



**Inaugural Penn Medical Communication Research Institute Symposium
Preventing Medical Misinformation: Cross-Disciplinary Approaches**

Friday, October 15, 2021, 1-5 pm
Smilow Center for Translational Research (SCTR)
The Arthur Rubenstein Auditorium
Smilow Center for Translational Research
3400 Civic Center Boulevard, Philadelphia, PA
and
Virtual

1:00 PM

Introduction

Anne R. Cappola, MD, ScM, Director, Medical Communication Research Institute, Professor of Medicine, Perelman School of Medicine

Kevin Mahoney, MBA, CEO, University of Pennsylvania Health System (UPHS)

J. Larry Jameson, MD, PhD, Executive Vice President, UPHS, and Dean, Perelman School of Medicine (PSOM)

John Jackson, Jr, PhD, Walter H Annenberg Dean, Annenberg School for Communication

Vijay Kumar, PhD, Nemirovsky Family Dean, School of Engineering and Applied Science (SEAS)

Session 1:

Technology and Information Delivery

1:15

Duncan Watts, PhD, Stevens University Professor, Annenberg School for Communication, Operations, Information and Decisions (Wharton), and Computer and Information Science (SEAS)

Dan Roth, PhD, Eduardo D. Glandt Distinguished Professor at the Department of Computer and Information Science, University of Pennsylvania, and the NLP Science Lead at Amazon AWS

Lyle Ungar, PhD, Professor of Computer and Information Science, Bioengineering (SEAS), Genomics and Computational Biology (PSOM), Operations, Information, and Decisions (Wharton), and Psychology (SAS)

Zachary Ives, PhD, Adani President's Distinguished Professor and Department Chair, Computer and Information Science, SEAS

Discussion

2:15

Break

Session 2:

Social Networks and Behavior Change

2:25

Damon Centola, PhD, Elihu Katz Professor of Communication, Sociology, and Engineering, Director, Network Dynamics Group

David Lydon-Staley, PhD, Assistant Professor of Communication, PI, Addiction, Health and Adolescence (AHA!) Lab

Dolores Albarracín, PhD, Alexandra Heyman Nash Penn Integrates Knowledge University Professor of Communication, Nursing, and Psychology, Director, Social Action Lab, Director, Science of Science Communication Division, Annenberg Public Policy Center

Joseph Cappella, PhD, Gerald R Miller Professor Emeritus of Communication

Kathleen Hall Jamieson, PhD, Elizabeth Ware Packard Professor of Communication, Director, Annenberg Public Policy Center

Discussion

3:25 Break

Session 3: *Medical Communication and Message Delivery*

3:35 **Raina Merchant, MD, MSHP**, Professor of Emergency Medicine, Director, Center for Digital Health

Jessica Fishman, PhD, Faculty Research Associate, PSOM and Annenberg, Director, Message Effects Lab

Melanie Kornides, ScD, RN, Assistant Professor of Nursing

Anne R. Cappola, MD, ScM, Director, Medical Communication Research Institute, Professor of Medicine, Perelman School of Medicine

Kevin Johnson, MD, MS, Professor of Biostatistics, Epidemiology, and Informatics (PSOM), Computer and Information Science (SEAS), Pediatrics and Communication

Discussion

4:45 ***Concluding Remarks and Next Steps***

Anne R. Cappola, MD, ScM, Director, Medical Communication Research Institute, Professor of Medicine, Perelman School of Medicine

