

EpiDay 2012

Fourth USI-Com Young Scholars Research Day

Program

- 08:30 – 08:45 **Welcome**
- 08:45 – 09:00 *The Cumulative Dissertation: Latest News, Tips and Tricks* - Prof. Michael Gibbert, Ph.D.
- 09:00 – 09:20 **Session 1 – Oral Presentations** - Chair: Anne-Linda Camerini
Social Support in patient empowerment and health literacy: an Internet-based interactive health communication tool for chronic patients - Zlatina Kostova
- 09:20 – 09:40 *Translation and Cross-Cultural Adaptation of the German, French and Italian Version of the S-TOFHLA: Conceptual and Methodological Considerations* - Sarah Mantwill
- 09:40 – 10:00 *Custom Search: Between Bad Literacy and Guided Navigation* - Ahmed Allam
- 10:00 – 10:20 *Expanding health literacy measures for judgment skills* - Arthur Dubowicz
- 10:20 – 10:40 *Tobacco prevention and family communication in adolescents: tobacco use behaviors in the Ticino middle schools* - Francesca Scalici
- 10:40 – 11:00 **Coffee Break**
- 11:00 – 11:20 **Session 2 – Oral Presentations** - Chair: Alessandra Zamparini
Consumer engagement in social media - Ana Javornik
- 11:20 – 11:40 *The impact of relationship orientation in social media on business performance* - Morana Fuduric
- 11:40 – 12:00 *Internal validity in case study research* - Lakshmi B.Nair
- 12:00 – 12:20 *An Investigation on the Socio-Cognitive Underpinnings of Reputation Robustness: The Effects of Familiarity and Ambivalence* - Simone Mariconda
- 12:20 – 12:40 *The intertwining of activities in collaborative working environments: a situated study on a research team* - Viviana Meschitti

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12:40 – 14:00

Poster Presentations – Lunch Break

Product placement in european movies: can a production tool affect the storyline? - Gloria Dagnino

eLearning Courses on Travel Destinations: perceptions of African Travel agents - Nadzeya Kalbaska

Analyzing investor-specific sustainability reporting: Social and environmental risk communication - Irina Lock

Bounded rationality in medical choices: heuristics, trust, and risk perception - Silvia Riva

Reflective Function and State of Mind of Attachment during pregnancy: preliminary data from a longitudinal study - Stefania Borgi, Maria Zaccagnino, Silvia Vianzone and Martina Cussino

Open Interaction system: An approach based on Web Service, Semantic Web, Agent technology with an application to Electronic-marketplace - Daniel Okouya

14:00 – 14:20

Session 3 – Oral Presentations

Chair: Isabella Rega, Ph.D.
The Technological Imperative in Education: an Ethnography in Burundi - Paolo Brunello

14:20 – 14:40

Explaining participation in a hybrid wireless community - Anna Picco-Schwendener

14:40 - 15:00

What's in a Travel Review Title? - Silvia De Ascaniis and Ulrike Gretzel

15:00 – 15:20

Coffee Break

Address

Prof. Lorenzo Cantoni, Ph.D., Dean of the Faculty of Communication Sciences, USI

15:20 – 15:30

Invited Speaker

The Language of Banking: Theorizing Narrative for Interpretive Research - Anna Linda Musacchio Adorasio, Ph.D.

15:30 – 16:15