

Curriculum Vitae Prof. Dr. Cornelia Betsch

Psychologist and professor for health communication | www.pidi-lab.de | cornelia.betsch@uni-erfurt.de
Head of the Psychology and Infectious Diseases Lab (PID Lab)

CURRENT WORK ADDRESS

CEREB - Center of Empirical Research
in Economics and Behavioral Sciences
Media and Communication Science

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PERSONAL DATES

Date of birth 02. 03. 1979
Place of birth Witten, Germany
Children *2004, * 2006

EDUCATION

07/2013 **Habilitation**, University of Erfurt: “Die Rolle von Risikowahrnehmung und Risikokommunikation bei Präventionsentscheidungen am Beispiel der Impfentscheidung” (The role of risk perception and risk communication in prevention decisions – the example of vaccination decisions); *venia legendi*: psychology
02/2006 **PhD** (Dr. phil.), University of Heidelberg: “Preference for intuition and deliberation– measurement and consequences of affect- and cognition based decision making” (*summa cum laude*). Advisor: Prof. Dr. Henning Plessner
12/2002 **Diplom** in Psychology (Dipl.-Psych.), University of Heidelberg (grade: 1.0 = very good)
10/2002 **Diplom thesis**: Decision support and post-choice satisfaction (grade: 1.0 = very good)
1998 **Abitur (German university entrance diploma)**, Carl-Benz-Gymnasium Ladenburg (grade: 1.0 = very good)

ACADEMIC CAREER

11/2017 - **University of Erfurt**: Heisenberg professor of health communication (W3), “Behavioral Insights to improve evidence-informed health communication – the example of vaccine hesitancy and prudent use of antibiotics”
current
11/2013 **University of Erfurt**: promotion to «Akademische Oberrätin auf Zeit» (A14) – senior
- 11/2017 research fellow until 2017, 100%
12/2008 **University of Erfurt**: promotion to «Akademische Rätin auf Zeit» (A13) – research
- 2013 fellow, 100%
2007 **University of Erfurt**: Researcher and Scientific Manager of the Center for Empirical

- *current* Research in Economics and Behavioral Sciences (CEREB); 100%
- 06/2006-06/2007 **Maternity and parental leave** (Mutterschutz und Elternzeit)
- 04/2004-07/2004 **Maternity leave** (Mutterschutz)
- 01/2003 - 02/2006 **University of Heidelberg/University of Mannheim:** Researcher (50%) at the Collaborative Research Centre (Sonderforschungsbereich SFB 504 on concepts of rationality, decision behaviour and economic modeling); Project A 10 (Intuitive and reflective use of behavioral knowledge in decision making) with Prof. Dr. Klaus Fiedler and PD Dr. Henning Plessner.

GRANTS AND PROJECTS (PI: Cornelia Betsch)

- 2017 German Research Foundation (DFG), BE 3970/11-1; „Behavioral Insights to improve evidence-informed health communication – the example of vaccine hesitancy and prudent use of antibiotics”; Heisenberg-Professur, ca. 500.000 € (first phase of approval: 380.000 €)
- 2017 Deutsches Zentrum für Infektionsforschung (DZIF), TTU 01.919_00; “Increasing influenza vaccine uptake: Targeting health-care personnel”, Ansgar Lohse & Cornelia Betsch, ca. 50.000€ Erfurt ca. 6.500€.
- 2016 German Research Foundation (DFG), BE 3970/9-1; „Reducing negative effects of communicating vaccine safety events - Erkenntnistransfer-Projekt SAFECOMM“, Cornelia Betsch & Frank Renkewitz, ca. 215.000 €
- 2016 Deutsches Zentrum für Infektionsforschung (DZIF), TTU 01.913_00; “Increasing influenza vaccine uptake: Targeting health-care personnel”, Ansgar Lohse & Cornelia Betsch, ca. 67.000 €, Erfurt ca. 20.000€
- 2016 Bundesministerium für Bildung und Forschung (BMBF), Konsortium InfectControl2020 “Impfen60+ - Impfbereitschaft fördern” with Uniklinikum Jena, Robert Koch-Institut, Lindgrün GmbH. Total grant 2.136.000 €; Erfurt ca. 1.171.000 €. Coordination: Cornelia Betsch.
- 2016 World Health Organization (WHO), Headquarters, “Influenza Vaccine Hesitancy – a systematic review”, Cornelia Betsch & Philipp Schmid, 24.106 US\$
- 2015 German Research Foundation (DFG), BE 3970/8-1; „An interdisciplinary approach to explaining vaccine hesitancy”, Cornelia Betsch & Robert Böhm, ca. 400.000 €
- 2015 Bundeszentrale für gesundheitliche Aufklärung (BZgA, Federal Center for Health Education); Revision of the MMR decision aid; ca. 40.000 €
- 2015 World Health Organization (WHO), Regional Office for Europe; Development of a technical reference document on vaccine safety-related events communications. With Constanze Rossmann, University of Erfurt; 21.400 US\$.
- 2014 German Research Foundation (DFG), BE 3970/6-1; financial support of the international small group meeting «Culture-sensitive health communication», organized by Cornelia Betsch; ca. 4.700 €.
- 2014 World Health Organization (WHO), Regional Office for Europe; financial support of the international small group meeting «Culture-sensitive health communication», organized

