

MARCO BARDUS, PHD

CURRICULUM VITAE

Current affiliation	University of Exeter Medical School, United Kingdom European Journalism Observatory (EJO), Università della Svizzera italiana (USI), Lugano, Switzerland
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EDUCATION

2008 – 2012	PhD in Communication Sciences , major in Health Communication, Università della Svizzera italiana (USI), Lugano, Switzerland Dissertation: <i>Theory of Planned Behaviour, Participation, and Physical Activity Communication in the Workplace</i> Supervisor: Prof. L. Suzanne Suggs <i>6/2008 – 9/2010: Pro*Doc Doctoral School in Communication and Health</i> , sponsored by the Swiss National Science Foundation (SNSF). Principal subjects covered: Health Promotion Campaigns, Health and Media, Social Marketing, Doctor-Patient communication, Theories in Health Communication, Communication between health professionals (20 ECTS)
2004 – 2007	MA in Corporate Public Relations , University of Udine in Gorizia, Italy Supervisor: Prof. Renata Kodilja
2001 – 2004	BA in Public Relations , University of Udine in Gorizia, Italy Supervisors: Dr. Francesco Marcolin and Prof. Renata Kodilja

ACADEMIC EMPLOYMENT

5/2014 – 10/2015	Visiting post-doctoral researcher (0.8 FTE) , University of Exeter Medical School, United Kingdom Project: “ <i>Investigating the use of smartphone and Web 2.0 technologies used in behavioural interventions for weight management</i> ”. Funded by: Swiss National Science Foundation (SNSF): http://p3.snf.ch/Project-152290 Role: Project responsible and applicant Main tasks: Conducting my research project and writing papers for publication.
5/2013 – 4/2014	Post-doctoral researcher (0.2 FTE) , European Journalism Observatory (EJO), USI Project: “ <i>EPICUR II: Expanding Public Interest by Communicating Understandable Research: Marketing of the EJO as a Dissemination Network</i> ”. Funded by: Swiss National Science Foundation (SNSF): http://p3.snf.ch/Project-145651 Supervisors: Prof. Stephan Russ-Mohl & Prof. Vinzenz Wyss Role: Collaborator Main tasks: Coordination of the administration of EJO websites and social media management support; Developing social media marketing strategy for the European Journalism Observatory (EJO).

- 5/2013 – 4/2014 **Post-doctoral researcher (0.5 FTE)**, European Journalism Observatory (EJO), USI
- Project: “*EPICUR II: Expanding Public Interest by Communicating Understandable Research: Marketing of the EJO as a Dissemination Network*”.
- Funded by: Swiss National Science Foundation (SNSF): <http://p3.snf.ch/Project-145651>
- Supervisors: *Prof. Stephan Russ-Mohl & Prof. Vinzenz Wyss*
- Role: Collaborator
- Main tasks:
- Developing social media marketing strategy for the European Journalism Observatory (EJO).
 - Organising doctoral courses and seminars about media training and translating research findings to non-academic audiences.
 - Organising workshops about science communication and dissemination for journalists and media managers, members of the editorial board.
 - Coordination of the administration of EJO websites and social media management support.
- 10/2013 – 4/2014 **Post-doctoral researcher (0.1 FTE)**, Institute for Public Communication (ICP), USI
- Project: “*USI-SINC (Università della Svizzera italiana Sustainability Incubator)*”.
- Funded by: Swiss Academies for Arts and Sciences, Sustainable Development at Universities Programme): <http://sd-universities.ch/index.php>
- Supervisor: *Prof. L. Suzanne Suggs*
- Role: Collaborator
- Main tasks: Developing research activities and assessment of sustainable development programmes at Swiss universities and higher education institutions (HEI); Mentoring students developing their sustainability projects and helping with grant applications.
- 4/2012 – 4/2013 **Post-doctoral research fellow (1 FTE)**, Institute for Public Communication (ICP), USI
- Role: Collaborator
- Main tasks:
- Assisting in research activities at various stages of research projects, paper writing, teaching, student supervision, and grant applications writing.
 - Collaborator: *Diabetes in Ticino*: measuring the determinants of physical activity behaviour for people living with Type 2 diabetes (dataset preparation, analysis and paper writing); *Moveit, Active-8*, physical activity interventions using text messaging prompts (dataset preparation for analysis).
 - Grant applications for the following schemes: *Sustainable Development at Universities Programme*, Swiss Academy of Arts and Sciences (co-applicant); *AGORA public communication*, SNSF (collaborator); *European Cooperation in Science and Technology (COST)* - open trans-domain action proposal (co-applicant); *National Research Programme 69*, SNSF (collaborator); *FP7 “ICT” theme*, European Commission (collaborator); *FP7 “Health” theme*, European Commission (collaborator/team coordinator); *Swiss-Romanian Cooperation Programme*, SNSF (collaborator).
- 1/2011 – 7/2011 **Visiting postgraduate research student (0.7 FTE)**, University of Nottingham, United Kingdom
- Project: “*Physical Activity Communication in the Workplace: A Test of the Theory of Planned Behavior and Persuasive Communication Strategies*”
- Funded by: Swiss National Science Foundation (SNSF): <http://p3.snf.ch/Project-135856>
- Supervisor: *Dr. Holly Blake, Prof. L. Suzanne Suggs*
- Role: Project responsible and applicant
- Main tasks: Conducting my research project and writing papers for publication.

