

HELENA SANDBERG

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Higer education degrees

University studies in French, L'Université Paul-Valéry III, Montpellier, France (1990)

University studies in French, Nevers, France (June 1991)

Bachelor's degree (1994) Bachelor of Social Sciences, in Media and Communication Studies, Department of Sociology, Lund University (incl. minors in Cultural studies, Ethnology and French)

Master's degree (1996) Master of Social Sciences, in Media and Communication Studies, Department of Sociology, Lund University (incl. minors in Psychology, Law)

Doctoral degree (2004) Doctor of Philosophy in Media and Communication Studies, Department of Sociology, Lund University, with the doctoral dissertation 'Medier & fetma: en analys av vikt' [Media & Obesity: A Weighty Analysis]. Supervisor: Professor Gunilla Jarlbro. Co-supervisor: Professor Peter Dahlgren.
Faculty opponent: Professor Keith Roe Katolic University of Leuven

Other qualifications

Accepted as an unpaid Reader/Associate professor [Docent] in Media and Communication, Faculty of Social Sciences, Lund University, 27 January 2011.

Language skills

Language skills in addition to Swedish (native), according to the European Council's Common European Framework of Reference for Languages: English (Level C, fluent); French, Danish, Norwegian (Level B, independent); Spanish, Latin (Level A, basic performance)

Professional experience (in Academia)

Senior Lecturer 100%, from July 1 2020, permanently employed at the Department of Communication and Media, Lund University.

Professor in Media and Communication Studies 10%, Halmstad University, School of health and welfare (on leave 90% since July 1 2020).

Professor in Media and Communication Studies 100%, from January 1, 2019, Halmstad University, School of health and welfare (on leave 40% – 55%).

Senior Researcher 10%, September 1 – December 31, 2018, School of health and welfare, Media and Communication Studies, Halmstad University.

Senior Researcher 40%, September 1 2017– August 31, 2018, School of health and welfare, Media and Communication Studies, Halmstad University.

Senior Lecturer 100%, July 1 2007, permanently employed at the Department of Communication and Media, Lund University (on leave 60% – 45% Sept 1, 2017–July 1, 2020).

Postdoctoral position. Selected in competition to Academic Traineeship (a two-year postdoctoral programme), funded 25% by LU, January 2006– January 2008.

Senior Lecturer (acting), June 2004 – June 2007, at the Department of Communication and Media, Lund University.

Research and network coordinator 20%, 1 July 2004–30 July 2006, for the multidisciplinary network Consumer and food research, at Lund University (LU), Swedish University of Agricultural Sciences (SLU) Alnarp and University of Kristianstad (HiK).

PhD position 100%, 1 July 1999–6 June 2004 (incl. 2 parental leaves), in Media and Communication Studies, Department of Sociology, Lund University (of which 10-20% was teaching and admin).

Teaching assistant [Amanuens] 50%, 15 January 1996–30 September 1998, at the Department of Sociology, Lund University (of which 30% student adviser and admin and 20% teaching)

Research assistant (several fixed-term employments), 1996–1999, within externally funded projects at the Department of Sociology (MCS), Lund University (see below participation in projects).

Parental leave

Three children, born 2000, 2003 and 2011. On parental leave (between 100% and 40%), Feb 2000 – April 2001, September 2003 – April 2004, March 2011 – May 2012

International postdoctoral residences

2015, Visiting scholar, Fudan university, Shanghai, China (awarded an open teaching position in competition at FISS to develop an international summer course on media and health)

2009, Visiting scholar at Johns Hopkins University, Bloomberg School of Public Health, Department of Health Behavior and Society, Baltimore, Maryland, USA. Ref. Head of Department Professor David Holtgrave and Professor Katherine Clegg Smith. This research residence was financed through a grant from STINT, the Faculty of Social Sciences, and the Knut and Alice Wallenberg Foundation.

2008, October. Guest researcher, at the Amsterdam School of Communication Research (ASCoR), Universiteit van Amsterdam, The Netherlands. Ref. Professor Patty Valkenburg and Professor Moniek Buijzen

2008, May. Guest researcher, at Johns Hopkins University, Bloomberg School of Public Health, Department of Health Behavior and Society, Baltimore, Maryland, USA. Ref. Head of Department Professor David Holtgrave and Professor Katherine Clegg Smith.

Leadership: administrative commitments, boards, committees (at LU)

Leader of Career development and mentoring programme for junior investigators, Faculty of Social Sciences, LU, 2019 – ongoing (approx. 10% of full time).

Member of the steering group and Programme manager, luPOD and luPOD 2.0 (Lund University's postdoctoral programme), 2008–2017 (approx. 20% of full time).

Programme manager, Academic Traineeship II, for talented recently graduated PhDs, 2009–2011 (25% of full time).

Director of Studies, Department of Communication and Media, 2007 – 2009 (40% of full time).

Study advisor, Department of Communication and Media, 1996–1998 (30%).

Member of Lund university Ethical advisory board (2021–2023), consultative panel, appointed by, and for the Vice Chancellor and Lund University management.

Board member, Faculty of social sciences board, Lund University, 2018–2020, reelected 2021–2023.

Board member, Lund University Food Studies (LUFO), 2014–2016, reelected 2017–2018.

Board member, the Department of Communication and Media board, 2010–2012, reelected 2013–2015.

Teacher representative/Elector, in LU Electoral College for appointment of representatives to the Lund University board, 2010–2011.

Member of the provisional management group, Department of Media, Communication and Journalism (MCJ), LU, 2009.

Member of the Education board for introductory and advanced programmes at the Faculty of Social Sciences, LU, 2006–2008.

Vice-chancellor Assignment. Investigation of present and future national and regional cooperation and research profiling within LU faculties and research areas. Ref. Vice-chancellor Göran Bexell and Pro Vice-chancellor Eva Åkesson. 2008.

Teacher representative in the Department of Communication and Media's working committee 2007–2008

Dean assignment. Member of working group appointed by the faculty to investigate and coordinate the communication programmes at Campus Helsingborg and Campus Lund, 2007.

Board member, in interim board Department of Media, Communication and Journalism, 2007.

MKV representative in the Doctoral Student Council, the Department of Sociology (1997–1999).

Leadership: administrative commitments, boards, committees (outside LU)

Member of special taskforce, headed by former University Chancellor Lars Haikola, Chair of the Foundation for Baltic and East European Studies, to revise funding forms in collaboration with Södertörn University (Stockholm)

management, Vice Chancellor Gustav Amberg and Vice pro chancellor Ulla Manns, Professor Bengt Jacobsson, and Professor Torbjörn Bergman Umea University and Britta Lövgren Research Director (2019–ongoing).

Appointed by the Dean of School of health and welfare, Halmstad University, to investigate and revise routines and criterias for readership/docentur (Dec 2019–Dec 2020).

Member of the Professors' Advisory Board, School of Health and welfare, Halmstad University (2019–2021).

Member of the Research Strategy group for the Foundation for Baltic and East European Studies, investigating future strategies and programmes for research funding (2019–2021).

Member of the steering group for The Centre for research on welfare, health, and sports [CVHI – Centrum för välfärd, hälsa, och idrott], Halmstad University (2019–2020).

Member of reference and advisory group for Halmstad University's Digitalisation strategy (2019).

Board member, Östersjöstiftelsen [Foundation for Baltic and East European Studies], nominated by the Royal Swedish Academy of Sciences [Kungliga vetenskapsakademin], 2016–2019, reelected 2019–2022.

Board member, Swedish-American Fulbright Commission, 2016–2018, appointed by the Ministry of Foreign Affairs [Utrikesdepartementet].

Important assignments of direct relevance to the position

Member of Lund university Ethical advisory board (2021-2023), Lund University.

Board member, Faculty of social sciences board, Lund University (2018-2020, reelected 2021-2023).

Board member, the Department of Communication and Media board, 2010–2012, reelected 2013–2015.

Vice chair in the interdisciplinary Research delegation (2019 – ongoing) and Chair (2021–2022) in the panel for the Grand (excellence) programmes, Foundation for Baltic and East European Studies.

Member of the Professors' Advisory Board, School of Health and welfare, Halmstad University (2019–2021).

Director of Studies, Department of Communication and Media, 2007 – 2009.

Member of the Research supervisor college [Handledarkollegiet], Department of Communication and Media, 2010 – ongoing.

Assignments as mentor and advisor to postdoctoral researchers and supervisor for PhD-candidates

Reviewer of applicants (approx. 80) for a PhDposition in Media and Communication Studies spring 2021

Assignments as editor and peer reviewer (a selection)

On a regular basis I review journal articles, conference papers/abstracts and book manuscripts

- Reviewer for *Journal of Media and Communication Research*
- Reviewer for *Journal of Early Childhood literacy*

- Reviewer for *Journal of Children and Media*
- Reviewer for *The European Journal of Communication Research*
- Reviewer for *The International Journal of Press and Politics*
- Reviewer for *Science Communication*
- Reviewer for *Journal of Communication*
- Reviewer for *Mediekultur*
- Reviewer for *Nordicom Information*
- Reviewer for *Research in Sociology* [Sociologisk Forskning]
- Reviewer for *Journal of Political Science* [Statsvetenskaplig Tidskrift]
- Reviewer for *Acta Sociologica*
- Reviewer for *Irish Journal of Psychology*
- Reviewer for *Higher education* [Högre utbildning]
- Reviewer for *British Journal of Food Studies*
- Reviewer for *Journal of Public health*
- Reviewer for *Ecology of Food and Nutrition*
- Reviewer for *Health Promotion International*
- Reviewer for *Journal of Behavioral Medicine*
- Reviewer for *Scandinavian Journal of Public Health*

2021 – Reviewer of abstracts and full papers for the TWG3 Media communication and health for the NordMedia conference 2021, Reykjavik Iceland.

