

CURRICULUM VITAE

Maddalena Fiordelli

PERSONAL DATA

Date and place of birth: February, 11th 1980, Firenze (Italy)

Nationality: Italian

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ACQUIRED TITLES

2009 **PhD in Communication Sciences** (*magna cum laude*)

2002 **Master and Bachelor degree in Communication Sciences, Major in Technologies for Communication** (*magna cum laude*)

EDUCATION

03.2009 Università della Svizzera Italiana - Lugano, CH
PhD degree at the School of Communication Sciences
Thesis topic: **Argumentative effects in the public discussion about smoking ban**

09.2007 Visiting scholar (SNF funded Fellowships for prospective researcher) Department of
08.2008 Speech Communication, Argumentation Theory and Rhetoric, University of Amsterdam

09.1998 Università della Svizzera Italiana- Lugano, CH
12.2002 Bachelor and Master in Communication Sciences, specialization in Communication Technologies
Thesis topic: **Analisi logica di una struttura navigazionale, una riflessione sul problema del context switching nei modelli HDM di sistemi ipermediali**

TEACHING EXPERIENCE

2014/2015 **Lecturer for the Master Course** "Industry and Institution Perspectives: stakeholders in the Swiss health system"
Field project manager for the Master in Communication Management and Health
Seminar lecturer for the bachelor course "Metodi di Ricerca per le Scienze della comunicazione" held by Prof. Peter J. Schulz
Seminar lecturer for the bachelor course "Teorie e modelli semiotici della comunicazione" held by Prof. Peter J. Schulz

2013/2014 **Field project supervisor** for the Master in Communication Management and Health
Lecturer for the Master Course "Industry and Institution Perspectives: stakeholders in the Swiss health system"
Lecturer for the seminar course "Introduzione alla m(obile)-Health: l'uso del telefonino per migliorare la cura e la salute"
Seminar lecturer for the bachelor course "Metodi di Ricerca per le Scienze della comunicazione" held by Prof. Peter J. Schulz
Seminar lecturer for the bachelor course "Teorie e modelli semiotici della comunicazione" held by Prof. Peter J. Schulz
Invited lecture on eHealth within the course of "Tecnologie digitali nelle istituzioni"

pubbliche e non-profit" held by Dr. Stefano Tardini

Invited lecturer on communication aspects of Health Technology Assessment within the course "Health Technology Assessment in sanità"

Co-examiner and **co-supervisor** of several Master and Bachelor thesis

2012/2013

Field project supervisor for the Master in Communication Management and Health

Seminar lecturer for the bachelor course "Metodi di Ricerca per le Scienze della comunicazione" held by Prof. Peter J. Schulz

Seminar lecturer for the bachelor course "Teorie e modelli semiotici della comunicazione" held by Prof. Peter J. Schulz

Guest lecturer for the master courses "Risk communication" and "Corporate Research methods"

Invited lecture on Content Analysis within the course of "Corporate communication research" held by Dr. Melanie Connor and Prof. Peter J. Schulz

Invited lecture on eHealth within the course of "Tecnologie digitali nelle istituzioni pubbliche e non-profit" held by Dr. Isabella Rega

Invited lecture on Doctor-Patient Communication within the workshop "Per una vita in grande stile, cambia stile di vita" at Ospedale di Brescia

Co-examiner and **co-supervisor** of several Master and Bachelor thesis

2011/2012

Field project supervisor for the Master in Communication Management and Health

Seminar lecturer for the bachelor course "Metodi di Ricerca per le Scienze della comunicazione" held by Prof. Peter J. Schulz

Co-supervisor of several Master and Bachelor theses

Invited lecture on Content Analysis within the course of "Corporate communication research" held by Dr. Melanie Connor and Prof. Peter J. Schulz

Invited lecture on eHealth within the course of "Tecnologie digitali nelle istituzioni pubbliche e non-profit" held by Dr. Isabella Rega

2010/2011

Invited lecture on "Challenges and Opportunities of an applied research project" within the course of "Corporate communication research" held by Dr. Seraphina Zurbriggen

