RISK 2.0
Risk perception and communication regarding vaccination decisions in the age of web 2.0

International Small Group Meeting | May 12-14 2011 | University of Erfurt
Content

Sponsors 2
Welcome 3
Scientific Program 4
Abstracts 6
The Speakers – biographical information 13
Conference venue 21
Vaccine Call for papers 22
We are grateful for financial support of our sponsors:

- European Center of Disease Prevention and Control (ECDC) (co-organizer)
- German Science Foundation (Deutsche Forschungsgemeinschaft, DFG)
- Förderverein zur Bekämpfung der Viruskrankheiten e.V.
- University of Erfurt
- Center of Empirical Research in Economics and Behavioral Science (organizer)
- Zimodruck
Welcome

Some recent publications consider the Internet to be a possible cause of declining vaccination rates. This interdisciplinary meeting therefore focuses on the question of which factors impact risk perceptions regarding vaccination decisions in the specific context of the Internet. Moreover, we would like to discuss how risks and risk negations should be communicated on the Internet.

The meeting will be held as a small group meeting with scientists from the fields of psychology, medicine and communication science; it aims at bringing people together to foster exchange and promote further cooperation, as well as empirical and theoretical development. The small group meeting is conceptualized as an intense workshop, where only the invited speakers meet and discuss their work. The meeting will not be open to the public; only a few invited guests from the German health system and science journalists will have limited access to the talks.

The results of the meeting as well as the contributions to the meeting will be published in a Special Issue in the Elsevier journal Vaccine. The special issue will be entitled “Risk perception and communication regarding vaccination decisions in the age of web 2.0”. Deadline for the submissions is May 31st 2011.

We are grateful for financial support provided by our sponsors, the German Science Foundation (DFG), the University of Erfurt, Förderverein zur Bekämpfung der Viruskrankheiten e.V. and by the organizing institutions, the Center of Empirical Research in Economics and Behavioral Science of the University of Erfurt in cooperation with the the European Center of Disease Prevention and Control (ECDC). Their support contributes to the success of the meeting.

We are happy to welcome you in Erfurt. We are looking forward to the opportunity to bring together researchers from psychology, medicine and public health to foster exchange between the disciplines. We wish you and us an inspiring meeting with fruitful discussions.

Kind regards,
Cornelia Betsch, Frank Renkewitz
& Katharina Sachse
# Scientific Program

## Thursday, 12.5.2011

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>17.00</td>
<td>Registration</td>
</tr>
<tr>
<td>17.30</td>
<td>Welcome and Introduction</td>
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<tr>
<td></td>
<td>Cornelia Betsch, Frank Renkwitz, Katharina Sachse</td>
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<td>18.00-19.30</td>
<td>Dr. Internet: Enlightenment or back to the dark age?</td>
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<td>Patrick Davies</td>
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<tr>
<td>19.30</td>
<td>Reception</td>
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## Friday, 13.5.2011

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9.00-09.45</td>
<td>Vaccine risk perception - a global view</td>
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<tr>
<td></td>
<td>Heidi J Larson</td>
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<tr>
<td>9.45-10.30</td>
<td>Vaccination decisions: The role of perceived risk of influenza, cancer, and other dangerous things</td>
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<td></td>
<td>Noel T. Brewer</td>
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<tr>
<td>10.30-11.00</td>
<td>Coffee Break</td>
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<tr>
<td>11.00-11.45</td>
<td>Risk Perception and Communication in Vaccination Decisions: A Fuzzy-Trace Theory Approach</td>
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<td></td>
<td>Valerie F. Reyna</td>
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<td>11.45-12.30</td>
<td>Can statistics about vaccination risks and benefits ever be convincing?</td>
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<td></td>
<td>Brian Zikmund-Fisher</td>
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<td>12.30-15.30</td>
<td>Lunch break</td>
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<tr>
<td>15.30-16.15</td>
<td>The numbers of risk, affect-laden risk perception and preventive behaviors: The case of the new</td>
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<td>H1N1 influenza</td>
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<td>Britta Renner, Tabea Reuter</td>
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<td>16.15-17.00</td>
<td>The relationship between parents’ knowledge about vaccinations and their decision to vaccine their children against different diseases</td>
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<td>Michael Siegrist, Alexandra Zingg</td>
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<td>17.00-17.30</td>
<td>Coffee Break</td>
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17.30-18.15  The influence of Internet vaccine-criticism on the perception of vaccination risks
Cornelia Betsch, Frank Renkewitz & Katharina Sachse

