

Peter J. Schulz

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Current Position

2004 – Present. Professor of Communication, Faculty of Communication Sciences, University of Lugano (USI). (Switzerland)

Education

1998. Habilitation thesis in Philosophy. Catholic University of Eichstätt-Ingolstadt (Germany).

1993. Ph.D. Catholic University of Eichstätt-Ingolstadt (Germany).
Major Field: Philosophy
Minor Field: History

1986. Master of Arts (M.A.). University Freiburg, (Germany);
Major Field: Philosophy
Minor Field: Slavic Philology (Russian, Polish)
Minor Field: History

Positions Held

Schweizerischer Nationalfonds zur Förderung der Wissenschaftlichen Forschung (Swiss National Science Foundation)

2013 – Chairperson, Selection Committee SNF Professorships

2013 – Chairperson, Selection Committee SNF Grants for Ph.D. students (DOC.CH)

2014 – Chairperson, Panel Evaluation of Infrastructure financed by the SNF

2013 – Member, Specialized Committee Careers

2014 – Member, AP Grants Energy

2011 – Forschungsrat Swiss National Science Foundation, Division I: Human and Social Sciences

University of Lugano (Switzerland)

2004 – Professor in Communication Science, Faculty of Communication Sciences

2007 – Director of the Institute of Communication and Health (ICH)

2000 – 2003. Associate Professor in Communication Science, Faculty of Communication Sciences

2000 – 2006. Director of the Health Care Communication Laboratory

University Virginia Tech (USA)

2004 – Visiting Professor, Department of Marketing, Pamplin Business School

Catholic University of Eichstätt-Ingolstadt (Germany)

1994 – 1999. Research Assistant. Faculty of Philosophy and Education Sciences, University Eichstätt-Ingolstadt

1987 – 1993. Personal Assistant to the President of the KUE, Prof. Dr. Nikolaus Lobkowicz

Other Professional Experience

2010 – Editor (together with Paul Cobley, London) of the Handbooks of Communication Science (25 vols. DeGruyter & Mouton)

2012 – Deputy Editor in Chief, Patient Education & Counseling (2010-2011, Associate Editor)

- 2012 – *Editor (together with K. Viswanath, Harvard University) of the International Encyclopedia of Health Communication (IEC-H). 5 volumes, Blackwell*
- 2013 – *Chair, Interpersonal Communication and Social Interaction, European Communication Research Association (ECREA)*
- 2010 – *Chair of the Master Program Communication, Management and Health, University of Lugano*

Visiting Positions and Fellowships

- 2016 *Visiting Professor*, Communication Department, University of Amsterdam
- 2016 *Visiting Professor*, Faculty of Medicine, University of Sydney
- 2016 *Visiting Professor*, Communication Department, University of Sassari, Italy
- 2014 *Visiting Professor*, Communication Department, University La Sapienza, Rome (IT)
2012. *Visiting Fellow*, Center for Advanced Studies, Ludwig-Maximilian University, Munich (Germany)
- 2013 *Visiting Fellow*, Public Health Department, University of Umea (Sweden)
2011. *Visiting Professor*, Chapman University, Communication Department, California (USA)
- 2008-2010 *Visiting Professor*, Cardiff University, Center of Health Communication
2010. *Visiting Fellow*, University of Nottingham (U.K.)
- 2008- *Visiting Professor*, School of Medicine, University of Milan, (Italy)
- 2007- *Visiting Professor*, School of Medicine, University of Brescia, (Italy)

Research Grants (2000-2014)

- 2014-2017 Increasing acceptance of age thresholds for mammographic screening by applying the theory of regulatory focus (Swiss National Science Foundation [SNF], 287'230 CHF)
- 2014-2017 More Informed, More Involved: The Roles of Psychological Empowerment and Health Literacy for Older Patients' Participation in Health Care. (SNF, 329'873 CHF)
- 2013-2016 Medication Literacy and Empowerment in Non-adherence to Prescription Drug Regimens (SNF, 332'512 CHF, together with Kent Nakamoto)
- 2013-2016 "Bad" Literacy, Health Empowerment, and the Problem of Vaccination Refusal (SNF, 350'325 CHF)
- 2012-2015 EMPOWER – Supporting Patient Empowerment by an intelligent self-management cycle for patients STREP Project (EU, FP7 Call 7, 455'000 CHF)
- 2012-2014 Die Wahrnehmung von psychosozialen Belastungen am Arbeitsplatz im Kontext der Migration (SUVA, 220'000 CHF)
- 2012 Quantitative Inhaltsanalyse zur Berichterstattung der Schweizer Medien zum Thema Ernährung (Gesundheitsförderung Schweiz, Bern, 70'000 CHF)
- 2011-2014 Guided Health Literacy and Empowerment: The Role of Social Interaction (SNF, 335'222 CHF, together with Kent Nakamoto)
- 2011-2014 Judgment Skills in Health Literacy: Measurement and Role in Effective Patient Empowerment (SNF, 343'348 CHF)
- 2011-2016 Graduate School Pro*Doc Communication & Health (SNF, 625'800 CHF)
- 2010-2013 Patient Empowerment and Health Literacy: Model Validation and Communication Strategies for Improving Chronic Pain Management (SNF, 327'994 CHF)
- 2009-2011 Kulturelle Unterschiede in Krankheitsdefinitionen und der Wahrnehmung von Krankheitsursachen bei psychischen Beeinträchtigungen (financed by SUVA, Lucerne, 210'000 CHF)
- 2008-2009 CHELLY. Cancer and Health Literacy: Establishing a Concept of Cancer Literacy." (Swiss Cancer League, 230'000 CHF)
- 2008 Digital Repository of Shareable Learning Objects Introducing to Communication and Media Studies. Swiss Virtual Campus (together with the University of Zurich, 78'000 CHF)
- 2007 Nutrition ads on Television (Bundesamt für Gesundheit, Bern, 85'000 CHF)

