



POSTER CONFIRMATIONS

Submission Number - 8

Title - Fuel mix disclosure in Germany — Impact of moving away from the status quo toward more transparency on consumers' preferences for green electricity

Summary - This study investigates the impact of breaking down of generic terms for energy sources into their components on consumer preferences for renewables. The results indicate that the use of generic terms decrease the demand for renewables and that consumers do not know what the generic terms used in Germany represent.

Authors - Paul Bengart, Germany, Otto von Guericke University, Magdeburg | Boo Vogt, Germany, Otto von Guericke University, Magdeburg

Submission Number - 20

Title - Understanding (intentional/unintentional) binge drinking at home among Irish adults

Summary - Six semi-structured focus group discussions were conducted with a sample of Irish adults (n=39) in Oct and Nov 2019. The findings provide an extensive suite of qualitative data on Irish adults' experiences and intentions surrounding at home drinking. They provide vital learnings into specific gaps in knowledge on binge drinking.

Authors - Dr Ann Stokes, Ireland, Drinkaware | Sheena Horgan, Ireland, Drinkaware | Miriam Taber | Ireland, Drinkaware

Submission Number - 21

Title - Evaluation of a workplace wellbeing programme to improve alcohol awareness in Ireland

Summary - The Workplace Wellness Programme (WWP) is an evidence-informed intervention that aims to reduce misuse of alcohol by providing education and support to workplaces. An evaluation of the WWP was undertaken in 2019 using quantitative questionnaire survey design. The findings will be crucial to allow for future planning and roll out.

Authors - Dr Ann Stokes, Ireland, Drinkaware | Marie Quinn, Ireland, Drinkaware | Miriam Taber, Ireland, Drinkaware | Sheena Horgan, Ireland, Drinkaware

Submission Number - 18

Title - Evaluating the State of Cyberbullying Research and the Effectiveness of Anti-Cyberbullying Campaigns

Summary - Cyberbullying is recognized as a serious public health problem. The MITRE research team undertook exploratory research and analysis of the cyberbullying issue. The intent of the research was to gain a better understanding of cyberbullying and to assess the effectiveness of four campaigns in reaching their target audiences.

Authors - Dawn Stapleton, USA, MITRE | Alison Dingwall, MPH, PhD, USA, MITRE | Ryan Hollins, USA, MITRE | Kristen Klein, PhD, USA, MITRE | Jennifer Mathieu, PhD, USA, MITRE



POSTER CONFIRMATIONS

Submission Number - 24

Title - Integrating Social Marketing Thought in Marketing Management Class— Using Corona as a Thematic Anchor

Summary - This is an online teaching experiment aimed at advocating social marketing in a business studies environment. It uses the Corona pandemic as a thematic anchor tied to students' personal experiences to promote social marketing in marketing management classes.

Authors - Annette Hoxtell, Germany, hwtk University of Applied Sciences Berlin

Submission Number - 6

Title - Reducing demand for sea turtle meat and eggs in São Tomé, West Africa

Summary - We conducted the first formal impact evaluation of a conservation marketing campaign aimed at reducing the consumption of sea turtle meat and eggs. The social marketing campaign took place in the island of São Tomé, Central Africa. This is one of few demand reduction evaluations that has assessed both human behaviour and biological conservation outcomes.

Authors - Diogo Verissimo, Portugal, University of Oxford/On the Edge Conservation | Laura Thomas-Walters, UK, University of Kent | Sara Vieira, Portugal, Projecto Tatô

Submission Number - 42

Title - Consumer experiences of responsabilization in digital healthcare services

Summary - We examine consumers' experiences amidst health service transformations towards greater co-creation by asking how consumers perceive and engage with their new role as responsible co-producer, in the context of internet therapy services. We contribute to research on consumer responsabilization, and assess how to improve consumer compliance in digital health services.

Authors - Henriikka Seittu, Finland, Aalto University School of Business | Alexei Gloukhovtsev, Finland, Aalto University School of Business

Submission Number - 32

Title - The Co-Creation Paradigm for a Healthier Lifestyle: Building online on Consumers' Resources to Develop and Promote Self-Deployed Strategies Related to Healthy Eating and Exercise

Summary - The aim of this research is to build on co-creation techniques to have individuals elaborate self-deployed strategies towards a healthier lifestyle and engage in a behavioral change. Within co-creation online communities, consumers act as resources assemblers with an expertise about the constraints and possibilities of their daily environment. Building on human-centered design and the social marketing paradigm, we uncover a series of behavior change tactics, defined here as co-created behavior changes techniques (Michie et al., 2013).

Authors - HELME-GUIZON Agnès, FRANCE, CERAG (UGA) | WILHELM Marie-Claire, France, CERAG (UGA) | CALDARA Cindy France CERAG (UGA) | ANIN Camille, France, IAE (UGA)