2004/2006

Politecnico di Milano, Como, Italy

Teaching Assistant of the Course "Fundamental elements of Communication Sciences"

2004/2005

Organization of an inter-Institutes seminar for students
Sustaining the students in writing their intermediate works

PROFESSIONAL AND RESEARCH EXPERIENCE

Institute of Communication and Health

Post doc researcher

**Since
02.2012**

EMPOWER: Support of Patient Empowerment by an intelligent self-management pathway for patients (FP7-ICT-2011-288209)

Main task: pre-study for the need analysis of the ICT with patients, pilot studies in Turkey and Germany, dissemination

RETESAN: Development of the communication strategy of the new e-Health service of Canton Ticino during its pilot phase.

Main task: literature review, data collection and analysis with doctors and patients for the development of communication materials.

ICSI 2013 Lugano: biannual conference of the ECREA's section "Interpersonal Communication and Social Interaction"

Main task: Head of the organizing committee

**05.2010
01.2012**

ACE: Autism Connection Europe (SER LLP/10/55 – G)

Main tasks: organization of the work, attending the meetings, communication with the international partners, design of the methodology for the study on the impact of the project on the autistic adults

FREPY: Friendly Resources for playful speech therapy (SER LLP/10/56 – C)

Main tasks: organization of the work, attending the meetings, communication with the international partners, evaluation of the test version of the online game in five countries

HARPE: Master in Health Rehabilitation through Physical Exercise (SER LLP/10/54 – E)

Main tasks: organization of the work, attending the meetings, communication with the international partners, internal quality evaluation, evaluation of the Master Programme with experts

LL-MoM: Language Learning – Medics on the Move (SER LLP/10/52-1-L)

Main tasks: organization of the work, communication with the international partners, recruiting of the sample for testing, collaboration for writing intercultural manual

PALADIN: Promoting Active Learning and Ageing of Disadvantage Seniors (SER LLP/10/53 – G)

Main tasks: organization of the work, attending the international meetings, communication with the international partners, contribution to the writing of Memorandum for Action, managing the pilot and definitive study among seniors in Ticino

PRIMAeT: Psychosocial Risk Management, Vocational Education and Training (SER LLP/10/63-L)

Main tasks: organization of the work, attending the international meetings, communication with the international partners, managing the translation of materials and the testing phase in Ticino

**09.2005
04.2009**

PhD student

DIFU3: Divieto di Fumo – Smoking ban

Main tasks: individuation of the indicators of an eventual economical loss in hospitality due to the application of the smoking ban in southern Switzerland

Conducted and analyzed qualitative interviews (about 15 to bar/restaurants' owners).

DIFU: Divieto di Fumo – Smoking ban

Main tasks: preparation of the questionnaires, implementation of the online form of interview, recruitment and coordination of teams of interviewers. Collection of the articles for a content analysis, recruitment, training and coordination of the coders, data analysis.

TISAL: Health in Ticino

Main tasks: preparation of the questionnaire, implementation of the online form for the interview, recruitment and coordination of the interviewers' team.

VALMEDAS: Improving the work of medical residents

Main tasks: technical support and organization of Focus groups, data analysis.

MACROGEN: Living with a chronic and genetic illness.

Main tasks: preparation of the dossier for the ethical committee.

01.2003 Collaboration with the Technology Enhanced Communication Laboratory
08.2005 (<http://www.tec-lab.ch/>) for the **Web as Dialogue** project (FNSR project) and for **Medina Project** (EU funded project)

OTHER WORKING EXPERIENCES

September 2009 – April 2010 Azienda Agricola Ca' di Nardo Sansepolcro, Italy
Collaboration with the agricultural family company: production, communication and sales of extra virgin olive oil.

