

Aims and Objectives of the ECREA TWG Health Communication

The Health Communication Working Group of ECREA provides a forum to discuss issues and present cutting-edge research dedicated to analyzing the challenges of health communication. Topics covered include, media effects on information processing, knowledge and health related behavior, the representation of health-related topics in the media, the role of new communication technologies in health-related contexts, campaign strategies, doctor-patient interactions, health-related communication in social networks, and other related aspects of health communication.

The Health Communication Working Group promotes innovative theoretical approaches alongside sound empirical research. The Working Groups pursues an open and inclusive policy that encompasses a broad range of theoretical perspectives from cultural to institutional approaches, qualitative as well as quantitative research, micro and macro-level investigations, single-case studies, interventions, and large-scale comparative research.

The Health Communication Working Group is particularly interested in bringing together health communication scholars from different parts of Europe to better understand how different historical trajectories, national differences in cultural dimensions, health systems and policies shape health communication.

Taken together, the Health Communication Working Group of ECREA aims to

- Provide a forum for debate and the presentation of ongoing research;
- Consolidate networks of scholars across Europe;
- Encourage collaborative, interdisciplinary and comparative research on the role of health communication in Europe
- Organize regular symposia and a stream of panels at the bi-annual ECREA conferences;
- Collaborate with other Sections and Temporary Working Groups of ECREA in areas of mutual interest;
- Initiate collaboration with other national and international associations of the field;
- Support young scholars in developing and presenting their research.