2019–2020, Guest Editor of a special issue for the Journal of Early Childhood literacy; Children under 3 at home: the place of digital media in their literacy practices, with Julia Gillen and Rosie Flewitt, UK.

2020 – Reviewer of abstracts for the Children, Youth and Media section in ECREA for the 8th European Communication Research Conference in Braga, Portugal, October 2–5, 2020.

2019 – Reviewer of abstracts and full papers for the TWG1 Media across the life course for the NordMedia conference 2019, Malmö, Sweden.

2016 – Reviewer of paper submissions to the eCHW-2017 conference, e-coaching for Health and Wellbeing, Amsterdam, The Netherlands.

2016 – Reviewer and scientific evaluator of a book manuscript in Danish edited by Christensen, L. Christa & Jerslev, Anne, *The Elderly, Media and Everyday Life* [Aeldre, medier och hverdagsliv], Bogforlaget Frydenlund, Fredriksberg, Denmark.

2012–2013, Reviewer of full papers and abstracts for the ICA, International Communication Association, Visual communication section, London, UK, 17-20 June 2012

2010 – Reviewer of abstracts and papers for the conference Civic Culture, 31 March 2011.

2009 – Reviewer and scientific evaluator of book manuscript in English, *Teams, Leadership and Coaching*, authored by Thomas Sewerin.

Recognition of excellence, scientific councils and academic societies

2012–2017, Member of The Young Academy of Sweden [Sveriges Unga Akademi], an interdisciplinary academy for a selection of the most prominent younger researchers in Sweden, founded in 2011 at the initiative of the Royal Swedish Academy of Sciences and has approx. 35 members, elected for five years after external assessments and hearings. <https://sverigesungaakademi.se/en-GB/11.html>

Board member, *Academy Governance Board*, the Young Academy of Sweden, 2014–2015.
Chair for the drafting group for *External relations* and *Outreach activities* (2013–2015). Member, drafting group for *Internationalisation*, 2013–2017. Secretary, drafting group for *Interdisciplinary research*, 2012–2013.

2014– Present, Member of the Scientific Society [Vetenskaps societeten] in Lund. Founded 1920 to promote research in the humanities and social sciences (<https://projekt.ht.lu.se/vetenskaps societeten>).

2005–present, Member of the Scanian Academy of Gastronomy [Skåneländska Gastronomiska Akademien, SGA], (<https://skga.se/>) Board member, Academy vice Secretary and Secretary, (2006–2013), Webmaster (2006–2017).

2016–2021, Member of the Scientific Council [Vetenskapliga rådet] for the Swedish Consumer Agency.

Persons completing a doctoral degree under my supervision and postdoctoral training

Main Supervisor

Carolina Martinez, Media and Communication Studies, Lund University; dissertation defence February 2017. Dissertation title: *Targeting Children Online. Young internet users and producers in the commercial media environment*. Opponent: Professor Ingegerd Rydin. Examination board: Magnus Andersson, Pille Pruulmann-Wengerfeldt and Anna Edin.

Nils Homberg, Media and Communication Studies, Lund University; dissertation defence December 2016. Dissertation title: *Effects of online advertising on children's visual attention and task performance during free and goal-directed internet use*. Opponent: Professor Jessica Taylor Piotrowski, ASCR, University of Amsterdam. Examination board: Jacob Lund Orquin, Ulrika Sjöberg, Gunilla Jarlbro.

Assistant Supervisor

Veselinka Möllerström, Media and Communication Studies, Lund University; dissertation defence October 2011. Dissertation title: *Malmö's omvandling: från arbetarstad till kunskapsstad. En diskursanalytisk studie av Malmö's förnyelse* [Malmö's Transformation: From Industrial Town to City of Knowledge. A Discourse-analytical Study of Malmö's Renewal].

Anna-Mari Simunaniemi, Food Studies, Department of Nutrition Science, Uppsala University; dissertation defence September 2011. Dissertation title: *Consuming and Communicating Fruit and Vegetables. A Nationwide Food survey and Analysis of Blogs among Swedish Adults*.

Michael Rübsamen, PhD candidate in Media and Communications Studies, Lund University, enrolled early spring 2009. I was assistant supervisor until September 2010. Prel. title: *Den mediala konstruktionen av kändisar* (*The media construction of celebrities*), prel defense Oct-Nov 2021.

Postdoctoral guidance/coaching

2018–2021 Responsible for Mentoring program and Program for personal and professional development for postdoctoral researchers and teaching staff (approx. 35 participants so far) at the Faculty of Social Sciences (ref. Prof Anna Meeuwisse, Vice Dean).

2019–2020 Advisor/mentor to Dr Ines Bramao (Associate senior lecturer) Department of Phycology, Lund University.

2018–2019 Advisor/mentor to the L'Oreal-Unesco for Women in Science-award Winner (FWIS) 2018, Dr Ruth Pöttgen, Associate senior lecturer in Particle physics.

2016–2017 Programme manager and mentor/facilitator for a one-year cross-faculty programme ((luPOD 2.0) for young investigators, approx. 15 participants. The programme was in English.

2008–2015 Programme manager for luPOD – the Lund University postdoctoral programme, career development programme for young researchers. More than 200 talented participants have completed since start in 2009.

2008 – 2010 Programme manager for Academic Traineeship II, a two-year leadership and career development programme to promote gender equality, for recently graduated PhDs of the underrepresented sex (approx. 20 mentees).

Contact with wider society and outreach activities (a selection; see outreach portfolio)

My outreach portfolio demonstrates that I excel in engagements beyond academia. In teaching as well as in research I engage with external stakeholders from all sectors in society; NGOs, agencies and industry. I invite external lectures from e.g. the media industry (SVT, The Swedish public service broadcasting company), from Sysav, South Scania Waste Company and ISWA (International Solid Waste Association), and science journalists from local papers or the health care sector, Region Skåne or the Public Health Agency of Sweden, to interact and engage with my students.

I have experience from commissioned research and research in collaboration with schools, agencies and NGOs, e.g. The Swedish Consumers' Association (a federation of consumer interest organisations); Helsodirektoratet (agency in Norway); The Swedish Food Agency; and plan for the inclusion of new collaborative partners in pending research applications to CHANSE, FORTE and the Future Nordic Challenges call (e.g. National Collaboration for Mental Health [Nationell Samverkan för Psykisk Hälsa], The Public Health Agency of Sweden, municipal debt counsellors and social workers from The Social services, and organisations for older people, SPF Seniorene in Sweden, and Ældresagen in Denmark).

I have held numerous lectures and research-based presentations and talks in different contexts: at industry conferences, in public libraries, interdisciplinary symposia, and non-academic courses, for professionals, business people, politicians, students, future students and the broader general public. I have engaged in a wide variety of outreach and popular science activities (in science fairs, festivals and talks), and also been involved in developing new formats for popularizing science. A few examples of my outreach activities are listed below:

2020 December: Production of online and printed version of 'Researcher Quiz' on Advertising in collaboration with regional newspaper *Sydsvenska Dagbladet*.

2020 September 5. Humour and Knowledge «Help, my baby is dribbling on my smartphone», A panel talk with researcher Helena Sandberg and Johan Rünow, stand-up comedian, moderated by Cecilia Nebel at the *Lund Comedy Festival* 2020. Pod casted at Humorkunskap.se (<http://www.humorkunskap.se/>)

2019 November 15. 'The Media and Advertising – an unhappy or happy marriage?' Public lecture held at the Installation of new Professors at Halmstad University

2019 September 27. 'Expedition Mundus': A science role play, with high school students, as part of the European Researchers' Night [Forskarfredag] at Vattenhallen (Science Centre), Lund.

2019 September 26. The Gothenburg Book fair, Panellist in Seminar 'Children's media world: whose responsibility?' [Barnens medievärld, vems ansvar?] With Director-General for the Swedish media council, [Statens medieråd],

Director-General for The Swedish Schools Inspectorate, The Swedish Internet Foundation, The Royal Library in Stockholm and researchers. Seminar moderator UNESCO-Professor Ulla Carlsson, Gothenburg University.

2015–ongoing. Participation on a regular basis in a school programme for 5th graders, ‘Research Joy’, at the Nobel Museum in Stockholm. Video meetings where the pupils interact with and ask questions to researchers live. <http://www.nobelmuseum.se/sv/skola/skolprogram-mellanstadie-forskargladje>

2015 Member of the scientific jury and prize committee in the contest the Prize question: ‘What is a thought?’, organised by the Young Academy of Sweden, sponsored by Ragnar Söderberg’s Foundation and GetonBoard (Railway magazine).