18.15-19.00 Discussion
20.00 Conference Dinner

Saturday, 14.5.2011

09.00-09.45  Public (Mis-)Perception of Medical Treatments in the Internet Era
Wolfgang Gaissmaier

09.45-10.30  Potentials and Limitations of the Internet in Health and Risk Communication
Constanze Rossmann

10.30-11.00 Coffee Break

11.00-11.45  The Evolution of The Connected Patient in Digital Channels
Alexander Schachinger

11.45-12.30  Public health communication and the use of web 2.0: the ECDC experience
Marybelle Stryk

12.30-13.30 Lunch Break

13.30 – 14.15 Surfing the communication wave: recognising the challenges and embracing the opportunities provided by web 2.0
Julie Leask

14.15-15.00 Discussion

15.00-15.30 Coffee Break

15.30-18.00 Discussion and Farewell
Abstracts

**Dr Internet: Enlightenment or back to the dark age?**
Patrick Davies  
Nottingham Children's Hospital, England

**Vaccine risk perception - a global view**
Heidi J Larson  
London School of Hygiene and Tropical Medicine

Risk perception and decision-making around vaccines has implications at individual, community, national and international levels. This talk will examine the scope and nature of risk concerns and drivers of decision-making at a global level, looking at how the influencers of decision-making vary across countries, communities and individuals.

**Vaccination decisions: The role of perceived risk of influenza, cancer, and other dangerous things.**
Noel T. Brewer  
Associate Professor, Gillings School of Global Public Health, University of North Carolina

We engage in healthy and harmful behaviors all the time. Buy why? Theories from economics and psychology suggest that our beliefs about risk of harm play a central role in these decisions. Dr. Brewer will discuss controversies in the study of risk perception, presenting data from a meta-analysis of studies of vaccination behavior as well as recent findings on new and more potent risk measures.

**Risk Perception and Communication in Vaccination Decisions: A Fuzzy-Trace Theory Approach**
Valerie F. Reyna  
Cornell University

An intuitionist approach to risk perception and communication is contrasted with standard computational approaches that stress precision and numeracy in the context of decisions to vaccinate (or not). Using fuzzy-trace theory, intuitive judgment and decision making is characterized as fuzzy and impressionistic, as relying on meaningful gist rather than superficial details. Gist representations of risk information range from those that capture the meaning of words or numbers to those that are connected narratives that capture implicit causal explanations (e.g., why childhood vaccinations “cause” autism).
Hence, subjective ideas and personal experiences are integrated with risk information to create qualitative gist representations that govern risky decision making. In this view, precise knowledge of numbers (e.g., probabilities) does not improve decision making, although it might speed computations. Implications for risky decisions, especially vaccinations, in the era of Web 2.0 are discussed.

Can statistics about vaccination risks and benefits ever be convincing?
Brian Zikmund-Fisher
Dept. of Health Behavior & Health Education
Dept. of Internal Medicine (General Medicine)
Center for Bioethics and Social Sciences in Medicine (CBSSM)
University of Michigan

Recent research has emphasized that risk information is often processed more emotionally than cognitively. Such emotion-based consideration poses distinct challenges in the context of vaccination decisions. The benefits of vaccination accrue only in the future, are intangible to the individual, and are difficult to visualize for those patients who have never personally experienced severe epidemics. By contrast, the risks tend to be highly mentally available and emotion-laden and derive from harms of commission rather than omission. While many evidence-based methods have been developed for increasing people’s ability to derive meaningful gist from risk statistics (e.g., pictographs / icon arrays), the ability of these techniques to help people understand the magnitude of risk may not be as useful in the vaccination domain, a domain where the primary issue is the existence of risk. Instead, public health officials may need to consider acknowledging the existence of risk without trying to communicate magnitude and using more narrative-based approaches to supplement and shape the public’s mental models of vaccination risk.