- by Cornelia Betsch; ca. 10.000 €.
- 2014 European Centre for Disease Prevention and Control (ECDC); financial support of the international small group meeting «Culture-sensitive health communication», organized by Cornelia Betsch; 15.000 €.
- 2013 Asia Pacific Alliance for the Control of Influenza. «Culture-sensitive vaccine advocacy»; 23.268 €. Co-investigator Dr. Robert Böhm (Aachen), Prof. Paul Chan (Hong Kong), Prof. Ulrich Kühnen (Bremen).
- 2012 German Research Foundation (DFG), BE 3970/4-2; «The impact of narrative information from the Internet on the assessment of vaccination risks II – Moderators and Processes»; 121.000 €. Co-investigator Dr. Frank Renkewitz (Erfurt).
- 2012 Robert Koch Institute (RKI); financial support of the cooperation project «Mütterbefragung»; 10.000 € plus support via staff hosted at the RKI
- 2012 Bundeszentrale für gesundheitliche Aufklärung (BZgA, Federal Center for Health Education); financial support for a teaching class on «Serious Games for Health – developing an online browser game about the measles»; 3.161 €
- 2011 German Research Foundation (DFG), BE 3970/5-1; financial support of the international small group meeting «Risk 2.0 – Risk perception and communication regarding vaccination decisions in the age of web 2.0», organized by Cornelia Betsch; 7.200 €
- 2011 Förderverein der Deutschen Vereinigung zur Bekämpfung der Viruskrankheiten (DVV) e.V.; financial support of the international small group meeting «Risk 2.0 – Risk perception and communication regarding vaccination decisions in the age of web 2.0», organized by Cornelia Betsch; 3.225 €
- 2011 European Centre of Disease Prevention and Control (ECDC); financial support of the international small group meeting «Risk 2.0 – Risk perception and communication regarding vaccination decisions in the age of web 2.0», organized by Cornelia Betsch; ca. 15.000€
- 2010 German Research Foundation (DFG), BE 3970/4-1; «The impact of narrative information from the Internet on the assessment of risk regarding infant and toddler vaccination»; 100.000 €; Co-investigator Dr. Frank Renkewitz.
- 2010 Thüringer Tourismus GmbH; Evaluation of the Thuringia Bach Festival, 3.200 €
- 2007 German Research Foundation (DFG); BE 3970/2-1; Travel costs.
- 2004 Internal research funding from SFB 504, Mannheim (via German Research Foundation).

FULL LIST OF PUBLICATIONS (updates at www.pidi-lab.de)

Publications in national and international peer-reviewed journals

- Betsch, C., Böhm, R., Schmid, P., Korn, L., Steinmeyer, L., Heinemeier, D., Eitze, S. & Küpke, N.K. (2019). Impfverhalten psychologisch erklären, messen und verändern. *Bundesgesundheitsblatt*, 1-10. <https://doi.org/10.1007/s00103-019-02900-6>
- Betsch, C., von Hirschhausen, E., & Zylka-Menhorn, V. (2019). Impfberatung in der Praxis: Professionelle Gesprächsführung - wenn Reden Gold wert ist. *Deutsches Ärzteblatt International*, 116(11), A-520.
- Betsch, C. & Böhm, R. (2018). Moral values do not affect prosocial vaccination. *Nature Human Behaviour*, 2, 881–882.