2014 May 9. Participant in ‘Researcher Reconnaissance’ [Forskarspaningar], Public talk: ‘Saturday every day: Life should be worth living!’ [Lördag hela veckan: Det ska va gött att leva!] at the Science Festival, in Gothenburg.

2013 Member of the jury for ‘Visions and Images of Fascination: Sciences and Humanities Visualised’, photo competition arranged by Die Junge Akademie of the Berlin-Brandenburg Academy, De Jonge Akademie, Netherlands, RSE Young Academy of Scotland, the Council of Young Scientists of the Russian Academy of Sciences (RAS), Sveriges unga akademi (Young Academy of Sweden).

I have also participated in a great number of different media reports and interviews in radio programmes and live news broadcasts, as well as newspaper articles in daily press, lay and union press, consumer press and industry journals, also in children’s channels (e.g. Svenska Dagbladet Junior and Kamratposten). These are not listed here (please see Outreach portfolio for more examples).

I am a permanent member of a network including politicians and researchers. I participated in an exchange programme, 2012–2013, ‘Members of the parliament and researchers in collaboration’ [Riksdagsledamöter och Forskare i samarbete (RIFO)], Stockholm (5 days in total). This formed the basis for lasting relations and valuable exchange with MPs, some still active politicians.

I have also a few tiny board engagements outside academia for AB Företagsutveckling, Lund; Sandson AB, Lund; and European Internship AB, Gothenburg.

Scientific qualifications – Academic experience

1. Participation in/Leadership of research projects & applications for funding

Summary:		
15 approved applications projects as main applicant/PI	7 approved applications as co-applicant	In 2021 involved in 5 applications (3 as PI) 2 pending
In total: 12 961 000 SEK	In total: 71 355 000 SEK	In total: 31 300 000 SEK

Ongoing or pending applications for 2021

2021 – *Demography and democracy – Healthy aging in a digital world*. A proposal for the call “Future Challenges in the Nordics”, <https://futurenordics.org/>, funded by The Society of Swedish Literature in Finland (SLS); Riksbankens Jubileumsfond (RJ) and others. Sandberg is PI and main applicant. Inc. 3 junior postdoctoral researchers and three seniors from University of Southern Denmark in Odense, University of

Eastern Finland, University of Turku (Åbo), and Lund University. My application was one of 28 selected (out of a total of 449 applications) for a second phase (application pending, decision due in December 2021). (EURO 990 951).

2021 – *Escaping the desert of the real* [Virtuella verkligheter - oaser i distanseringens ökenvandring]. A proposal for a collaborative project within the CHANSE call, Collaboration of Humanities and Social Sciences in Europe (Horizon 2020). Transformations: Social and cultural dynamics in the digital age. <https://chanse.org/about-chanse/> The consortium incl. junior and senior researchers from Swansea university in UK, Adam Mickiewicz University in Poland, Aalborg University in Denmark, and Lund University in Sweden. (EURO 1, 5 million). Sandberg PI for the Swedish work package. (Application pending, decision for phase two due early fall 2021).

2021 – *Knowledge production, belonging and trust around mental illness in closed online spaces*. FORTE 2 year postdoc application Fredrika Thelandersson, Sandberg advisor (SEK 2 million) (application to be resubmitted in 2022)

2021– *In the peripheries of a wired welfare society – digital media and everyday life in economically deprived families with children*. A 3-year research project. Main applicant Martin Danielsson, Halmstad University, co-applicants Helena Sandberg and Torbjörn Hjort, LU. FORTE (SEK 4, 3 million) (application to be resubmitted 2022)

Granted funds

2021 – Research collaboration with external stakeholders. ‘*Digital marketing and young consumers*’. Seed funding, Faculty of Social sciences, LU (SEK 208 000) (dnr V2021/1007). Sandberg PI main applicant, including researchers from LU : Torbjörn Hjort (social works), Nils Holmberg (strategic communication), Fredrika Thelandersson (MKV) and from Malmö University Carolina Martinez (Childhood education and society), as well as The Swedish Consumer Agency, The Swedish Consumers’ Association, The Media Council and Children’s rights organizations, and children and youth (as co-researchers).

2020 – *In Search of Search and its Engines (ISoS)*. Application for a Cross-disciplinary research theme at the Pufendorf Institute for Advanced Studies, critically investigating search, search engines, such as Google, and search-adjacent recommender systems embedded in online platforms, as social cultural and technical phenomena. Sandberg Co-applicant. Main applicant Prof. Olof Sundin (SEK 1, 53 million) Application in competition and after international review approved. Accepted April 2020, start October 2020, end October 2021.

2018 – DIGIKIDS Sweden. *A Day in the Digital Lives of 0-3 Year Olds* (Dnr 2018-01261). Sandberg, main applicant and project leader (PI), Ulrika Sjöberg (Malmö University) and Ebba Sundin (Halmstad University) as co-researchers. A four-year project funded by The Swedish Research Council (Vetenskapsrådet) (SEK 5, 42 million). (Project start autumn 2019, due to the pandemic it has been paused since July 2020) (Ethical review, amendment approved dnr 2019-02503)

2018 *Communication breakdown? Food and health in an age of abundance. International conference on health communication*. Application (Dnr 2018-06773) to the Swedish Research Council (Vetenskapsrådet) (SEK 196 000). Conference in Uppsala, August 29-30, 2019. Main applicant Paulina Nowicka (Uppsala University) with H Sandberg (LU).

2017–2018 *A Day in the Digital Lives of 0-3 Year Olds*. A Swedish sub study within the EU funded COST network and Action IS1410 ‘The Digital Literacy and Multimodal Practices of Young Children’ (see further below). PI Helena Sandberg; co-researchers Ulrika Sjöberg, Malmö University and Ebba Sundin, Halmstad University. See below on grant for DigiLitEy (Ethical review, approved dnr 2017/430.)

2017–2019 *eHealth@LU: Joining forces for sustainable eHealth development* Collaborative venture grant within new cross-disciplinary research areas, applied in competition, funded by Vice chancellor’s strategic funding.

(SEK 1, 5 million) (Approved a minimum of 500 000 SEK/year for 3 years and opportunities for prolongation another five years). Still ongoing, <https://www.ehealth.lth.se/> PI Gudbjörg Erlingsdóttir, with Sandberg as co-applicant.

2016–2017 *Public communication as a means of control* [Samhällskommunikation som styrmedel]. Sandberg PI. Research commissioned by the Swedish National Food Administration to make an analysis and research-based report on the value of public communication related to eating habits and lifestyles (SEK 130 000).

2016–2017 *Review of Health Communication research in the new media landscape* [Kartläggande forskningsöversikt gällande effektiva metoder för hälsokommunikation i det nya medielandskapet]. Project leader/PI, H Sandberg. Research assignment on behalf of the Public Health Agency of Sweden to synthesize lessons from health communication research, 2010–2016; discuss the significance of the changing media landscape in relation to individuals' information-seeking strategies and access to health information; and critically assess health communication as a field of study (SEK 320 000).

2016 *Multidisciplinary perspectives on the opportunities and challenges of eHealth* [Tvärvetenskapliga perspektiv på eHälsans möjligheter och utmaningar]. Grant awarded by the Sten K Johnsson Foundation for editing a book (SEK 125 000) (co-applicant with Gudbjörg Erlingsdóttir).

2015 *E-health: for better, for worse – In sickness and in health*. A Proposal for a multidisciplinary Theme 2015–2016 at the Pufendorf Institute for Advanced Studies, including a core team of 10 junior and senior researchers. Applied in competition. After international review approved. Main applicant and project leader Gudbjörg Erlingsdóttir and Helena Sandberg, Grant awarded SEK 1.7 million.

2015–2019 DigiLitEy: *The digital literacy and multimodal practices of young children* <http://digilitey.eu/> COST Action IS1410, funded by EU European Cooperation in the Field of Scientific and Technical Research. COST DOMAIN: Individuals, Societies, Cultures and Health (ISCH). DigiLitEy included researchers from 36 COST-countries and two international collaborative partners (Australia and Brazil), and consisted of 5 work packages. Sandberg was co-applicant and contributed in the application process, she was alternate in the management committee representing Sweden (<http://digilitey.eu/management-committee-substitutes/>), and member of the working group 1: 'Digital literacy in homes and communities', including researchers from Israel, Finland, Portugal and UK and others. Application approved as 1 of 5, among a total of 253 applications. Awarded approx EURO 6 000 000. COST Action Chair Professor Jackie Marsh, University of Sheffield, UK.

2011–2012 Invited to participate as co-researcher in an action research project, within a Nordic initiative to promote health and welfare on a global scale [Globaliseringsinitiativet sundhed og valfaerd: Kunskap- och kompetensutveckling i hälsofrämjande livsstilsval i Norden för familjer med förskolebarn] Nordic Lifestyle Workshops [Nordiska Livsstilsverkstan] with modules on Media and health, involving nurses and parents of young children (3–5 years). PI and main applicant Professor Karin Ringsberg, Nordic University of Public Health (NHV), Gothenburg. Project funded by the Nordic Council of Ministers, in total DK 4, 5 million. Helena Sandberg and Veselinka Möllerström (a former PhD-student of mine) were funded a few months (2–3) each within the sub studies I was in charge of.

