

HealthNar Symposium

Advances in Narrative Health Communication

7 - 9 July 2016

University of Augsburg

The symposium was supported by



July 7, 2016

16:00 Meetings of chairs and WP leaders

Address: Universitätsstraße 10, 86159 Augsburg, Building D, Level 5, Room 5050

19:00 Get-together at Al Teatro Restaurant

Address: Vorderer Lech 8, 86150 Augsburg

July 8, 2016

Address: Universitätsstraße 10, 86159 Augsburg, Building D, Level 5, Room 5031

8:30 Welcome and **coffee**

9:00 Introduction

9:15 Presentations from HealthNar Research

Anika Batenburg & Enny Das

Leesa Costello

Anja Kalch

10:30 **Coffee break**

10:45 Keynote by Mary Beth Oliver, Penn State University

11:30 Keynote by Michael Slater, The Ohio State University

12:15 **Lunch break**

13:30 Keynote by Olaf Werder, University of Sydney

14:15 Keynote by Michael Dahlstrom, Iowa State University

15:00 **Coffee break**

15:15 Network-Brainstorming session for next RISE grant

16:30 Project meetings

19:00 **Dinner** in the city at Bayerisches Haus am Dom

Address: Johannisgasse 4, 86152, Augsburg

July 9, 2016

Address: Universitätsstraße 10, 86159 Augsburg, Building D, Level 5, Room 5031

9:00 Keynote by John de Wit, University of New South Wales

9:45 Presentations from HealthNar Research

Sara Pabian, Sara Erreygers, Kathleen Van Royen &

Heidi Vandebosch

Markus Appel

Julie Dare, Celia Wilkinson & Mette Groenkjaer

11:00 **Coffee break**

11:30 Keynote by Paul Bolls, Texas Tech University

12:15 **Lunch** & Poster presentations of HealthNar Research

14:15 Keynote by Robert Nuscheler, University of Augsburg

15:00 **Coffee break**

15:15 Updates from the project meetings

16:00 Planning next RISE grant

17:00 **Farewell drinks** at the University of Augsburg

Oral Presentations

8 July

Anika Batenburg & Enny Das

The Bigger Picture: Do peer-led online support communities really contribute to breast cancer patients' psychological well-being?

Leesa Costello

Netnographic narrative: sustaining online communities

Anja Kalch

Personal experiences in health prevention messages: Indirect effects of discrete emotions

9 July

Sara Pabian, Sara Erreygers, Kathleen Van Royen & Heidi Vandebosch

Using photo voice to explore adolescents' experiences with cyberbullying

Markus Appel

Reaching health communication goals with stories

Julie Dare, Celia Wilkinson & Mette Groenkjaer

Women's use of alcohol during period of transition: Australian perspectives

Poster Presentations

9 July

Anna Wagner & Freya Sukalla

“They won’t take them while you’re alive” – Dispelling tales of organ donation through narratives with embedded information

Anne Vermeulen & Wannes Heirman

“I feel... #happy #annoyed”: experiencing and regulating emotions on social media

Anneke de Graaf, José Sanders & Hans Hoeken

Connecting narrative features and effects: A systematic review

Barbara Maleckar & Leesa Costello

Using stories to help breast cancer patients: The potential of literature and book clubs to enhance patient support

Gaëlle Ouvrein, Heidi Vandebosch & Charlotte De Backer

Watching (falling) stars! The influence of celebrity (news) stories on adolescents’ cyberbullying perpetration and victimization

Katalin Balint & Brendan Rooney

The effect of close up and facial expression on viewers’ theory of mind responding in audio-visual narratives

Simone Brouwer & Karolien Poels

Using Narratives & Native Advertising when communication health issues:

1 + 1 = 3

Mary Beth Oliver



Mary Beth Oliver is a distinguished professor at Penn State in the Department of Film/Video & Media Studies and co-director of the Media Effects Research Lab. Her research focuses on entertainment psychology and on social cognition and the media. She is co-editor of a forthcoming handbook on media, well-being, and positive media psychology. She is currently serving as Co-PI on a grant from the Templeton Foundation to study inspiring media content.