- Betsch, C., Schmid, P., Heinemeier, D., Korn, L., Holtmann, C. & Böhm, R. (in press). Beyond confidence: Development of a measure assessing the 5C psychological antecedents of vaccination. *PLOS one*, *13*(12), e0208601, <https://doi.org/10.1371/journal.pone.0208601>.
- Betsch, C., Böhm, R., Schmid, P., Korn, L., Steinmeyer, L., Heinemeier, D., Eitze, S. & Küpke, N.K. (in press). Psychologische Gründe des (Nicht-)Impfens: Messen, passend intervenieren, evaluieren. *Bundesgesundheitsblatt*.
- Betsch, C., Bödeker, B., Schmid, P. & Wichmann, O. (2018). How baby's first shot determines the development of maternal attitudes towards vaccination. *Vaccine*, *36*(21), 3018-3026.
- Betsch, C., Rossmann, C., Pletz, M., Vollmar, H.C., Freytag, A., Wichmann, O., ... (2018). Increasing influenza and pneumococcal vaccine uptake in the elderly: Study protocol for the multi-methods prospective intervention study Vaccination60+. *BMC Public Health*, *18*:885.
- Böhm, R., Meier, N., Groß, M., Korn, L., Betsch, C. (in press). The willingness to vaccinate increases when vaccination protects others who have low responsibility for not being vaccinated. *Journal of Behavioral Medicine*. doi: 10.1007/s10865-018-9985-9.
- Eitze, S., Fleischmann-Struzek, C., Betsch, C., Reinhart, K., Vaccination60+ group (2018). Determinants of sepsis knowledge: A representative survey of the elderly population in Germany. *Critical Care*, *22*(1):273. doi: 10.1186/s13054-018-2208-5.
- Juang, L.P., Simpson, J.A., Lee, R.M., Rothman, A.J., Titzmann, P.F., Schachner, M., Korn, L., Heinemeier, D., & Betsch, C. (2018). Using an Attachment Framework to Understand Adaptation and Resilience among Immigrant and Refugee Youth: A Global Perspective. *American Psychologist*, *73*(6), 797-811. Preprint 10.17605/OSF.IO/X2RN6
- Korn, L., Betsch, C., Böhm, R., Meier, N. (2018). Social nudging: The effect of social feedback interventions on vaccine uptake. *Health Psychology*, *37*(11):1045-1054.
- Schmid, A.L., Zollo, F., Scala, A., Betsch, C. & Quattrocioni, W. (in press). Polarization of the Vaccination Debate on Facebook. *Vaccine*, *36*(25):3606-3612.
- Cooper, S., Betsch, C., Sambala, E.Z. & Wiysonge, C.S. (2018). Vaccine hesitancy - a potential threat to the achievements of vaccination programmes in Africa. *Human Vaccines & Immunotherapeutics*, *14*(10):2355-2357.
- Böhm, R., Meier, N., Korn, L. & Betsch, C. (2017). Behavioural consequences of vaccination recommendations: an experimental analysis. *Health Economics*, *26*, 66-75.
- Betsch, C. (2017). Advocating for vaccination in a climate of science denial. *Nature Microbiology*, *2*, 17106.
- Betsch, C., Böhm, R., Korn, L., & Holtmann, C. (2017). On the benefits of explaining herd immunity in vaccine advocacy. *Nature Human Behaviour*, doi:10.1038/s41562-017-0056.
- Korn, L., Betsch, C., Böhm, R., & Meier, N. (2017). Communicating high vaccine rates of refugees: How the best intentions can lead to harm. *The Lancet Infectious Diseases*, *17*, 364–365.
- Schmid, P., Rauber, D., Betsch, C., Lidolt, G & Denker, M. (2017). Barriers of Influenza Vaccination Intention and Behavior – A Systematic Review of Influenza Vaccine Hesitancy, 2005 – 2016. *PLOS ONE*, *12*(1):e0170550.doi:10.1371/journal.pone.0170550 For data see <https://osf.io/y83z7/>
- World Health Organization, Regional Office for Europe (2017). *Vaccination and trust – How concerns arise and the role of communication in mitigating crises*. Authored by Cornelia Betsch, Constanze Rossmann, Katrine Bach-Habersaat, Philipp Schmid, Cindy Holtmann, Lars Korn, Jascha Wiehn, Linda Mummer. Available at <http://www.euro.who.int/en/health-topics/disease-prevention/vaccines-and-immunization/publications/2017/vaccination-and-trust>
- Böhm, R., Betsch, C. & Korn, L. (2016). Selfish-Rational Non-Vaccination: Experimental Evidence from an Interactive Vaccination Game. *Journal of Economic Behavior & Organization*, *131*, 183-195.