- 2007-2008 SeniorHealthAcademy (SENACA), (Commission for Technology and Innovation KTI/CTI, Swiss Federal Office for Professional Education, 170'250 CHF)
- 2007-2010 Structure and Effects of Societal Communication on non-Ionizing Radiation (SNF, 166'750 CHF)
- 2006-2008 Online personal education and risk assessment (together with Dr. J. Mackay, University College London, National Cancer Research Institute; financed by *King's Fund* and *Cancerbucup*, UK, 148'000 CHF)
- 2006-2009 Competence Centre for Health Literacy 2006-2009 (Gesundheitsförderung Schweiz, 880'000 CHF)
- 2006-2009 Effectiveness of tailored promotional messages in the areas of organ donation (SNF, 200'770 CHF)
- 2005-2007 Introduction of a Smoking Ban in the Canton Ticino – A Panel Study 2005-2007 (Bundesamt für Gesundheit, Bern, 340'000 CHF)
- 2005-2007 Doctor-patient relationships in the information age (SNF, 297'678, 00 CHF)
- 2004-2007 Using On-Line Strategies to Enhance Information and Social Support for Self-Management of Chronic Low Back Pain (SNF, 344'000 CHF)
- 2003-2006 Raising Awareness of Organ Donation (SNF, 345'435 CHF)
- 2002-2005 Towards a judicious use of antibiotics by doctors and patients (SNF, 258'100 CHF)
- 2000-2003 New Media in Education. Doctoral School (SNF, 245'739 CHF)

Journal Publications

- Ludolph, R. & Schulz, PJ (2015). Does regulatory fit lead to more effective health communication? A systematic review. *Social Science & Medicine* 128 (2015) 142-150.
- Camerini, A. & Schulz, PJ (2015). Health literacy and patient empowerment: Separating conjoined twins in the context of chronic low back pain. *PlosOne* (accepted January 2015).
- Labrie, N. & Schulz, PJ (2015). Exploring the Relationships between Participatory Decision-Making, Visit Duration, and General Practitioners' Provision of Argumentation to Support their Medical Advice: Results from a Content Analysis. *Patient Education and Counseling* (accepted January 2015).
- Moreno Londono, A, Schulz, PJ (2015). Influences of health literacy, judgment skills, and empowerment on asthma self-management practices. *Patient Education and Counseling* (accepted March 2015).
- Mantwill, S. & Schulz PJ (2015). Low health literacy associated with higher medication costs in patients with type 2 diabetes mellitus: Evidence from matched survey and health insurance data. *Patient Education and Counseling* (accepted May 2015).
- Schulz, P.J. & Meuffels, B. (2015). Differential Appraisal of Age Thresholds for Mammographic Screening in Holland and Switzerland. *Journal of Communication in Healthcare*, 8 (1) 32-44 DOI: <http://dx.doi.org/10.1179/1753807614Y.0000000070>.
- Denti, L., Marcomini, B., Riva, S., Schulz P.J., & Caminiti, C. (2015). Cross-cultural adaptation of the stroke action test for Italian-speaking people. *BMC Neurology*, 10;15:76. doi: 10.1186/s12883-015-0335-z.
- Dubowicz, A. & Schulz, PJ (2015). Medical information on the Internet: a tool for measuring consumer perception of quality aspects. *Interactive Journal of Medical Research*. (accepted January 12, 2015).
- Trentini F, Malgaroli M, Camerini A-L, Di Serio C, Schulz PJ (2015). Multivariate determinants of self-management in Health Care: assessing Health Empowerment Model by comparison between structural equation and graphical models approaches. *Journal of Epidemiology, Biostatistics and Public Health* (accepted February 2015). DOI: 10.2427/18334

- Mantwill, S., Fiordelli, M., Ludolph, R. & Schulz, P.J. (2015). EMPOWER - Support of Patient Empowerment by an intelligent self-management pathway for patients: study protocol. *BMC Medical Informatics and Decision Making*, (accepted March 2015). DOI 10.1186/s12911-015-0142-x
- Kostova, Z. & Schulz, P.J. (2015). Can social support work virtually? Evaluation of Rheumatoid Arthritis patients' experiences with an interactive online tool. *Pain Research & Management* (accepted February 2015).
- Pansier, B. & Schulz, PJ (2015). The Effects of School-based Diabetes Interventions: A Systematic Literature Review. *Journal of Public Health Research* (accepted February 2015).
- Schulz, P.J., Hartung, U. & Riva, S. (2014): Causes, Coping, and Culture: A Comparative Study on Representation of Back Pain in Three Swiss Language Regions. *PlosOne* 8(11): doi: 10.1371/journal.pone.0078029.
- Scalici, F. & Schulz, P.J. (2014). Influence of perceived parent and peer endorsement on adolescent smoking intentions: Parents have more say, but their influence wanes as kids get older. *PlosOne*, (accepted June 2014).
- Riva, S., Camerini, A, Allam, A. & Schulz, PJ (2014). Interactive sections of an internet-based intervention increase patient empowerment: a randomized controlled study with chronic back pain patients. *Journal of Medical Internet Research*, doi:10.2196/jmir.3474.
- Allam, A., Kostova, Z., Nakamoto, K., Schulz, PJ (2014). The Effect of Social Support Features and Gamification on a Web-Based Intervention for Rheumatoid Arthritis Patients: A Randomized Controlled Trial. *Journal of Medical Internet Research*, doi:10.2196/jmir.3510. (Accepted Nov 9th).
- Kostova, Z. & Schulz, P.J. (2014). The impact of social support on the acceptance process among RA patients: a qualitative study. *Psychology & Health* (accepted May 2014).
- Allam, A., Schulz, P.J. & Nakamoto, K. (2014). The Impact of Search Engine Selection and Sorting Criteria on Vaccination Beliefs and Attitudes: Two Experiments Manipulating Google Output. *Journal of Medical Internet Research*, 16(4): doi: 10.2196/jmir.2642.
- Labrie, N. & Schulz, P.J. (2014). The Effects of General Practitioners' Use of Argumentation to Support their Treatment Advice: Results of an Experimental Study Using Video-Vignettes. *Health Communication*. DOI: 10.1080/10410236.2014.909276
- Labrie, N. & Schulz, P.J. (2014). Quantifying Doctors' Argumentation in General Practice Consultation Through Content Analysis: Measurement Development and Preliminary Results. *Argumentation* DOI: 10.1007/s10503-014-9331-5.
- Germeni, E. & Schulz, P.J. (2014). Information seeking and avoidance throughout the cancer patient journey: Two sides of the same coin? A synthesis of qualitative studies. *Psycho-Oncology*, doi: 10.1002/pon.3575.
- Miraldo M, Galizzi MM, Merla A, Levaggi R, Schulz PJ, Auxilia F, Castaldi S, Gelatti U (2014). Should I pay for your risky behaviours? Evidence from London. *Preventive Medicine*. doi: 10.1016/j.ypmed.2014.06.008
- Riva, S., Schulz, P.J., Staffoni, L. & Schoeb, V. (2014). Patient participation in discharge planning decisions in the frame of Primary Nursing approach: A conversation analytic study. *Studies in Communication Sciences* (forthcoming).
- Hannawa, A., García-Jiménez, L., Rossmann, C., Candrian, C., & Schulz, P.J. (2014). Identifying the Field of Health Communication. *Journal of Health Communication* (forthcoming).
- Riva, S., Monti, M., Iannello, P., Pravettoni, G., Schulz, P.J. & Antonietti, A. (2014). A Preliminary Mixed-Method Investigation of Trust and Hidden Signals in Medical Consultations. *PlosOne* 9(3): doi: 10.1371/journal.pone.0090941.

