

# CALL FOR PAPERS

## Special Issue: Risk perception and communication regarding vaccination decisions in the age of web 2.0

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Health-related information found on the Internet increasingly impacts patient decision making, e.g. for or against vaccinations. Web 2.0 allows users to publish, discuss, and reply to personal experiences and subjective ideas about treatments, their success or failure and experienced side-effects. How does this information impact risk perceptions and vaccination decisions? What is the effect of this interactive environment? Does it change patient-practitioner communication? What is the most effective way to communicate risks on the Internet, e.g. in cases of pandemic outbreaks?

Some recent publications consider the Internet to be a possible cause of declining vaccination rates. This interdisciplinary issue therefore focuses on the question of which factors impact risk perceptions regarding vaccination decisions in the specific context of the Internet. A second focus will be on how risks and risk negations should be communicated on the Internet. Contributions from psychology, medicine or communication science regarding these topics are welcome; the issue will include overviews as well as empirical work.

If you feel unsure about whether or not the work you have in mind would be appropriate do not hesitate to contact the Guest Editors Drs. Cornelia Betsch and Katharina Sachse.

### Important Dates:

Deadline for paper submissions: May 31, 2011  
Deadline for final revised version: October 28, 2011  
Expected publication: January 2012

### Submission Guidelines

All manuscripts and any supplementary material should be submitted through Elsevier Editorial System located at:

<http://ees.elsevier.com/jvac>

Authors must select << **Internet and vaccination risks** >> at the first step of "Select Article Type" during submission to ensure that the manuscript is correctly identified for inclusion into this special issue. Guide for Authors or other instructions could be also found on the website.

A conference regarding this topic will be held on May 12th – 14th 2011 in Erfurt, Germany. If you are interested in taking part in the meeting please contact [cornelia.betsch@uni-erfurt.de](mailto:cornelia.betsch@uni-erfurt.de).