2011–2012 *Legitimizing ESS: Big Science as collaboration across boundaries*, application for a research theme at the Pufendorf Institute for Advanced studies, Lund University (applied in competition and awarded after international review) SEK 2 million. Main applicant Professor Thomas Kaizerfeld. Sandberg co-applicant and participant in the interdisciplinary research theme.

2010 PI for a sub study on consumers' experiences and opinions of local food and their understanding of packaging as a media for communicating values and ideas, in the project *Locally produced food and packaging* [Närproducerat och förpackningar]. Project leader Annika Olsson, Professor, Packaging Logistics, Department of Design Sciences, LTH. The project was granted by Skånes Livsmedelsakademi (Skåne Food Innovation Network) (SEK 90 000).

2010 *Children's exposure to online advertising* [Barn och ungas reklamexponering på Internet]. Sandberg main applicant and PI for a 3-year research project, funded by The Swedish Research Council [Vetenskapsrådet, VR] (**SEK 3.33 million**) (dnr 2010-1982).

2010 *Exposure of children and adolescents to advertising for unhealthy foods* [Barn och ungas exponering för reklam på Internet – med fokus på reklam för ohälsosam mat] Application for a 4-year project. Application was approved for two year and granted the amount of **SEK 1.2 million**, by the Crafoord Foundation. Sandberg as main applicant and PI.

2009 Application for seed money for the project *Food advertising in the media of the new millennium* [Matreklam i det nya milleniets medium]. **SEK 100 000** granted by the Academy of Gastronomy, with Nils Holmberg as co-applicant.

2009 Participated as visiting scholar and co-researcher in the project *News coverage of the swine flu outbreak in Mexico*. Financed by the Centre for Disease Control (CDC), USA. Project led by Professor Douglas Storey (PI) and Professor Rajiv Rimal, Dept. of Health, Behavior & Society, Bloomberg School of Public Health, Johns Hopkins University, Baltimore, USA.

2009 Application in open competition approved by the Foundation for Internationalization of Research and Higher Education (STINT), in the amount of **SEK 75 000**, for initiation of research at the Dept. of Health, Behavior & Society, Bloomberg School of Public Health, Johns Hopkins University, Baltimore, USA. Sandberg main applicant.

2008 Application approved (by the Faculty of Social Sciences, LU) for initiation of research and planning for the project *News reporting on STD (Sexually transmitted diseases) in Swedish and American daily newspapers* in collaboration with Professor Katherine Clegg Smith, Dept. of Health, Behavior and Society, Johns Hopkins University, USA. The grant was in the amount of approximately **SEK 120 000**. Sandberg main applicant.

2008 – 2009 Application granted for the project *Youth, Internet & Advertising*, a collaboration between researchers in media and communication, cognitive science, and the Humanist Laboratory, LU. The project received a grant in the amount of **SEK 530 000** from the Nordic Council of Ministers and was carried out in collaboration with Swedish Consumers' Association. Sandberg (PI).

2007 Application granted for *Tempo – A multidisciplinary media project on knowledge and the changeable*. The project received financial support from the Office of the Vice-chancellor and the Future Fund of Lund University in the amount of approximately **SEK 300 000**. Main applicant and project leader for the multidisciplinary TEMPO anthology in which some 20 young female researchers from Lund University participated.

2007 *Media, children and healthy lifestyle* [Mediernas betydelse för barns livsstil och matvanor] Application for seed money from the Swedish Consumer agency. Sandberg main applicant. Received a grant in the amount of **SEK 200 000**.

2006–2008 *Mapping marketing of food to children and adolescents*, funded by the the Nordic Council of Ministers and the Consumer Agency, in collaboration with Consumer Council of Sweden [Sveriges Konsumentråd]. Sandberg PI. Granted approximately **SEK 700 000**.

1999 Application approved for research initiation from FRN: The Swedish Council for Planning and Coordination of Research [Forskningsrådsnämnden] **SEK 50 000**. Project: *Ideal body image, lifestyle and consumption. A study of health communication strategies to prevent obesity*. The work resulted in a doctoral dissertation plan November 1999, and formed the basis for my dissertation *Media and Obesity* (Sandberg) publicly defended 2004.

1997 Application granted for *Young Blood Donors in Scania* [Unga blodgivare i Skåne]. The research was funded by the Council for Health Care Research in Southern Sweden [HSF Rådet för hälso- och

sjukvårdsforskning i södra Sverige]. The grant amounted to 1, 5 month of full-time pay and resulted in a publication. This was my first application as main applicant/PI.

Apart from the projects listed above, where I have had a leading role as PI/project leader and/or Main-applicant/Co-applicant, I have been participating in several other applications (not listed) and projects. As a junior PhD candidate and postgraduate student I was hired as research assistant and trained within externally funded/commissioned projects at the Department of Sociology (MKV)

1999–2000 Research assistant (2 months) Project: *Public opinion on the European Economic and Monetary Union (EMU)*. Investigating public ideas on the EMU, prior to the general referendum. The work consisted of making expert interviews with politicians and representatives of various public education organizations, analyse data and summarise findings for reports. Funded by the Swedish National Board of Psychological Defence (Styrelsen för psykologiskt försvar, SPF, Stockholm). PI: Dr Lars Palm.

1999–2000 Research assistant (1, 5 month). Project: *The Millennium Project*. My task was to search for, analyse and report on information from authorities to the general public about the possible disruptions that could occur at the turn of the millennium (the so-called Y2K bug). I performed expert interviews with representatives for agencies, statistical analyses of data on citizens' concern about the turn of the millennium. Project funded by the Swedish National Board of Psychological Defence (SPF, Stockholm). PI: Dr Gunilla Jarlbro and Dr Lars Palm.

1997–1998 Research assistant, facilitator and coordinator (2 months). Project: *Dialogue project on traffic safety information in four Scanian communities; Hästveda, Tollarp, Väsby and Grevie*. Community intervention, grass-root and democracy project to promote civic engagement in community affairs and traffic safety. Project funded by the Transport Authority, Southern Region. PI: Dr Lars Palm.

1997–1998 Research assistant (3, 5 months). Project: *The Halland Ridge Scandal*. Conducted interviews with residents in the Halland's Ridge area – both persons affected and not affected by the toxic materials released in connection with the tunnel construction in Halland Ridge. The project was funded by the Swedish National Board of Psychological Defence (SPF), involved most researchers at the department, and resulted in several publications. PI: Professor Peter Dahlgren.

1996 Research assistant (2 months) *HIV-preventive work among immigrant associations in Gothenburg*. I did fieldwork and interviews with representatives and members of 15 immigrant associations. Research commissioned by the Migration Administration in Gothenburg.

1996 Research assistant (1, 5 month). Project: *The Ammonia train accident in Kävlinge*. My role was to conduct structured telephone interviews (survey) with citizens, interviews with all involved rescue services and agencies, media figures, and completion of a report. The project was funded by the Swedish National Board of Psychological Defence [Styrelsen för psykologiskt försvar]. PI: Dr Gunilla Jarlbro.

Additional travel and research grants and stipends (not listed earlier)

Internationalization grant for participation in guest researcher residency or conference abroad, **SEK 50 000**

Knut and Alice Wallenberg Foundation, 2008, for research-related travel, **SEK 5 000**

Fredrika Bremer-förbundet, 1997, grant for young women's education, **SEK 10 000**

Letterstedska föreningen, travel grant for conference in Vaasa, Finland, 2010, **SEK 3 000**

Lars Johan Wallmark grant in 2007, awarded to talented and deserving younger academic teachers **SEK 5 500**

Gleerupska stipendiestiftelsen, 2005, travel and research grant **SEK 4000**

Per Westling Memorial Fund, 2003, research grant, **SEK 5000**

Letterstedska föreningen, 1997, for Nordic exchange and travel, **SEK 3000**

Lund University Students grants, 1996 and 1995 **SEK 5000**

2. International experience and contacts

I have extensive international European and Nordic networks. As an undergraduate student I reached out across borders for studies and cultural exchange at French universities. Having Professor Peter Dahlgren as co-supervisor and colleague added an international ambience to the environment. As a postdoctoral researcher I spent time abroad as a visiting scholar in a few research environments in Europe and the US (Amsterdam University and Johns Hopkins University). I was highly inspired by researchers such as Professor Patty Valkenburg, Moniek Buijzen and their colleagues at the Amsterdam School of Communication Research. We still keep in touch, and I was happy to have their colleague Professor Jessica Taylor Piotrowski, Director of the Centre for research on Children, Adolescents, and the Media, as faculty opponent at one of my PhD students' defense a few years ago. The researchers I met during my stay at Johns Hopkins, have been tremendously important to me. For example Professor Katherine Clegg Smith, an excellent researcher, trained sociologist from Nottingham, with expertise in media and communication as well as the lived experience of various health conditions. Kate has been of great support over the years and a source of inspiration. We have collaborated in research, applications, co-authoring, teaching etc. I was happy to host her a few months at Lund University as an international guest and Pufendorf fellow (2015–2016).

