile and Poland*

Presenter: Małgorzata Sokół

15:40 – 16:30 – Verbal and Visual Healthcare Representations

Stefania Consonni (University of Bergamo, Italy) *Verbal vs. Visual Epistemicity in Healthcare Discourse: Research articles vs. Digital infographics*

Rosita Maglie and Laura Centonze (University of Bari 'Aldo Moro', Italy) *Narrative patterns in the digital representation of visual ageism in the media*

Presenter: Rosita Maglie

Panel 3: Chair: Dr. Roxanne Barbara Doerr

14:30 – 15:40 – Truthfulness in Online Healthcare

Laura de la Torre Pérez (Hospital Clinic de Barcelona, Spain), Francesca De Nard (University of Milan, Italy), Erica De Vita (University of Pisa, Italy), Robin Thomas (University of Turin, Italy), Ethics and Public Health working group (Universities of Bologna, Genoa, Milan, Milan Bicocca, Pisa, Siena, Rome Tor Vergata, Turin, Italy) *The importance of being earnest: European Public Health residents' opinions on the ethics of online medical debunking*

Presenter: Francesca De Nard

Emma Putland (University of Nottingham, UK) *Consult the public?! What combining researcher analysis and interviewee responses can help illuminate about media representations and public understandings of (people with) dementia*

Carlotta Fiamminghi (University of Milan, Italy) *The "vaccine controversy" on the World Wide Web*

15:40 – 16:30 – Weight Issues in Social Media

Gavin Brookes (Lancaster University, UK) *Obesity in the news: A corpus-based comparison of tabloids and broadsheets in the UK*

Katherine Irons (University of Nottingham, UK) *'Science Sells the Skinny': A multimodal critical discourse analysis (MCDA) of online herbal weight loss advertisements*

Closing remarks

16: 30 – 17:00: Prof. Pier Luigi Lopalco, Prof. Sara Rubinelli, Dr. Eugenio Santoro, Prof. Srikant Sarangi, Prof. Annalisa Zanola

CONFIRMED KEYNOTE SPEAKERS

Prof. Srikant Sarangi, Professor in Humanities and Medicine and Director of the Danish Institute of Humanities and Medicine/Health (DIHM), Aalborg University (Denmark)

Srikant Sarangi is Professor in Humanities and Medicine and Director of the Danish Institute of Humanities and Medicine (DIHM) at Aalborg University, Denmark (www.dihm.aau.dk). Between 1993 and 2013, he was Professor in Language and Communication and Director of the Health Communication Research Centre at Cardiff University (UK), where he continues as Emeritus Professor. Beginning 2017, he is also Adjunct Professor at Norwegian University of Science and Technology (NTNU), Norway, Visiting Professor at University of Jyväskylä, Finland and Visiting Professor at the College of Medicine, Qatar University. In recent years, he has been Visiting Professor under the Academic Icon scheme at University of Malay, Malaysia (2013-2015) and Visiting Research Professor, Centre for the Humanities and Medicine, The University of Hong Kong (2013-2016).

In 2012, he was awarded the title of ‘Fellow’ by the Academy of Social Sciences, UK. In 2015, he was elected as a ‘Foreign Member’ of The Finnish Society of Sciences and Letters (Societas Scientiarum Fennica).

His research interests include: institutional and professional discourse from an applied linguistics perspective (e.g., health, social welfare, bureaucracy, education etc.); communication in genetic counselling, HIV/AIDS, telemedicine, primary care and palliative care; communication ethics; teaching and assessment of consulting and communication skills; language and identity in public life; intercultural pragmatics. He has held several project grants to study various aspects of health communication.

He is author and editor of twelve books, guest-editor of nine journal special issues and has published more than 250 journal articles and book chapters in leading journals. In addition, he has presented more than 1000 papers (including plenaries, keynotes, masterclasses and workshops) at international conferences and other forums. He is the editor of *TEXT & TALK: An Interdisciplinary Journal of Language, Discourse and Communication Studies* as well as founding editor of both *Communication & Medicine* and *Journal of Applied Linguistics and Professional Practice.*

Title of presentation: Communicative modes and modalities underpinning expertise and trust in technology-mediated healthcare delivery

The contemporary society is characterised as ‘the information age’, which logically extends to what may be labelled ‘the health information age’. The internet-mediated information revolution has led to different trajectories of science communication including the public health domain as well as healthcare delivery such as digital consultations, electronic patient records, mobile health apps, e-health forums, blogs, ask-the-expert websites and multi-professional video conferences. Over the years language and communication researchers have embraced this opportunity to study the transformed modalities occasioned by and mediated through information communication technology.

Beginning with a critical appraisal of the pros and cons of accessibility of health information via the internet, I single out two attendant themes for particular attention – dispersion of expertise and dissolution of trust. I will address this interlaced phenomenon by drawing on an ongoing emergency medical services (EMS) project where the traditional telephone remains one of the main tools available for the call taker (the nurse professional) and the caller to communicate important information. However, the decision-making protocol guiding the institutional response (e.g. dispatch of ambulance with/without paramedical and medical personnel and pre-hospital readiness) is mainly mediated digitally. As far as the call taker is concerned, the coupling of digital affordance and reliance on verbal communication necessarily requires the retuning of ‘communicative expertise-cum-efficacy’ vis-à-vis trustworthiness/credibility. With illustrative exemplars, I will reflect on how the absence of optimal visibility and physical proximity is managed interactionally and the extent to which such practices may mutate as emergency medical services go digital in the coming years.