Keynote talk

Entertainment and the need for insight

Researchers have argued that the fulfilment of higher order needs such as relatedness, autonomy, and competence form the building blocks of media gratification. Yet these needs have been tested largely in the context of user enjoyment and hedonic entertainment. In contrast, meaningful (or eudaimonic) entertainment appears to fulfil needs that go beyond self-focused concerns and that, instead, afford the opportunity for individuals to contemplate and realize broader and transcendent issues regarding purpose in life, the human condition, and our connectedness to humanity and nature. This talk will focus on an additional need – the need for insight. Specifically, this talk will consider how narratives may address our need for insight and the function that feelings of insight may play in our broader sense of well-being.

Michael D. Slater



Michael D. Slater (Ph.D. Stanford University, 1988) is Social and Behavioral Science Distinguished Professor at the School of Communication, Ohio State University. His research includes theory-building efforts in narrative processing and impact, and in dynamic processes of media use and identity formation and maintenance, as well as an extensive research program in the use of mediated communication to influence health attitudes and behavior.

Keynote talk

Narrative and health revisited: Some new and (hopefully) promising directions.

In this presentation, I summarize several current research interests and directions I've been exploring with former and current students. One direction focuses on unintended and incidental health-related incidental effects of entertainment media, including the impact of presenting health issues in a humorous context, destigmatizing health conditions, and impacts on perceptions of minority medical providers. Another examines issues in presentation of brief story items or testimonials about health information in a social media context. A third looks at ways narratives can enhance health and healthy decisionmaking in ways inherent in the experience of narrative: eudaimonic narrative effects on decisionmaking (in collaboration with Mary Beth Oliver and Markus Appel), and possible implications for the TEBOTS model on health-related outcomes.

Olaf Werder



Olaf Werder (Ph.D. 2002 University of Florida, USA) holds a lectureship and directorship in health communication at the Media and Communications Department of the University of Sydney. He is researcher at the Charles Perkins Centre, where he leads a research group on health humanities research. His research work focuses on identifying barriers and pathways of effective communication in health with an emphasis on community and humanistic approaches.

Keynote talk

A humanistic approach to health communication

To modify behaviour it is important to know where the public is coming from, which is why the key challenge lies in bridging the gap between health solutions and finding ways to disseminate it in a manner that allows individuals to co-create the proper route for adoption. In short, humanistic health communication aims for a more comprehensive understanding of drivers and barriers of motivation in the public health discourse. As Stevenson & Burke (1992) pointed out, “the problems in the field of health promotion discourse result from a contradictory conceptualisation of health, community empowerment and the role of the state as policy maker and enabler of community action.” What seems most fruitful for health communication here is not so much a “better” campaign but a deeper inclusion of publics in the storytelling process about health and well-being. Understanding the concept of dialogical interaction and sense making will build connections between communication, representation and social identity. Integrating different paradigms helps explain objective, structure and dissemination of a communicative message and its reception and interpretation by a receiver. A movement toward humanistic health communication ultimately reaffirms the communicative process as living up to its original definition of sharing meaning.

Michael Dahlstrom



Michael Dahlstrom is an associate professor at the Greenlee School of Journalism and Communication of Iowa State University. He holds a Ph.D. in Mass Communications, joint degree with Environmental Resources, University of Wisconsin-Madison, 2008; M.S. in Biophysics, Iowa State University, 2004; B.A. in Journalism and Mass Communication, Iowa State University, 2002; B.S. in Biophysics, Iowa State University, 2002. His current research interests include science, risk, health, agricultural and environmental communication, narrative communication,

perceptions and ethics of science communication in policy contexts, communicating beyond human scale.