In my role as study counsellor and Director of Studies I early on came in contact with international students and colleagues, and today I work in a highly international environment with international Master students, PhD students and colleagues from all over the world, e.g. UK; USA; Indonesia; Denmark; the Netherlands; and India. We have regular international visitors, host an annual international conference, and in no time English has become (more or less) everyday working language, in research and in teaching. I have for years been spoiled with distinguished international scholars visiting the KOM- department sharing their work with us (e.g. Nico Carpentier Charles University Prague, and VUB - Free University of Brussels; Maren Hartman University of Arts Berlin, Maria Barkadjiva University of Calgary, Jeanette Steemers University of Westminster, Joke Hermes University of Amsterdam, John Corner Leeds University). It's been a privilege. On top of that I highly value my own international networks and collaborative partners in the Nordics, in Europe and beyond for research and exchange of ideas.

One such important network is the DigiLitEy-network, including participants from a wide range of disciplines (Childhood Studies; Computer Science; Cultural Studies; Early Childhood Education; Media Studies; Psychology; Sociology and others). I have been a member since 2014 and find the interdisciplinary approach essential to the construction of knowledge in the dynamic area of digital technology and early childhood. The network has provided me with cross-cultural knowledge, new methodologies for working with young children and theoretical frameworks that captures the digital literacy experiences of the whole child in a holistic and ethical manner. I have collaborated closely with Professor Julia Gillen (Lancaster University), Professor Rosie Flewitt (Manchester Metropolitan University), Associate professor David Poveda (Universidad Autonoma de Madrid), Dr Ana Jorge (Catholic University of Portugal later Nova University Lisbon), and Professor Kristiina Kumpulainen (University of Helsinki) to mention some of the members in the closer team of researchers. In early spring 2019, Dr Ana Jorge also came to visit me through an Erasmus exchange. The group of researchers have met in several conferences and meetings (in Tallinn 2015, Lisbon 2018, Riga 2018, and Manchester 2019), exchanged data/results, co-authored reports etc. I arranged a panel 'Growing up with portable digital media: A comparative European study of 0-3 years old' with contributions from several of the group members, for the ECREA 2018 preconference in Lugano, Children and Adolescents in a Mobile Media World, having professor Patty Valkenburg as a keynote speaker. In 2019–2020, I was invited as Guest Editor of a special issue for the *Journal of Early Childhood literacy*, with Julia Gillen and Rosie Flewitt from the network. This year (2021) Julia and I published an article for the *European journal of communication research*, Special issue, Children and Media: Emerging Issues.

The DigiLitEy-network is focusing on the very young children. For years, I have also been working with older children and youth, and have been part of the wide network *EU Kids Online* (<https://www.lse.ac.uk/media-and-communications/research/research-projects/eu-kids-online>), including researchers from 35 countries making comparative research and building capacities on children (age 9–16), internet use, risks and opportunities. Recognizing the lack of evidence and research particularly in the global south the network has also expanded into a *Global Kids Online* network (<https://www.unicef-irc.org/research/global-kids-online/>). The portal figure in all this is Professor Sonia Livingstone (London School of Economics). Sonia visited us in Lund already in the late 1990's and became a source of inspiration. Since 2014 *EU-Kids online* has been directed by Professor Uwe Hasebrink, Leibniz-

Institut für Medienforschung, Hans-Bredow-Institut. I am one of six researchers representing Sweden in the network (<https://www.lse.ac.uk/media-and-communications/research/research-projects/eu-kids-online/participating-countries/sweden>). I have contributed to the development of a 'European evidence database' and provided input for various reviews and applications. The CO:RE (Children Online: Research and Evidence) is another important initiative that springs from this network. It's a European knowledge platform on digital technologies in the lives of children and young people (<https://core-evidence.eu/>). I follow closely activities in these networks, participate in online seminars, and meetings.

Another international network that I have been part of since the start in 2014, is the international DIGMEX (Digital media and existential terrains) research network, for the study of digital media and existential issues and challenges. It is initiated and spearheaded by Professor Amanda Lagerkvist at Uppsala University and has more than 180 members, including several very reputable international scholars such as Media philosopher John Durham Peters from Yale University, José van Dick Distinguished Professor of Media Studies Utrecht University, Charles M. Ess professor emeritus in Media studies Oslo University, Sherry Turkle Professor of the Social Studies of Science and Technology, MIT Cambridge. The network and its activities has in a way open a new world to me – Existential media studies – and made ground breaking empirical, and theoretical contributions to media and communication studies. It has over the years increased my interest in not only existential issues but also ethical issues, phenomenology and us being in the world, online and offline. I have been invited as faculty opponent to Oslo University by Lagerkvist and Ess, and John D Peters former PhD-student Dr Gavin Feller reached out while on a postdoc in Umeå. Dr Feller shares my interest in children's wellbeing and digital technologies. This gave me the opportunity to invite him to seminars in Lund and Halmstad, also to have him as a guest during my latest sojourn at the Pufendorf Institute within the Theme In search of search and its engines.

I have been awarded Pufendorf fellowships three times, and each of them not only provides me with great contacts across disciplinary and faculty borders, but also with an inflow of ideas through international visitors, and networking. In 2015–2016 while working on digital health issues we were lucky to invite Professor Katherine C. Smith as mentioned above, but we also travelled with the whole team and organized a two day conference with researchers studying digital technologies and wellbeing, from Utrecht, Eindhoven and Delft: Bart Kamphorst; Robbert Jan Beun; Ron van't Land; Arlette van Wissen; Aline Frankze; Sander Voerman. Associate professor Joel Andersson Ethics Institute, Department of Philosophy and Religious Studies, and Associate professor Thóra Hafsteinsdóttir the University Medical Center, Division Neurosciences, Rehabilitation, Nursing Science and Sport, were our local hosts. During my latest fellowship on search engines (ISOs) we had several distinguished guests visiting us through Zoom (due to the pandemic); e.g. Professor Geert Lovink a media theorist and internet critic, from the Society of Query, founder of the Institute of Network Cultures, Amsterdam University of applied Sciences; Richard Rogers, Professor of New Media & Digital Culture, University of Amsterdam, also director of the Digital Methods Initiative, known for the development of software tools for the study of online data; Renee Ridgway artist, curator, writer based in Amsterdam also PhD-candidate Dept. of Management Politics and Philosophy Copenhagen Business School; and Francesca Tripodi, Assistant Professor in the School of Information and Library Science at UNC-Chapel Hill and senior researcher at the Center for Information Technology and Public Life (CITAP). Dirk Lewandowski, professor of information research and information retrieval at the Hamburg University of Applied Sciences, Germany, actually came in person and spent several months with us participating in our Zoom-meetings, seminars and other activities. This autumn we will meet some of them in person for a two-day symposium in September 2021.

I participate in Nordic, European and International conferences (e.g. ICA, ECREA, and NordMedia) presenting my research as full papers, extended abstracts, posters etc. (please see my publication list). I am an active member in the Children Youth and Media section in ECREA, chaired by Professor Elisabeth Staksrud, and I am also participating in activities and seminars online between conferences. I am also a member of the more recent TWG on health communication headed by Doreen Reifegerste Bielefeld University; Thomas Friemel, University of Zürich and Julia van Weert, University of Amsterdam. I am currently Co-chair for a new TWG on Media communication and health within the NordMedia conference with colleagues from University of Southern Denmark in Odense, Associate professor Anette Grønning, Dr Maja Klausen, and from Aarhus University Dr Carsten Stage. In the coming year (2022) we will organise a 'middle year' symposium to kick-start a Nordic network on media and health. I will apply for network funding through Riksbankens Jubileums fond to organise the network meeting and symposium. I have also been organising seminars, symposia and conferences with internationally reputed guests and keynotes. I was scientific chair for an interdisciplinary conference on food health and media co-hosted with Professor Paulina

Nowicka in 2019. We had Professor Stanley Ulijaszek from Oxford University; Professor Lotte Holm University of Copenhagen; Professor Allan Warde Manchester University, Karen Watson from Imperial College London as guests, to mention a few.

I have always valued collaboration and exchange with my Nordic colleagues and I have good contacts with colleagues across several Nordic countries, some goes years back others are more recent. I am currently involved in research in a Scandinavian project on Social media uses during the pandemic among nurses, involving media researchers, sociologist and medical anthropologists in Denmark, Norway and Sweden (e.g. Stinne Glasdam; Bente Kalsnes; Frode Fadnes Jacobsen). I am also currently expanding both Nordic and international networks through my ongoing applications for funding.