Prof. Sara Rubinelli, President of the European Association for Communication in Healthcare (EACH), University of Lucerne (Switzerland)

Sara Rubinelli holds a degree in Classics and Philosophy from the Catholic University of Milan (Italy) and a PhD from the University of Leeds (UK) in the areas of argumentation theory, persuasion and rhetoric. Since September 2009 she is Scientific Coordinator of the Human Functioning Unit at Swiss Paraplegic Research (Switzerland) and leads there the Person-Centered Healthcare Group. Since September 2012 she is Assistant Professor in Health Sciences with a focus in health communication at the Department of Health Sciences and Medicine of the University of Lucerne (Switzerland). Since September 2016 she is President-elect of the European Association for Communication in Healthcare (EACH) and holds the scientific direction of the Observatory for Research and Practice of Medical Humanities of the Fondazione Sasso Corbaro (Switzerland).

Title of presentation: Knowledge co-creation in online communities towards a better health services delivery and medical care

In recent decades, the traditional paternalistic approach to medical consultation has shifted towards a patient-centered one, where patients are required to play an increasingly active role in the decision-making regarding their health. The dissemination of health information and advances in health literacy research and practice have assisted some patients in building an expertise that goes beyond a simple knowledge of symptoms and enters the domain of self-management. The digital revolution has brought increased attention to the phenomenon of lay expertise, where patients who are active in online channels become a source of information regarding health conditions and treatments for their peers. While patients do seek peer advice online, it is unclear how online lay expertise should be evaluated and how expert patients can be integrated as stakeholders in healthcare systems to benefit from their knowledge and experience.

The objectives of this presentation are, first, to provide a historical and sociological analysis of the shift of the patient's role from 'user' to 'provider' of health information. Second, the focus is on the value of working together with active patients to get unique insight into the lived experience of health. Indeed, for many decades, and to some extent also today, health promotion communicates to its audience through a more or less explicit top-down approach that does not always account for the existential challenges of living with a health condition. Third, this presentation highlights some starting points for health institutions to co-design health information and health communication in partnership with patients, rather than involving them merely in samples for research studies.

Prof. Pier Luigi Lopalco, MD, Professor of Hygiene and Preventive Medicine, University of Pisa (Italy)

Pier Luigi Lopalco currently teaches at the University of Pisa. He has been leading the Section for Scientific Assessment at the European Centre for Disease Prevention and Control. The mission of the Scientific Assessment Section is to fulfill the ECDC mandate in the area of scientific advice by delivering high quality scientific outputs and keeping high the ECDC presence in the European scientific community, with a particular focus on evidence-based prevention. He was previously Head of the Vaccine Preventable Disease Programme at the ECDC. His specialities include epidemiology, vaccine programmes, public health programmes, and scientific advice

Title of the presentation: Effective public health communication in the era of social media

Effective communication is a main determinant of success of public health interventions. Accessing high quality information on health matters is also a fundamental right of the citizen. The internet revolution can be a double-sided coin for public health. On one hand, health information on the internet cannot be either controlled or checked and the spread of fake news and misinformation is very easy on social media. Moreover, there are mechanisms – such as echo-chambers or filter-bubbles – that make it very difficult for the user to get out of wrongly informed communities once trapped inside them. On the other hand, communication on social media may represent a great opportunity for public health, giving the possibility to reach a large population with the correct message and with a relatively low cost. Communication on social media has its own rules. It is thoroughly different form traditional communication and requires specific training. But the only way for public health to counteract misinformation on social media is to be present and proactive. The use of champions, alliance with civil society, and partnerships with institutional communication agencies like broadcast and newspaper companies, should be part of the communication strategies aimed at promoting public health.

Dr. Eugenio Santoro, Head of the Laboratory of Medical Informatics, Department of Public Health, IRCCS – Mario Negri Institute, Milan (Italy)

Eugenio Santoro is the Head of the Laboratory of Medical Informatics at the Department of Public Health of the Institute of Pharmacological Research (IRCCS - Mario Negri Institute). His research has focused on the Internet, Web 2.0 and social media, as well as their use in the medical field, since 1995. He delivers courses in various university masters courses in scientific communication and medical research and is the author of numerous articles and books.

Title of the presentation: Social media and health communication: the role of health institutions

In a world where communication is increasingly dominated by the use of social media, the Italian Local Health Autorities (ILHA) struggle to find the right direction. Even if the number of ILHAs that has opened at least one account on the main social media platforms has increased during the last two years (with particular attention to Facebook, Twitter and Instagram), only few of them use these communication tools to promote health, to improve patients’ empowerment and to encourage citizens’ participation, preferring to use them in favor of purely institutional communication. Even where social media platforms are used, the engagement rate (i.e. active involvement evaluated by counting the number of reactions such as "likes", “shares” and “comments” to published posts) is particularly low. These are some of the results of the "Communication, social media and health: a research focus" survey conducted by the Laboratory of Medical Informatics of the Mario Negri Institute for Pharmacological Research- IRCSS which will be presented during the conference.

