

## Workshop

### KNOWLEDGE, COMMUNICATION AND PERSONALISED HEALTH: NAVIGATING THE DIGITAL LANDSCAPE

*Bilbao, 18 February 2016*

#### University of Deusto

Central Building- Room 153 Avda. Universidades 24 (Bilbao)

**Coordinador: Dr. Iñigo de Miguel Beriain**

15.00-15.15 Welcome

**Professor Carlos María Romeo Casabona.**

Director of the Interuniversity Chair in Law and the Human Genome.

15.15-15.45 *Globalized communication and local contexts, on meaning misunderstandings and the reinforcement of social categories*

**Dr. Anna Lydia Svalastog**

Professor of psycho- social work at Østfold University College, Norway

15.45-16.15 *Uphill and downhill in the Knowledge Landscapes - beware of the "black holes"*

**Dr. Srecko Gajovic**

Professor of Histology and Embryology at the University of Zagreb School of Medicine

16.15-16.45 Break

16.45-17.15 *The reliance on scientific-medical knowledge: social and juridical contexts of communication*

**Dr. Andrea Perin**

Researcher at the Interuniversity Chair in Law and the Human Genome

17.15-17.45 *Science and health on YouTube*

**Dr. Joachim Allgaier**

Senior Researcher. Institute of Science, Technology and Society Studies, Alpen-Adria-University, Klagenfurt, Austria

17.45-18.00 Final Remarks. Dña. Elena Atienza Macías.

**El idioma oficial del workshop será el inglés. A todos los asistentes se les entregará un certificado de asistencia.**