- Dubowicz A & Schulz P.J. (2014). Functional Validity of a Judgment Skills Measure within the Concept of Health Literacy for Sleeping Disorder Patients. *International Journal of Environmental Research and Public Health*. (accepted Oct 12th).
- Eyüboğlu, E & Schulz PJ (2014). Validation of Turkish Health Literacy Measures. *Health Promotion International*. doi: 10.1093/heapro/dau111.
- Moreno-Londono, A. & Schulz, P.J. (2014). The Impact of patient's judgment skills on asthma self-management: A pilot study. *Journal of Public Health Research*, DOI: <http://dx.doi.org/10.4081/jphr.2014.307>.
- Woodward-Kron, R., Connor, M., Schulz, P.J. & Elliott, K. (2014). Educating for healthcare communication in the age of the world wide web: a qualitative study. *Academic Medicine* 89(2), 312-325. doi: 10.1097/ACM.0000000000000101.
- Diviani N., Schulz, P.J. (2014). Association between cancer literacy and cancer-related behaviour: evidence from Ticino, Switzerland. *Journal of Public Health Research*, doi: <http://dx.doi.org/10.4081/jphr.2014.295>
- Meuffels, B., Schulz, P.J. (2014). Cultuurafhankelijke beoordeling van leeftijdsgrenzen voor mammografisch screeningsonderzoek. De effectiviteit van gezondheidsvoorlichting in cross-cultureel perspectief. *Tijdschrift voor Taalbeheersing*, TT 36 (3): 239-266.
- Moreno-Londono, A. & Schulz, P.J. (2014). Judgment skills, a missing component in health literacy: development of a tool for asthma patients in the Italian-speaking region of Switzerland. *Archives of Public Health*, 72: 12; doi:10.1186/2049-3258-72-12.
- Kostova, Z., Caiata-Zufferey, M. & Schulz, P.J. (2014). The process of acceptance among RA patients in Switzerland: a qualitative study. *Pain Research & Management*.19(2): 61-68.
- Schulz, P.J. (2014). Social Influences of Health Literacy and patient empowerment. *Patient Education and Counseling*, 94(1), 2-3. doi: 10.1016/j.pec.2013.11.002. doi: 10.1016/j.pec.2013.11.002.
- Schulz, P.J. & Nakamoto, K. (2013). Patient Behavior and the Benefits of Artificial Intelligence: The Perils of “Dangerous” Literacy and Illusory Patient Empowerment. *Patient Education and Counseling*, 92(2), 223-8. doi: 10.1016/j.pec.2013.05.002.
- Schulz, P.J. & Nakamoto, K. (2013). Health Literacy AND Patient Empowerment in Health Communication: The Importance of Separating Conjoined Twins. *Patient Education & Counseling* 90(1), 4-11. doi: 10.1016/j.pec.2012.09.006.
- Franzen, J., Mantwill, S. & Schulz, P.J. (2013). The relationship between functional health literacy and the use of the health system by diabetics in Switzerland. *European Journal of Public Health*, doi: 10.1093/eurpub/ckt202.
- Fiordelli, M., Diviani, N. & Schulz, P. J. (2013). Mapping M-Health: A Decade of Evolution. *Journal of Medical Internet Research*, 15(5) doi: 10.2196/jmir.2430.
- Dubowicz, A. & Schulz, P.J. (2013). Medical assessments of patient decisions and health literacy. A scenario-based measure of judgment skills. *Patient Education & Counseling*, 93(2), 224-9. doi: 10.1016/j.pec.2013.06.024.
- Camerini, L., Camerini, A.-L. & Schulz, P.J. (2013). Do participation and personalization matter? A model-driven evaluation of an Internet-based education intervention for fibromyalgia patients. *Patient Education & Counseling*, 92(2), 229-34. doi: 10.1016/j.pec.2013.04.007.
- Hannawa, A. F., Kreps, G., Schulz, P. J., Smith, S., & Street, R. (2013). Emerging issues and future directions in health communication. *Health Communication (Epub ahead of print)*.
- Fiordelli, M., Caiata-Zufferey, M. & Schulz, P.J. (2013). Dissonant role perception and paradoxical adjustments. An exploratory study on Medical Residents' collaboration with Senior Doctors and Head Nurses. *Advances in Health Sciences Education*, doi: 10.1007/s10459-013-9471-7.