The numbers of risk, affect-laden risk perception and preventive behaviors:
The case of the new H1N1 influenza
Britta Renner, Tabea Reuter
University of Konstanz

Perceptions of a health risk are commonly measured by cognitive probability x severity judgments. However, risk perceptions that capture more self-relevant or affect-laden facets (e.g., worry) appear to be more powerful predictors of health protective behaviors than the numbers of risk. We argue that the numbers of risk may determine the amount of worry which facilitates preventive behaviors. This study therefore examines the impact of both facets, cognitive and affect-laden risk perceptions on preventive behaviors across time in the context of the new H1N1 influenza. A longitudinal sample provided three repeated measures of risk perception and
precautionary behaviours across five months. The cognitive probability x severity interaction of an H1N1 infection predicted the amount of felt worry regarding the influenza at T1. Worries about an influenza infection in turn facilitated the intention to take preventive action behaviors (e.g., to get vaccinated) whereas worries about negative side effects of the vaccination impeded the intention at T2. Finally, intention predicted vaccination behavior and hygienic behaviors at T3 seven weeks later. The results suggest that the perceived numbers of risk do not directly impact preventive intention but that they facilitate more affect-laden risk perceptions which motivate protective action.

The relationship between parents’ knowledge about vaccinations and their decision to vaccine their children against different diseases

Michael Siegrist, Alexandra Zingg
ETH Zurich

Parents are sooner or later confronted with the decision about the vaccination of their children. Although many parents follow their pediatricians’ advice concerning their children’s vaccination, it is also expected that parents have at least some information about the vaccinations beforehand, as vaccinations are an all known subject. In our study, we aimed to measure people’s general knowledge about vaccinations. We were interested in the effect of knowledge on parents’ decisions about vaccinating their children against different diseases. To develop an extensive knowledge scale, we examined the Swiss public’s understanding of vaccination in a mail survey and related this scale to people’s decision about vaccinating their children. We aimed to consider a broad range of vaccine-related knowledge, including knowledge about the effect of a vaccination, knowledge about the consequences of a vaccination and knowledge about the immunization regarding vaccination. We only included knowledge questions truly relevant for parents to make decisions about whether to vaccine their children. Our findings indicate that people not only had little knowledge but even misconceptions about vaccinations. Further, we could find that parents with more knowledge about vaccinations vaccine their children more than parents without knowledge. There were also differences between the decisions of parents to vaccine their children regarding different diseases.
The influence of Internet vaccine-criticism on the perception of vaccination risks
Cornelia Betsch, Frank Renkewitz
University of Erfurt
Katharina Sachse
TU Berlin

Health-related information found on the Internet is increasing and is known to impact patient decision making, e.g. regarding vaccination decisions. In a large-scale Internet-experiment we assessed whether vaccine-critical pages raise perceptions of the riskiness of vaccinations and alter vaccination intentions. We manipulated the information environment (vaccine-critical website, control, both) and the focus of search (on vaccination risks, omission risks, no focus). Accessing vaccine-critical websites for five to ten minutes increased the perception of risk of vaccinating and decreased the perception of risk of omitting vaccinations as well as the intentions to vaccinate. We identified the presence of narrative information about vaccine-adverse events as a potentially influential factor in affecting risk perceptions. In two experiments we therefore presented statistical as well as narrative evidence about the occurrence of vaccine-adverse events in an online-bulletin board setting. We varied features of the narratives to identify mechanisms through which narratives impact risk judgments. Experiment 1 showed that an increasing relative number of narratives reporting adverse events lowered vaccination intentions, which was mediated by the perceived riskiness of vaccinating. Experiment 2 revealed that perceived risk was influenced more by the number of narratives reporting adverse events than by the numerical risk estimates (i.e. statistical information) provided. High (vs. low) emotional narratives had a greater impact on the perceived risk. Current e-health developments on the Internet drive the tendency that more personalized (narrative) information and less statistical data is present regarding health interventions. Thus, it is necessary to assess the boundary conditions of this ‘narrative bias’ as well as to find a way to present statistical information that helps creating a gist of the information provided.