- 6/2008 – 4/2012 **Research assistant (0.7 FTE)**, Institute for Communication and Health, USI
- Project: “*Tailoring Physical activity communication: A test of the theory of planned behavior and persuasive communication strategies*” (a.k.a. the MoveM8 project)
- Funded by: USI Foundation for Research & Development
- Supervisor: *Prof. L. Suzanne Suggs*
- Role: Project manager and collaborator
- Main tasks:
- Assisting in research activities at various stages of research projects, paper writing, teaching and student supervision, grant applications writing.
 - Other projects (as collaborator): *Diabetes in Ticino* (conducted cognitive interviews to validate survey instrument); *FAN – Famiglia Attività fisica Nutrizione* – a physical activity and nutrition intervention using a website, e-mails and text message reminders to motivate families and children living in Ticino (preliminary data analysis); *Review on Social Media used for health communication* (systematic database search, data extraction, data analysis, paper writing)
- 4 – 6/2008 **Research Assistant (1 FTE)**, ROC Lab, University of Udine in Gorizia, Italy
- Supervisor: *Prof. Renata Kodilja*
- Role: Collaborator
- Main tasks: Collecting data through survey to assess the brand awareness of a local company in the sweets industry and preparing data for analysis and report.
- 8/2005 – 2/2006 **Research assistant/intern (1 FTE)**, Savonlinna Institute for Regional Development and Education, University of Joensuu, Savonlinna, Finland
- Supervisors: *Dr. Anja Tuohino & Dr. Pellervo Kokkonen*
- Role: Collaborator
- Main tasks: Assisting in writing reports about marketing research studies conducted by the institute.

In addition to my academic experience, in about ten years, I worked in the **Public Relations and Media Relations industries** for as independent consultant, intern and collaborator with various organisations. Since April 2013 I am associate consultant of Strategic Social Marketing Ltd. In 2008, I consulted on the political campaigns for an Italian Member of the European Parliament and the Mayor of Udine, Italy. In 2007, I worked as a press office intern at the Province of Gorizia (Italy) and as a columnist for the University of Udine’s *RES Magazine*. From 2002 until 2007, I also collaborated with the newspaper *Messaggero Veneto* (La Repubblica/Espresso Group). I am member of the Italian Association of journalists as a “publicist” for the Region Friuli Venezia Giulia (since 2005) and I have been an active member of the Italian Federation of Public Relations (FERPI) between 2003 and 2010.

GRANTS, HONOURS AND AWARDS

- Awarded in 2013 **Early Postdoc.Mobility Grant**, awarded by the Swiss National Science Foundation (SNSF), for my own research project to be conducted at the University of Exeter, United Kingdom (Ref. nr: P2TIP1_152290). Total awarded: 84,230 CHF
- Awarded in 2013 **Sustainable Development at Universities Programme Grant** (as co-applicant with Prof. L. Suzanne Suggs), awarded by the Swiss Academies of Arts and Sciences for the project “*USI-SINC (Università della Svizzera italiana Sustainability Incubator)*”. Total project funding: 92,900 CHF
- Awarded in 2010 **Grant for prospective researchers**, awarded by the Swiss National Science Foundation (SNSF), for studying a semester and conducting research at the University of Nottingham, United Kingdom (Ref. nr: PBTIP1-135856). Total awarded: 28,218 CHF