- Labrie, N. & Schulz, P.J. (2013). Does Argumentation Matter? A Systematic Literature Review on the Role of Argumentation in Doctor-Patient Communication Health Communication. *Health Communication*, doi: 10.1080/10410236.2013.829018.
- Germeni, E., Orizio, G., Nakamoto, K., Wunsch, M. & Schulz, P.J. (2013). American physician perceptions of direct-to-consumer advertising: A qualitative study. *Journal of Communication in Healthcare*, 6(2), 135-141. doi: 10.1179/1753807613Y.0000000034.
- Labrie, N., Madussi, E., Zurbriggen, S. & Schulz, P.J. (2013). The effects of reasoned shared decision-making on consultation outcomes: Results of a randomized-controlled experiment among a student population. *Journal of Communication in Healthcare* (accepted April 2013).
- Frisch, A.L., Camerini, L. & Schulz, P.J. (2013). The impact of presentation style on the retention of online health information: A randomized-controlled experiment. *Health Communication*, 28(3), 286-293. doi: 10.1080/10410236.2012.683387.
- Schulz, P.J., Hartung, U. & Fiordelli, M. (2012). Effect of smoke-free legislation on Ticino gastronomy revenue. *International Journal Public Health*, 57(6), 861-866. doi: 10.1007/s00038-012-0402-9.
- Schulz, P.J. & Meuffels, B. (2012). Justifying Age Thresholds for Mammographic Screening: An application of Pragma-Dialectical Argumentation Theory. *Health Communication*, 27(2), 167-178. doi: 10.1080/10410236.2011.571758.
- Schulz, P. J. & Arnstein, F. (2012). Patient knowledge of their own illness: How much does it matter and how may we adapt our information to what the patient knows? Editorial *Patient Education and Counseling*, 88(2): 157-158. doi: 10.1016/j.pec.2012.07.003.
- Diviani N., Camerini, A., Reinholz, D., Galfetti, A. & Schulz, P. J. (2012). Health literacy, health empowerment and health information search in the field of MMR vaccination. A cross-sectional study protocol. *BMJ Open*. 2(6). doi: 10.1136/bmjopen-2012-002162.
- Connor, M., Mantwill, S. & Schulz P. J. (2012). Functional Health Literacy in Switzerland- Validation of a German, Italian, and French Health Literacy Test. *Patient Education and Counseling*, 90(1), 12-17. doi: 10.1016/j.pec.2012.08.018.
- Camerini, L. & Schulz, P. J. (2012). Effects of Functional Interactivity on Patients' Knowledge, Empowerment, and Health Outcomes: An Experimental Model-Driven Evaluation of a Web-Based Intervention. *Journal of Medical Internet Research* 18, 14(4):. doi: 10.2196/jmir.1953.
- Camerini, L., Schulz, P.J. & Nakamoto, K. (2012). Differential effects of health knowledge and health empowerment over patients' self-management and health outcomes: a cross-sectional evaluation. *Patient Education and Counseling*, 89(2), 337-344. doi: 10.1016/j.pec.2012.08.005.
- Hartung, U., Schulz, P. J. & Keller, S. (2012). A Boomerang Effect of an All-Clear Message on Radiation Risk. *Journal of Human and Ecological Risk Assessment*, 20(1), 224-241.
- Schulz, P. J., Hartung, U. & Fiordelli, M. (2012). Do journalists' opinions affect news selection in a low-key conflict? Newspaper coverage of the discussion of smoking bans in Switzerland. *Journalism & Mass Communication Quarterly*, 89(3), 414-430. doi: 10.1177/1077699012447920.
- Schulz, P.J., Hartung, U., Diviani, N. & Keller, S. (2012). Dangerous Towers, Harmless Phones? Swiss Newspaper Coverage of the Risk Associated with Non-Ionizing Radiation. *Atlantic Journal of Communication*, Special Issue on Health Communication, 20(1), 53-70. doi: 10.1080/15456870.2012.637030.
- Schulz, P.J. & Meuffels, B. (2012). "It is my body, my own body!" On the Difficulty of Telling Dutch Women under 50 That Mammography is not for Them. *Journal of Argumentation in Context*, 1(1), 130-142. doi: 10.1075/jaic.1.1.10sch.
- Schulz, P.J., Hartung, U. & Fiordelli, M. (2012). Assessing the rationality of argumentation in media discourse and public opinion: An exploratory study of the conflict over a smoke-free law in Ticino.