Public (Mis-)Perception of Medical Treatments in the Internet Era
Wolfgang Gaissmaier
Max Planck Institute for Human Development - Harding Center for Risk Literacy

"In this world, nothing is certain except death and taxes," Benjamin Franklin already noted in 1789, on the eve of the French Revolution. What Franklin meant was that everything in life is uncertain and laden with risks, and we are constantly at the mercy of such uncertainty. Instead of trying to digest this uncertainty and considering actual evidence, however, decisions about health, including vaccination decisions, are often based on
faith, which provides an illusory comfort of certainty. Frequently, people are most afraid of things that are barely a threat to them. The internet is increasingly used by the public to acquire health information, and it is both an opportunity and a threat towards a more objective assessment of benefits and risks of vaccines and other medical treatments: If one knows where to look, one can find information that is based on the best clinical evidence, but there is also a bombardment with extremely biased information. It is therefore crucial to understand i) the core reasons for public misperceptions of risks and benefits of medical treatments, ii) how one can inform the public more adequately, and iii) how people search for information and which skills allow them to distinguish "good" from "bad" information.

**Potentials and Limitations of the Internet in Health and Risk Communication**

Constanze Rossmann  
Ludwig-Maximilians-Universität München

In recent years, the Internet has become a major source of health information. The number of health related websites is increasing (e.g., Manfredi & Covington 2000, Eysenbach 2003), at the same time, more and more internet users go online to obtain health information or communicate with others about health issues (e.g., Fox 2008, Lausen, Potapov & Prokosch 2008). Indeed, online health information has great potentials. The Internet is comfortable to use, cheap, and rather independent of time and place. Hence, it reaches target groups traditional ways of health information often fail to reach. Further, online health information is able to improve patient empowerment, thus contributing to a balanced doctor-patient-relationship. Finally, online health information is interactive and can be tailored to the particular needs of single target groups, if not individual users. Thus, health promotion on the internet combines mass media’s high reach with the strong effects of interpersonal communication, thus improving intervention effectiveness (Neuhauser & Krebs 2003). However, online health information also has its limitations. Up to now, not everyone has access to the Internet (Neuhauser & Krebs 2003), and, even more important, not everyone is able to understand and deal with health information obtained from online sources (Kreps 2005). Due to low quality websites providing false health information (e.g., Hebenstreit & Güntert 2001) some even fear negative effects for public health and health behavior (e.g., Weaver et al. 2008). This talk wants to provide an overview of the general potentials and limitations of online health information, thus enabling a better understanding of health and risk communication in the era of web 2.0.
The Evolution of the Connected Patient in Digital Channels
Alexander Schachinger
HU Berlin

The evolution of digital channels to platforms evolves in disruptive but also promising innovations within the healthcare sector. On the one hand, globally connected E-Patients assisted by increasingly usable digital disease-management or Health 2.0 tools from mostly non-traditional players become a disruptive moment for some segments of the traditional healthcare stakeholders. On the other hand, Medicine 2.0 and Participatory Healthcare opens up new moments for suppliers in practitioner and patient communication, collaboration and research. This session will demonstrate first international data and publications on e-patient research.

Public health communication and the use of web 2.0: the ECDC experience
Marybelle Stryk
European Centre for Disease Prevention and Control (ECDC)

The European Centre for Disease Prevention and Control (ECDC) has realised the important role social media play in providing rapid, timely and credible health information to the general public and its stakeholders. The strategic use of social media in disseminating public health information is crucial in improving public health outcomes and influencing behavioural changes. This presentation will provide a short background on ECDC, its mission and in particular its communication activities surrounding immunisation. It will show the Centre's initial steps in using social media sites and tools in disseminating information and reaching out to its public and stakeholders. The presentation will also highlight the lessons learned and challenges from the social media initiative.