February – October 2003 Aboca SpA, Italy
Copywriter and Junior Project Manager

March – June 2002 Università della Svizzera Italiana Lugano, CH
Internship in the context of the course *Web Atelier*
Development of a complex web site <http://www.solidarieta.it> with the presentation of the *Fondazione Brugnoni*.
Duration: 4 months in Lugano

September – December 2001 Dicastero Giovani Formazione Tempo libero della Città di Lugano, CH
Working experience in events organization, copywriting, designing of a website and other administrative works
Duration: 4 months full-time and other 8 months of occasional collaboration

OTHER RESEARCH RELATED ACTIVITIES

Reviewer for the *Journal of Public Health Research*, for the *Journal of Medical Internet Research* and for *Communication & Medicine*

GRANTS & AWARDS

2013 Swiss Academy of Humanities and Social Sciences (SAGW) – Travel grant for participation to the International Communication Association Conference, London (UK)

2012 Swiss Academy of Humanities and Social Sciences (SAGW) – Travel grant for participation to Medicine 2.0, Boston (USA)

2007 Scholarship of Swiss National Science Foundation to spend a year at the University of Amsterdam

COMPUTER EXPERIENCE

Working in WindowsNT and Macintosh environment. Experience in using MSOffice programs, Macromedia Director, Paint shop Pro, FrontPage, Dreamweaver, SPSS and Dimensions SPSS. Experience in developing websites. Platforms experience: Blackboard, Moodle.

LANGUAGES

Italian	Mother tongue
English	Good knowledge, written and oral
German	Intermediate knowledge, written and oral

HOBBIES AND FREE TIME INTERESTS

Taking care of promotion and communication of the two agricultural companies: Frantoio Ca' di Nardo (agricultural company – <http://www.frantoiocadinardo.it>) and L'Orso e L'Ape (Bed&Breakfast – Country House – <http://www.orsoeape.it>)

OTHER SKILLS

Experience in team-working; Used to work in multicultural contexts; Experience in the coordination of projects; Travelling-organizational abilities

PUBLICATIONS AND CONFERENCES

BOOKS

Schulz P. J., Diviani N., Fiordelli M. (2013). *Ricerca empirica nelle Scienze della Comunicazione. Fondamenti, metodi e strumenti*. Roma: Carocci

Fiordelli M. (2009). *Argumentative Moves in the Public Discussion on the Smoking Ban*. VDM Verlag

PEER-REVIEWED JOURNAL ARTICLES

Wac K., Fiordelli M., Gustarini M., Riva H. (2015). Quality of Life Technologies: Experiences from the Field and Key Research Challenges. In *IEEE Internet Computing*

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. In *BMC Medical Informatics and Decision Making*

Fiordelli M., Diviani N., Schulz P.J. (*in preparation*). Health disparities and social isolation: the potential of mHealth in connecting people.

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. In *Advances in Health Sciences Education, online first*

Fiordelli M., Diviani N., Schulz P.J. (2013). Mapping m-Health research: a decade of evolution. In *Journal of Medical Internet Research*, 15(5):e95

Schulz P. J., Hartung U., Fiordelli M. (2012). Do Journalists' Opinions Affect News Selection in a Low-Key Conflict. In *Journalism & Mass Communication Quarterly*, 89(3),414-430

Schulz P. J., Hartung U., Fiordelli M. (2012). Effect of smoke-free legislation on Ticino gastronomy revenue. In *International Journal of Public Health*, 57:861-866

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. In *Empedocles: European Journal for the Philosophy of Communication*, 3(1), 83-110

CONFERENCES AND COLLOQUIA

Fiordelli M. (2015) Le tecnologie digitali per la promozione della salute. 8e Journée de mise en réseau des programmes d'action cantonaux «Poids corporel sain». La transmission comme moteur, Berne

Fiordelli M., Lamprinos I., Mantwill S., Glachs D. and Hildebrand C. (2014) Support of patient empowerment by an intelligent self-management pathway for diabetic patients: Is this feasible? Panel for the *Communication Medicine and Ethics (COMET) Conference*, Lugano, Switzerland.

Fiordelli M., Mantwill S., Ludolph R., Pabst A. (2014). Helping patients and their doctors to systematically collaborate. Supporting diabetes patients' self-management activities by an online tool. *Medicine 2.0: Social Media, Mobile Apps, and Internet/Web 2.0 in Health, Medicine and Biomedical Research*, Malaga, Spain.

