

Friday, 20.03.2009

Speakers: P. J. Schulz, H.-B. Brosius, S. Ehmig, S. Suggs, O. Jandura, C. Rossmann,
L. Camerini

| | |
|----------------------|---|
| 9:00 | Opening of the Workshop <i>Peter J. Schulz</i> |
| 9.15 – 10.00 | Exemplification Research in Communication <i>Hans-Bernd Brosius</i> |
| 10.00 – 10.45 | The Suitability of Tailored Health Communication <i>Suzanne Suggs</i> |
| 10.45 – 11.00 | Coffee Break |
| 11.00 – 11.45 | Searching for the Couch Potatoe - Media's Impact on Adult Body Weight <i>Constanze Rossmann</i> |
| 12.00 – 13.30 | Lunch Break Where: Canvetto Restaurant |
| 13.30 – 14.15 | „ARCHE“ – Applied Research at the Lugano Institute. A description of the field. <i>Simone Ehmig</i> |
| 14.15 – 15.00 | The Influence of Response Sets on the Results and Quality of Multivariate Analyses <i>Olaf Jandura / Hans-Bernd Brosius</i> |
| 15.00 – 15.15 | Coffee Break |
| 15.15 – 16.00 | Knowledge Translation in the Health Communication Domain <i>Luca Camerini</i> |
| 16.00 – 17.00 | Discussion about future cooperation possibilities between Lugano's and Munich's Institutes |
| 17.00 | End |

List of participants:

Lugano:

Peter J. Schulz
Suzanne Suggs
Simone Ehmig
Uwe Hartung
Luca Camerini
Simone Keller
Anne-Linda Frisch
Nadia Galli
Nicola Diviani
Marco Bardus
Sally Gonsalves
Michel Schneider
Janine Lenares
Maria Caiata
Anke Dunkel

München:

Hans-Bernd Brosius
Olaf Jandura
Constanze Rossmann