

## Curriculum Vitae

**Marta Fadda, Ph.D.**

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### **Education**

2017 Ph.D. Health Communication; Summa cum Laude  
Institute of Communication and Health, Università della Svizzera italiana  
2010 M.A. Near and Middle Eastern Studies  
School of Oriental and African Studies (SOAS), University of London  
2009 B.A. European and Non-European Languages and Cultures; Summa cum Laude  
University of Cagliari

### **Current position**

Since 05/2019 Postdoctoral Researcher and Lecturer  
Institute of Public Health, Faculty of Biomedical Sciences, Università della Svizzera italiana  
Since 09/2019 Trainee in Biomedical Ethics  
Institute for Ethics, History and the Humanities, University of Geneva

### **Previous positions**

09/2018 – 04/2019 Clinical Trial Coordinator  
Oncology Institute of Southern Switzerland (IOSI), Ente Ospedaliero Cantonale  
09/2017 – 08/2018 Postdoctoral Researcher  
Department of Health Sciences and Technology (D-HEST), ETH Zurich  
09/2013 – 08/2017 Ph.D. Candidate and Teaching Assistant  
Institute of Communication and Health (ICH), Università della Svizzera italiana  
06/2015 – 07/2015 Visiting Researcher  
Faculty of Education, Department of Psychology, University of Erfurt

### **Teaching activities**

09/2020 Biomedical ethics  
Master of Medicine, Università della Svizzera italiana  
09/2019 - present Qualitative research methods in public health  
MSc in Communication, Management and Health, Università della Svizzera italiana  
MSc in Cognitive Psychology in Health Communication, Università della Svizzera italiana  
01/2015 – 07/2017 Theories and models in the communication sciences  
Teaching Assistant and Seminar Lecturer,  
BA Communication Sciences, Università della Svizzera italiana  
01/2014 – 07/2017 Research methods in the communication sciences  
Teaching Assistant, Course and Seminar Lecturer  
BA Communication Sciences, Università della Svizzera italiana  
09/2013 – 01/2014 Health communication  
Teaching Assistant  
MSc in Communication, Management and Health, Università della Svizzera italiana

### **Individual scientific reviewing activities**

2013 – present Ad-hoc reviewer for the following journals: Journal of Health Psychology (SAGE), Computers in Human Behavior (Elsevier), Journal of Medical Internet Research (JMIR), Vaccine (Elsevier), Human Vaccines and Immunotherapeutics (Taylor & Francis), Patient Education and Counseling (Elsevier), BMJ Open, Health Communication (Routledge), Journal of Health Organization and Management (Emerald), Chinese Journal of Communication (Taylor and Francis), Annals of Public Health Reports (The Scientific Pages), Health Promotion International (Oxford University Press), European Journal of Pediatrics (Springer)  
2015 Ad-hoc reviewer for the following conference: 3rd Convention of DGPuK's Ad-Hoc Group in Health Communication (2015, Lugano, Switzerland)

### **Prizes and awards**

2020 Scientific Exchange grant; Swiss National Science Foundation  
2019 Scientific Exchange grant; Swiss National Science Foundation  
Conference travel grant; Swiss Academy of Humanities and Social Sciences  
2015 Shadowing program grant; Equal Opportunities Service, Università della Svizzera italiana  
2014 Conference travel grant; Swiss Academy of Humanities and Social Sciences  
2009 Best graduate student grant; University of Cagliari

### **Publications in international peer-reviewed scientific journals**

1. **Fadda, M.**, Fiordelli, M., Amati, R., Falvo, I., Ibnidris, A., Hurst, S., Albanese, E. (under review). Returning individual-specific results of a dementia prevalence study: insights from prospective participants.