- Böhm, R., Betsch, C., Korn, L. & Holtmann, C. (2016). Exploring and Promoting Pro-social Vaccination: A Cross-cultural Experiment on Vaccination of Health Care Personnel. *BioMed Research International*, 2016, 6870984.
- Betsch, C., Böhm, R., Airhihenbuwa, C.O., Butler, R., Chapman, G.B., Haase, N., Herrmann, B., Igarashi, T., Kitayama, S., Korn, L., Nurm, Ü.-K., Rohrmann, B., Rothman, A.J., Shavitt, S., Updegraff, J.A., & Uskul, A.K. (2016). Improving medical decision making and health promotion through culture-sensitive health communication – An agenda for science and practice. *Medical Decision Making* 36, 811-833.
- Betsch, C. & Böhm, R. (2016). Cultural diversity calls for culture-sensitive health communication. *Medical Decision Making*, 36, 795-797.
- Betsch, C. & Böhm, R. (2016). Detrimental Effects of Introducing Partial Compulsory Vaccination: Experimental Evidence. *European Journal of Public Health*, 26(3):378-81.
- Bödeker, B., Betsch, C. & Wichmann, O. (2016). Skewed risk perceptions in pregnant women: the case of influenza vaccination. *BMC Public Health*, 16:1308. doi: 10.1186/s12889-015-2621-5.
- Betsch, C., Korn, L., Holtmann, C. (2015). Don't try to convert the anti-vaccinators, instead target the fence-sitters. *Proceedings of the National Academy of Sciences of the United States of America, PNAS*, 112(49): E6725–E6726.
- Betsch, C. & Böhm, R., & Chapman, G.B. (2015). Using Behavioral Insights to Increase Vaccination Policy Effectiveness. *Policy Insights from the Behavioral and Brain Sciences*, 2, 61-73.
- Korn, L., Holtmann, C., Betsch, C. & Böhm, R. (2015). Die Impfbereitschaft verstehen und verbessern: Wenn persönliche Impfscheidungen im Konflikt mit dem Gemeinwohl stehen und wie man dieses Dilemma auflösen kann. In-mind, 2/2015.
- Betsch, C., Haase, N., Renkewitz, F. & Schmid, P. (2015). The narrative bias revisited: What drives the biasing influence of narrative information on risk perceptions? *Judgment and Decision Making*, 10, 241-264.
- Haase, N., Betsch, C., & Renkewitz, F. (2015). Source Credibility and the Biasing Effect of Narrative Information on the Perception of Vaccination Risks. *Journal of Health Communication*. Jun 11:1-10. [Epub ahead of print]
- Betsch C. (2015). Author's reply: Vaccinating healthcare workers: ethics and strategic behaviour. *Eurosurveillance*. 2015;20(2):pii=21007.
- Betsch, C. (2014). Social media targeting of health messages – a promising approach for research and practice. *Human Vaccines & Immunotherapeutics*, 10(9), 2636-2637.
- Betsch, C. & Wicker, S. (2014). Personal attitudes and misconceptions, not official recommendations guide occupational physicians' vaccination decisions. *Vaccine*, 32(35), 4478-84.
- Betsch C. (2014). Overcoming healthcare workers' vaccine refusal – competition between egoism and altruism. *Eurosurveillance*, 19(48):pii=20979.
- Betsch, C. (2013). Die Rolle des Internets bei der Elimination von Infektionskrankheiten: zum Management von Wahrnehmungen und Fehlwahrnehmungen. *Bundesgesundheitsblatt*, 56, 1279–1286.
- Betsch, C., Böhm, R., & Korn, L. (2013). Inviting free-riders or appealing to pro-social behavior? Game theoretical reflections on communicating herd immunity in vaccine advocacy. *Health Psychology*, 32, 978-85.
- Haase, N., Renkewitz, F. & Betsch, C. (2013). The Measurement of Subjective Probability: Evaluating the Sensitivity and Accuracy of Various Scales. *Risk Analysis*, 33, 1812-1828.
- Betsch, C., Renkewitz, F. & Haase, N. (2013). Effect of narrative reports about vaccine adverse events and bias-awareness disclaimers on vaccine decisions: A simulation of an online patient social network. *Medical Decision Making*, 33, 15-24.