Finally, I want to add that my work for the Sweden-US Fulbright Commission, in their board and screening committee, as well as in activities for the Fulbright scholars/students has been rewarding. My engagement in International relations and exchange, European and Global Young Academies as representative for the Young Academy of Sweden, and my work for the Foundation for Baltic and East European Studies, has also expanded my international networks, contacts and cultural experiences. The latter supporting research and collaboration in more than 30 countries around the Baltic Sea and in the post-communist Central, Southern and Eastern Europe, from Denmark to Kazakhstan. These engagements have not only open the doors to higher education and elite research institutes abroad (e.g. Université Paris-Saclay; Max Planck Fritz-Haber Institute, and the Wissenschaftskolleg in Berlin) also to Embassies, Ministries, Funders and Academies (e.g. Académie de Sciences in Paris), thus putting me in contact with excellent researchers and role models, as well as the higher management of Universities, politicians, funders and policy people for European and global organisations (e.g. European Research Council, UNESCO) providing me with intellectual motivation and insights into diverse research areas; research excellence; infrastructures; leadership and organisation; as well as research politics.

Examples of international contacts, invited talks, participation in meetings etc.

2021. Participated in meeting and interactive seminar organized by CO:RE “ Research Integrity in the work with children and digital media” (Ethical issues in comparative and longitudinal research with children) May 4, 2021. Hosted by Professor Elisabeth Staksrud (University of Oslo, Norway), and experts in the field of research integrity including Professor Ana Marušić (University of Split, Croatia), Professor Halla Björk Holmarsdottir (Oslo Metropolitan University, Norway), Assistant Professor Malte Elson (Ruhr University Bochum, Germany), and Professor Göran Hermerén (Lund University, Sweden). Chair: Niamh Ní Bhroin (University of Oslo, CO:RE). <https://core-evidence.eu/core-ethics-webinar-research-integrity/>

2021. Participated in international meeting with researchers, policy people and children across the world to celebrate the adoption of General Comment No. 25 which sets out how the UN Convention on the Rights of the Child applies in the digital environment. (March 24) <https://rightsfoundation.com/in-action/celebration-of-general-comment-no-25-on-childrens-rights-in-the-digital-environment.html>

2021. Invited talk at international higher research seminar, Sandberg, H., Sjöberg, U. and Sundin, E. (2021). ‘Digikids: Data management and Ethics in Research’. Malmö University, May 19.

2019. Introductory lecturer, ‘Health communication – the concepts and implications’, at the International (pre)conference on Health, media and communication, BMC, Uppsala University, Aug 28.

2019. Plenary speaker, ‘the New media landscape and health: Challenges and opportunities from a producer and user perspective’, *Communication breakdown? Food and health in an age of abundance. International conference on health communication*, 29–30 August, The Humanities Theatre, Uppsala, Sweden.

2019 January. Hosting Dr Anna Jorge from the Department of Media and Journalism Studies at the Catholic University of Lisbon, Portugal. Research and education exchange through the Erasmus program of staff exchange. Organizing visit, lectures and seminars: ‘Everybody wants to be famous. Children youth and celebrity’; ‘Under the blue lights: The rise of the culture of micro-celebrity’, January 21–23, Lund.

2017. Keynote speaker 'Digital turn – not necessarily a turn in health development' at the 8th International Forum on Social Security Frontier Issues. Opportunities and Challenges: The Social Welfare System in the Digital Age, hosted by Halmstad University and Shanghai University of Engineering Science, October 12–14.

2017. Research visit and exchange organised by the Foundation for Baltic and East European Studies with Vilnius University, Lithuania. Meeting with researchers at the Centre for Scandinavian Studies and the Centre for International Relations, and Political Science. Meeting with Vice Chancellor and Pro Vice Chancellor at Vilnius University, and the Swedish Ambassador, 7–9 May.

2016. Invited talk and presentation of ongoing work on digital health at Lund University at a conference/meeting on 'eHealth and lifestyle coaching' hosted by the Department of Philosophy and Religious Studies and the University Medical Center Utrecht, Utrecht University, The Netherlands, 18–19 May.

2015. Invited as expert by The Nordic Council of Ministers and the Norwegian Directorate of Health to a meeting and workshop, 'Establishing a joint Nordic monitoring protocol for marketing of unhealthy foods and beverages towards children' [Monitoring av marketing till barn]. Including researchers and experts from e.g. WHO Euro, National Institute of Public Health – Slovenia, Open University UK, Iceland University, The Danish Veterinary and Food Administration, University of Gothenburg, The Finnish Consumers' Union, 20–22 September.

2015. Invited plenary speaker at a WHO conference in Athens, Greece. The European Network on Reducing Marketing Pressure on Children, 15–16 June.

2014. Member of a delegation for the Young Academy of Sweden visiting the Académie de Sciences, the French Ministry of Higher Education and Research, visits to Neurospin, Université Paris-Saclay, the L'Oréal Research Lab, and the L'Oréal's Awards ceremony for Women in Sciences, 17–20 March.

2013. Chairing parallel sessions on 'Press and Passion', International Conference in Media and Communication Research: Media and Passion, 20–21 March, Lund, Sweden.

2013. Invited Keynote speaker 'Children's exposure to and understanding of online advertising' at the eNACSO conference, European NGO Alliance for Child Safety Online, Rome, Italy, 21–22 February.

2012. Participated in the 2nd European Gender Summit in the European Parliament, Brussels, Belgium. 'Quality Research and Innovation through Equality'. European Science Foundation, as a representative for the Young Academy of Sweden. 29–30 November.

2010. Invited lecturer in the 'Women in Academia' Seminar and Workshop. Arranged by the Swedish Institute Network for Future Global leaders. Lund, 26 November.

2010. Keynote speaker at the 5th Conference for the European Network on Reducing Marketing Pressure on Children. 8–9 March, Barcarena/Lisbon, Portugal. Ref. Knut-Inge Klepp, Norwegian Directorate of Health, Norway.

2009. Participated in 'Water and Public Health'. American Public Health Association (APHA) 137th annual meeting and expo, 7–11 Nov, Philadelphia, Pennsylvania, USA.

2008. Invited talk 'Media and Health: from news reporting on obesity to food ads' at a researcher seminar, hosted by Professor Patty Valkenburg, Amsterdam School of Communication Research (ASCoR), Universiteit van Amsterdam, The Netherlands, 2 October.

2008. Invited lecturer for the Nordic FOBoNet Seminars series and workshop 'Socio-cultural perspectives on food, body and health from a media perspective', 23–25 June, Björkö-Gothenburg, Sweden. Gun Roos, the Norwegian National Institute for Consumer Research (SIFO).

2008. Participated in the 58th International Communication Association conference, 'Communicating for social impact', 22–26 May, Montreal, Quebec, Canada.

2008. Invited lecture, 'Media, marketing, and children in Sweden'. At the Bloomberg School of Public Health, Johns Hopkins University, USA, May 15.

2007. Chair, European research conference in public relations through EUPRERA (European Public Relations Education & Research Association). Conference theme: 'Legitimacy in a Changing World', 27–30 September, at Roskilde University Centre, Denmark and Lund University, Sweden.

2007. Invited talk 'Sweet ads and fat kids', at the STINT-funded researcher seminar series through an exchange agreement between Université Paris III France and Lund University, 7–9 May.

2005. Participant in European researcher conference 'New Challenges for Public Relations', European PR Congress, EUPRERA, Lisbon, Portugal, 10–13 November.

2005. Invited talk for the STINT-funded, French-Swedish research school and doctoral exchange programme (22–25 May) between the Department of Media and Communications Studies, Lund University, Université de Paris III and EHESS (L'Ecole des Hautes Etudes en Sciences Sociales) Paris, France. Ref. Professor Peter Dahlgren.

2004. Invited talk at the *1st Scandinavian Obesity Conference* (SPOC) hosted by the Childhood Obesity Unit, Malmö University Hospital (MAS). Ref. Professor Carl-Erik Flodmark (MAS). 4–5 March.

2002. Participation and paper presentation at a Nordic researcher and doctoral student symposium in Roskilde, Denmark, 21–22 March. Organised by Dr Carol Henriksen, Roskilde University Centre (RUC).

1997. Participant in an ERASMUS management meeting at Portballintrae, Northern Ireland, for representatives of Departments involved in the ERASMUS exchange programme within media and communications

3. Other scientific qualifications

Faculty opponent and examination board service (16 times at 7 universities in Sweden, Denmark and Norway)

2021 **Faculty-opponent** and member of examination board, PhD-student Ragnhild Fjellro, Department of Media and Communication, Oslo University, Norway. Dissertation title: *Å høre til - Eksistensfenomenologiske undersøkelser av dokumentarisk lyd og lytting*. Additional members of the board: Professor Mia Lindgren, Swinburne University of Technology, Australia; Associate prof Arnt Maasø, IMK, Oslo University; Assoc prof Anne Granberg, Bergen University. Supervisors: Professor Amanda Lagerkvist and Professor emeritus Charles Ess.

2021 **Faculty-Opponent (First opponent)** and member of the examination board (committee), for doctoral candidate Maja Nordtug, PhD thesis in Media studies, Department for the Study of Culture, SDU University of Southern Denmark, Odense. Additional members of committee Dr. Gareth Thomas, Cardiff University, UK; Associate Prof Vitus Vestergaard University of Southern Denmark. Main supervisor: Associate professor Annette H Grønning. Public defense May 26, 2021, *Engaging with Digital Media: Parent's Digital Media Engagement in Relation to HPV Vaccination*.