2. **Fadda, M.**, Chappuis, P. O., Katapodi, M. C., Pagani, O., Monnerat, C., Membrez, V., Unger, S., & Caiata-Zufferey, M. (under review). Physicians communicating with women at genetic risk of breast and ovarian cancer: are we in the middle of the ford between contradictory messages and unshared decision making?
3. Fiordelli, M., **Fadda, M.**, Amati, R., Albanese, E. (under review). Older adults' motivations to participate or not in epidemiological research. Qualitative inquiry on a study into dementia in Switzerland.
4. **Fadda, M.**, Albanese, E., Suggs, S. L. (2020). When a COVID-19 vaccine is ready, will we all be ready for it? *International Journal of Public Health*.
5. van Haasteren, A., Gille, F., **Fadda, M.**, & Vayena, E. (2019). Development of the mHealth app trustworthiness checklist. *Digital Health*, 5, 1-21.
6. Haeusermann, T., **Fadda, M.**, Blasimme, A., Greshake, B., & Vayena, E. (2018). Genes wide open: open data sharing and the social gradient of genomic privacy. *AJOB Empirical Bioethics*, 1-15. doi: 10.1080/23294515.2018.1550123.
7. Camerini, A. L., Diviani, N., **Fadda, M.**, & Schulz, P. J. (2018). Using protection motivation theory to predict intention to adhere to official MMR vaccination recommendations in Switzerland. *Social Science and Medicine Population Health*, 7, 005-5. doi: 10.1016/j.ssmph.2018.11.005.
8. **Fadda, M.**, Jobin, A., Blasimme, A., Greshake Tzovaras, B., Price Ball, M., & Vayena, E. (2018). User perspectives of a web-based data-sharing platform (Open Humans) on ethical oversight in participant-led research: Protocol for a quantitative study. *JMIR Research Protocols*, 7(11), e10939. doi: 10.2196/10939.
9. Blasimme, A., **Fadda, M.**, Schneider, M., & Vayena, E. (2018). Data sharing for precision medicine: An analysis of current policy guidelines. *Health Affairs*, 37(5), 702-709. doi: 10.1377/hlthaff.2017.1558.
10. **Fadda, M.**, Galimberti, E., Fiordelli, M., & Schulz, P. J. (2018). Evaluation of a smartphone-based intervention to increase parents' knowledge about the MMR vaccination and their psychological empowerment: A mixed method approach. *JMIR Mhealth Uhealth*, 6(3), e59. doi: 10.2196/mhealth.8263.
11. **Fadda, M.**, Galimberti, E., Fiordelli, M., Romanò, L., Zanetti, A., & Schulz, P. J. (2017). Effectiveness of a smartphone app to increase parents' knowledge and empowerment in the MMR vaccination decision: A randomized controlled trial. *Human Vaccines & Immunotherapeutics*, 13(11), 2512-2521. doi: 10.1080/21645515.2017.1360456.
12. **Fadda, M.**, Galimberti, E., Romanò, L., Zanetti, A., Faccini, M., Senatore, S., & Schulz, P. J. (2017). Validation of a scale to measure parental psychological empowerment in the vaccination decision. *Journal of Public Health Research*, 6(2), 955. doi: 10.4081/jphr.2017.955.
13. **Fadda, M.**, Kanj, M., Kabakian-Khasholian, T., & Schulz, P. J. (2016). Assessing health literacy in the Arab world. Validation of three measurement tools. *Health Promotion International*, daw079. doi: 10.1093/heapro/daw079.
14. **Fadda, M.**, Galimberti, E., Carraro, V., & Schulz, P. J. (2016). What are parents' perspectives on empowerment in the MMR vaccination decision? A focus group study. *BMJ Open*, 6(4), e010773. doi: 10.1136/bmjopen-2015-010773.
15. **Fadda, M.**, Depping, M. K., & Schulz, P. J. (2015). Addressing issues of vaccination literacy and psychological empowerment in the measles-mumps-rubella (MMR) vaccination decision-making: A qualitative study. *BMC Public Health*, 15(836), 1-13. doi: 10.1186/s12889-015-2200-9.
16. **Fadda, M.**, Allam, A., & Schulz, P. J. (2015). Arguments and sources on Italian online forums on childhood vaccinations: Results of a content analysis. *Vaccine*, 33(51), 7152-7159. doi: 10.1016/j.vaccine.2015.11.007.