- Empedocles: *European Journal for the Philosophy of Communication*, 3(1), 83-110. doi: 10.1386/ejpc.3.1.83_1.
- Schulz, P.J., Van Ackere, A., Hartung, U. & Dunkel, A. (2012). Prior family communication and consent to organ donation: Using intensive care physicians' perception to model decision processes. *Journal of Public Health Research*, 1(2), 130-136. doi: <http://dx.doi.org/10.4081/jphr.2012.e19>.
- Caiata Zufferey, M., Zanini, C., Schulz, P.J., Syrén, M., Bianchetti, M. G. & Bettinelli, A. (2012). Living with Gitelman disease: An insight into patient's daily experiences. *Nephrology Dialysis Transplantation*, 27(8), 3196-3201. doi: 10.1093/ndt/gfs017.
- Castaldi, S., Gelatti, U., Orizio, G., Hartung, U., Moreno-Londono, A.M., Nobile, M. & Schulz, P.J. (2012). Use of cognitive enhancement medication among Northern Italian university students. *Journal of Addiction Medicine*, 6(2), 112-117. doi: 10.1097/ADM.0b013e3182479584.
- Caiata Zufferey, M. & Schulz, P.J. (2012). Physicians' communicative strategies in interacting with Internet-informed patients. Results from a qualitative study. *Health Communication*, 27 (8), 738-749. doi: 10.1080/10410236.2011.636478.
- Frisch, A.L., Camerini, L., Diviani, N. & Schulz, P. J. (2012). Defining and Measuring Health Literacy: How can we profit from other literacy domains? *Health Promotion International*, 27 (1), 117-126. doi: 10.1093/heapro/dar043.
- Diviani, N. & Schulz, P.J. (2012). First insights on the validity of the concept of Cancer Literacy: A test in a sample of Ticino (Switzerland) residents. *Patient Education & Counseling*, 87(2), 152-159. doi: 10.1016/j.pec.2011.08.016.
- Mannion, A.F., Boneschi, M., Teli, M., Luca, A., Zaina, F., Negrini, S. & Schulz, P.J. (2012). Reliability and validity of the cross-culturally adapted Italian version of the Core Outcome Measures Index. *European Spine Journal*, 21(6), 737-749. doi: 10.1007/s00586-011-1741-6.
- Schulz, P.J. & Hartung, U. (2011). What to eat in the land of cheese and chocolate: A content analysis of Swiss print media messages on a healthy diet. *Communication & Medicine*, 8(1), 99-110. doi: 10.1558/cam.v8i1.99.
- Orizio, G., Merla, A., Schulz, P. J. & Gelatti, U. (2011). Quality of online pharmacies and websites selling prescription drugs: a systematic review. *Journal of Medical Internet Research*, 13 (3), doi: 10.2196/jmir.1795.
- Meuffels, B. & Schulz, P.J. (2011). Baas in eigen borst; waarom gezondheidsvoorlichting (soms) faalt. In: *Tijdschrift voor Taalbeheersing*, 33(2), 119-147.
- Schulz, P. J., Hartung, U. & Caiata-Zufferey, M. (2011). First Check the Internet, Then See the Doctor: How Many Patients Do It, and Who Are They? *Studies in Communication Sciences*, 11 (2), 99-130.
- Diviani, N. & Schulz, P.J. (2011). What should laypersons know about cancer? Towards an operational definition of Cancer Literacy. *Patient Education & Counseling*, 85(3), 487-492. doi: 10.1016/j.pec.2010.08.017.
- Keller, S. & Schulz, P.J. (2011): Distorted Food Pyramid in Kids Programs: A Content Analysis of TV Advertising Watched in Switzerland. *European Journal of Public Health*, 21(3), 300-305. doi: 10.1093/eurpub/ckq065.
- Camerini, L., Giacobazzi, M., Boneschi, M., Schulz, P.J. & Rubinelli, S. (2011). Design and Implementation of a Web-based Tailored Gymnasium to Enhance Self-management of Fibromyalgia. User Modeling and User-Adapted Interaction: *The Journal of Personalization Research*, 21(4-5), 485-511.
- Schulz, P.J., Rubinelli, S., Caiata Zufferey, M. & Hartung, U. (2010). Coping with Chronic Lower Back Pain: Designing and Testing the Online Tool ONESELF. *Journal of Computer Mediated Communication*, 15(4), 625-645. doi: 10.1111/j.1083-6101.2009.01509.x

- Schulz, P.J. & Hartung, U. (2010). Health Communication Research in Europe: An Emerging Field. *Health Communication*, 25(6-7), 548-551. doi: 10.1080/10410236.2010.496720.
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- Caiata Zufferey, M., Abrahm, A., Sommerhalder, K. & Schulz, P.J (2010). Online Health Information Seeking in the Context of the Medical Consultation in Switzerland. *Qualitative Health Research* 20(8), 1050-1061. doi: 10.1177/1049732310368404.
- Orizio, G., Rubinelli, S., Schulz, P.J., Domenighini, S., Bressanelli, M., Caimi, L. & Gelatti, U. (2010). "Save 30% if you buy today". Online pharmacies and the enhancement of peripheral thinking in consumers. *Pharmacoepidemiology & Drug Safety*, 19(9), 970-976. doi: 10.1002/pds.2007.
- Maifredi, G., Orizio, G., Bressanelli, M., Domenighini, S., Gasparotti, C., Perini, E., Caimi, L., Schulz, P.J. & Gelatti, U. (2010). Italian hospitals on the web: a cross-sectional analysis of official websites. *BMC Medical Informatics and Decision Making*, 10(1), 17. doi: 10.1186/1472-6947-10-17.
- Orizio, G., Schulz, P.J., Gasparotti, C., Caimi, L., Gelatti, U. (2010). The world of e-patients: a content analysis of online social networks focusing on diseases. *Telemedicine and e-Health*, 16 (10), 1060-1066. doi: 10.1089/tmj.2010.0085.
- Rubinelli, S., Schulz, P.J. & Hartung, U. (2010). "Your risk is low, because ...": Argument-driven online genetic counselling. *Argument & Computation*, 1 (3), 199-214. doi: 10.1080/19462166.2010.504884.
- Caiata Zufferey, M. & Schulz, P.J. (2010). Potentialities and limits of Internet health communication in chronic care: results from a qualitative study. *Social Semiotics*, 20(1), 61-75.
- Schulz, P.J. & Rubinelli, S. (2010). Internet-Enhanced Health Communication, *Social Semiotics*, 20(1), 3-7.
- Schulz, P.J. & Meuffels, B. (2009). Knowledge, information sources and awareness regarding breast cancer screening: a comparative study in Lugano/Switzerland and Amsterdam/Holland. *Studies in Communication Sciences*, 9(1), 249-264.
- Schulz, P.J., Rubinelli, S., Mariotti, G. & Keller, N. (2009). Meeting patients' demand for information on low back pain. Conceptual design and rationale of the interactive website ONESELF. *Journal of Disability and Rehabilitation*, 31(25), 2118-2124.
- Caiata Zufferey, M. & Schulz, P.J. (2009). Self-management of chronic low back pain. An exploration of the impact of a patient-centered website. *Patient Education and Counseling*, 77(1), 27-32.
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Books

- Schulz, P.J., Diviani, N. & M. Fiordelli (2013). La ricerca empirica nelle scienze della comunicazione. Fondamenti, metodi e strumenti. Roma: Carocci editore.
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Selected Invited Lectures, Seminars & Keynotes (2009 – 2014)