- Awarded in 2010 **PhD Summer School Grant**, awarded by the Swiss National Science Foundation (SNSF) for participating in the 14th FORS Swiss Summer School, Lugano, Switzerland. Total awarded: 750 CHF
- Awarded in 2007 **Honour for Outstanding Academic Achievement** for Master's thesis, awarded by the Committee of the Faculty of Foreign Languages and Literatures at the University of Udine, Italy.
- Awarded in 2005 **Leonardo da Vinci Scholarship - KTEU III project**, funded by the European Commission Lifelong Learning Programme, granted by the University of Udine, Italy, for working at the Savonlinna Institute for Regional Development and Research, University of Joensuu, Finland. Total awarded: 3,600 EUR

TEACHING EXPERIENCE

My Teaching philosophy and a complete summary of my teaching activities are included in my Teaching Portfolio (available upon request).

- Spring 2014 **Comunicazione sociale e marketing sociale (Bachelor level)** - USI, Lugano, Switzerland
The 14-hours course (1.5 ECTS) was offered as elective course to Bachelor students enrolled at the Faculty of Communication Sciences.
- Fall 2013 **Media Training doctoral course: "Disseminating Communications & Journalism Research in Legacy & Social Media" (Doctoral level)** - USI, Lugano, Switzerland
Co-taught with Professors Stephan Russ-Mohl and L. Suzanne Suggs. The 14-hours course (1.5 ECTS) was offered by the Faculty of Communication Sciences to all PhD students enrolled at the University. In the course I was responsible of course administration and for preparing a lecture about the use of social media for research dissemination.
- Fall 2008- 2012 **Social Marketing I and II (Master level)** - USI, Lugano, Switzerland
The course was open to first and second year students of the Masters of Science in Communication, Management and Health, Corporate Communication, and International Tourism.
Teaching assistant: I designed the course in collaboration with the course instructor (Prof. L. Suzanne Suggs); created and managed the course activities on the learning management platform (Moodle); prepared course lectures on various topics; I was involved in the grading of assignments and exams.

GUEST LECTURES

Following is a list of selected guest lectures given at various academic institutions (USI, University of Udine, University of Trieste, University of Helsinki, Palmenia Centre for Continuing Education, and University of Turku, Paavo Nurmi Keskus). These guest lectures allowed me to further improve my presentation skills with different student audiences. A full list of my guest lectures is listed in my Teaching Portfolio.

- 16/4/2014 *"Marketing Sociale per la promozione della salute"* [Master level], presented at a seminar organised by the University of Udine in Gorizia, and by Associazione Nazionale Donne Operate al Seno (ANDOS), University of Udine in Gorizia, Italy.
- 28/3/2014 *"Pillole di Marketing Sociale: Possono giovare alla salute e influenzare il comportamento. Favoriscono il benessere della società"* [High-School – Bachelor level], presented at the USI Bachelor Mini-stage days, organised by the Study Advisory Service, USI, Lugano, Switzerland.
- 25/11/2013 *"Social Media for Research Dissemination"* [Doctoral level], presented at the course Media Skills, offered by the Faculty of Communication Sciences, USI, Lugano.

- 12/09/2013 “*Introduction to Social Marketing and its applications for the promotion of healthy lifestyles*” [Master level], presented in a workshop for health professionals, organised and sponsored by Lahti Region Development Company LADEC Ltd., Finland, at Paavo Nurmi Keskus, University of Turku, Finland.
- 17/8/2012 “*E-mails, SMS, social media for health promotion and behaviour change: actualising their potential*” [Master level], presented at the Palmenia Centre for continuing education, University of Helsinki in Lahti, Finland.
- 8/6/2012 “*Web 2.0 and health communication*” [Master level], presented at Dr. Carlo Antonio Gobbato’s module on Health and the Internet, within the Master in privacy and ICT security in public administration, University of Trieste, Italy.
- 18/2/2009 “*Health communication and social influence*” [Master level], presented at Prof. Renata Kodilja’s course on Psychology of organizations, within the Master of Arts degree in Public Relations, University of Udine in Gorizia, Italy

STUDENT SUPERVISION

At USI, within the Faculty of Communication Sciences, I have co-supervised, examined and advised the final work of 16 Master’s students and 1 Bachelor student as follows:

	Co-examiner of Masters’ thesis	8
	Co-supervisor of Masters’ thesis	1
	Co-advisor of Masters’ thesis	7
	Co-examiner of Bachelors’ thesis	1
2014	Thomas Lipps (Master thesis co-examiner), Master in Communication Management and Health, USI Claudia Bianchini (Bachelor thesis co-examiner), Bachelor in Corporate Communication, USI	
2013	Claudio Montesano (Master thesis co-examiner), Master in Corporate Communication, USI Sara Moghini (Master thesis co-examiner), Master in Marketing, USI Carolin Dietlmeier (Master thesis co-advisor), Master in International Tourism, USI Andrea Heller (Master thesis co-advisor), Master in Communication Management and Health, USI Aurora Occa (Master thesis co-advisor), Master in Communication Management and Health, USI Olga Radchuk (Master thesis co-advisor), Master in Communication Management and Health, USI	
2012	Laura Sefaj (Master thesis co-supervisor), Master in Communication Management and Health, USI Christopher Horstkamp (Master thesis co-examiner), Master in Corporate Communication, USI Sibylle Christen (Master thesis co-examiner), Master in Communication Management and Health, USI Javier Araoz (Master thesis co-examiner), Master in Marketing, USI Alexander Borg (Master thesis co-examiner), Master in Communication and Economics, USI Daniela Gumiel (Master thesis co-examiner), Master in Marketing, USI Drilona Gega (Master thesis co-advisor), Master in International Tourism, USI Marieke Gerards (Master thesis co-advisor), Master in European Public Health, University of Maastricht, NL Giulia Ceccoli (Master thesis co-advisor), Master in Public Communication, USI	

SERVICE

REVIEWING FOR JOURNALS

5/2014 – present	Article Editor for the journal <i>SAGE Open</i> .
4/2014 – present	Reviewer for the <i>International Journal of Workplace Health Management</i> .
1/2014 – present	Reviewer for the <i>Journal of Medical Internet Research</i> .
12/2012 – present	Reviewer for the journals <i>Health Promotion International</i> .

REVIEWING FOR CONFERENCES

2/2014	Reviewer for the <i>2014 Conference on Communication, Medicine and Ethics</i> (COMET), Lugano.
10/2012	Reviewer for the <i>2013 International Communication Association (ICA) Conference</i> , Health Communication Division.
8/2012	Reviewer for the <i>1st European Social Marketing Conference</i> (November 2012, Lisbon, Portugal)
5/2012	Reviewer for the <i>4th USI-Com Young Scholars Research Day</i> , May 2012, Lugano.

OTHER SERVICES

26/6/2014	Conference Chair for the session on “ <i>Health & the Media</i> ”, at the <i>Conference on Communication, Medicine and Ethics</i> (COMET 2014), Lugano.
9/2012 – 9/2013	Post-doc representative in the Faculty Council, Faculty of Communication Sciences, USI.
2-5/2010	Co-organizer, the <i>2nd USI-Com Young Scholars Research Day</i> , USI.
6-9/2010	Co-organizer, <i>Pro*Doc Communication and Health Conference</i> , 10-11 September 2010, Ascona, Switzerland.
9/2009 – 9/2010	PhD student representative in the Faculty Council, Faculty of Communication Sciences, USI.

PROFESSIONAL MEMBERSHIPS

3/2013 – present	Member, International Association for Media and Communication Research (IAMCR)
2/2012 – present	Member, European Social Marketing Association (ESMA).
1/2010 – present	Member, European Communication and Research Association (ECREA)

LANGUAGES

Mother tongue Italian

Other languages	Understanding				Speaking				Writing	
European level (*)	Listening		Reading		Spoken interaction		Spoken production			
English	C2	Proficient user	C2	Proficient user	C1	Proficient user	C1	Proficient user	C2	Proficient user
Friulian	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user
German	B2	Indep. user	B2	Indep. user	B1	Indep. user	B1	Indep. user	B1	Indep. user
Finnish	B1	Indep. user	B1	Basic User	A2	Basic User	A2	Basic User	A1	Basic User