- Betsch, C. & Sachse, K. (2013). Debunking vaccination myths – Strong risk negations can increase perceived vaccination risks. *Health Psychology, 32*, 145-155.
- Betsch, C. & Schmid, P. (2012). Angst essen Impfbereitschaft auf? Der Einfluss kognitiver und affektiver Faktoren auf die Risikowahrnehmung im Ausbruchsgeschehen. [The influence of cognitive and affective aspects of risk perception during outbreaks.] *Bundesgesundheitsblatt, 56*, 124-130.
- Haase, N. & Betsch, C. (2012). Parents trust other parents: Lay vaccination narratives on the web may create doubt about vaccination safety. *Medical Decision Making, 32*, 645.
- Betsch, C. & Sachse, K. (2012). Dr. Jekyll or Mr. Hyde? (How) the Internet influences vaccination decisions: Recent evidence and tentative guidelines for online vaccine communication. *Vaccine, 30*, 3723-3726.
- Betsch, C., Brewer, N.T., Brocard, P., Davies, P., Gaissmaier, W., Haase, N., Leask, J., Renkewitz, F., Renner, B., Reyna, V.F., Rossmann, C., Sachse, K., Schachinger, A. & Siegrist, M. (2012). Opportunities and challenges of Web 2.0 for vaccination decisions. *Vaccine, 30*, 3727-3733.
- Betsch, C. & Wicker, S. (2012). E-Health use, vaccination knowledge and perception of own risk: Drivers of vaccination uptake in medical students. *Vaccine, 30*, 1143–1148.
- Betsch, C. (2011). Innovations in communication: the Internet and the psychology of vaccination decisions. *Eurosurveillance, 16(17):pii=19849*.
- Betsch, C., Ulshöfer, C., Renkewitz, F. & Betsch, T. (2011). The influence of narrative vs. statistical information on perceiving vaccination risks. *Medical Decision Making, 31*, 742 – 753.
- Betsch, C. (2010). Das Internet und seine Auswirkung auf die Wahrnehmung von Impfrisiken [The Internet and its influence on the perception of vaccination risks]. *Kinderärztliche Praxis, 5*, 282-286.
- Betsch, C., Renkewitz, F., Betsch, T., & Ulshöfer, C. (2010). The influence of vaccine-critical Internet pages on perception of vaccination risks. *Journal of Health Psychology, 15*, 446-455.
- Betsch, C. & Könen, T. (2010). Der Einfluss von Furchtappellen im Kontext impfkritischer Internetseiten: die Angst schlägt zurück [The effect of fear appeals in the context of vaccination critical Internet pages: the fear fights back]. *Kinder- und Jugendmedizin, 10*, 159-166.
- Betsch, C. & Kunz, J. J. (2008). Strategy preferences and decisional fit. *Journal of Behavioral Decision Making, 21*, 532-555.
- Greifeneder, R. & Betsch, C. (2006). Lieber die Taube auf dem Dach! Eine Skala zur Erfassung interindividueller Unterschiede in der Maximierungstendenz [Maximizing – a scale to assess individual differences in maximizing]. *Zeitschrift für Sozialpsychologie, 37*, 233-243.
- Schunk, D. & Betsch, C. (2006). Explaining heterogeneity in utility functions by individual preferences for intuition and deliberation. *Journal of Economic Psychology, 27*, 386-401.
- Betsch, C. (2004). Präferenz für Intuition und Deliberation. Inventar zur Erfassung von affekt- und kognitionsbasiertem Entscheiden. [Preference for Intuition and Deliberation (PID): An Inventory for Assessing Affect- and Cognition-Based Decision-Making]. *Zeitschrift für Differentielle und Diagnostische Psychologie, 25*, 179-197.
- Betsch, C., Betsch, T., & Haberstroh, S. (2004). Intuition: Wann Sie Ihren Bauch entscheiden lassen können [Intuition: When you should trust your gut]. *Wirtschaftspsychologie, 6*, 81-83.
- Betsch, T., Haberstroh, S., & * Höhle, C. (2002). Explaining and predicting routinized decision making: A review of theories. *Theory & Psychology, 12*, 453-488. *under maiden name Höhle.

Invited publications

- Betsch, C. (2015). Meinung: Impfen ist eine soziale Entscheidung. Onlineausgabe Spektrum der Wissenschaft.
- European Centre for Disease Prevention and Control (2014). Measles and rubella elimination:

- communicating the importance of vaccination. Stockholm: ECDC; 2014. Authored by Cornelia Betsch.
- Betsch, C. & Renkewitz, F. (2009). Langfristige Auswirkungen einer Informationssuche auf impfkritischen Internetseiten [Long-term effects of information searches on vaccination critical Internet pages]. *Prävention*, 32,125-128.
- Betsch, C. (2010). Rolle des Internets als Forum für Impfkritik. In: Gesundheitsministerkonferenz (Ed.). *Nationaler Impfplan*. Kapitel 4.5.