Keynote talk

What's in a name? Trends in the design of narrative persuasion studies, 2000-2013

Interest in narrative persuasion has increased over the past fifteen years, yet the central concept of “narrative” at the center of this scholarly work remains a diffusely bounded construct. Health-related topics have also served as a significant context driving much of this research. This study offers a moment of empirical reflection through a content analysis of peer-reviewed articles examining narrative persuasion to better define what conceptualizations and operationalizations of narrative have been used to shape the direction and theorizing of narrative persuasion in general, and specifically health-related narratives, thus far. We identify existing trends and biases in the existing literature and suggest a variety of conceptualizations and possible relationships that may deserve more attention as the area of inquiry progresses.

John de Witt



John de Wit is Professor of Social Research in Health at The University of New South Wales in Sydney, Australia, and Professor in Interdisciplinary Social Science: Public Health, at Utrecht University, The Netherlands. John is an international research leader with almost 30 years of experience in research regarding the social and behavioural aspects of health. John has a particular interest in theory-based, multidisciplinary research into behavioural determinants and behaviour change interventions, including health communication.

Keynote talk

Strengthening health behaviour change approaches: An appraisal of the potential of narrative health communication.

It is notoriously difficult to achieve sustained change in health-related behaviours, spurring the ongoing quest for increased understanding and novel behaviour change approaches. Narrative health communication is a promising health promotion approach that is rapidly gaining prominence in theory, research and practice. In this presentation I will draw on notions derived from health promotion principles, behavioural theory and public health research to take stock of the current state of theory and evidence regarding the potential of narrative health communication as a health behaviour change approach that can strengthen health promotion initiatives. I will in particular consider to what extent the theory of change implied in diverse narrative health communication approaches matches evolving explanatory theories of health behaviour, to what extent narrative health communication can address individual as well as social and reasoned as well as implicit influences on health behaviour, and what I know impacts on behaviour and health outcomes.

Paul Bolls



Paul Bolls conducts research on how the human brain processes and is affected by media content and technology. His research specifically focuses on the development of content and technology for positive effects on health and wellness. He has founded and directed Media Psychophysiology research labs in the Edward R. Murrow School of Communication at Washington State University and University of Missouri School of Journalism. Dr. Bolls co-authored the first book exclusively focused on using Psychophysiology to study how people process and are influenced by media and has published over 35 peer reviewed articles and book chapters. He has also been recognized as an outstanding undergraduate research mentor by the University of Missouri Office of Undergraduate Research. Dr. Bolls engages in industry consulting in the area of Neuromarketing and currently serves as Chief PlayScientist at PlayScience, a media research and product development company in New York. His undergraduate degree in communication is from Montana State University and he holds an M.A. degree from Washington State University and Ph. D. from Indiana University. Prior to graduate school, Dr. Bolls spent 8 years on-air in commercial radio.

Keynote talk

“Reading” the Mind: A holistic communication science approach to research on health narrative persuasion

This presentation introduces a holistic communication science approach for research on narrative persuasion. Researchers in Social Affective Neuroscience are producing new insights into the unique experience of mentally processing and responding to narratives. This body of research informs the “neurological” experience of processing a story. There is also a strong and growing group of communication scholars who have studied multiple forms of narratives providing tremendous insight into communication processes and effects evoked when individuals process and respond to narratives. Researchers have not systematically combined the strengths of new “neuro” methods and knowledge with the rigorous approaches utilized by communication scholars in order to produce more thorough knowledge of how individuals might experience and be influenced by narratives. A holistic communication science grounded in

“neuro” or biological models of information processing will be reviewed as one way to combine these approaches. The paradigm will be reviewed along with implications for conceptualizing narratives and conducting research on narrative persuasion. The presentation will conclude with suggestions for a health narrative persuasion research agenda conducted under this approach.

Robert Nuscheler



Robert Nuscheler holds a Doctorate in Economics from the Free University of Berlin. He held postdoctoral positions at the Social Science Research Center Berlin and McMaster University, Hamilton ON, Canada. Before joining the Faculty of Business and Economics at the University of Augsburg as an Associate Professor of Health Economics he was Assistant Professor at the University of Waterloo, Waterloo ON, Canada. Since 2011 he is full professor of public economics and health economics.