(*) Common European Framework of Reference (CEF) level

TECHNICAL AND COMPUTER SKILLS

Research-related	<ul style="list-style-type: none"> • Good command and proficient use of data analysis software: IBM SPSS Statistics, Mplus, AMOS, Atlas.ti • Good knowledge and command of web-based survey applications (LimeSurvey Pro, SPSS Dimensions, SurveyMonkey, Survs, Google Forms) • Bibliographic database (RefWorks, Zotero, EndNote) • Project management software: LiquidPlanner, BaseCamp • Software for collaboration and presentations: MindMeister, Prezi
Generic computer skills	<ul style="list-style-type: none"> • Proficient use of Microsoft Office™ tools (Word, Excel, PowerPoint, Visio, Outlook) - Windows and Mac OS X
Applications for design and web-design	<ul style="list-style-type: none"> • Proficient use of graphic design applications (Adobe Illustrator™, InDesign™, PhotoShop™, PageMaker™) and basic use of web design and management applications (Adobe Dreamweaver™, Fireworks™) • Good knowledge of content management systems (CMS): Wordpress, Joomla!, and basic knowledge of Blogger, Drupal, Typo3
Programming languages	<ul style="list-style-type: none"> • Good understanding and knowledge of web-based programming languages (HTML, XHTML, XML, CSS, PHP) • Basic knowledge of MySQL databases

PUBLICATIONS

PUBLICATIONS IN REFEREED JOURNALS

Bardus M., Blake H., Lloyd S., & Suggs L.S., (forthcoming) Reasons for participating and not participating in a e-health workplace physical activity intervention: A qualitative analysis. *International Journal of Workplace Health Management*.

Suggs S., Bardus M., Blake H., Lloyd S. (2013). Effects of text-messaging in addition to emails on physical activity among university and college employees in the UK. *Journal of Health Services Research & Policy*, 18(Suppl. 2): 56-64. doi: 10.1177/1355819613478001

Bardus M. (2011). The Web 2.0 and Social Media Technologies for Pervasive Health Communication: Are they Effective? *Studies in Communication Sciences*, 11(1): 119-136.

BOOK CHAPTERS

Suggs L.S., Rangelov N., Schmeil A., Occa A., Bardus M., Radchuk O. & Dianat S. (forthcoming). *E-Health Services*. In: The International Encyclopaedia of Digital Communication & Society. Wiley Blackwell, Oxford.

PUBLICATIONS IN PROGRESS

Bardus M., Blake H., Lloyd S. & Suggs L.S., Predicting physical activity among UK employees using the Theory of Planned Behaviour.

Bardus M. & Ponzetta A. Implementing a Movember Campaign in a University Community. Reflections on a Glocal Campaign.

Coman E., Bardus M., Suggs L.S. & Blake H. Do TPB messages influence change on TPB scores pre and post exposure? If so, does it result in behaviour change?

Suggs L.S., Bardus M. & Gross C. Living with Type 2 Diabetes in Switzerland: What determines physical activity behavior and intention?

Suggs L.S., Bardus M. & Gross C. The intention-behaviour gap in a Type 2 Diabetes population.

CONFERENCES

PUBLICATIONS IN REFEREED CONFERENCE PROCEEDINGS

Suggs L.S., Blake H., Lloyd S. & Bardus M. (2009). An individualised approach: MoveM8! E-mail and SMS physical activity communication in the workplace. 'Abstracts', *Journal of Sports Sciences*, 27: 4, S1-S133.

CONFERENCE PRESENTATIONS AND POSTERS (WITH PEER-REVIEW)

Bardus M., Abraham, C., Smith, J., & Hillsdon M. (October 2014). *Smartphone and Web 2.0 Applications for Weight Management: A Review of the Literature*. Poster presentation at the Medicine 2.0'14 Conference, 9-10 October 2014, Malaga, Spain.

Bardus M., Abraham, C., Hillsdon, M., & Smith, J. (June 2014). *Smartphone applications in behavioural interventions for weight management: Mapping the evidence*. Oral presentation at the Communication Medicine and Ethics (COMET) 2014 Conference, 26 June 2014, University of Lugano, Switzerland.

Coman E., Bardus M., Suggs L.S., Iordache E., Coman M. & Blake H. (May 2013). *Investigating the Directionality and Pattern of Mutual Changes of Health Outcomes: Adding dynamic perspectives to static longitudinal analyses*. Speech given at the Modern Modelling Methods Conference, 21 May 2013, the University of Connecticut, Neag School of Education, Storrs, Connecticut, USA.