2014

- Keynote at the Communication Science conference, University of Macau, China
- Seminar Health Communication, University of Taiwan
- Seminar Risk Communication, University of Umea, Public Health Department, Sweden
- Keynote ‚Health Literacy & Empowerment, Lausanne, Health Promotion Conference, Switzerland

2013

- Seminar at the Institute for research in Social Sciences, University of Ulster, Ireland
- Keynote at the Belgian Pain Society Congress, University of Leuven, Belgium
- Speech Communication Department (Group of Frans van Eemeren), University of Amsterdam, Netherland
- Keynote at the workshop Applied Linguistics in Healthcare, University of Nottingham, UK
- Keynote at the Conference of the Society of Emergency Medicine, Valle d'Aosta, Italy
- Invited Lecture, University of Freiburg (Germany) & Italienisches Kulturinstitut, Germany
- Invited Lecture, Healthcare Communication Symposium, The Hong Kong Polytechnic University, China
- Invited Lecture and Seminar, Faculty of Medicine, University of Melbourne, Australia
- Keynote at the Symposium ‚Health Literacy & e-Health‘, Policlinique Médicale Universitaire, Lausanne

2012

- Invited Lecture, SUVA, Versicherungsmedizin Lucerne, Switzerland

Keynote at the Health Communication Conference, University La Sapienza, Rome, Italy
Keynote at the COMET Conference, Melbourne University, Australia
Invited Lecture at the workshop Speech Communication & Argumentation, University of Amsterdam, Netherland
Invited Lecture at the workshop Communication regarding delayed delivery of hictus patients to the hospital, Parma, Italy
Seminar ("Blockseminar") at the Communication Department, Ludwig-Maximilians-University Munich, Germany

2011

Seminar at the Swiss School of Public Health, Bern
Keynote at the National Conference of the Schweizerische Gesellschaft für Ernährung, Bern
Seminar on Research Methods, Cardiff University, Centre of Health Communication, Cardiff, UK
Keynote ECREA (European Communication Research and Education Association), Belfast, Ireland
Invited Lecture at the Health Science Centre, University of Lucerne
Invited Lecture at the workshop National Tobacco prevention campaigns

2010

Keynote at the workshop "La comunicazione tra medici, ricercatori, giornalisti e informatori". Parma, Italy
Keynote at the International Conference of Health and Environment in Science Education, Zurich
Invited Lecture at the Symposium for Marcelo Dascal, Tel Aviv University, Israel

2009

Keynote 'Gesundheitskommunikation' at the Symposium "Sprechen Sie Gesundheit?", Österreichische Akademie für Präventivmedizin und Gesundheitskommunikation, Vienna, Austria
Invited Lecture, University of Zurich
Seminar "La Parole Problematiche", Formation Postgrade et Interdisciplinaire en sciences du langage, Université de Lausanne et Université de Genève
Workshop "Gesundheitskommunikation". Universität München, Institut für Kommunikationswissenschaften.
Seminar Risk Communication, University of Milan
Seminar Health Communication, University of Milan, Department of Microbiology.
Invited Lecture at the workshop "La diffusione dell'informazione come strumento di promozione della salute", University Brescia
Keynote at the workshop "Risk and Uncertainty in Healthcare Settings", Cardiff University, UK
Keynote "La comunicazione al crocevia tra l'esigenza di comunicare e il bisogno di informazione" – Università Statale di Milano, conferenza "La comunicazione del rischio in Sanità Pubblica"
Seminar at the Pain Management Centre, Faculty of Medicine, university Lausanne, "Using On-Line Strategies to Enhance Information and Social Support for Self-Management of Chronic Low Back Pain"
Invited Lecture at the workshop "Nutzen und Nebenwirkungen der Österreichischen FSME-Kampagne", Klagenfurt
Seminar "Health Communication", Communication Department, University Nottingham, UK
Keynote at The Annual Health Communication Lecture 2008, Nottingham, UK

Teaching

Virginia Tech University (since 2004 as a Visiting Faculty Member)
Seminar in Philosophy of Science (Ph.D.)
Seminar in Quantitative and Qualitative Research Methods (Ph.D.)
Seminar in Critical Thinking (Ph.D.)

Seminar in Content Analysis (Ph.D.)

Cardiff University, Health Communication Centre, UK
Quantitative Content Analysis (Ph.D. Students)

University of Munich, Institute of Media and Communication Sciences (June 2012)
Credibility of websites in the health domain. Development of a scale

Università della Svizzera Italiana

Research Methods (Undergraduate)

Communication Theories (Undergraduate)

Health Communication (M.S.)

Research Methods (M.S.)

Content Analysis (M.S.)

Field Projects in Health Communication (Ph.D.)

Health Communication (Executive Master Net-Megs)

Research Methods (Ph.D.)

Causal Modeling in the Social Science. An introduction into logical foundations of quantitative research
(Ph.D.)

Philosophy of Science (Ph.D.)

Theory Construction (Ph.D.)

University of Lausanne

Health Communication (Master in Health Economics And Management, MHEM, 2005-2007)

Doctor-Patient Communication (Ph.D. Program Social Linguistics, 2007)

University of Brescia & University of Milan

Health Communication (Advanced Study Program for Ph.D. students at the Medical School, 2005-2007)

University of Eichstätt (until 1998)

Philosophy of Science

Philosophy of Language

Seminars in Analytical Philosophy

Contemporary Philosophy/Phenomenology

Ph.D. students

Completed

Ahmad Allam (“The Role of Search Engines and Potentials of Gamification in Consumer Health Informatics: Experiments in Health Information Seeking and eHealth Interventions”, Dissertation Chair – December 2014)

Arthur Dubowicz (“Follow the Doctor or the Web: Exploring Patient Decisions in the Context of Health Literacy and Information Seeking”, Dissertation Chair – July 2014)

Nanon Labrie (“For the Sake of Argument: Considering the Role, Characteristics, and Effects of Argumentation in General Practice Consultation”, Dissertation Chair – January 2014)