2020 **Opponent** at final seminar (proveforsvar) Maja Nordtug PhD candidate in media and communication studies, Department for the Study of Culture, SDU University of Southern Denmark, Odense. (Prel title: Media use and health decisions), May 28, 2020. Main supervisor Annette H Grønning.

2019 **Stand in-member of examination board**, at public defense November 29, PhD-student Helena Taubner. Title: *Aphasia and narrative agency - media representations, stories of self and multimodal literacy practices*. [Afsi och narrativt aktörskap - mediebilder, självberättelser och multimodala litteracitetspraktiker] (Compilation thesis), School of

Health and Welfare. Main supervisor: Åsa Wengelin, Professor, University of Gothenburg. Co-supervisor Dr Malin Hallén, Halmstad University.

2018 **Member of evaluation committee**, midterm seminar, June 8, PhD-student in Media and Communication Studies Britt-Marie Ringfjord. PhD-thesis on Media, gender and sports [Prel title: Sport i balans? Om genus, jämställdhet, medier och sportkultur]. Main supervisor: Professor Gunilla Jarlbro, Media and communication studies, Lund University. Co-supervisor Prof Anna Edin, Media and Communication Studies, Gävle University.

2018 **Member of examination board**, defense June 1, of PhD-candidate Alexander Strukelj. PhD-thesis in English linguistic (monography). Title: *Reading expectations: How expectations influence our reading, eye movements, opinions, and judgments*. Main supervisor: Professor Carita Paradis, Center of languages and literature [SOL], Lund University.

2018 **Faculty-Opponent** at public defense May 9, PhD-candidate Christopher Holmberg. Title: *Food, body weight, and health among adolescents in the digital age. An explorative study from a health promotion perspective*. Department of Food and Nutrition, and Sport Science, Gothenburg University. Main supervisor: Christel Berg, Associate prof.

2017 **Faculty-Opponent (First opponent)** and member of the examination committee, for doctoral candidate Kasper Bering Lissberg, PhD thesis in Media and Communication. Title: *Logn og statin. Sundhed og kolesterolsænkende medicin set i et mediebruger- og patientperspektiv*, Department of Media, Cognition and Communication [Institut for Medier, erkendelse og Formidling], Copenhagen University, Denmark. Additional members of committee: Professor Jan Fredrik Hovden, Dept. of information and media studies, University of Bergen; Professor Anne Jerslev (chair), Copenhagen University. Main supervisor: Christa Lykke Christensen, Associate prof.

2017 **Faculty-Opponent (First opponent)** and member of the examination board, for doctoral student Karen Kofoed, PhD thesis in Communication, title: *Pension, kundebehov og kommunikation*, Department of Communication and Humanities [Institut for kommunikation og humanistisk videnskab], Roskilde University (RUC) Denmark. Additional members of committee: Dr Marianne Wolff Lundholt Director Narratological Studies, University of Southern Denmark; Dr and Research group leader Public communication Karsten Pedersen (chair) RUC. Supervisor: Susanne Kjaerbeck, Prof.

2016 **Opponent**, Mid-term seminar, for doctoral student Christopher Holmberg, prel title: *Food and social media among adolescents: an explorative study from a health promotion perspective*. Department of Food and Nutrition, and Sport Science, Gothenburg University, 10 May. Supervisor: Christel Berg, Associate prof.

2015 **Member of examination board** public defense January 12, PhD-candidate Kerstin Gidlöf Department of Philosophy, cognition science. Dissertation title: *Visual attention during decision-making in natural environments*. Lund University. Additional members of committee: Professor John Paulin Hansen, IT-University Copenhagen, Professor Magnus Lagnevik LU. Faculty opponent Professor Iain Gilchrist, University of Bristol, UK. Supervisors: Associate Prof Annika Wallin and Prof Kenneth Holmqvist.

2015 **Member of examination board** public defense January 16, PhD-candidate Susanna Magnusson's thesis defence in Media and Communications Studies. Dissertation title: *Att säkerställa att vi är välkomna – om organisationers strategiska kommunikation och förtroendeskapande arbete i det mångkulturella samhället* [Ensuring that we are Welcome – Organizations' strategic communication and trust-building work in the multicultural society]. Department of Communication and Media, Campus Helsingborg, Lund University. Additional members of the board: Professor Per Olof Hallin Malmö University, Professor Orla Vigsö University of Gothenburg. Faculty opponent: Professor Oyvind Ihlen, Oslo University. Supervisors: Professor Gunilla Jarlbro, Anders Sigrell and Mats Heide.

2014 **Member of examination board** public defense September 12, PhD-candidate Martin Danielsson in Media and communications studies, Halmstad University. Dissertation title: *Digitala distinktioner. Klass och kontinuitet i unga mäns vardagliga mediepraktiker* [Digital Distinctions. Class and Continuity in Young Men's Everyday Media Use]. School of Education and Communication, Jönköping. Additional members of the board: Professor Larsåke Engblom Jönköping University; Associate professor Stina Bengtsson Södertörn University. Faculty opponent: Prof Andre Jansson Karlstad University. Supervisors: Prof Ingered Rydin and Associate prof Ebba Sundin.

2014 **Member of evaluation committee** for Susanna Magnusson's final seminar, Department of Communication and Media and Department of Strategic Communication, Helsingborg, 29 August.

2009 **Opponent**, final seminar, PhD candidate Hillevi Prell. Prel dissertation title: *Promoting healthy eating to children and adolescents – school and media influence* Department of Food, Health and Environment, Gothenburg University (8 December).

2003, **Opponent**, final seminar, PhD candidate Mats Hedin Dissertation title '*Intranät – en ny arena för kommunikation och lärande*' [Intranet – a new arena for communication and learning] (September), LU.

Expert assignments for research funders

2021–2022, **Chair of the panel for Grand projects** (5 years, 25 million SEK/project). The Foundation for Baltic and East European Studies [Östersjöstiftelsen]. Panel includes Ann-Marie Ekengren, Professor of Political Science University of Gothenburg, Helge Jordheim, Professor of Cultural History University of Oslo, Jesper Kallestrup, Professor of Philosophy University of Aberdeen.

2019–2022, **Vice Chair of the Research delegation** for The Foundation for Baltic and East European Studies [Östersjöstiftelsen]. The Foundation funds research in all disciplines (mostly within the Social sciences and the Humanities) of relevance to and within the designated geographical areas around the Baltic Sea and Eastern Europe. In 2020 we funded 84 ongoing projects (3 years) and postdoc projects (2 years), a total of 269 researchers, 83 PhD students and 20 Professorships, corresponding to 170 million SEK.

2019–2021, **Member of the Tietgen Award Committee** in Copenhagen, Denmark. The annual award of 500 000 DKK is since 1929 granted by the Danish Society for Education and Business (DSB) in recognition of a significant research contribution, by a talented young Danish researcher, in the fields of humanities and social sciences.

2018, June, **Reviewer** for The Research Foundation – Flanders (FWO), an independent funding agency that supports fundamental scientific and strategic basic research in all disciplines in Flanders (Belgium).

2018 February-March **Reviewer** of research proposal Social media food marketing and peer-to-peer influence. Norm-driven persuasion among adolescents, submitted to KU Leuven (University of Leuven, Belgium), the Research Council and IOF Council.

2017–2021 **Member of the Research delegation** for The Foundation for Baltic and East European Studies [Östersjöstiftelsen]: Foundation for research in areas related to the Baltic Sea region and Eastern Europe and research and infrastructure at the Södertörn University (appoints experts/reviewers and evaluates/prioritizes research grant applications)

2016–2019 **Member in the Screening committee** for the Swedish-American Fulbright Commission (board for Swedish-American researcher and student exchange programmes). Assesses research applications from the US (incoming) and Sweden (outgoing) for the graduate and prestigious scholar programmes.

2014–2015 **Reviewer** (sakkunnig). Evaluation of applications submitted to The Foundation for Baltic and East European Studies.

2013 **Expert and investigative assignment** for Riksbankens Jubileumsfond RJ (Swedish Foundation for research in the Humanities and the Social Sciences). Evaluation of RJ's qualified research drafting activities in area groups (områdesgrupper), in collaboration with Associate professor Jonas Harvard Mid Sweden University, Professor emeritus Gunnar Öquist, Umeå University, Secretary for The Royal Swedish Academy of Sciences; and Professor emeritus Krister Ståhlberg Åbo Akademi. Ref: Göran Blomqvist (CEO).

2008–2013 **Member** of the **Screening committee**, Sparbanksstiftelsen Färs & Frosta and The Scanian Academy of Gastronomy. Assessed nominations for Research Prize and applications for research grants in the field of food and cultural studies.

Reviewer of scientific qualifications for academic positions etc.

2021 April-June member of Reviewer committee for applicants (approx. 80) to a Doctoral position in Media and communication Studies (ref PA 2021/607), Lund University.

2020 Reviewer of three applications for Reader [oavlönad docentur] at Halmstad University (special assignment appointed by the Dean, ongoing since January 2020).

2019 Reviewer of applicants to a Doctoral position (ref 2019/36) in Health and Lifestyle. School of Health and Welfare, Halmstad University.

2018, Review assignment for the Young Academy of Sweden.