Blake H., Bardus M., Suggs L.S. & Lloyd S. (December 2012). *Effects of a theory-based physical activity intervention in the workplace using latent growth modelling*. Poster presented at the 8th Annual Scientific Meeting of the UK Society for Behavioural Medicine, 10-11 December 2012, Manchester, United Kingdom.

- Bardus M. & Suggs L.S. (November 2012). *Teaching Social Marketing using an innovative constructivist approach*. Speech given at the 1st European Social Marketing Association (ESMA) Conference, 28 November, 2012, Lisbon, Portugal.
- Bardus M. & Suggs L.S. (November 2012). *Teaching Social Marketing using an innovative constructivist approach*. Poster presented at the 1st European Social Marketing Association (ESMA) Conference, 26-28 November, 2012, Lisbon, Portugal.
- Lassu R.A., Pochon E., Dragonetti G., Bardus M. & Suggs L.S. (November 2012). *USI SMILE: A Social Marketing Campaign Aimed at Improving the Oral Hygiene of University Students in Ticino, Switzerland*. Poster presented at the 1st European Social Marketing Association (ESMA) Conference, 26-28 November 2012, Lisbon, Portugal.
- Bardus M., Suggs L.S., Blake H. & Lloyd S. (June 2012). *Promoting physical activity in the workplace with e-mail and SMS: MoveM8! A tailored approach*. Poster presented at the Health Services Research Conference, 18 June 2012, Manchester, United Kingdom.
- Bardus M., Suggs L.S., Blake H. & Lloyd S. (September 2011). *Promoting physical activity in the workplace with e-mail and SMS: MoveM8! A tailored approach*. Poster presented at the Health and Wellbeing - the 21st Century Agenda Conference, 8-9 September 2011, London, United Kingdom.
- Bardus M., Suggs L.S., Blake H. & Lloyd S. (April 2011). *MoveM8 Recruitment Challenges: A Case for Social Marketing*. Poster presented at the 2nd World Social Marketing Conference, 10-13 April 2011, Dublin, Ireland.
- Bardus M., Suggs L.S., Blake H. & Lloyd S. (2011). *The MoveM8 programme: physical activity promotion through e-mail and SMS*. Poster presented at the 7th Annual Conference of Midlands Health Psychology Network, 10 February 2011, Derby, United Kingdom.
- Suggs L.S., Blake H., Lloyd S. & Bardus M. (November 2010). *MoveM8! A technology-based physical activity intervention for UK worksites: Results of a randomized controlled trial conducted from September 2009 to August 2010*. Poster presented at the 3rd European Public Health Association Conference, 10-13 November 2010, Amsterdam, the Netherlands.
- Bardus M. (September 2010). *Adaptivity in health communication and promotion: the potential of Web 2.0 and mobile technologies*. Speech given at the Pro*Doc Communication and Health PhD Conference, 10-11 September 2010, Ascona, Switzerland.
- Bardus M., Suggs L.S., Lloyd S. & Blake H. (July 2010). *Recruitment challenges and limitations of worksite physical activity promotion: MoveM8*. Poster presented at the 20th IUHPE World Conference on Health Promotion, 11-15 July 2010, Geneva, Switzerland.
- Bardus M. & Suggs L.S. (July 2010). *Social media & social marketing: are we there yet?* Poster presented at the 20th IUHPE World Conference on Health Promotion, 11-15 July 2010, Geneva, Switzerland.
- Bardus M. (May 2010). *Email and SMS for Workplace Health Promotion: the MoveM8 programme*. Speech given at EpiDay 2010: Second USI-Com Young Scholars Research Day, 26 May 2010, Lugano, Switzerland.
- Suggs L.S., Blake H., Lloyd S. & Bardus M. (September 2009). *An individualised approach: MoveM8! E-mail and SMS physical activity communication in the workplace*. Presented at the British Association of Sport and Exercise Sciences (BASES) Annual Conference, 1-3 September, 2009. Leeds, United Kingdom.
- Bardus M., Suggs L.S., & Blake H. (November 2009). *Promoting physical activity with e-mail and SMS: MoveM8! A tailored approach*. Poster presented at the 3rd International Congress Mountain, Sport & Health, 12-14 November 2009, Rovereto, Italy.