Anna-Linda Camerini (“Health Literacy: Advancing Research on the Concept, its Measurement and Role in Health Communication”, Dissertation Chair – Spring 2013)

Nicola Diviani (“Cancer and Health Literacy: Establishing a Concept of Cancer Literacy”, Dissertation Chair – November 2011)

Simone Keller (“‘Mobile’ communication across language groups. Considering differences in risk perception of cell phones between Swiss-Germans and Swiss-Italians”, Dissertation Chair – September 2011)

Luca Camerini (“Interactive web-enabled communication in healthcare: a model-driven analysis of the impact on chronic patients”, Dissertation Chair – July 2011)

Anke Dunkel (“Micro-Cultural Differences in Switzerland: The Effectiveness of Targeted Promotional Messages in the Field of Organ Donation”, Dissertation Chair – June 2011)

Carmen Faustinelli (“Public Opinion towards the Smoking ban – A Panel Study in Tessin” – Fall 2010)

Zlatina Kostova (“Social Support and Acceptance among Rheumatoid Arthritis patients”), Dissertation Chair – June 2014.

Crina Rosset, Faculty of business and economics, department of management, University of Lausanne („Managing diabetes in Switzerland: a systemic approach”. Dissertation Co-Chair, Spring 2011)

Cristina Furrer („Fettleibigkeit im Spiegel der Medien – Eine Inhaltsanalyse über 50 Jahre Berichterstattung in deutschsprachigen Zeitschriften“, Dissertation Chair – Spring 2010)

Ana Maria Moreno Londono (“Judgment skills in Health Literacy: Measurement and Role in Effective Asthma Patient Self-Management”) Dissertation Chair – Summer 2014.

Christian Viladent, Faculty of business and economics, department of management, University of Lausanne (“A deterministic model to assess the impact of AIDS interventions in countries with generalized HIV epidemic. An application to Botswana.” Dissertation Co-Chair, Spring 2010)

Angelo Tomada (“La comunicazione nell’ambito della donazione degli organi”, Dissertation Chair - Spring 2009)

Maddalena Fiordelli (“Argumentative discourse regarding the Smoking ban in Switzerland: A content analysis – Dissertation Chair - March 2009)

Grazie Orizio (Ph.D., 2007, Dissertation Chair, Medical School, Università di Brescia)

Daniela Maag (Ph.D., 2007, Dissertation Chair)

Francesco Marinozzi (Ph.D., 2005, Dissertation Co-Chair, University of Frankfurt)

Sabrina Lurati (Ph.D., 2001, Dissertation Chair)

Stefanie Haas (Ph.D., 2000, Dissertation Co-Chair, University Eichstätt-Ingolstadt)

Ongoing

Arthur Dubowicz (Ph.D., since 2011, expected defense: October 2014)

Ahmad Allam (Ph.D., since 2011, expected defense: September 2014)

Sarah Mantwill (Ph.D., since 2012, expected defense: September 2015)

Francesca Scalici (Ph.D., since 2010, expected defense: 2015)

Marta Fadda (Ph.D., since September 2013, expected defense: 2016)

Lilla Nafradi (Ph.D., since September 2013, expected defense: 2016)

Ramona Ludolph (Ph.D., since 2014, expected defense: 2017)

Corine Meppelink (University of Amsterdam, expected defense: 2016)

Recent Professional Affiliations

Advisory Board: *Health, Illness and Disease*, Oxford University (2006-2009), Danish Institute of Humanities and Medicine/Health (DIHMH), Aalborg University, Denmark (since 2014); Advisory Board ILIAS (International Learned Institute for Argumentation Studies), University Amsterdam (since 2010); Member of the International Advisory Board VIP-VIZA (VISUALIZATION of carotid atherosclerosis by ultrasound within VIP (Västerbotten Intervention Program), Unit of Epidemiology and Global Health at Umeå University, Sweden; *Centro di Studio e di ricerca. Qualità and Technology Assessment, Governance and Communication Strategies in Health Systems*, Università degli studi di Brescia, Facoltà di medicina e chirurgia; *Health Literacy*, Bern (since 2008); Advisory Board of the International Health Humanities Network, UK (since 2011); *Chronic Disease Self-Management Program* (CDSMP) der Stiftung Careum, Zürich (2010-2011); *Health Literacy*, Bern (2008-2009); Book Series "Studies in meaning and communication". DAVIES GROUP PUBLISHERS; Committee

Communication and Cognition 2011: Manipulation, Persuasion and Deception in Language January 26-28 2011 - University of Neuchâtel, Switzerland; *Flusser Studies; Suisse Balance* (Ernährungsbewegung vom Bundesamt für Gesundheit und von Gesundheitsförderung Schweiz, 2003-2007); *UrbAging – Pianificare e progettare lo spazio urbano per una società che invecchia*. Research project at the Academia di architettura (Josep Acebillo/Marcello Martinoni); Gran consiglio Ticino regarding an educational campaign on the proper use of cellular phones; Oesterreichische Akkreditierungsrat (2009); Zentralinstitut für Mittel-und Osteuropastudien. Universität Eichstätt – Ingolstadt; Series Editor Toronto *Studies in Semiotics*, University of Toronto Press (2000-2008). Member of the scientific committee “Language and Health Online Symposium”, Basel 2016.

