

BAAL Health & Science Communication Special Interest Group (HSC SIG)
“Mixing it up: Multi-methods, media and modalities”
 #healthsci18

Wednesday 21st November 2018

	Franklin-Wilkins Building (FWB) 1.67
9:30 – 10:00	Registration and coffee
10:00 - 10:05	Welcome
10:05 – 11:05	Keynote 1: Jeff Bezemer

11:05 – 11:15 | Break

Paper presentations: session 1

	FWB 1.67: Social media & websites	FWB 1.70: Health literacy
11:15 – 11:35	Małgorzata Sokół <i>Interdiscursive (co-)construction of lay people’s voices on YouTube</i>	Chris Tang <i>The use of colours and numbers in tiered warning systems: An applied linguistics approach to health literacy</i>
11:35 – 11:55	Katherine Irons <i>‘Science Sells the Skinny’: Depictions of the ‘doctor’ in herbal weight-loss advertising</i>	Deborah Chinn <i>Using adapted ‘Easy Read’ health information texts in health consultations with patients with intellectual disabilities</i>
11:55 – 12:15	Bazil Solomon <i>A critical use of discourse analyses and artificial intelligence on large-scale social media data towards a novel theory of support constructs in social media discourse (SSMD)</i>	Antoon Cox & Koen Kerremans <i>Ethnographic niche sourcing as a production protocol for the development of multilingual spoken patient education video animations during the institutionalised vaccination of asylum seekers</i>

	Bytes restaurant
12:15 – 13:05	Light lunch & poster presentations: <ul style="list-style-type: none"> • Mark Cabling, Gabriella Rundblad & Shuangyu Li. <i>How support is constructed in the narratives of men with breast cancer</i> • Karoline Irschara. <i>Detecting implicit biases in health care data</i> • Mary Lavelle et al. <i>A multi-modal analysis of triadic social encounters in schizophrenia</i>
	FWB 1.67
13:05 – 14:05	Keynote 2: Gabriella Rundblad
14:05-14:15	Break

Paper presentations: session 2

	FWB 1.67: Media & corpus analysis	FWB 1.70: Health professional comm.
14:15 – 14:35	Gavin Brookes <i>'Fat mums have fat daughters': Gendered discourses of obesity in the UK press</i>	Louise Rolland <i>Talking about therapy talk: transforming the conversation with multilingual clients</i>
14:35 – 14:55	Olivia Knapton <i>The UK media's framing of the 2016 Zika outbreak: Where are all the people?</i>	Mary Lavelle et al. <i>Multi-modal analysis of teamwork in healthcare settings to improve patient safety</i>
14:55 – 15:15	Karen Kinloch <i>Normal birth at any cost? A corpus-assisted comparison of how media and medical texts discuss "normal birth" before and after the Morecambe Bay Investigation.</i>	Mary Adams & Rachel Briscoe <i>First steps in tailoring a justice syndicate approach for improving open disclosure conversations in maternity care</i>

	FWB 1.67	FWB 1.70
15:15 – 15:45	Coffee	HSC AGM

Paper presentations: session 3

	FWB 1.67: Fora & mental health	FWB 1.70: Multimodal resources
15:45 – 16:05	Sara Vilar-Lluch <i>ADHD and ASD: identifying attributes or possessions? Insights from online forum exchanges</i>	Melissa Moyer et al. <i>Multimodality and the negotiation of meanings in persons with dysarthria as a result of acquired brain injury</i>
16:05 – 16:25	Elvis Coimbra Gomes <i>Triangulating ethnographic approaches with corpus-assisted discourse analysis to explore discourses of obsessive-compulsive disorder (OCD)</i>	Stella Bullo & Zoe Kent <i>Multimodal accounts of endometriosis pain: a hands-on approach</i>
16:25 – 16:45	Elena Semino & Dimitrinka Atanasova <i>Advice not allowed: A mixed methods analysis of an online forum for relatives of people with psychosis and bipolar disorder</i>	

	FWB 1.67	
16:45 – 16:55	Wrap up	