SCIENTIFIC BOARD

Economics and Management Department:

University of Brescia

Prof. Annalisa Zanola

Dr. Roxanne Barbara Doerr

Medical and Surgical Specialties, Radiological Sciences, and Public Health Department:

University of Brescia

Prof. Umberto Gelatti

Dr. Loredana Covolo

Dr. Elisabetta Ceretti

British Association for Applied Linguistics (BAAL):

Dr. Daniel Hunt, University of Nottingham, Faculty of Arts

Dr. Nelya Koteyko, British Association for Applied Linguistics – BAAL, Queen Mary University of London

PANEL PRESENTATION ABSTRACTS:

Alhalwachi, Fatima

Birkbeck College, University of London, UK

Doctors gave me the unexplained infertility' label and off I went to decide what next?!": Appraising medical interventions in women's infertility blogs

Based within a social constructionist paradigm and anchored on constitutive studies of research on identity within sociolinguistics and communication studies, this paper uses a context based, socially oriented small story narrative analysis approach (Bamberg and Georgakopoulou 2008) to look at how infertile women construct their positions in relation to medical discourses in their personal blogs. This study is part of a larger thesis that looks at the social, cultural, religious and personal aspects of infertile Muslim women's discursive constructions in a corpus of 411 posts from 10 bloggers, exploring how these women negotiate and position themselves in relation to others and to the master discourses available to them. Drawing on theories of positioning (Davies and Harre 1990; Bamberg 1994, 2007; 2008), it looks at the micro and macro structural forces operating on the moment-to-moment discursive act of storytelling. The analysis offers a lens into the medical, social, cultural, and personal aspects that emerge from and contribute to the various discursive constructions and negotiations of 'self' and 'other'. It investigates tensions expressed in the performance of women's identities as they report on medical experiences/personas, and how they use those stories/discourses to build rapport, call for support, reappraise the social order and call for positive change. Major findings reveal that assumptions around infertility treatment that women report on in the 'real' social world extend to the online world, yet the online world offers spaces that are used to reappraise medical interventions and to offer support to other infertile women.

Beretta, Alessandra[1]; Ceretti, Elisabetta[3]; Cerquaglia, Emanuele[2]; Conti, Adelaide[4]; Conti, Elena[1]; Covolo, Loredana[3]; Damiano, Luca[2]; Gelatti, Umberto[3]; Guatta, Fulvio[5]; Mazzini, Nicola[5]; Pasini, Massimiliano[5]; Rasulo, Francesco A.[1]; Tizi, Emiliano[6]; Ziliani, Amedea[2]

[1] Division of Anesthesiology, Intensive Care, & Emergency Medicine - Spedali Civili Hospital – Department of Medical and Surgical Specialties, Radiological Sciences and Public Health – University of Brescia, Italy

[2] Social Medica s.r.l., Brescia, Italy

[3] Unit of Hygiene, Epidemiology and Public Health - Department of Medical and Surgical Specialties, Radiological Sciences and Public Health – University of Brescia, Italy

[4] Institute of Forensic Science- Department of Medical and Surgical Specialties, Radiological Sciences and Public Health – University of Brescia, Italy

[5] Fleming Tecna, Brescia, Italy

[6] Executive Officer of the Italian Society of Anesthesiology and Intensive Care (SIAARTI)

InEquipe, connecting doctors to help patients: a pilot study

In the last decade, a growing number of healthcare professionals have adopted WhatsApp in their daily work as a platform for information exchange, and interpersonal communication. However, ethical use of this social media and its impact in terms of improvement of the quality of health services is still unclear. *InEquipe* is an app designed to promote communication between doctors, doctors and scientific societies, with characteristics similar to WhatsApp but in a perspective of safety and protection of patient privacy and improvement of health service quality.

The aim of the study is to evaluate the *InEquipe* app in a hospital setting of anaesthesiologists belonging to the Italian Society of Anesthesiology and Intensive Care, SIAARTI (Società Italiana di Anestesia, Analgesia, Rianimazione e Terapia Intensiva), in terms of usability of the *InEquipe* app. Furthermore, the perception of doctors on how the use of the app can contribute to improve knowledge and the quality of health services from different point of view will be evaluated.

A multi-center pilot study will be conducted in three Italian hospitals (Brescia, Napoli and Palermo) enrolling a sample of about 300 doctors, specialists and in training registered with SIAARTI. Participants will be followed up until 6 months after a preliminary phase in which profiling of participants and usability of the app will be assessed. A questionnaire on the perception of participants regarding the use of the *inEquipe* app will be distributed at months 3 and 6 of the follow-up. In particular, the study will allow to understand how the app can contribute to: increase knowledge and improve clinical practice, through a process of support to the doctor's therapeutic-managerial choices; support the training course for medical specialists and doctors in training through participation in a restricted medical community; improve adherence to patient privacy regulations; reduce medical errors and clinical risk and improve the appropriateness of prescriptions.