Surfing the communication wave: recognising the challenges and embracing the opportunities provided by web 2.0
Julie Leask
National Centre for Immunisation Research and Surveillance, University of Sydney, Australia

The online environment presents unprecedented challenges and opportunities for the communication of risks from vaccines and vaccine preventable diseases. Beliefs, experiences and information can be communicated by individuals and groups with a wide range of views in multiple forums. Organised movements against vaccination have been quick to capitalise on
these environments. These movements are diverse in their agendas but similar in their arguments and modes of operation. There are concerns about the impact of online environments on immunisation behaviour. However, this impact is neither simple, nor linear. Audiences are not passive recipients, but "culturally rational" actively engaging with vaccine information from a range of sources. While the rise of web 2.0 may present challenges in communicating about vaccination, it also brings positive opportunities: first for citizens to have a more active engagement with immunisation policy and programs and second for the promotion of positive discourse about vaccines and vaccine safety. This presentation will explore these issues.
The Speakers

Patrick Davies
Nottingham Children’s Hospital, England
daviespatrick@hotmail.com

Dr. Patrick Davies is a consultant in Paediatric Intensive Care and Paediatric Emergency Medicine at Nottingham Children’s Hospital, England since 2006. He has published regarding the uptake of vaccines in diabetic children, the quality of paediatric advice found on the internet, and the use of the UK Swine Flu Algorithm. He is very interested in how the internet affects children’s health, and how parents use and can be manipulated by what is found, both for good and for bad.


Heidi J Larson
London School of Hygiene and Tropical Medicine
heidijanelarson@yahoo.com

Dr. Larson currently leads a team studying issues around public trust in vaccines and the implications for immunization programmes and policies. She previously headed Global Communication for Immunization at UNICEF and Chaired the Advocacy Task Force for the Global Alliance for Vaccines and Immunization (GAVI). Her research specializes in the analysis and evaluation of health and development programmes with particular attention to social and political factors which can affect policies and programmes. Her particular focus is on risk and rumour management in health programmes and technologies, especially vaccines- from clinical trials to delivery - and building public trust. Dr Larson is also a Research Associate at the Harvard Center for Population and Development Studies and a Fellow at the Chatham House Centre on Global Health Security.


Noel T. Brewer
Gillings School of Global Public Health, University of North Carolina
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Dr. Noel T. Brewer is an expert in medical decision making with an emphasis on risk communication about vaccination as well as the psychological impact of medical tests. He is Associate Professor of Health Behavior and Health Education in the UNC Gillings School of Global Public Health. His research projects are described at http://www.unc.edu/~ntbrewer. Dr. Brewer is a member of the Food and Drug Administration’s Risk Communication Advisory Board. He is associate editor of Health Psychology Review and on the editorial boards of Journal of Behavioral Medicine and Medical Decision Making.


Valerie F. Reyna
Cornell University
vr53@cornell.edu

Dr. Valerie Reyna is Professor at Cornell University and Co-director of Center for Behavioral Economics and Decision Research. She is Past President of the Society for Judgment and Decision Making, and has been elected a Fellow of the American Association for the Advancement of Science, the American Psychological Society, and four divisions of the American Psychological Association. Her research encompasses memory,
decision making, and development, including risky decision making, numeracy and quantitative reasoning, medical decision making, social judgment, and false memory. She is a developer of fuzzy-trace theory, a dual-processes approach applied in law, medicine, and public health, as well as in neuroscience.


**Brian Zikmund-Fisher**
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Dept. of Internal Medicine (General Medicine)
Center for Bioethics and Social Sciences in Medicine (CBSSM)
University of Michigan
bzikmund@umich.edu

Brian J. Zikmund-Fisher, PhD., is an Assistant Professor in the Department of Health Behavior and Health Education, University of Michigan School of Public Health, and a Research Assistant Professor in the UM Department of Internal Medicine. Dr. Zikmund-Fisher uses his interdisciplinary background in decision psychology and behavioral economics to understand and improve health and medical decision making, with a particular emphasis on the role of numeracy. He co-directed the National Survey of Medical Decisions (the DECISIONS Study) and currently studies risk communication (especially using visual displays) in contexts as diverse as genetic testing, carotid endarterectomy surgery, and dioxin exposure.

