

Special Session

Session title:

Communication and Access to Healthcare Information

Coordinator: Associate Professor Octavia-Luciana Madge

Affiliation: University of Bucharest

Abstract of the Special Session:

Communication and access to reliable healthcare information are critical, no matter what situation we are in, whether we are hospitalized patients, people in special health situations, simple information seekers or people striving for a healthy lifestyle. Access to adequate healthcare information can result in improved health outcomes. This session will focus on health information seeking behaviour and its characteristics in various contexts, as well as communication of healthcare information whether it is information provided in education or prevention campaigns, or in circumstances of medical crisis. This session will present the findings of recent research as well as experiences in relation to communication and access to healthcare information.

Papers:

1. **Ari Haasio & Elisa Kannasto:** Sharing mental health peer information and peer support in online discussion groups
2. **Octavia-Luciana Madge:** Health Information-Seeking Behaviour among Cancer Patients in Romania
3. **Beatrice Claudia Cioba:** Healthcare communication and education campaigns - theoretical fundamentals and implementation strategies
4. **Ioana Alexandra Răduca:** Public information in health crisis situations on Facebook. COVID-19 in Romania and New Zealand

Presenters' bio

Claudia Beatrice Cioba is a journalist specialised in the medical field, working as a TV producer at the Romanian National Television. She is also doing research for her PhD in the area of communication - medical journalism, on the topic "The evaluation of the impact of messages from the audiovisual press, on the public, in cardiovascular disease prevention campaigns".

Dr. Ari Haasio is a Principal Lecturer at the Seinäjoki University of Applied Sciences, Finland. His research areas include hikikomori phenomenon, hate speech, information behaviour and criminal activities on the dark web. He currently teaches information retrieval and information seeking in everyday life situations.

Dr. Elisa Kannasto is a Senior Lecturer of Communications and Finnish Language in the Seinäjoki University of Applied Sciences. She has a PhD in communications from the University of Vaasa, Finland. Her research focuses on personal brands in political campaigns on social media. Her other research interests are personalization of politics on hybrid media, social media, and digital research methods. She is also involved in a research community Rajapinta, connecting social sciences and computational science.

Dr. Octavia-Luciana Madge is an Associate Professor of Information and Communication Sciences at the University of Bucharest, Romania. She teaches courses in knowledge management, information users, information science, and information behaviour. Her current research interests include communication in healthcare and health information behaviour.

Ioana Răduca has a degree in Journalism and is Master of Philosophy in Cognitive Science. She has 20 years of experience in communication field. For more than 18 years she worked in the Newsroom as a reporter specialised in political and health issues, editor, anchor, editor in chief and she coordinated internationally awarded journalistic campaigns. She also worked as a communication expert in the medical field. She is currently doing research for her PhD in the area of communication in health crisis situations.