Bettio, Karin; Camela, Russo; Florida, Alice; Marini, Francesco; Rusconi, Elisa; Sales, Andrea; Tonetto, Martina

C.L.A.S., University of Padua, Italy

The use of the web and social media for health promotion: a project planned and tested by students of the Degree Course in Health Assistance - University of Padua

Project of the third year students of the Degree Course in “Public and Community Health” of the Conegliano headquarter of the University of Padua. In a seminar on communication techniques and use of the web, the students, through 4 communication systems created using the web and social media (web site, Instagram and Facebook), to divide empowerment into four issues. The subjects were chosen by the students and are related to health promotion: porn revenge, travel vaccinations, a “health camp” for children and safe driving. Throughout the development of the project, content management techniques, planning, internal communication and work organization typical of a modern communication system, were applied. The four profiles have developed and are developing different communication strategies. The results consist in a constant growth of attention to profiles by the social media audience involved, thanks to suitable languages and the native skills use of the tool. This experimental project highlights the presence and use among students of skills that did not previously exist and have not yet been mapped in university curricula. Such skills, in an increasingly digital world where communication becomes increasingly pervasive, appear necessary in a modern context of health promotion.

Biancovilli, Priscila

University of Pécs, Hungary

Spreading reliable information on social networks: how can health educators counteract fake news about breast cancer

In the last years, social networking sites (SNSs), online services that allow users to connect with other individuals through different ways, such as audio, video and text, have emerged as powerful health communication platforms. An increasingly documented component impacting information-sharing on SNSs is the so-called "fake news" phenomenon, which often uses sensationalism and fabricated headlines to catch the attention of readers. In this context, efforts must be doubled to better communicate medical advances accurately to the lay public and to patients to ensure that genuine knowledge can be separated from false material. Breast cancer is the most commonly occurring cancer in women and the second most common cancer overall. The aim of our study is to offer useful insights on how to improve communication regarding breast cancer by discovering the effect of fake news. We use a mixed-methods approach, comprising a qualitative and quantitative study with a descriptive purpose. We intend to develop and apply questionnaires that will investigate what motivates lay people (of different age groups and backgrounds) to share content in SNSs, and their knowledge about risk factors and treatment of breast cancer. Moreover, we will analyse the news stories on breast cancer – in English – shared on Facebook and Twitter in the year 2018. The idea is to check which news generated the most engagement and if they are accurate (verified) or inaccurate (partially or completely fake). The main goal of the presentation is to offer a framework for the study.

Bigi, Sarah[1]; Rossi, Maria Grazia[2]; Vegni, Elena[3]

[1] University of the Sacred Heart, Milan, Italy

[2] Universidade Nova de Lisboa, Portugal

[3] University of Milan, Italy

Complex decisions in challenging contexts: an analysis of shared decision making between clinicians and couples in assisted reproductive technology encounters

Shared decision making is an ethical and viable practice within clinical encounters (Kaldjian 2017; Scalia & Elwyn 2017). However, many challenges still remain to its implementation in clinical practice (Scalia & Elwyn 2017; Légaré et al. 2018). Descriptions of the components of shared decision making have been put forward by Epstein & Street (2011) and Elwyn & Miron-Shatz (2010), highlighting in particular the role of information sharing. This phase in the deliberation process can also imply risks, as Gulbrandsen et al. (2016) point out, because the information overload can make patients feel uncertain and vulnerable. What seems to be lacking is a deeper inquiry into the role of the argumentative component of deliberation (Bigi 2016). In this paper, we aim to analyze deliberation sequences in the context of assisted reproductive technology (ART). In this setting, clinical issues are deeply intertwined with emotional and psychological aspects so that the process of decision making may involve complex and difficult considerations. Studies report low treatment success rates and high levels of stress for couples (Gameiro et al. 2012). Poor communication with clinicians could be one of the reasons leading to end treatment or change clinics (Gameiro et al., 2013; 2012). Replicating an analysis that has yielded interesting results on a different clinical corpus (Lamiani et al. 2017), we aim to apply the model of the deliberation dialogue (Walton, Toniolo & Norman 2014) to a corpus of transcripts of interactions in ART in order to investigate the role of argumentation in deliberation sequences and potentially identify implementation challenges.

Brembilla, Giovanni; Moretti; Roberto, Tersalvi, Carlo Alberto; Valoti, Marinella; Zenoni, Giuseppe

ATS Bergamo UOS Promozione della salute, Italy

Moovin' Bergamo

Introduction: A sedentary lifestyle is a major risk factor for health. According to the PASSI study, 42.6% of citizens in Lombardy are "partially active" and 21% of them are "sedentary". To address this problem, ATS Bergamo, in compliance with the WHO guidelines, has promoted the organization of community competitions through the use of the *Moovin* app.

Objective: Increase the practice of physical activity in the Bergamo area involving at least 5000 people in the short term and at least 30,000 within 5 years.

Methods: Development of institutional partnerships: ATS Bergamo, Municipality of Bergamo, University of Bergamo and Sesaab Group (Eco di Bergamo). Development of a specific pedometer (Moovin) and organization of competitions strongly supported by media communication campaigns.

