

Computer-mediated health communication: Perspectives from ethnography and discourse analysis

School of Language, Linguistics, and Film, Queen Mary University of London

Room 3.40 Bancroft Building, Mile End Campus

10.00-10:20 Coffee and introductions

10:20-11:20 Plenary: Elena Semino **Metaphors, identities and mutual relationships in online interactions among people with cancer**

11:20-1:00 Session 1: Corpus-based approaches to computer mediated communication

11.20-11.40 Sondos Ibrahim **Metaphor-use in the online discourse of fibromyalgia patients: a cross-cultural, corpus-based study**

11.40-12.00 Daniel McDonald **Discursive change over the course of membership in an online support group**

12.00-12.20 Steve Disney **Research Resource: an online forum for pain support**

12.20-12.40 Deborah Orpin **Evaluation as a persuasive strategy in computer-mediated vaccine-critical discourse**

12.40-13.00 Karen Donnelly **The construction of the expert patient: a corpus led discourse analysis of infertility blogs, news articles and websites**

1.00-2.00 pm Lunch + Poster presentations

- Magdalena Zabielska and Magda Żelazowska **“Polishing gems” - a wide angle genre analysis of new varieties of medical case reports**
- Nelya Koteyko and Daniel Hunt **Constructing life with diabetes through Facebook status updates**
- Raffaella Cutolo **Identity and Biometric Recognition in e-Health Contexts**

2.00-3.00 Plenary: Julia Bailey **Why medical researchers need social scientists to stop them doing foolish research**

3:00-3.40 pm Session 2: Ethnographic perspectives

3.00-3.20 Linnea Hanell **Instagram as a site for ethnography on parenting and health**

3.20-3.40 Malgorzata Sokół **Medical weblogs as a science popularisation tool**

3.40-4:00 Tea and Coffee

4.00-5.20 Session 3: Pragmatics, CDA, and SFL

BAAL Health and Science Communication SIG Event

4.00-4.20 Meriel Bloor **Accessing Medical Information Online: the case of terminal illness**

4.20-4.40 Gabrina Pounds **Quality Interpersonal Communication (QIC) in *Ask-the-Expert* healthcare websites: Insights from a cross-cultural pragmatic/discourse-analytical comparison**

4.40-5.00 Annalisa Zanola **'Informed Consent' in Health Literacy: New issues of an elaborately discursive process in computer-mediated communication**

5.00-5.20 pm Yewande Okuleye **Medical Cannabis Illness Narratives 2.0: Insights and Surprises**

5.20-5.30 Summary and concluding discussion