Keynote talk

Risk taking in health domains

Taking the rationality paradigm as a starting point, decisions under risk and uncertainty will be investigated and contrasted with the outcomes under alternative behavioral approaches to individual decision making. For empirical analyses involving choices under risk, the measurement of risk preferences is crucial. Using standard examples from economics the concepts of stated, revealed, and elicited preferences will be introduced. The relevance of risk preferences for health behaviors will be illustrated including the fact that risk taking in health domains may differ from other settings. Particular focus will be given to a recent economic experiment, where risk taking in neutral environments was compared to surgery and vaccination settings. Sufficient time will be devoted to the experimental design including the peculiarities of laboratory economic experiments.

HealthNar Presentations

Reaching health communication goals with stories

Markus Appel

A general framework on narrative health communication is briefly introduced. The framework involves constructs prominent in research on narrative processing and effects (e.g., narrative engagement, transportation, identification) as well as constructs prominent in health communication and health psychology (e.g., risk perceptions, self-efficacy). Within the field of narrative processing, particular emphasis is given to our recent work on event-congruent emotions.

Based on the general framework on narrative health communication a study is presented in which we manipulated recipients' transportation into a short video narrative on drunk driving. A structural equation model, based on the motivational phase of the Health Action Process Approach (Schwarzer, 2001), is supported by the data. The model links transportation to risk perceptions which in turn have an effect on outcome expectancies, and self-efficacy, which is related to behavioral intentions of drinking zero alcohol while driving - our key dependent variable. Directions for future research are discussed.

The effect of close up and facial expression on viewers' theory of mind responding in audio-visual narratives

Katalin Balint & Brendan Rooney

Theory of mind, defined as the psychological process of recognizing mental states underlying other people's behavior, has a crucial role in managing interpersonal relationships. Decreased ability of theory of mind has a huge impact on the subjective quality of life. Stories are driven by mediated characters' emotions, goals and motivations, thus, theory of mind responding to characters supports the understanding of stories that in return may improve viewers' theory of mind capacity. A growing number of studies showed the large potential of films to facilitate theory of mind response in viewers. However, there is only a limited knowledge on how formal-compositional elements in movies contribute to this effect. The present paper introduces the results of two experimental studies where the number, position and facial expression of close-ups were manipulated in an animation film. Respondents were randomly assigned to film

conditions and filled in qualitative and quantitative items measuring theory of mind; arousal, valence, dominance of the emotional experience, and personal relevance of the film story. Results showed a main effect of shot scale, and moderating effects of facial expression, gender and personal relevance on theory of mind and emotional impact. Additionally, personal relevance of the story was affected by the position of close up. Findings suggest that directorial decisions on shot scale and the timing of close ups impacts how viewers' understand characters and feel related to the story.

The Bigger Picture: Do peer-led online support communities really contribute to breast cancer patients' psychological well-being?

Anika Batenburg & Enny Das

An increasing amount of patients are visiting online health forums to share experiences, information and emotions. Although qualitative studies show that these online communities have therapeutic and empowering aspects, it is unclear if online participation affects patients psychological wellbeing. Specifically, there is a lack of (longitudinal) studies testing the direction of the relationship between participating within online peer-led support communities and psychological well-being. Moreover, the contribution of online interactions with peers on top of other relevant "offline" factors is unknown, such as perceived support from friends and family. The current study addresses these two issues in a three-wave study among breast cancer patients visiting a virtual support community (set up by (ex-)patients). Seventy support group members filled out three surveys in a period of ten months, assessing online participation, psychological well-being and potential covariates (i.e., offline factors). Causal relationships between intensity of online participation and well-being were tested with multiple regression models. Results showed an effect of intensity of online participation (wave 2) on depression (wave 3). Physical well-being affected breast cancer-related concerns (from wave 1 to 2, and from wave 2 to 3). Intensity of online participation was mainly caused by disease status. Hence, online participation seems to positively affect psychological well-being over time, rather than the other way around. Furthermore, findings were significant on top of the influence of other factors such as physical well-being and support from friends and family. With caution, patients could be encouraged to look for support from their peers online.