Results and conclusions: In May 2018 and 2019, two monthly "from Bergamo to the Moon"competitions were organized. 15,000 people were involved. In the second edition, there was a decrease in participants probably due to very bad weather conditions and the presence of many holidays in the period. We are now able, with *Moovin*, to organize competitions involving schools, pharmacies, workplaces, etc. In the first two competitions we organized, more than 500 groups were spontaneously formed and about 1,000,000 km were covered. The difference between *Moovin* and the most famous pedometer apps lies in the involvement of institutions in promoting the initiative in communities, workplaces, health and school settings. This could make the difference in the coming months on the involvement of sedentary people, as we observed in our experience particularly in the workplace and in pharmacies.

Brookes, Gavin

Lancaster University, UK

Obesity in the news: A corpus-based comparison of tabloids and broadsheets in the UK

Obesity is a medical term used to describe the condition in which a person is very overweight and has a large amount of body fat. In the United Kingdom (UK) – the context for this study – a person can be diagnosed as being obese if they have a Body Mass Index (BMI) score of 30 or more (National Health Service, 2018). Obesity is regarded as a major health concern in the UK, where it is presently estimated that around 60% of adult men and 50% of women are either overweight or obese (Office for National Statistics, 2017). This prevalence is predicted to increase in the future, with projections suggesting that as many as 74% of men and 64% of women living in the UK could be either overweight or obese by 2030 (World Health Organisation, 2015). This rising prevalence has been linked to the increasing rates of several life-shortening conditions, including heart disease, type 2 diabetes and some types of cancer (National Health Service, 2018). Given its increasing prevalence and perceived health consequences, obesity constitutes a persistently newsworthy topic in the UK as in other countries. Existing research into this media coverage has demonstrated the tendency for it to be deeply stigmatizing for people affected by obesity, who are represented as failing to discipline, regulate and contain their bodies (Bonfiglioli, et al., 2007; Boyce, 2007; Boero, 2013) – transgressions which can in turn lead to social marginalisation and evoke derision, repulsion and even disgust from others (Lupton, 2018).

The research reported in this talk is based on a purpose-built corpus of articles about obesity published across eleven UK national tabloid and broadsheet newspapers over a ten-year period spanning 2008 to 2017 (inclusive). This amounts to 43,884 articles (36,203,844 words). Taking a corpus linguistic approach to critical discourse studies, this talk will compare the ways in which the topic of obesity is framed by UK tabloids and broadsheets. The analysis shows that while the tabloids represent obesity as a disease that exists inside individuals, the broadsheets tend to frame it as a social problem. A corollary of these framings is that, for the tabloids, responsibility for preventing and 'curing' obesity rests with the individuals affected by it, meanwhile for the broadsheets the lion's share of responsibility for obesity rests with government and food industries. These framings are then interpreted in relation to the wider society in which they have been produced and consumed, as well as their implications for promoting contented bodily attitudes and encouraging so-called 'healthy' behaviours in members of the public.

References

Boero, N. (2013). Obesity in the media: social science weighs in. *Critical Public Health*, 23(3), 371-380.

Bonfiglioli, C., King, L., Smith, B., Chapman, S. and Holding, S. (2007). Obesity in the media: Political hot potato or human interest story? *Australian Journalism Review*, 29(1), 53–61.

Boyce, T. (2007). The media and obesity. *Obesity Reviews*, 8(1), 201–205.

Lupton, D. (2018). *Fat* (2nd edition). London and New York: Routledge.

National Health Service (2018). Overview: Obesity [online]. Available: <https://www.nhs.uk/conditions/obesity/>.

Office for National Statistics (2017). Statistics on Obesity, Physical Activity and Diet, England [online]. Available: < https://www.gov.uk/government/statistics/statistics-on-obesity physical-activity-and-diet-england-2017>.

World Health Organisation (2015). The challenge of obesity - quick statistics [online]. Available: <http://www.euro.who.int/en/health-topics/noncommunicable diseases/obesity/data-and statistics>.

Centonze, Laura; Maglie, Rosita

University of Bari 'Aldo Moro', Italy

Narrative patterns in the digital representation of visual ageism in the media

"Visual ageism" in its representation in the media (Loos and Ivan 2018) is the social practice which visually underrepresents older people or misrepresents them in a biased way. In order to deconstruct these prejudiced narratives about ageing, efforts have been made over the years in order to provide alternative ways for representing ageing, one of which has undoubtedly been by the publication of the American Medical Association (AMA) Manual of Style (2007) by the Journal of the American Geriatrics Society (JAGS), which includes a selection of correct and preferred terms to avoid discriminating practices and negative stereotypes on older adults. The present corpus-assisted multimodal discourse study (Baker et al. 2008, Ledin and Machin 2018, Adolphs and Carter 2013) moves from the analysis of a non-governmental organization website, namely #Disrupt Aging, to collect the stories older adults throughout the site. Afterwards, it draws on the AMA style (AMA 2007) and the suite of FrameWorks tools (2017) to analyse 68 video-stories in search of dominant patterns of thinking and speaking of older people, and to find out which narrative and/or theme dominates and thus represents a recurring narrative pattern in the study corpus and in relation to certain groups of people. The study also involves an analysis of speech act distribution (Searle 1969, 1983) in order to gain insights into how their use intersects with dominant patterns of thinking and speaking of older people.