Edited book

- Plessner, H., Betsch, C., & Betsch, T. (2008) (Eds). *Intuition in judgment and decision making*. Mahwah, N.J.: Lawrence Erlbaum.

Chapters in edited books

- Betsch, C. (2008). Chronic preferences for intuition and deliberation in decision making: Lessons learned about intuition from an individual differences approach. In: H. Plessner, C. Betsch, & T. Betsch (Eds.). *Intuition in judgment and decision making*. Mahwah, N.J.: Lawrence Erlbaum.
- Betsch, C. & Iannello, P. (2010). Measuring individual differences in intuitive and deliberate decision making styles - A comparison of different measures. In: A. Glöckner & C. Wittmann (Eds.). *Tracing Intuition: Recent Methods in Measuring Intuitive and Deliberate Processes in Decision Making*. pp- 251 – 267. London: Psychology Press.
- Iannello, P., Antonietti, A., & Betsch, C. (2011). Intuition in teaching. In: M. Sinclair: *Handbook of Intuition Research*. Cheltenham, UK: Edward Elgar.
- Heinemeier, D., Meißner, C. & Betsch, C. (2018). Was bedeutet Evidenzbasierung | Evidenzinformierung in der Gesundheitskommunikation? Eine Befragung während der 2. Jahrestagung der Fachgruppe Gesundheitskommunikation der DGPK. In: P. Stehr, D. Heinemeier & C. Rossmann (Hrsg.), *Evidenzbasierte / evidenzinformierte Gesundheitskommunikation*, 19 (S. 47-59). Baden-Baden: Nomos.
- Weber, W., Eitze, S., Rossmann, C. Betsch, C., Hanke, R., & vaccination60+ study group. (2018). Evidenzbasierten Kampagnenplanung: Potenziale und Grenzen. In: P. Stehr, D. Heinemeier & C. Rossmann (Hrsg.), *Evidenzbasierte / evidenzinformierte Gesundheitskommunikation*, 19 (S. 99-111). Baden-Baden: Nomos.
- Steinmeyer, L., Betsch, C. & Renkewitz, F. (2018). Können Faktenboxen den Einfluss narrativer Information auf Risikourteile verringern? In: P. Stehr, D. Heinemeier & C. Rossmann (Hrsg.), *Evidenzbasierte / evidenzinformierte Gesundheitskommunikation*, 19 (S. 143-154). Baden-Baden: Nomos.
- Betsch, C., Schmid, P., Holtmann, C., Heinemeier, D. & Korn, L. (2018). Erklärung und Veränderung von Präventionsverhalten. In: Kohlmann, C.-W., Salewski, C., Wirtz, M. A. (Hrsg.) (2018). *Psychologie in der Gesundheitsförderung* (S. 341-355). Bern: Hogrefe.

EDITORIAL BOARD MEMBERSHIP

2013 - current Medical Decision Making (2nd term)

GUEST EDITORSHIPS

- 2016 Sage Journal *Medical Decision Making, Special Issue: Improving Medical Decision Making Through Culture-Sensitive Health Communication*
- 2012 Elsevier Journal *Vaccine, Special Issue: Internet and Vaccination Risks*

ORGANIZATION OF INTERNATIONAL SUMMER SCHOOLS

09/2017 First Behavioural Insights Summer School (BISS): Understanding human behaviour is the basis of changing it

Co-Development and implementation in collaboration with the Regional Office of the World Health Organization. BISS is focuses on using behavioural insights research to improve immunization programmes. The summer school hosts about 40 participants, teachers and observers from ca. 15 countries and a broad range of disciplines. It is an innovative dual approach of educating doctoral students together with professionals. The summer school takes place annually in Erfurt, Germany.

08/2018 Second Behavioural Insights Summer School (BISS): Understanding human behaviour is the basis of changing it.

Co-Development and implementation in collaboration with the Regional Office of the World Health Organization.

ORGANIZATION OF INTERNATIONAL SCIENTIFIC MEETINGS

05/2014 Culture-sensitive health communication

Head organizer; in collaboration with Robert Böhm.