Bardus M. (May 2009). *Social Media for Social Marketing: A Systematic Review of Social Marketing Campaigns*. Poster presented at EpiDay 2009: First USI-Com Young Scholars Research Day, 27 May 2009, Lugano, Switzerland.

INVITED PRESENTATIONS AND SPEECHES

Bardus M. (April 2014). *Marketing sociale per la promozione della salute*. Invited presentation at the workshop “*Promuovere è meglio che curare*”, organised and sponsored by the University of Udine in Gorizia, Italy in collaboration with Associazione Nazionale Donne Operate al Seno (ANDOS), 16 April 2014, Gorizia, Italy.

Bardus M. (March 2014). *Pillole di Marketing Sociale: Possono giovare alla salute e influenzare il comportamento. Favoriscono il benessere della società* [Bachelor level], Invited presentation for the USI Bachelor Mini-stage days, 28 March 2014, organised by the Study Advisory Service, USI, Lugano, Switzerland.

Bardus M. (September 2013). *What is Social Marketing and how could it be used as an approach for promoting healthy lifestyles?* Invited presentation at the Paavo Nurmi Centre, Sports and Exercise Medicine Unit, University of Turku, 12 September 2013, Turku, Finland.

Bardus M. (August 2012). *E-mails, SMS, social media for health promotion and behaviour change: actualising their potential*. Invited presentation at the Palmenia Center for Continuing Education, University of Helsinki, 16 August 2012, Lahti, Finland.

Bardus M. (August 2012). *Theory of Planned Behaviour, Participation, and Physical Activity Communication in the Workplace*. Invited presentation at the meeting with Lahti Regional Development Company (LAKES), 13 August 2012, Lahti, Finland.

Bardus M. (June 2012). *Web 2.0 e social media per comunicare la salute*. Invited presentation at the meeting “Web 2.0 e salute” (Web 2.0 and health), Laboratorio FIASO “*Comunicazione e promozione della salute*”, within the Conference Guadagnare salute, 22 June 2012, Venice, Italy.

Bardus M. (October 2011). *Promoting physical activity in the workplace: the MoveM8 project*. Invited presentation at Institute for Public Communication (ICP) Research Colloquium, 19 October 2011, Lugano, Switzerland.

Bardus M. & Lloyd S. (June 2011). *Promoting physical activity in the workplace: The MoveM8 study*. Invited presentation at NHS Redcar and Cleveland Public Health Directorate, Stockton-on-Tees, 30 June 2011, Stockton-on-Tees, United Kingdom.

Bardus M. & Lloyd S. (June 2011). *Strategies to promote physical activity in the workplace: The MoveM8 study*. Invited presentation at the University of Durham, Stockton-on-Tees campus, 29 June 2011, Stockton-on-Tees, United Kingdom.

Bardus M. (April 2011). *Persuasive communication strategies and technologies for physical activity promotion: The MoveM8 case study*. Invited presentation at the Research Saturday of the School of Nursing, Midwifery & Physiotherapy, Faculty of Medicine & Health Sciences, University of Nottingham, 9 April 2011, Nottingham, United Kingdom.

Bardus M. (November 2008). “Scegliere la Professione. Ragione o istinto?” [Choosing the profession: Reason or Instinct?] Invited presentation at the 10th anniversary of the Public Relations degree course, panel “*Professione RP. Il fare, il sapere, il saper fare*”, sponsored by the University of Udine in Gorizia, Italy.

REFERENCES

Prof. Stephan Russ-Mohl

Professor of Journalism & Media Management, Director of European Journalism Observatory (EJO)

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Relationship: Supervisor; Teaching reference; Character reference

Prof. L. Suzanne Suggs

Senior Assistant Professor, Institute for Public Communication, Università della Svizzera italiana

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Tel: +41 (0) 58 666 44 84, e-mail: suzanne.suggs@usi.ch

Relationship: PhD thesis supervisor; Research supervisor; Teaching reference; Character reference

Prof. Holly Blake

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Relationship: Co-supervisor at University of Nottingham during my stay as visiting postgraduate student PhD thesis committee member; Character reference

Prof. Renata Kodilja

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c/o casa Lenassi, via IX Agosto 8a, Gorizia, Italy

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Relationship: MA thesis supervisor, research supervisor; Teaching reference; Character reference