Britta Renner
University of Konstanz
britta.renner@uni-konstanz.de

Britta Renner is Professor of Psychology at the Department of Psychology, University of Konstanz, Germany since 2007. She has received her Ph.D. in 2000, and was appointed Professor of Psychology in 2004, Jacobs University Bremen, Germany. She is currently chair of the Department of Psychology and of the Subdivision Health Psychology of the German Psychological Association; until 2010 she was President and Past President of the European Health Psychology Society (EHPS). She is a member of the editorial board of Health Psychology Review; Journal of Applied Psychology: Health and Well-Being. Her research areas include risk perception, risk communication and health behavior change.

Reuter, T., & Renner, B. (2010-rev.) Who takes precautionary action in the face of a new emerging H1N1 influenza? Health Psychology

Michael Siegrist
ETH Zurich
msiegrist@ethz.ch

Michael Siegrist is a Professor for Consumer Behavior at the Institute for Environmental Decisions (IED), ETH Zurich, Switzerland. He studied psychology, economics and mass communication at the University of Zurich. He worked as a research assistant at the Psychology Department of the University of Zurich. In 1994 he wrote his dissertation at the University of Zurich. During 1997-1998 he worked as a Project Manager at the Swiss Association of Milk Producers, Department of Marketing Research. During 1998-2000 he was a visiting researcher at Western Washington University, WA, USA. In 2001 he completed his ‘Habilitation’ at the Faculty of Arts at the University of Zurich.


**Cornelia Betsch**  
University of Erfurt  
cornelia.betsch@uni-erfurt.de

Cornelia Betsch is researcher and lecturer at the University of Erfurt and is scientific manager of the Center of Empirical Research in Economics and Behavioral Science (CEREB) of the University of Erfurt, Germany. She received her PhD from the University of Heidelberg in 2006 where she worked on intuitive vs. deliberate decision styles. She received her diploma in Psychology from the University of Heidelberg in 2002. She recently received a grant from the German Science Foundation for assessing the impact of narratives and statistics on risk perception in the field of vaccination. Her major research interests are risk perception and communication in vaccination decision making.


**Frank Renkewitz**  
University of Erfurt  
Frank.renkewitz@uni-erfurt.de

Frank Renkewitz is research fellow at the chair in Social-, Organizational- and Economic Psychology at the University of Erfurt. His research concentrates on risk perception, decision strategies and frequency estimations. He received his PhD from the University of Chemnitz in 2004. He authored a major textbook about research methods and statistics in psychology.

Wolfgang Gaissmaier  
Max Planck Institute for Human Development - Harding Center for Risk Literacy  
gaissmaier@mpib-berlin.mpg.de

Wolfgang Gaissmaier, PhD, is Chief Research Scientist at the Harding Center for Risk Literacy at the Max Planck Institute for Human Development, Berlin. He combines basic research on decision making and memory with applications to medicine, health care, politics, finance and other (risky) domains. In particular, he is interested in cognitive and emotional mechanisms that explain how people make decisions under uncertainty and how they deal with risks. He has applied many principles investigated by the Harding Center in further education for physicians and entrepreneurs. Wolfgang Gaissmaier’s early career awards include the Brunswik New Investigator Award (2006), the dissertation prize from the German Psychological Society, Section: General Psychology (runner up, 2009) and the Otto Hahn Medal for outstanding scientific achievements by the Max Planck Society (2009).


Katharina Sachse  
TU Berlin  
katharina.sachse@tu-berlin.de

Katharina Sachse is currently a researcher at the Department of Psychology and Ergonomics of the TU Berlin. She studied psychology and sociology at the universities of Göttingen (Germany) and Zurich (Switzerland). After finishing her Ph.D. in 2008 at the TU Berlin, she was a co-worker of the department of risk communication at the Federal Institute of Risk Assessment, which is a research institute of the German Federal Ministry of Food, Agriculture, and Consumer Protection. There she developed and applied methods to improve communication of
health risks. Her research interests are the perception and communication of risks in various domains.