Sponsors: European Center of Disease Prevention and Control; World Health Organization (Regional office for Europe); German Research Foundation (DFG); University of Erfurt; RWTH Aachen University.

05/2011 Risk 2.0 - Risk perception and communication regarding vaccination decisions in the age of web 2.0

Head organizer; in collaboration with Katharina Sachse, Frank Renkewitz

Sponsors: German Research Foundation (DFG); European Center of Disease Prevention and Control; Förderverein der Deutschen Vereinigung zur Bekämpfung der Viruskrankheiten e. V.

02/2004 Intuition in judgment and decision making

Co-organizer; in collaboration with Henning Plessner (head), Tilmann Betsch

Sponsor: German Research Foundation (DFG) via Sonderforschungsbereich 504, Mannheim

SCIENTIFIC CONSULTING

2017 Communicating limitations in quality of evidence in written consumer health information (Institut für Qualität und Wirtschaftlichkeit im Gesundheitswesen, IQWiG), with Constanze Rossmann

2014, 2017 Revision of the Thüringer Impfportal (online information website on vaccination, hosted by the Thuringian Ministry of Health; www.thueringen-impft.de within the vaccination60+ project)

2013 Technical Report for the European Centre of Disease Prevention and Control (ECDC): Measles and Rubella elimination - Communicating the importance of vaccination.

ONGOING COOPERATIONS

- 2018 *Building the scientific evidence-base for understanding, measuring and addressing vaccine hesitancy in sub-Saharan Africa (VaxAfrica)*, with Charles S. Wiysonge, Cape Town, South Africa
- 2017 *Communicating scientific evidence when single narratives bias risk perceptions.* Cooperation with the Paul Ehrlich Institute, Langen, Germany.
- 2014 *Sensible DTU - Epi Game.* Cooperation with Dr. Sune Lehmann (Technical University of Denmark), Dr. Dirk Brockmann (Robert Koch Institute (RKI), Berlin, Germany), Dr. Robert Böhm (RWTH Aachen University, Germany)
- 2016 *Modeling vaccination as a strategic interaction.* Cooperation with Dr. Dirk Brockmann (Robert Koch Institute (RKI), Berlin, Germany) and Dr. Robert Böhm (RWTH Aachen University, Germany)

ONGOING DISSERTATIONS UNDER MY SUPERVISION (topics, not exact titles)

- Philipp Schmid (The influence of science denialism on decision-making: How should health authorities respond)
- Lars Korn (Intra- and Intergroup processes in vaccine decision-making)
- Cindy Holtmann (A health game approach to model individual decision-making in the field of antibiotic use)
- Dorothee Heinemeier (Evidence based health campaigns)
- Philipp Sprengholz (Moderators of prosocial health behaviour)
- Collins Adeyanju (Determinants for vaccination in pregnant women in Nigeria)
- Sarah Eitze (Health education– Effects of Knowledge and Presentation on protection motivation in the elderly)
- Lisa Steinmeyer (Informed risky decisions: fact boxes revisited)

TEACHING

- 2017 – Developer (with Constanze Rossmann) of and responsible for the master program
ongoing “Health Communication” at the University of Erfurt (classes and topics: introduction to health communication, introduction to psychology, research methods).
- 2007 – Master and bachelor classes on research methods, social psychology, health psychology
ongoing at the University of Erfurt.
- 2003-2006 Classes for psychology students (Diploma; bachelor and master equivalent); research methods, decision making, motivation psychology.

SCHOLARSHIPS

- 02/1999 - Scholar of the German National Academic Foundation (Studienstiftung des Deutschen
12/2002 Volkes, www.studienstiftung.de/en)
- 09-11/2000 German National Academic Foundation Research Fellowship: Motivation Lab with Prof.
Dr. Gabriele Oettingen (New York University, NY/USA)

AD HOC REVIEWER

Nature

Journal of Media Psychology

<i>SAGE open (article editor)</i>	<i>Journal of Medical Internet Research</i>
<i>Risk Analysis</i>	<i>International Journal of Human Resources</i>
<i>Medical Decision Making</i>	<i>Development and Management</i>
<i>Judgment and Decision Making</i>	<i>Vaccine</i>
<i>Journal of Personality and Social Psychology</i>	<i>Eurosurveillance</i>
<i>European Journal of Personality</i>	<i>Cognition and Emotion</i>
<i>Organizational Behavior and Human Decision</i>	<i>and others</i>
<i>Processes</i>	

ONGOING MEMEBERSHIPS IN ADVISORY BOARDS AND COMMITTEES

Member of the Scientific Advisory Board of the German Science Media Center, Köln, since 2015.