Editorial Board: *Communication & Medicine*, Mouton & deGruyter (2003-2008), *Studies in Communication Sciences* (Scoms, 2001-2011); *Studies in Communication & Media* (SCM, since 2011); *Journal of Medicine and the Person* (Springer, since 2010). *Journal of Public Health Research* (since 2011); COMET (Communication, Medicine & Ethics) conferences (since 2003), *Reihe Gesundheitskommunikation*, Fischer Verlag, *Studies in Communication Sciences* (Elsevier); Member of the Centro Franscini, Switzerland (since 2002). *Subject Matters. A Journal of Communications and the Self* (London: Routledge). Health Threats Newsletter, ASL di Brescia (since 2011);

Other committees and appointments: SCIEX – Scientific Exchange Programme of the Rectors’ Conference of the Swiss Universities, Evaluation Committee CRUS, since 2012; external member of the Appointment Committee for a professorship at the communication department, university of Zurich (2011 & 2014); at the university of Neuchâtel (2010) (professeur-e ordinaire en sciences de l’information et de la communication spécialisation en formation de l’opinion publique (2010) and Lucerne (2011); member of the Habilitationsgremium of Dr. Costanze Rossmann, Institute of Communication Sciences, Ludwig-Maximilian Universität München; Nominated as ESMO (European Society of Medical Oncology) Faculty Member for the Cancer Genetics faculty group for the period 2010-2012; Academic Promotions Panel, Metropolitan University London (2009); Co-director of the *Center for communication and information sciences*, University of Toronto (2001-2006); Co-director of the Doctoral School of the Faculty for Communication Sciences, University Lugano (2006-2007); member of the Council of the Swiss National Science Foundation (2003-2011); member of the commission of the Swiss National Science Foundation for grants for PhD Students (2002-2011); member of the Centro Franscini, Switzerland (since 2002);

Occasional Reviewer, Journals: *Journal of Communication, Human Communication Research, Communication Theory, Journal of Health Communication, Health Communication, PLoS ONE, Risk Analysis, Journal of Medical Internet Research, Atlantic Journal of Communication, Health Expectations, Communication Research, Communication & Medicine, Patient, Education & Counseling, Perspectives in Public Health, Journal of Pragmatics, Journal of Applied Social Psychology, Journal of Rheumatology, International Journal of Drug Policy, Semiotica, European Journal of Public Health, Journal of Addiction Medicine, Journal of Public Health, International Journal of Drug Policy, Medien und Kommunikationswissenschaft, Health Promotion International* (Oxford University Press); *Qualitative Health Research* (Sage); *Journal of Argumentation in Context*; *Zeitschrift für Gesundheitspsychologie, Information Quality – MIT, Studies in Communication Sciences, Social Semiotics, Medicine 2.0: Social Media and Web 2.0 in Health, Medicine and Biomedical Research, BMC; Pain Medicine; Patient Preference and Adherence.*

Occasional Reviewer (Panel member), Institutions: regularly for the Swiss National Science Foundation; CRUS, Swiss Cancer league, Council for Social Sciences of the Netherlands Organisation for Scientific Research, Health Research Board, Ireland, Dutch Cancer Society (KWF Kankerbestrijding); FCT Fundação para a Ciência e a Tecnologia (Portuguese National Research Council), Panel member of the Research Assessment of the university of Tampere, Finland), 2014.

Occasional Reviewer, Publishers: Benjamin; Mouton de Gruyter; Cambridge University Press; Routledge; Alber Verlag; University of Toronto Press, Blackwell. **Conferences:** Reviewer of 8th MIT International Information Quality Conference (2003), for Bio- and Medical Informatics and Cybernetics: BMIC 2009. COMET (since 2004).

Professional Memberships and Service

Memberships: International Communication Association (ICA); International Association for Semiotic Studies (IASS); Deutsche Gesellschaft fuer Semiotik (DGS); Deutsche Gesellschaft fuer Publizistik und Kommunikationswissenschaft (DGPK); Schweizerische Gesellschaft für Kommunikations- und Medienwissenschaft (SGKM); International Association for the Study of Controversies (IASC); European Association of Communication and Healthcare (EACH).

Member of the Organizing Committee of the Symposium Artificial Intelligence and Health Communication, AAAI 2011 Spring Symposium Stanford University, California.
(<http://www.uncg.edu/~nlgreen/aaai-sss11-aihc.html>).

Member, Program Committee, *International Conference on New Educational Environments* (ICNEE 2002), 2002

Member, Program Committee, *Argumentation in Dialogic Interaction*, 2002

Chair, *Semiotics and Communication Sciences*, Lugano 2001

Co-Chair, *The Semiotics of Language and Writing*, University of Toronto, 2002

Chair, *Manipulation and the Totalitarian Ideologies in the 20th Century*, Monte Verità, 2003

Co-Chair, *Pragmatic Interfaces*, Geneva, 2004

Chair, *Tailoring Health Messages*, Monte Verità, 2005

Chair, *Communication, Medicine & Ethics*, Lugano, 2007

Member of the search committee, facoltà di teologia, Lugano 2007

Chair, *Identität und Vielfalt der Kommunikationswissenschaften*. Jahrestagung der Deutschen Gesellschaft für Publizistik und Kommunikationswissenschaften, Lugano 2008

Chair, *Symposium: Rhetoric and argumentation in interpersonal and mass health communication*. EACH, Oslo 2008

Chair, *Interpersonal Communication and Social Interaction*, ECREA Conference, Lugano 2013

Chair, *Communication, Medicine & Ethics*, Lugano, 2014

Services at the university of Lugano

Director of the Master of Science in Communication, Management and Health (since 2009)

Director of the Institute of Communication & Health (since 2007; the institute has currently 20 members)

Advisory Board *Studies in Communication Sciences* (journal of USICom and SGKM, 2001-2011)

Between 2008 and 2011 I was (and partly I am still a) member of the following committees at USICom

Recruitment committee Assistant Professor ICH (chair) 2011

Commission for restructuring the Bachelor Program at USICom (chair) 2008

Commission for promoting A. Rocci to Associate Professor (2011)

Commission for restructuring the Master Program at USICom (since 2011)

Commission for promoting S. Suggs to Senior Assistant Professor (2009)

Commission for developing a monitoring program for Assistant Professors at USICom (2011)

Commission for developing a document regarding the criteria for recruitment and promotion of professors at USICom (since 2011)

Commission for developing a strategy for USICom for the next years (2010).

Commission for promoting L. Crivelli to Adjunct Professor at the Faculty of Economics (2012)

Appointment Committee Professor in Qualitative Research Methods, Spring 2014