Netnographic narrative: sustaining online communities

Leesa Costello

Netnography implies a need for human presence in communication, one where active participation can help to sustain online communities. Netnographers understand that the research role is shared with participants, allowing meaningful 'lived' conversations to evolve over time. New studies, however, are mal-adapting this approach by employing passive non-participatory frameworks which undermine the true value of a 'living' narrative. Where researchers undertake a monitoring or archival account of online conversations, they miss opportunities to co-create the giving and receiving of information and support. This is particularly detrimental for online communities which are supported through limited funds and resources in the not-for-profit and health promoting sectors.

Women's use of alcohol during period of transition: Australian perspectives

Julie Dare, Celia Wilkinson & Mette Groenkjaer

Alcohol use amongst women is an emerging public health issue in Australia, with middle-aged women (45-59 years) drinking more frequently than younger women, and patterns of drinking moving from "episodic to part of everyday life" as women age. For some women, alcohol becomes a normal way of dealing with everyday stressors associated with midlife role changes, while for others, drinking symbolises increasing 'freedom' from childcare and/or work responsibilities, and is integral to socialisation. This presentation will describe the results of formative qualitative research conducted in Perth, Western Australia, from December 2015 to February 2016 with 24 women (51 - 69 years), who were current drinkers. The research explored the nature of participants' alcohol use from a socio-cultural perspective through three research questions:

- i. How do cultural norms influence alcohol use amongst women aged 50 to 70 years in Australia?
- ii. What is the relationship between drinking and life transitions amongst women aged 50 to 70 years in Australia?
- iii. What factors constrain or facilitate drinking amongst women aged 50 to 70 years in Australia?

This research is part of an international collaboration with Aalborg University in Denmark. This presentation will discuss the Australian results which indicate women's alcohol use from midlife

to early retirement is closely associated with transitions to roles and responsibilities, as well as socio-cultural patterns of socialisation.

Connecting narrative features and effects: A systematic review

Anneke de Graaf, José Sanders & Hans Hoeken

In recent years, many studies have been conducted on persuasive effects of narratives in a health context. A striking feature of this research area is the diversity of the narratives that are used. Narratives that convey a health message differ widely on a large number of dimensions related to the content, form and context. We expect that these characteristics are potential explanatory factors in the effectiveness of the narratives. To provide an overview of the different characteristics of narratives in health effects research and of the persuasive effects that were found, we review 153 experimental studies on health-related narrative persuasion with a focus on the narrative stimuli. The results show that with regard to the content, showing the healthy behavior in a narrative (as opposed to the unhealthy behavior with negative consequences) may be associated with effects on intention. With regard to the form, for print narratives, a first-person perspective is a promising characteristic in light of effectiveness. With regard to the context, an overtly persuasive presentation format does not seem to inhibit narrative persuasion. And other characteristics, like character similarity or the presentation medium of the narrative, do not seem to be promising characteristics for producing health effects. In addition, fruitful areas for further research can be found in the way a health message is embedded in the narrative. Because of the diversity of narrative characteristics and effects that were found, continued research effort is warranted. The present review provides an overview of the evidence for persuasive narrative characteristics so far.

Personal experiences in health prevention messages: Indirect effects of discrete emotions

Anja Kalch

Exemplars in prevention messages range from short direct references to a person, or a quotation to long personal stories. Besides formal features, such as length and story elements, these evidence types give different insights into personal experiences, especially in terms of emotions, motivations and goal orientations (experientiality). A 3 (experientiality: low, medium, high) x 2 (topic: vaccination, blood-pressure prevention) x 2 (frame: gain versus loss) experimental study

(n = 349) was conducted to explore effects on emotional reactions and social cognitive perceptions. Results show appraisal-congruent patterns for effects of emotions on social cognitive perceptions and behavioural intentions.

Combining online narratives and native advertising when communicating health-related issues: 1 + 1 = 3?

Simone Krouwer & Karolien Poels

When designing health-related campaigns, the use of narratives is more effective than communicating factual information; especially when audiences are low-involved and / or when their risk-perception is low. A targeted website about a certain health-related issue, that includes narratives provided by peers, could therefore be an efficient way to inform and advise a certain target group about a health-related issue. However, not all members of a target group of a health campaign are aware of a certain risk, or some people may think that they are invulnerable to this risk, and thus may not actively seek these websites with relevant information.