Member of the Scientific Advisory Board of the GErn Study (Health and nutrition monitoring in Germany), Robert Koch-Institute and Max Rubner-Institute, Berlin, since 2018.

Member of the time-limited WHO working group „Data for vaccination acceptance and demand“, World Health Organization, Geneva, Switzerland.

PAST MEMEBERSHIPS IN ADVISORY BOARDS AND COMMITTEES

Member of ETAGE (European Technical Advisory Group of Experts on Immunization) 2012 - 2017. “ETAGE is a body of at least seven immunization experts appointed by the WHO Regional Director for Europe. This group is tasked with providing independent review and expert technical input to WHO/Europe’s Vaccine-preventable Diseases and Immunization programme, with the goal of facilitating and accelerating achievements in relation to the eradication, elimination and control of infectious diseases in the Region” (<http://www.euro.who.int>). 2 periods.

Member of the National Verification Committee for Measles and Rubella Elimination (hosted by the Robert Koch Institute; installed by the German Federal Ministry of Health) 2012 - 2018. 2 periods.

MEMBERSHIPS IN PROFESSIONAL ASSICOATIONS

European Association for Decision Making (EADM)

Society of Judgment and Decision Making (SJDM)

Deutsche Gesellschaft für Psychologie (DGPS) (German Psychological Association)

Fachgruppe Gesundheitspsychologie (Division for Health Psychology)

Fachgruppe Sozialpsychologie (Division for Social Psychology)

PRIZES AND AWARDS

03/2009	Best Poster Award at the 1. <i>Nationale Impfkonzferenz</i> (1 st National Vaccination Conference, medical conference, peer-reviewed): “ <i>Der Einfluss impfkritischer Internetseiten auf die Wahrnehmung von Risiken des Impfens</i> “ (The influence of vaccine-critical web-sites on the perception of vaccination risks)
02/1999 - 12/2002	Scholar of the German National Academic Foundation (Studienstiftung des Deutschen Volkes)

SELECTED PRESS COVERAGES

GEO (03/2019). Impfen – oder lieber doch nicht? Vivien Pasquet.

Die Zeit (08/208). So beantworte ich keine Fragen, so arbeiten Verschwörungstheoretiker. Interview von Alina Schadwinkel.

ZDF (08/2018). nano. Wissenschaftssendung & Interview von Rommy Jahn.

ZDF (01/2018). Frontal21. Wissenschaftssendung & Interview von Beate Frenkel.
Apothekenumschau (2018). Interview im Themenheft Impfen.
WDR (Herbst 2016). Planet Wissen. Wissenschaftssendung.
Der Spiegel (15/2016). Der Film wird Schaden anrichten. Interview von Veronika Hackenbroch.
Ärztlichendienst (2016). Impfberatung – aber wie? Interview von Ardt Petry
Welt (2016). Ungeschützte Behauptung. Artikel von Pia Heinemann
Welt (2016). Das unlösbare Problem mit den Märchen der Impfgegner. Artikel von Pia Heinemann
Süddeutsche Zeitung (2015). Emotionen wirken stärker als Statistiken. Interview von Kai Kupferschmid.
Frankfurter Allgemeine Zeitung (24.07.2013). Die Impfskepsis der Eltern – ein echtes Dilemma. Interview
von Volker Stollorz.
3Sat (02/2014). Impfen – nein danke?! Wissenschaftsdokumentation.
Euronews (2012). Eliminating measles. Wissenschaftsdokumentation
Huffington Post (2015). - Betsch, Böhm & Chapman (2015)
IFLS (2015). - Betsch, Böhm & Chapman (2015)
Yahoo Health (2015). - Betsch, Böhm & Chapman (2015)
Healio.com (2015). - Betsch, Böhm & Chapman (2015)
Geo Wissen (2016). Soll ich mein Kind impfen lassen? Das sagen die Fakten
Interviews on vaccine hesitancy and mandatory vaccinations after a measles death in Germany (2015)
TV: ZDF heute, ZDF Berlin direkt, MDR Thüringen Journal, MDR um 11
Newspapers/Magazines: The Economist, Süddeutsche Zeitung, Frankfurter Allgemeine Zeitung,
Thüringer Allgemeine, Chrismon
Online: Deutsche Welle; Der Bund, Spiegel online)