#### **Contribution to international conferences**

1. Ibnidris A., **Fadda M.**, Fiordelli M., Albanese E. (2020). A multi-domain intervention prevent cognitive decline in older adults at risk of dementia in Switzerland: A randomized clinical trial. Swiss Public Health Conference. Zurich, Switzerland. [poster]
2. **Fadda, M.**, Fiordelli, M., Amati, R., & Albanese, E. (2020, accepted). Disclosure of individual-specific results to participants of a dementia prevalence study: A qualitative study. Alzheimer's Association International Conference (AAIC). Amsterdam, The Netherlands. [interactive poster]
3. **Fadda, M.**, Fiordelli, M., Amati, R., & Albanese, E. (2020, accepted). For the sake of informed participation: Development of two audio-visual aids for informed consent to a dementia prevalence study through participatory action research. Alzheimer's Association International Conference (AAIC). Amsterdam, The Netherlands. [interactive poster]
4. **Fadda, M.**, Fiordelli, M., Amati, R., & Albanese, E. (2020, accepted). Dementia awareness in Southern Switzerland among older adults. Alzheimer's Association International Conference (AAIC). Amsterdam, The Netherlands. [interactive poster]
5. **Fadda, M.**, Fiordelli, M., Amati, R., & Albanese, E. (2020, accepted). Development of two audio-visual aids for informed consent to a dementia prevalence study. International Conference on Communication in Healthcare. Vienna, Austria.
6. **Fadda, M.**, Fiordelli, M., Amati, R., & Albanese, E. (2020, accepted). Preferenze riguardo la restituzione dei risultati in uno studio epidemiologico sulla demenza in Ticino. 10a Giornata della Ricerca della Svizzera italiana. Lugano, Switzerland.
7. Fiordelli, M., **Fadda, M.**, & Albanese, E. (2020, accepted). Comunicare bene per reclutare meglio. Il coinvolgimento della comunità per incrementare la partecipazione alla ricerca. 10a Giornata della Ricerca della Svizzera italiana. Lugano, Switzerland.
8. Franscella, G., **Fadda, M.**, & Fiordelli, M. (2020, accepted). La demenza fa parte dell'invecchiamento "normale"? False credenze e scarsa conoscenza della demenza in Ticino. 10a Giornata della Ricerca della Svizzera italiana. Lugano, Switzerland.
9. Mardesic, I., Sykora, M., Elayan, S., Lowe, S., **Fadda, M.**, Morese, R., Albanese, E., Lautenbach, S., & Gruebner, O. (2020, accepted). Stress, emotions, and activity spaces in New York City social media data in the context of a large-scale disaster. MoHeaP 2020: Workshop on Mobility, Health, and Place. Zurich, Switzerland.