Setting up an advertising campaign could be a way to increase awareness among the low-involved members of a target group of a health issue campaign. Yet, consumers these days are more trained than ever to avoid or ignore traditional print or banner advertisements.

Furthermore, it may be questioned whether short, persuasive messages are effective to achieve more complex changes in knowledge, social norms and behavior. Additionally, even when consumers are exposing themselves (or are forced to being exposed) to advertisements, it is likely that they will react defensively towards this message, especially when it contains strong advertising characteristics (such as strong, manipulative arguments) and / or is inconsistent with their current opinion.

In this study we will investigate whether **native advertising**, as “a form of paid media where the persuasive content is delivered within the design and form of editorial content, as an attempt to recreate the user experience of reading news instead of advertising content” in online news media is a viable strategy to deliver online narrative health messages. We will present our first ideas for a series of experiments that are planned in the Fall 2016 related to our research stay at ECU Perth.

Using stories to help breast cancer patients: The potential of literature and book clubs to enhance patient support

Barbara Maleckar & Leesa Costello

Reading fiction and illness memoirs may aid cancer patients' coping with their illness. This may be facilitated through surrogate social connections with story characters, as well as through story portrayals of crisis and existential issues which may guide patients when pondering questions arisen by their own illness. We thus plan to investigate patients' reading habits and the influence of literature on their perceived sense of coping with their illness. We aim to design a qualitative study consisting of focus group interviews and/or a special "book club" setting taking place either offline or in an online environment of a specialized website for breast cancer patients in Australia. Of particular interest will be the acquisition and exchange of insights gained from published and online illness narratives.

Watching (falling) stars! The influence of celebrity (news) stories on adolescents' cyberbullying perpetration and victimization

Gaëlle Ouvrein, Heidi Vandebosch & Charlotte De Backer

In this project we will examine the influence of celebrity stories on cyberbullying amongst adolescents. On the one hand, this will be done from a news media effects perspective: does exposure to "celebrity bashing" by news media lead to cyberbullying behavior? On the other hand, this will be done from a narrative intervention perspective: are celebrity testimonials effective in persuading adolescents not to cyberbully or in providing support to victims.

1) Departing from the observation that celebrity news is an important section in today's news outlets (e.g., Turner, 2010 ; McNamara, 2011) and has special appeal to adolescents (e.g., Chia & Poo, 2009), we want to investigate how these stories might have an impact on adolescents' cyberbullying behavior. We hypothesize that the current journalistic practice of "celebrity bashing" might decrease the threshold to cyberbully. Several studies indicate that news media increasingly pay attention to celebrities' misfortune (Cross & Littler, 2010: 396). This trend is more outspoken for certain types of celebrities, especially the more "vulnerable ones", such as females (in particular those with a working class background), the young, the ill or the addicted (Williamson, 2010). The literature suggests that this unfavourable media coverage triggers negative comments, so-called "jokes", or even harassment and threats directly targeted at the celebrity by the public (Meloy, Sheridan, & Hoffmann, 2008). These negative reactions are

oftentimes expressed via online channels (e.g. Twitter, Facebook, discussion fora on news websites, and so on). Anecdotal evidence suggests that many celebrities thus have the feeling that they are being “cyberbullied”, resulting in, for instance, depressive symptoms, the fear to show up in public, and even suicidal intentions and attempts. In our study we want to investigate whether adolescents who are frequently exposed to (negative) celebrity news, also engage in “humiliating” practices towards these celebrities. Furthermore we want to test whether being engaged in this type of behavior also increases the chance of being involved in cyberbullying behaviors directed towards peers.

2) As was already suggested in the previous paragraph, various celebrities have been the subject of internet trolling, hacking, threats, the dissemination of real or fake nude pictures, the spread of false rumours, online identity theft, or other types of cyberbullying. In this part of the project, we would like to investigate whether their testimonials have a positive impact on adolescents (i.e. do they discourage (potential) cyberbullies and provide support to young victims?).