Consonni, Stefania

University of Bergamo, Italy

Verbal vs. Visual Epistemicity in Healthcare Discourse: Research Articles vs. Digital Infographics

This presentation analyses a taxonomy of linguistic vs. graphical strategies used for the encoding of epistemic modality in the specialized domain of healthcare discourse, in particular regard to verbal/visual resemiotization processes and within a corpus of research articles and matching digital infographic synopses, published in the BMJ in 2017-18. Sitting at different angles of the scripto-visual pyramid, words and graphics deploy different strategies concurring in the discursive construction and validation of evidence-based clinical knowledge, both within and outside the scientific community. While the scriptural mode constructs empirical reality using written verbal argumentative patterns – pivoting on abstract, discontinuous and temporal semiotic resources – the graphical mode, coaxing data into visual patterns, frames and visualizes quantities and processes using signs that are sensorial, contiguous and spatial, and which facilitate comparison, pattern recognition and further cognitive functions with respect to phenomena. Within the framework of Systemic Functional Grammar, and drawing from multimodal analysis, social semiotics, and medical discourse analysis, this paper looks at the expression of epistemic modality (the 'modality of knowledge') within such resemiotization processes, by identifying and quantifying the main boosting vs. hedging strategies used for cross-semiotic realizations of the same meanings in traditional scientific prose and digital infographics. The research question is therefore: how differently is epistemic modality (and the related expression of impossibility, improbability, possibility, probability and certainty) codified by linguistic and graphical strategies within on-page vs. on-screen genres? And what impact does such cross-semiotic, multi-literacy cooperation have on the pragmatic and communicative functions of healthcare discourse?

De Nard, Francesca[1,2]; Robin, Thomas[2,3,4]; De Vita, Erica[2,5]; Ethics and Public Health working group[2,6]; de la Torre Pérez, Laura[4,7]

[1] Postgraduate School in Public Health, Department of Biomedical Sciences for Health, University of Milan, Italy

[2] Committee of Medical Residents; Italian Society of Hygiene, Public Health and Preventive Medicine

[3] Postgraduate School in Public Health, Department of Public health Sciences, University of Turin, Italy

[4] European Network of Medical Residents in Public Health (Euronet MRPH)

[5] Postgraduate School in Public Health, Department of Translational Research, New Technologies in Medicine and Surgery, University of Pisa, Italy

[6] Ethics and Public Health working group members: Francesca De Nard (University of Milan), Fabrizio Toscano (University of Siena), Stefano Guicciardi (University of Bologna), Viviana Santoro (University of Rome 'Tor Vergata'), Erica De Vita (University of Pisa), Filippo Quattrone (University of Pisa), Giacomo Crotti (University of Milan 'Bicocca'), Francesca Butera (University of Genova), Irene

Schenone (University of Genova), Matteo Letzgus (University of Milan), Robin Thomas (University of Turin)

[7] Residency in Public Health, Servei de Medicina Preventiva i Epidemiologia. Hospital Clínic de Barcelona, Spain

The importance of being Earnest. European Public Health residents' opinions on the ethics of online medical debunking

Debunking misinformation is a growing online practice between health advocates. Nevertheless, specific evidence-based guidelines are lacking and ethical recommendations on medical online professionalism are scarce. Our aim is to describe European Public Health residents' opinions on the ethics of debunking. We used a mixed-method approach during the European Network of Medical Residents in Public Health (EuroNet MRPH) meeting in Turin, April 2019. We administered an online survey. Participants discussed the online survey results along with open questions regarding the ethics of debunking. We recorded the discussion and analysed it through thematic analysis. Thirty-eight residents from 6 countries of residency participated. Thirty-five participants (92,1%) considered primary health education a priority in respect to debunking. Twenty-seven participants (71.1%) argued that debunking should be performed by medical associations, 24 (63.2%) by experts with recognized credibility, 20 (52.6%) by political institutions, 13 (34.2%) by health journalists/bloggers, and 5 (13.2%) by social media users. Participants identified -among the priorities of debunking- ethical guidelines (17, 44.7%), operational guidelines (16, 42.1%), timeliness of counter-information and institutional monitoring of debunking sites (both 14, 36.8%). We identified four main themes within the discussion: the importance of school in teaching critical thinking, health literacy and civil discussion; specific priorities of social media communication (credibility and timeliness); the need of specific expertise; and ethical issues with using controversial marketing techniques, especially social media bots, which probably also spread pro-vaccine contents. European public health residents showed interest and commitment to medical debunking, and reported a lack of specific ethical guidelines.