10. Merlo F, **Fadda M**, & Albanese E. (2020, accepted). Dilemmi etici nella cura di pazienti pediatriche con disturbi severi della coscienza. 10th Giornata della Ricerca della Svizzera italiana. Lugano, Switzerland.
11. Merlo F, **Fadda M**, Albanese E, Bassetti C, & Malacrida R. (2020). Ethical decision-making in the management of pediatric patients with severe disorders of consciousness: A qualitative study. 6<sup>th</sup> Congress of the European Academy of Neurology. Paris, France.
12. **Fadda, M.**, Ibnidris, A., Franscella, G., Fiordelli, M., & Albanese, E. (2020, accepted). Development of a dementia awareness online survey through local stakeholders' involvement. 34<sup>th</sup> International Conference of Alzheimer's Disease International. Singapore.
13. **Fadda, M.**, Ibnidris, A., & Albanese, E. (2020, accepted). Preferences regarding the return of research findings in a population-based study on dementia: Implications for the informed consent. 34<sup>th</sup> International Conference of Alzheimer's Disease International. Singapore.
14. Ibnidris, A., **Fadda, M.**, Gai, A., Carlevaro, F., Magistro, D., Magno, F., Simon, M., Piumatti, G., & Albanese, E. (2020, accepted). The 10/66 short Dementia Diagnostic Schedule in Nursing Homes: A Validation Study. 34<sup>th</sup> International Conference of Alzheimer's Disease International. Singapore.
15. **Fadda, M.**, Mardesic, I., Sykora, M., Elayan, S., Puhan, M., Albanese, E., & Gruebner, O. (2019). Ethical and legal issues involved in conducting studies on mental health using social media data. Examples from the M-HEALTH project. 1<sup>st</sup> International Workshop on Legal and Ethical Issues in Crowdsourced Geographic Information. Zurich, Switzerland.
16. **Fadda, M.**, Galimberti, E., Romanò, L., Zanetti, A., & Schulz, P. J. (2018, accepted). Development and RCT of a smartphone app to increase parental knowledge and empowerment on the MMR vaccination. 8<sup>th</sup> International Digital Health Conference. Lyon, France.
17. **Fadda, M.**, Galimberti, E., Fiordelli, M., & Schulz, P. J. (2018, accepted). Evaluation of an app to increase parents' knowledge about the MMR vaccination and their empowerment. 16<sup>th</sup> International Conference on Communication in Healthcare. Lisbon, Portugal.
18. **Fadda, M.**, Haeusermann, T., Blasimme, A., Greshake Tzovaras, B., & Vayena, E. (2018, accepted). What is at stake? A qualitative study exploring privacy among users who openly share their genomic data online. European Human Genetics Conference. Milan, Italy.
19. Camerini, A.-L., **Fadda, M.**, Diviani, N., & Schulz, P. J. (2017). Evidenzbasierte Gesundheitskommunikation im Kontext der MMR-Schutzimpfung: Was können wir von der Protection Motivation Theory dazulernen? 2<sup>nd</sup> Annual DGPK-Fachgruppe Gesundheitskommunikation. Erfurt, Germany.
20. **Fadda, M.**, Galimberti, E., Romanò, L., Zanetti, A., & Schulz, P. J. (2016, accepted). Validation of a parental psychological empowerment scale in the context of the vaccination decision. 14<sup>th</sup> International Conference on Communication in Healthcare (ICCH). Heidelberg, Germany.
21. **Fadda, M.**, Galimberti, E., Romanò, L., Zanetti, A., & Schulz, P. J. (2016). Development of a gamification app to increase parent's knowledge about measles and MMR. 14<sup>th</sup> International Conference on Communication in Healthcare (ICCH). Heidelberg, Germany.
22. **Fadda, M.**, Allam, A., & Schulz, P. J. (2015). Opinion leaders and opinion change in Italian online forums discussing childhood vaccinations: A content analytic approach. 3<sup>rd</sup> Convention of DGPK's Ad-Hoc Group in Health Communication. Lugano, Switzerland.
23. **Fadda, M.**, Kanj, M., Kabakian-Khasholian, T., & Schulz, P. J. (2015, accepted). Health literacy among Arabic speakers living in Lebanon: A validation study. 7<sup>th</sup> Health Literacy Research Conference. Bethesda, United States.
24. **Fadda, M.**, Galimberti, E., & Schulz, P. J. (2015, accepted). Vaccination literacy and psychological empowerment in the context of the measles-mumps-rubella (MMR) vaccination decision. Development of a measurement tool. 3<sup>rd</sup> European Health Literacy Conference. Brussels, Belgium.
25. **Fadda, M.**, Kanj, M., Kabakian-Khasholian, T., & Schulz, P. J. (2015, accepted). Functional health literacy in Lebanon: Validation of three health literacy assessment tools in Arabic. 3<sup>rd</sup> European Health Literacy Conference. Brussels, Belgium.
26. **Fadda, M.**, Allam, A., & Schulz, P. J. (2015). Online debates on pediatric vaccinations: Exploring the arguments and sources of information on Italian forums through content analysis. 13<sup>th</sup> International Conference on Communication in Healthcare. New Orleans, United States.
27. **Fadda, M.**, Galimberti, E., & Schulz, P. J. (2015). Towards the development of a psychological empowerment scale in the context of the MMR vaccination decision making. Results from a focus group study. 13<sup>th</sup> International Conference on Communication in Healthcare. New Orleans, United States.
28. **Fadda, M.**, Allam, A., & Schulz, P. J. (2015). Internet forums, anti-vaccination campaigners, and parental shifting positions on childhood immunizations. 3<sup>rd</sup> Biennial DC Health Communication Conference. Fairfax, United States. [interactive poster]
29. **Fadda, M.** & Schulz, P. J. (2015). A content analysis of online discussions on childhood vaccinations. 2<sup>nd</sup> Media + Health Symposium. Richmond, United States. [via Google Hangouts]
30. **Fadda, M.**, Kanj, M., Kabakian-Khasholian, T., & Schulz, P. J. (2014). Assessing health literacy in an Arab country. Preliminary results. 12<sup>th</sup> International Conference on Communication in Healthcare (ICCH). Amsterdam, The Netherlands.
31. **Fadda, M.**, Depping, M. K., & Schulz, P. J. (2014). MMR vaccination decision in Ticino: Assessing parents' reasons through a qualitative study. 12<sup>th</sup> Interdisciplinary Conference on Communication, Medicine & Ethics (COMET). Lugano, Switzerland.
32. **Fadda, M.** & Schulz, P. J. (2014). Health literacy and empowerment in the MMR decision-making: A qualitative study. International Health Communication Symposium. Sassari, Italy.