During the HealthNar Symposium in Augsburg, we would like to present the first findings of the focus group study (and survey) that we conducted amongst Flemish adolescents to gather insights about their attitudes towards celebrity bashing by journalists and the general public. The results indicate that adolescents often think it is “normal” for celebrities to receive a negative (online) treatment.

Using photo voice to explore adolescents’ experiences with cyberbullying

Sara Pabian, Sara Erreygers, Kathleen Van Royen, Heidi Vandebosch

This study departs from the observation that most research on cyberbullying neglects the context in which these negative exchanges take place, and does not take into account the perspectives and interpretations of the parties involved (perpetrators, victims, bystanders, ...)

In order to 1) get a better picture of how cyberbullying is part of the daily off- and online interactions between adolescents and their (other) negative and positive experiences, and to 2) examine the assigned meanings by youngsters themselves, this study made use of a photo voice method. Pupils (aged 13-14) from three different school classes were invited to participate in this study, which would require them to : 1) take pictures of their daily on- and offline activities (with peers) for a week, 2) upload and briefly comment these photo’s on a daily basis via private messages to the researchers’ secret Facebook group account, and 3) afterwards tell the stories connected to these pictures in a face-to-face interview. In total, 32 pupils (and their parents) provided informed consent.

The photo-based interviews were transcribed verbatim, and analyzed using Nvivo. The visual and verbal data reveal detailed information about adolescents' daily lives, and the importance of on- and offline peer contacts. Adolescents' interactions online were often a continuation of their offline interactions and vice versa. However, some interactions online were clearly separated and distinct from offline interchanges, such that some adolescents who had conversations with each other online did not talk to each other offline, and that online discussions/fights were not continued offline. Although several negative online interactions were discussed, they were seldomly labeled as "cyberbullying" by youngsters. Moreover, the same events were perceived, interpreted and acted upon in different ways by different pupils. Furthermore, the interviews revealed that the communication between classmates was not only focused on maintaining relationships, but also on helping each other deal (emotionally or instrumentally) with stressors related to other domains, such as home or school (e.g. exchanging information about homework and exams).

Finally, it was clear that several of the peer-related "conflicts" raised from task-related issues (as is recognized in the workplace bullying literature, but seldomly in school bullying research).

"I feel... #happy #annoyed": experiencing and regulating emotions on social media

Anne Vermeulen & Wannes Heirman

While social media offer adolescents new possibilities for emotion regulation, little is known about how different platforms are used by adolescents for this end. This study adds to the emotion regulation literature and affordances-of-technologies perspective by describing how adolescents feel when using different social media platforms and how and why they use social media for applying certain emotion regulation strategies, such as looking for distraction and the social sharing of emotions (SSE). In-depth interviews with 22 [country deleted] adolescents aged 14-18, show that adolescents use social media for multiple emotion regulation strategies, among which SSE. Although different platforms might have similar affordances, there are clearly different social norms, which influence adolescents' online behavior. Facebook statuses, Instagram and Snapchat are mostly used for sharing positive emotions, if emotions are shared at all. Twitter and Facebook Messenger, on the other hand, are also used for sharing negative emotions.

"They won't take them while you're alive" – Dispelling tales of organ donation through narratives with embedded information

Anna Wagner & Freya Sukalla

Combining research in narrative persuasion with the *theory of planned behavior* (Ajzen, 1991) the study depicted in this poster investigates the effect of integrating information addressing specific fears and myths about organ donation in narratives on individuals' reactance and attitudinal ambivalence. The results of a 2 (narratives) \times 2 (with vs. without information) online experiment (N = 308) show that embedding relevant information (1) did not impede narratives' potential to decrease reactance through narrative engagement, (2) successfully reduced attitudinal ambivalence, and (3) ultimately increased organ donation intentions. This poster illustrates the theoretical and empirical relevance of ambivalence and reactance as valuable constructs both for researchers and practitioners in health communication.