Fiordelli M., Diviani N., Schulz P.J. (2014). Are we fully exploiting the potential of mobile devices? Implications for mHealth. *Medicine 2.0: Social Media, Mobile Apps, and Internet/Web 2.0 in Health, Medicine and Biomedical Research*, Malaga, Spain.

Fiordelli M., Diviani N., Schulz P.J. (2014) Health disparities and social isolation: the potential of mHealth in connecting people. In the panel "Mobile Health in an Era of Being Permanently Online or not Being Online at all?" *International Communication Association annual conference*, Seattle

Fiordelli M. (2013) Social interaction and health in the era of computer mediated communication. *ECREA – Interpersonal Communication and Social Interaction section*, Lugano

Fiordelli M. (2013) One size does not fit all: the importance of tailoring health messages. Invited speaker at *UX Conference*, Lugano

Fiordelli M., Diviani N., Schulz P.J. (2013). M-Health: a systematic review of the first ten years of research. *International Communication Association annual conference*, London

Fiordelli M., Diviani N., Lips T., Schulz P. J. (2012). Mapping M-Health: a decade of Evolution. *Medicine 2.0: Social Media, Mobile Apps, and Internet/Web 2.0 in Health, Medicine and Biomedical Research*, Boston

Fiordelli M., Mantwill S., Schulz P. J. (2012). EMPOWER: Support of Patient Empowerment by an intelligent self-management pathway for patients suffering from Diabetes. *Society for Risk Analysis Europe Conference*, Zurich

Fiordelli M., Caiata Zufferey M., Schulz P. J. (2012). Medical Residents' role in the age of 50-hour workweek. *Congrès international de sociologie 2012 «Les professions de la santé en transition»*, Winterthur

Hartung U., Schulz P. J., Fiordelli M., Faustinelli C. (2009). Generating Opinion Change: A Study of Attitudes Towards a Smoking Ban in Ticino. *WAPOR Annual Conference "Public Opinion and Survey Research in a Changing World"*, 2009, Lausanne

Faustinelli C., Fiordelli M., Schulz P. J., Hartung U. (2007). Inquiring values of the population about the opinion on Smoking ban. *COMET Conference (Communication, Medicine & Ethics)*, Lugano

Fiordelli M., Toti B., Schulz P. J., Hartung U. (2006). Shifting between freedom and regulation: public opinion concerning smoking ban in Tessin. *COMET Conference (Communication, Medicine & Ethics)*. Cardiff, GB

Speroni M., Fiordelli M., Bolchini D., Randazzo G., Garzotto F. (2004). MEDINA (MEDiterranean by Internet Access): an EU Funded Project for Promoting Mediterranean Cultural Tourism through ICT. *EVA 2004 Conference*, Florence

**RESEARCH
REPORTS**

Fiordelli M., Schulz P. J. (2012). Autism Connection Europe (ACE): Final report

Fiordelli M., Schulz P. J. (2013). Friendly Resources for playful speech therapy (FREPY): Final report

Fiordelli M., Schulz P. J. (2012). Master in Health Rehabilitation through Physical Exercise (HARPE): Final report

Fiordelli M., Bignami F., Cavicchioli A., Schulz P. J. (2012). Language Learning – Medics on the Move (LL-MoM): Final report

Fiordelli M., Schulz P. J. (2012). Promoting Active Learning and Ageing of Disadvantage Seniors (PALADIN): Final report

Fiordelli M., Schulz P. J. (2012). Psychosocial Risk Management, Vocational Education and Training (PRIMAEt): Final report

Fiordelli M., Hartung U., Schulz P. J. (2009). Economic effects of the smoking ban in the hospitality (DIFU3): Final report

**WORKING
PAPERS**

Fiordelli M., Caiata Zufferey M., Schulz P. J. (2009). Valorizzazione del lavoro dei medici assistenti: Logiche d'azione e di giudizio a confronto. Research report addressed to the Ospedale Beata Vergine Mendrisio

Schulz P. J., Hartung U., Fiordelli M., Toti B. (2006). Rauchverbot in öffentlichen Räumen. HCC Lab Working Paper No 5, Lugano, Gennaio 2006