**Constanze Rossmann**
Ludwig-Maximilians-Universität München
constanze.rossmann@ifkw.lmu.de

Dr. Constanze Rossmann studied communication science, psychology and psycholinguistics at the Ludwig-Maximilians-Universität München. She received her doctoral degree in communication science in 2007. From 2001 to 2007 she worked as a teaching and research associate at the Institut für Kommunikationswissenschaft und Medienforschung, Ludwig-Maximilians-Universität München, since 2007, she is teaching and research assistant at the same department. Since 2006, she is also member of the Munich Center of Health Sciences, Ludwig-Maximilians-Universität München. From October 2009 to March 2010 she was invited substitute professor at the Hochschule für Musik, Theater und Medien, Germany. Her research interests include health communication, media uses and effects, and methodology. She has published 3 books and 20 journal articles and book chapters.


**Alexander Schachinger**
HU Berlin
alexander.schachinger@googlemail.com

Alexander Schachinger, an Austrian in Berlin, is a Health 2.0 researcher and speaker in several EU countries. After studying digital media economy in Berlin and Toronto, Alexander worked in international pharma and digital advertising companies. For Germany he conducted a couple of first e-patient and digital healthcare online studies who will be rolled out in several
countries in 2011. For the next months Alexander is finalizing his phd. On health 2.0 on a German perspective and is preparing next digital healthcare projects with partners from healthcare media and industrial areas.

**Marybelle Stryk**  
European Centre for Disease Prevention and Control (ECDC), Stockholm  
Marybelle.Stryk@ecdc.europa.eu

Marybelle Stryk is a Web Content Editor from ECDC. She has extensive experience in online communication, working with international organizations such as the United Nations Volunteers and the United Nations Framework Convention on Climate Change. She holds a Masters in Development Management and a degree in Journalism.

**Julie Leask**  
National Centre for Immunisation Research and Surveillance, University of Sydney, Australia  
JulieL3@chw.edu.au

Dr. Julie Leask is a social scientist and Senior Research Fellow at the Australian National Centre for Immunisation Research & Surveillance (NCIRS). She holds a conjoint Senior Lecturer appointment with the University of Sydney Medical School from which she graduated with a Master of Public Health in 1998 and PhD in 2003. At NCIRS, Julie leads a small team of researchers examining consumer and health professionals' beliefs, perceptions and practices regarding immunisation. She has published and spoken widely in these areas and has advised governments on vaccination campaigns and crisis communication. In 2002 she convened Australia’s first workshop on the Perception and Communication of Vaccine Risk in Australia and in 2009 was invited by the Institute of Medicine to address a committee reviewing communication priorities in the US National Vaccine Plan.


Conference venue

The conference takes place at the international guest house of the University of Erfurt (IBZ). The historic building which was laboriously reconstructed by the Alexander von Humboldt Foundation is located in the historic city centre.

Internationales Begegnungszentrum der Universität Erfurt
Michaelisstraße 38
99084 Erfurt
Vaccine
Call for papers

Guest Editors:
Cornelia Betsch
University of Erfurt, Germany
Katharina Sachse
TU Berlin, Germany

Some recent publications consider the Internet to be a possible cause of declining vaccination rates. This interdisciplinary issue therefore focuses on the question of which factors impact risk perceptions regarding vaccination decisions in the specific context of the Internet. A second focus will be on how risks and risk negations should be communicated on the Internet. Contributions from psychology, medicine or communication science regarding these topics are welcome; the issue will include overviews as well as empirical work.

Important Dates:
Deadline for paper submissions: May 31st, 2011
Deadline for final revised version: October 28, 2011
Expected publication: January 2012

Submission Guidelines
All manuscripts and any supplementary material should be submitted through Elsevier Editorial System located at:

http://ees.elsevier.com/jvac

Authors must select << Internet and vaccination risks >> at the first step of “Select Article Type” during submission to ensure that the manuscript is correctly identified for inclusion into this special issue. Guide for Authors or other instructions could be also found on the website.