### Invited lectures

1. Gruebner, O., Albanese, E., Suggs, L.S., & **Fadda, M.** (2020, August). The digital epidemiology of mental health: Leveraging geo-referenced social media to improve well-being. SSPH+ Lugano Summer School. Università della Svizzera italiana.
2. **Fadda, M.** (2020, March). Conceptualizing, measuring and promoting health literacy in the MENA region. 1<sup>st</sup> Conference on Healthcare Communications in the Middle East. Weill Cornell Medicine. Doha, Qatar.
3. Albanese, E., El Chammy, R., & **Fadda, M.** (2019, August). Health issues in the Levant. MEM Summer Summit Seminar. Università della Svizzera italiana.
4. **Fadda, M.** (2019, August). Legal and ethical challenges in big social media data for public health research. 11<sup>th</sup> International Summer School Spatial and Digital Epidemiology, University of Zurich.
5. **Fadda, M.** & Rothenfluh, F. (2017, May). Information quality of (health) websites, blog monitoring, and app development. MAS in Food Safety Management, University of Basel.
6. **Fadda, M.** (2016, October). Case study on parents' MMR vaccination decision-making. MSc course in Industry and Institutions perspectives: Stakeholders in the Swiss Health System. Università della Svizzera italiana.
7. **Fadda, M.** (2015, July). Qualitative research and content analysis in pills. University of Erfurt.
8. **Fadda, M.** (2015, July). The role of vaccination literacy and psychological empowerment in the MMR vaccination decision-making. Conceptualization and measurement. CEREB Colloquium. University of Erfurt.
9. **Fadda, M.** (2014, November). Case study on parental MMR vaccination behavior. MSc course in Industry and Institutions perspectives: Stakeholders in the Swiss Health System. Università della Svizzera italiana.
10. **Fadda M.** (2014, October). Childhood vaccinations: a conscious choice. Università della Svizzera italiana, Equal Opportunities Services.
11. **Fadda M.** (2014, April). Research methods in Arabic sociolinguistics. University of Cagliari.

