

RAMONA LUDOLPH

LIST OF PUBLICATIONS (SEPTEMBER 2016):

Journal publications (peer reviewed)

Ludolph, R., Allam, A., & Schulz, P.J. (2016). Manipulating Google's knowledge graph box to counter biased information processing during an online search on vaccination: Application of a technological debiasing strategy. *Journal of Medical Internet Research*, *18*(6), e137. PMID: 27255736

Ludolph, R. & Schulz, P.J. (2015). Does regulatory fit lead to more effective health communication? A systematic review. *Social Science & Medicine*, *128*, 142-150. doi:10.1016/j.socscimed.2015.01.021

Ludolph, R., Nobile, M., Hartung, U., Castaldi, S., & Schulz, P.J. (2015). H1N1 influenza pandemic in Italy revisited: has the willingness to get vaccinated suffered in the long run? *Journal of Public Health Research*, *4*(2), 142-147. doi: 10.4081/jphr.2015.559

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. *BMC Medical Informatics and Decision Making*, *15*(18). doi: 10.1186/s12911-015-0142-x

Books and book chapters

Camerini, A.L., **Ludolph, R.**, & Rothenfluh, F. (in preparation) (Eds.) Gesundheitskommunikation im Spannungsfeld zwischen Theorie und Praxis. [Health Communication: Tensions between Theory and Practice] Baden-Baden: Nomos.

Perren, C.E., **Ludolph, R.**, Labrie, N., & Schulz, P.J. (accepted). Wie einflussreich sind Framing, Evidenzart und Ego-Involvement? Eine Analyse der Akzeptanz von Altersgrenzen für systematisches Mammografie-Screening bei jungen Frauen in der Deutschschweiz. [Evaluation of the acceptance of age thresholds for mammographic screening among swiss german-speaking women] In A.L. Camerini, R. Ludolph, & F. Rothenfluh (Eds.). *Gesundheitskommunikation im Spannungsfeld zwischen Theorie und Praxis*. [Health Communication: Tensions between Theory and Practice] Baden-Baden: Nomos.

Conference Presentations (peer reviewed)

Ludolph, R. & Mantwill, S. (accepted for oral presentation, work in progress division). I know better! Investigating the association between health literacy and overconfidence. *14th International Conference on Communication in Healthcare (EACH)*. Heidelberg, Germany.

Ludolph, R., Chen, L., & Schulz, P.J. (accepted for poster presentation). Optimistic bias during the 2015 MERS outbreak – Does it influence the uptake of preventive measures? *14th International Conference on Communication in Healthcare (EACH)*. Heidelberg, Germany.

Ludolph, R. & Schulz, P.J. (2016, oral presentation). Debiasing medical judgments and decision-making – a systematic review. *16th Biennial European Conference of the Society for Medical Decision Making*. London, UK.

Ludolph, R. & Schulz, P.J. (2016, poster presentation). A systematic review of Construal Level Theory in the health context – Synthesis & implications for intervention studies. *37th Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine*. Washington (DC), USA.

Ludolph, R., & Schulz, P.J. (2015, poster presentation). Tackling the judge, the task, or both – how to get rid of cognitive biases? Preliminary findings of a systematic review of debiasing interventions in the health context. 3. Jahrestagung der Ad-Hoc-Gruppe Gesundheitskommunikation in der DGPK [3rd Convention of the Ad-Hoc-Group Health Communication in the German Communication Association]: University of Lugano, Switzerland.

Ludolph, R., Allam, A., & Schulz, P.J. (2015, oral presentation). Can we stop people's flying blind on the web? Investigating the role of cognitive biases during consumers' online health information search via a general search engine. *2015 International Conference on Communication in Healthcare*: New Orleans (LA), USA.

Labrie, N., **Ludolph, R.,** & Schulz, P.J. (2015, oral presentation). The perceived persuasiveness of arguments supporting the age-thresholds for breast cancer screening: Studying the impact of micro-cultural differences among young Swiss women. *2015 International Conference on Communication in Healthcare*: New Orleans (LA), USA.

Ludolph, R., Allam, A., & Schulz, P.J. (2015, poster presentation). Turning availability bias to good account: Increasing the efficacy of high-quality information about vaccination by manipulating Google. *2015 D.C. Health Communication Conference*. Fairfax (VA), USA.

