College of Liberal Arts and Sciences

Faculty Research Colloquium

15 October 2021

Via Zoom

Presentations begin at 3:00pm.

**Michael Wolfe** (Psychology) “Are we aware of changes to our health?”

To measure health change, health practitioners often rely on patients to self-report their symptoms over time. Thus, it is assumed that patients are effective in assessing their current health and able to accurately recall their past health. Using data from the Longitudinal Assessment of Bariatric Surgery (LABS-2) we examined concordance between patients’ perceptions of health change and actual self-reported physical health change for each of five years following bariatric surgery. Patients rated current health, and perceived change in physical health, using the Short-Form Health Survey (SF-36; N=2,027). Concordance between perceived and actual self-reported health change was generally low (< 43%) and varied from year to year among patients. Concordance status was also associated with weight loss following surgery. Overly optimistic perceptions predicted greater weight loss, and overly pessimistic perceptions predicted lower weight loss. These results suggest recollection of previously reported health is poor and may be biased by salient factors at the time of recollection.

**Peter Zhang** (Communication Studies – School of Communications) "Of Interlinguality and Translation."

The presentation foregrounds creative potentials in interlingual spaces. It draws on the works of Deleuze and Flusser and uses Kafka's German as an example to shed light on linguistic becoming. The part on translation adopts multiple perspectives, including the Platonic view, the sophistical view, and the interological view.

**Imran Mazid** (Advertising and Public Relations – School of Communications) “Facebook and Instagram to Tackle Covid-19: An Analysis of Social Media Strategies of Top Hospitals in Australia, Canada, U.S.A, and U.K.”

Public health scholarship highlights that social media play a critical role in tackling a health crisis. However, we have limited knowledge about how top-rated hospitals used Facebook and Instagram to mitigate the challenges of the Covid-19 pandemic. This study fills this research gap by examining top hospitals' social media strategies. A total of 341 hospitals were included in the study. Facebook and Instagram posts were collected from January 1, 2020 to December 31, 2020. For this study, 171,625 Facebook posts and 60,554 Instagram posts were collected. Content analysis was employed to examine 1,000 Facebook posts and 1,000 Instagram posts. The results revealed that social presence strategies, health communication strategies, and Covid-19 strategies generated more user engagement than other types of messages on social media. The study also revealed that social platform is associated with the use of social media strategies.

Future colloquia are scheduled for:

Friday, Nov 19

Thursday, Jan 20

Thursday, Feb 17

Thursday, March 17

If you would like to give a presentation at one of the colloquia in the winter semester, please send an email to stavesm@gvsu.edu with preferred dates and a tentative title for your presentation.