Fiammenghi, Carlotta

University of Milan, Italy

The "vaccine controversy" on the world wide web

The present project seeks to analyse contemporary discourses around the topic of vaccines and vaccination, with a particular interest in discourses enforcing doubts about their effectiveness and fears of their alleged risks. Contestation of vaccines is not actually a new phenomenon: in tracing its history, Offit (2008, 2011) and Durbach (2004) underline how doubts and fears of vaccines have existed since their invention in the 19th century and are often linked to wider public, political, and social debates. In many ways, the 19th, 20th, and 21st-century vaccine controversies have much in common; however, there are also some differences. These differences are principally a matter of degree and are also strictly linked to the rise and spread of modern resources for dissemination of health information, such as television, radio, and the internet (Zimmerman et al., 2005). The aim of this project is therefore to investigate the nature of the contemporary anti-vaccine discourse, in the light of the advent of new communication technologies, mass media, social media, and the world wide web, with a particular interest on the role that narration and emotions play in the construction of both anti-vaccine and pro-vaccine discourses. To do this, a multimodal critical discourse analysis of anti-vaccine and pro-vaccine websites and materials obtained from the world wide web and from the iWeb corpus (Davies, 2018-) will be carried out to identify rhetorical moves and characteristics used to make the case against or for vaccines. The objective is to devise effective strategies to better promote scientific claims.

Foccaert, Annelies

King’s College London, UK

Investigating the diagnosis of autism in women: a sociolinguistic approach to the identity constructions of autistic women on Facebook groups

Although Autism Spectrum Condition is a highly investigated topic in various research areas, especially in biomedical areas, not much knowledge is available on the characteristics of autism in girls and women. As a result, they often struggle to receive an accurate and timely clinical diagnosis, which can have negative consequences for their well-being. In my PhD project I seek to offer an alternative approach to researching autism that focusses on girls and women’s personal experiences with the diagnostic process. I adopt a sociolinguistic approach to examine posts and comments shared on Facebook groups by and for autistic women and combine elements of small stories research (Georgakopoulou, 2007), critical autism studies (Orsini and Davidson, 2013; Milton, 2014; O’Dell et al., 2016) and netnography (Kozinets, 2010) to analyse how different identities are collaboratively constructed in online stories. In this presentation I will reflect on how ethical considerations have shaped my research design and I will discuss my initial findings on how identities are created in interactions in online autistic communities. More insight into autistic girls and women’s experiences will help to develop a better understanding of how they express autism and can provide ideas on how the diagnosis process might be improved.

References

Georgakopoulou, A. (2007) *Small Stories, Interaction and Identities*. Amsterdam: John Benjamins Publishing Company.

Kozinets, R. V. (2010) ‘Netnography: Doing ethnographic research online’, *International Journal of Advertising*. doi: 10.2501/S026504871020118X.

Milton, D. E. M. (2014) ‘Autistic expertise: A critical reflection on the production of knowledge in autism studies’, *Autism*, 18(7), pp. 794–802. doi: 10.1177/1362361314525281.

O’Dell, L. et al. (2016) ‘Critical autism studies: exploring epistemic dialogues and intersections, challenging dominant understandings of autism’, *Disability and Society*, 31(2), pp. 166–179. doi: 10.1080/09687599.2016.1164026.

Orsini, M. and Davidson, J. (2013) ‘Critical Autism Studies: Notes on an Emerging Field’, in Davidson, J. and Orsini, M. (eds) *World of Autism: Across the Spectrum of Neurological Difference*. University of Minnesota Press, pp. 1–28.

Irons, Katherine

University of Nottingham, UK

‘Science Sells the Skinny’: A multimodal critical discourse analysis (MCDA) of online herbal weight loss advertisements

The Internet has provided a window for the pharmaceutical industry into people's domestic spaces, and facilitated the advertisement and purchase of pharmaceutical goods (Fox et al, 2005d). Whilst direct to consumer marketing of pharmaceuticals, including weight loss pills, is not permitted in in the UK, these marketing restrictions are bypassed with the replacement of herbal supplement promotions (Appelbaum, 2006:446). Significantly, online sellers of potentially dangerous slimming pills are putting "desperate dieters' health at risk by seducing them with the promise of quick-fix weight loss and discreet online deliveries" (MHRA, 2017). By examining the website data of four purveyors of herbal weight-loss products, I aim to explore the persuasive, discursive strategies that marketers employ to sell commercial products. Qualitative analysis that accounts for the multiple semiotic modes of website data is increasingly urgent since 'speech and language no longer appear adequate in understanding representation and communication in contemporary global, fluid and networked society' (Jewitt, 2009:114). Accordingly, using the framework of 'multimodal critical discourse analysis', I identify visual and verbal codes of medicine and science which span the breadth of the herbal supplement websites. In particular, I illustrate the multiple ways in which the websites seek to construct representations of the doctor, and the patient in order to legitimise a culture of drug consumption for benign bodily conditions, a process which augments the ever-increasing phenomenon of 'pharmaceuticalisation' (Abraham, 2010).

References

Abraham, J. (2010). Pharmaceuticalization of Society in Context: Theoretical, Empirical and Health Dimensions. *Sociology*, 44(4), 603–622.

Fox, N.J et al, (2005d) A sociology of technology governance for the information age: the case of pharmaceutical consumption, *Sociology*, 40, 2, 315-334.

Jewitt, C. (Ed.) (2009). *The Routledge Handbook of Multimodal Analysis*. London: Routledge.

Medicines and Healthcare products Regulatory Agency (2017) *Annual Reports and Accounts*.