### **Contribution to grant proposal writing**

- 2020 The mental health consequences of COVID-19 - Geographic variation and influencing factors (SNF project funding Div. I-III)  
A trustworthy infrastructure to support digital data collection and linkage for population health and well-being (SNF NRP77, LoI)  
Health policy response monitoring for COVID-19 – Public health measures, communication, and emotional stress (SNF Special call on coronavirus)  
Managing the risk of coronavirus in everyday life. A qualitative analysis of the responses to public health measures of older adults, younger adults and cross-border commuters in Ticino (SNF Special call on coronavirus)
- 2019 Untangling the 5G net(work): Exploration of the key factors driving acceptance and development of a communication measure (SNF Spark)  
MyDementia – A dialogue between scientists and society (SNF Agora)  
iSupport – Adaptation to the Canton of Ticino (Canton of Ticino, Pro Senectute)  
Exploring fever-related knowledge and practice among young children's caregivers and healthcare professionals in two language regions in Switzerland: Paving the way for a culturally sensitive intervention to reduce fever phobia (Bangerter-Rhyner Stiftung)

### **Organization of academic activities**

- 2020 Workshop on “Advanced issues in qualitative research in healthcare”, 31<sup>st</sup> March – 1<sup>st</sup> April 2020, Università della Svizzera italiana (SNF funding)

### **Memberships**

Swiss School of Public Health (SSPH+) Fellow; Member of the International Association of Communication in Healthcare (EACH)

### **Language skills**

Italian (Native proficiency), English (Full professional proficiency), German (Intermediate), French (working proficiency)

### **IT skills**

Microsoft Office (Word, PowerPoint, Excel), NVivo, SPSS, Stata, UCINET, MPnet

### **Course work and seminars**

- 2020 Writing and publishing a scientific paper - Prof. Emiliano Albanese (Università della Svizzera italiana)
- 2019 Systematic reviews and meta-analyses - PD Dr. med. Giorgio Treglia (University of Lausanne)
- 2016 Moderation and mediation analysis - Prof. Bert Meuffels (University of Amsterdam)  
Risk communication in the 21st Century - Prof. Kasisomayajula Viswanath (Harvard School of Public Health)  
Qualitative clinical communication research: Fitting methods to the purpose - Prof. Peter Salmon (University of Liverpool)
- 2015 The analysis of social networks - Prof. Alessandro Lomi & Prof. Garry Robins (Summer School on Advanced Methods in the Social Sciences, Università della Svizzera italiana)  
Univariate and multivariate analysis of variance - Prof. Bert Meuffels (University of Amsterdam)  
Traditions of communication sciences - Prof. Jean-Patrick Villeneuve (Università della Svizzera italiana)  
Judgment and decision-making - Prof. Rajesh Bagchi (Virginia Tech University)  
Introduction to Structural Equation Modelling (SEM) - Prof. Todd Little (Texas Tech University)  
The health-literate citizen: A conceptual model and some related tools for research and intervention - Prof. Alessandro Antonietti (Catholic University of the Sacred Heart)  
Consumer psychology - Prof. Paul M. Herr (Virginia Tech University)
- 2014 Quantitative methods in the communication sciences - Prof. Reto Hofstetter (Università della Svizzera italiana)

Multivariate methods - Dr. Kostis Christodoulou (Università della Svizzera italiana)  
Introduction to regression - Prof. Brian Schaffner (Essex Summer School in Social Science Data Analysis, University of Essex)  
Applying regression - Dr. Jeremy Miles (Essex Summer School in Social Science Data Analysis University of Essex)  
Media, campaigns, and health: An introduction to mediated communication interventions and health behavior change - Prof. Michael P. Slater (The Ohio State University)  
Risk perception and social norms - Prof. Rajiv Rimal (George Washington University)  
Current trends in Health Communication - Prof. Kasisomayajula Viswanath (Harvard School of Public Health)  
Meta-analysis workshop - Prof. Judith A. Hall & Prof. Norah A. Murphy (Northeastern University and Loyola Marymount University)  
Constructing theories - Prof. Peter J. Schulz (Università della Svizzera italiana)  
Assessing quality of qualitative studies - Prof. Nicky Britten (University of Exeter Medical School)  
Talk to the editor. Publishing in Health Communication - Prof. Teresa L. Thompson (University of Dayton)

2013

Philosophy of Science - Prof. Peter J. Schulz (Università della Svizzera italiana)