Mantwill, S., Fiordelli, M., **Ludolph, R.,** & Pabst, A. (2014, poster presentation). Helping patients and their doctors to systematically collaborate – Supporting Diabetes patients' self-management activities by an online tool. *Medicine 2.0. '14 Europe*. Malaga, Spain.

Pabst, A., Zimmer, P., Schnittert, M., Mantwill, S., **Ludolph, R.,** Demski, H., & Hildebrand, C. (2014, poster presentation), Validierung eines Patient Empowerment Systems zur Behandlung von Diabetes (Validation of a patient empowerment system to treat diabetes). *8. Herbsttagung der Deutschen Diabetes Gesellschaft*. Leipzig, Germany.

Ludolph, R. & Schulz, P.J. (2014, oral presentation). Making health communication more effective: The role of regulatory fit. A systematic review. *12th International Conference in Healthcare (EACH)*. Amsterdam, the Netherlands.

Ludolph, R. & Schulz, P.J. (2014, oral presentation). Designing effective health messages: Regulatory fit as a promising approach? A systematic review. *COMET Conference 2014*. Lugano, Switzerland.

Rossmann, C., Meyer, L., **Ludolph, R.,** & Ziegler, L. (2013, oral presentation). Interpersonal public communication during health crises. A content analysis of online discussions and press coverage of the H1N1 pandemic. *Interpersonal Communication and Social Interaction Conference*. Lugano, Switzerland.

Dubowicz, A. & **Ludolph, R.** (2013, poster presentation). On a safe site? How patients rate the credibility of insomnia websites. *Communicating Medical Error Conference (COME)*. Ascona, Switzerland.

Kümpel, A., Springer, N., & **Ludolph, R.** (2013, oral presentation). **New Opportunities to Revive an Old Relationship: Reader-Newsroom-Interaction on Online News Sites.** *International Communication Association, 63rd Annual Conference (ICA)*. London, UK.

Working Paper and Research Reports

Pabst, A., Demski, H., Mantwill, S., **Ludolph, R.**, & Hildebrand, C. (2015). Deliverable 7.3.1: Validation Report for EMPOWER Pilot Applications. *Funded by EU 7th Framework Programme (EMPOWER - FP7-ICT-2011-288209)*

Dubowicz A., Camerini A.L., **Ludolph R.**, Amann J., & Schulz P.J. (2013) Bewegung und Ernährung an Schweizer Schulen: Ergebnisse der zweiten Befragung von Schulleitungspersonen in der Schweiz und im Fürstentum Liechtenstein. [Physical activity and nutrition in Swiss schools: Results of the second national survey of head masters in Switzerland and Liechtenstein] *Health Promotion Switzerland (Ed.)*.

Dubowicz A., Camerini A.L., **Ludolph R.**, Amann J., & Schulz P.J. (2013) Ernährung, Bewegung und Körpergewicht: Wissen, Einstellung und Wahrnehmung der Schweizer Bevölkerung: Ergebnisse der Bevölkerungsbefragungen von 2006, 2009, und 2012. [Nutrition, physical activity, and body weight: Knowledge, attitudes, and perception of the Swiss population. Results of the Swiss national surveys of 2006, 2009, and 2012] *Health Promotion Switzerland (Ed.)*.

Colloquia and Invited Presentations

Ludolph, R. (2015, 16. December). Systematization and further development of debiasing interventions in the context of health risk communication. Epiday of the Faculty of Communication Science 2015, University of Lugano, Switzerland.

Ludolph, R. (2015, 26. November). Risiko- und Krisenkommunikation: Kommunikationskanäle zielgruppenspezifisch nutzen, transparent und vertrauenswürdig informieren. [Risk and Crisis Communication: Targeted use of communication channels, informing in a transparent and credible manner.] Formation continue de l'Association des médecins cantonaux de Suisse (AMCS) et de la Société suisse des médecins spécialistes en prévention et santé publique (SSPS). [Advanced training of the Swiss Association of Canton Physicians and of the Swiss Society of Prevention and Public Health Specialists.], Geneva, Switzerland.

Ludolph, R. (2015, 28. January). Debiasing risk perception: Turning challenges into opportunities. Annual Meeting of the Association of the European Self-Medication Industry (AESGP). University of Lugano, Switzerland.