Lazzaro-Salazar, Mariana[1]; Sokól, Malgorzata[2]; Sowinska, Agnieszka[3]

[1] Universidad Católica del Maule, Chile

[2] University of Szczecin, Poland

[3] Universidad Católica del Norte, Chile

Virtual consultations as sites for professional identity negotiation: A comparison of physicians' clinical discussions in blogs and Whatsapp groups in Chile and Poland

Digital media is increasingly being used by healthcare professionals to discuss medical issues within their professional group. The paper aims to investigate the function of these 'virtual consultations' in diverse digital media contexts. To achieve this, we draw on and compare two contexts: monocultural medical blogs of Polish doctors, which are open online and addressed to diverse audiences, and conversations among migrant doctors in an intercultural WhatsApp® group in Chile. The Whatsapp® data for this paper was collected between October 2016 and July 2018, and focuses particularly on Venezuelan doctors, who were the most active in this group. The corpus comprises over 700 thousand words. In the case of the blogs, the data comes from 7 blogs run by individual physicians and was gathered between 2014 and 2018. The blog corpus comprises over 400 thousand words. Following a social interactional approach to identity (Bucholtz and Hall 2005, 2008), the qualitative analysis of the data explores, and illustrates in detail, how doctors exploit the affordances of digital media to re-conceptualize and negotiate their identity and expertise as a way to make sense and adapt to challenging professional experiences. In this sense, the paper shows how the Polish bloggers extensively engage in clinical experience sharing and self-disclosure to seek approval from their peers and to balance patients' expectations amidst the institutional barriers of the healthcare system in Poland. Moreover, the paper will discuss how Whatsapp discussions provide space for doctors' sense-making processes of their migration experience in Chile.

References

Bucholtz, M., Hall, K., 2005. Identity and interaction: a sociocultural linguistic approach, *Discourse Studies* 7 (4–5), 585–614.

Bucholtz, M., Hall, K., 2008. Finding identity: theory and data, *Multilingua* 27 (1–2), 151–163.

Melander, Ida

Örebro University, Sweden

Self-referral letters: arguing for the need for specialist care

Healthcare has been described as a "textually mediated social world" (Papen, 2010: 145), to a large extent structured around writing. This paper focusses on patient agency through an emerging genre in Sweden: self-referral letters. Although written by the patients themselves, self-referrals have the same objective as a professional doctor's referral: to refer someone to specialist care. The presentation explores self-referrals as an emerging genre and examines the illness descriptions made in such texts. How can we understand the referrals based on their purpose: referring yourself to specialist care? The paper describes how such texts argue for the need for care, thus transforming a sick person into a medical case and reifying a particular illness experience. As such, the paper contributes to our understanding of a new type of writing that some patients engage in but requires literacy and rhetorical skills that are presumably not available to everyone in need of specialist care. The data consists of self-referrals written by women seeking care for endometriosis. This chronic disease is difficult to diagnose and characterized by symptoms in need of complex descriptions, making it an apt case to demonstrate the use of self-referrals. The data is also complemented by interviews with some of the participants to address their perspective on the writing.

References

Papen, Uta. 2010. "Writing in Healthcare Contexts: Patients, Power and Medical Knowledge". In David Barton and Uta Papen (eds.), *The Anthropology of Writing: Understanding Textually- Mediated Worlds*. London: Continuum, 145-165.

Putland, Emma

University of Nottingham, UK

Consult the public?! What combining researcher analysis and interviewee responses can help illuminate about media representations and public understandings of (people with) dementia

Media portrayals greatly influence public understandings of health, and dementia is no exception. Extending previous research into how dementia is (too often one- dimensionally) portrayed in popular media, this paper aims to encourage greater dialogue between researchers and members of the public when dissecting media texts. I discuss using multimodal critical discourse analysis to examine two non-profit video adverts that present contrasting depictions of having dementia (portraying people with dementia as passive ghosts of their former selves, versus as vivacious lead vocalists of a music video). These same videos were shown during semi-structured interviews with twelve people who had differing knowledge of and contact with dementia, and which oriented around what dementia meant to participants and their responses to the adverts. Participants' explanations of dementia varied considerably, as did their interpretations of, and responses to, the two videos, including in evaluating how "accurate" and "realistic" their portrayals were. I reflect upon some of the limitations and strengths of such a research approach, including the extent to which it addresses critical discourse analyses' privileging of one subjective view (the analyst's) above all others. Following this, I outline my plans to expand upon my research to develop this further, with a broader range of data and participants. I propose that such an approach promises to bring greater insights into the heterogeneity of worldviews and responses that coexist within "the public", asking researchers to consider not only public understandings of health, but our understandings of the public itself.

ORGANISER

UNIVERSITAS · STUDIORUM · BRIXIAE

UNIVERSITÀ
DEGLI STUDI
DI BRESCIA

PARTNERS

BaaL

ASSOCIAZIONE
NAZIONALE
ASSISTENTI
SANITARI

Accademia Lombarda
di Sanità Pubblica

SCHOOL OF MANAGEMENT
AND ADVANCED EDUCATION
UNIVERSITÀ DEGLI STUDI DI BRESCIA
smae