2010 and 2011, member of Reviewer committee for appointment to two doctoral positions in Media and Communication Studies, dnr SPA 2010/191, and SPA 2011/77

2009, Member of Reviewer committee for appointment to a doctoral post in Media and Communication Studies.

Governmental and other expert assignments

2021 *Government assignment*. (S2020/08106) Appointed by the Swedish Civil Contingencies agency [Myndigheten för samhällsskydd och beredskap, MSB] to be part of a scientific advisory board to support agencies with the mission to coordinate, strengthen and develop communication efforts aimed at the public in response to the corona pandemic. April-June. Ref Christina Andersson.

2016 *Expert* invited to a meeting with the *National Medical Ethics Council* (SMER) in connection with the preparation of a report on 'wearable technology', 30 September, BMC Lund.

2004 *Government assignment*. Appointed by the National Institute of Public Health, together with Professor Lars Palm Halmstad University, to carry out a research review on health information and health communication, as part of the Institute's assignments to partner with the National Food Agency to develop a basis for a national action plan for healthy eating habits and increased physical activity for the population.

Planning, and organising conferences, symposia, seminars

2021 – Responsible for planning, organizing and co-hosting the KOM Higher research seminar series in collaboration with Dr Marie Cronqvist (Media history) and Dr Mika Hitanen (Rethoric), at the Department of Communication and Media.

2020–2021 Co-chair of the TWG3 (Temporary working group for Media, Communication and Health), 25th NordMedia conference, in Reykjavík, Iceland on August 18–20th 2021, under the heading *Crisis and Resilience: Nordic Media Research in the Frontline*. Writing TWG proposal, responsible for reviewing abstracts, planning sessions, schedules, and hosting seminars.

2021 Hosting seminar within the KOM Higher research seminar series with Dr. Fredrika Thelandersson, Rutgers University NJ, USA. “Sad Affects and Contemporary Women’s Media: Depression, Anxiety, and Neoliberal (Post) Feminism in the Post-Recessionary West”. Lund February 17.

2020–2021 Planning, organizing and hosting a seminar series with Dr Gavin Feller, postdoctoral fellow from Umeå University as guest. Halmstad Dec 1, “You don’t find a Meme, A Meme Finds you: the Role of YouTube’s Recommendation System in The Circulation of Video Memes”; Lund KOM, Dec 16, “Kidfluence: Uncovering the Commercial Forces behind the emergence of you Tube Child Celebrities as Global Brands”; and Jan 28 at the Pufendorf Institute for Advanced Studies, within the Theme In Search of Search: “But it is suggested by You Tube: Algorithmic Recommendation as Memetic Cultural Production”.

2019–2021 Responsible for planning and hosting a series of Brown bag seminars at Halmstad University related to the Media and communication studies collective’s ongoing research, manuscripts in preparation and research applications, including inviting guest presenters.

2019 Chair of the program committee and Scientific Chair for the multidisciplinary pre-conference *Health, media and communication*, tailored for junior researchers and PhD-candidates, at BMC, Uppsala University, August 28, 2019. Program coordinator, review of paper submissions, oral presentations, chair of poster session and oral pitches, Editor of Conference Abstract booklet etc.

2018–2019 Vice-chair for the program committee and Scientific Chair for the International conference on health communication *Communication breakdown? Food and health in an age of abundance* in collaboration with Professor Paulina Nowicka, hosted at The Humanities Theatre, Uppsala University, Sweden, August 29-30, 2019. Funded by the Research Council (Vetenskapsrådet). Approx. 70 conference participants.

2018 Responsible for planning, organising, and moderating a half day research seminar and panel discussion on gender, consumer behaviour and consumers’ position in the market. “Consumer identities from a gender perspective”, with invited guests: Cecilia Tisell Director General the Swedish Consumer Agency; Dr Anna Fyrberg Yngfalk Karlstad University; Dr Niclas Neuman Uppsala University, Professor Cecilia Fredriksson Lund University; Professor Ulf Mellström Karlstad University; Christina Holm Gatica The Swedish Consumers’ Association. October 10, Bryggarsalen in Stockholm. (Approx 80 participants)

2018 Responsible for planning, organising and moderating a panel with 14 participants from Spain, UK, Finland, Portugal, Israel and Sweden (Yehuda Bar Lev; Alison Clark; Rosie Flewitt, Julia Gillen; Ana Jorge; Kristiina Kumpulainen; Mitsuko Matsumoto; Raquel Pacheco; David Poveda; Heidi Sairanen; Helena Sandberg, Ulrika Sjöberg; Vitor Tomé) at the ECREA preconference on *Children and portable media* in Lugano, Oct-Nov 2018: ‘Growing up with portable digital media: A comparative European study of 0-3 years old’.

2017 Planning and hosting a symposium on April 27, with Guðbjörg Erlingsdóttir for the eHealth@lu network on ‘Digitalization of health and healthcare’ as part of the Lund University 350 year jubilee program and the Science Week ‘The digital society’ 24 – 30 April 2017. Invited guests: Professor Barbara Czarniawska Gothenburg Research Institute, Professor Sverker Sikström, Lund University and Associate professor Mats Johansson LU, and others see <http://www.lu.se/event/e-halsa-digitaliseringen-av-halsa-och-sjukvard> (Approx. 45 participants).

2016 Responsible for planning programme, organising and moderating the seminar *The Faces of Fraud in Research* [Forskningsfuskets ansikten]. Seminar 1 out of 4, in the series ‘The Good Researcher’ [Den gode forskaren] 29 September, Lund, Sweden. We had approx. 60 participants in the audience. Invited speakers: Göran Hermerén professor emeritus reputed international scholar and expert in ethics; Associate professor in Philosophy and medical ethics Mats Johansson; Maria Thuveßon The Swedish research council, Göran Sandberg professor and chair of the LU Research Misconduct Review Board; Katarina Jacobsson professor social works, Malin Parmar professor neurobiology. I initiated and planned this seminar series revolving around sensitive issues related to ethics, misconduct, and governance of research in academia. It was arranged by The Young Academy of Sweden in collaboration with the Swedish Research Council’s Expert Group on Ethics.

2016 Planning, organising and hosting KOM Higher research seminars at the Department of Communication and Media; 30 March: Senior Lecturer Mats Johansson, Ph.D. in philosophy and lecturer in medical ethics, LU, 'Are you breaking the law? A seminar on research ethics regulations' [Bryter du mot lagen? – ett seminarium om det forskningsetiska regelverket]; 6 April: Professor Ulrika Sjöberg Media and Communication Studies Malmö University, 'It's not about facts – it's about framing. The App Generation's information-seeking tactics: proactive online crisis communication', and 13 April, KAW fellow, Amanda Lagerkvist, Media and Communication Studies, Stockholm University, 'Existential Media: The Digital Afterlife and the Hyperpublicness of Grief'.

2016 Programme responsible and host for a one-day symposium with seven invited talks on current research on digital health at LU: Gerd Johansson professor design sciences, Martin Stridh associate professor biomedical engineering, Cecilia Winberg PhD candidate nursing, Olof Jarlman professor computer science and others. 4 February, Pufendorf Institute for Advanced Studies.

2015 Responsible for planning and hosting international guest Professor Katherine Clegg Smith, Bloomberg School of Public Health, Johns Hopkins University, USA. 'Media as helpful or harmful? Case studies from public health'. KOM Higher seminar series, 27 November, Department of Communication and Media, Lund University.

2015–2016 Responsible for the planning and coordination of a seminar series on eHealth at the Pufendorf Institute, with internal and external guests (Swedish and international researchers, representatives for the healthcare sector, national investigators, policy and industry representatives); approximately 15 seminars were in total organised.

2015 Planning and coordination of a one-day symposium 'Current research on eHealth' with several invited guests Günter Alce, Joakim Färdow, Gudbjörg Erlingsdóttir, Boris Magnusson, Martina Axmin, Ulf Malmqvist, and others, 29 October, Pufendorf Institute.

2014 Planning and hosting KOM Higher research seminar with Dr Johanna Sjöberg, Childhood studies [Tema Barn] Linköping University, presenting her dissertation 'In the Eye of the Market : Children and Visual consumption', 23 April, the Department of Communication and Media.

2013 Responsible for planning, organising and hosting KOM's Higher research seminars

2013 Planning and execution of a full day symposium, 'Equality in academia: from numbers to action' [Jämställdhet i akademien: från siffror till handling]. Including professor Liisa Husu Örebro University, Associate professor Malin Rönnblom Umeå University, Dr Jesper Fundberg, Malmö University, Professor Gustaf Arrhenius Stockholm University and others. Arranged by the Young Academy of Sweden, Chalmers University of Technology, Gothenburg, Sweden, 30 January 2014. Also video recorded by UR play (SVT the Swedish public service broadcasting company). (Approx. 50 participants)

2012 Planning, execution, workshop leader at a half day seminar 'Interdisciplinary research for real' [Tvärvetenskap på riktigt [paw rihk-titt]]. Incl. Andreas Ekström author, journalist and moderator; Professor Boel Berner, Linköping University, Professor Sture Forsén Director Pufendorf Institute, Professor Mats Benner LU and many others. Arranged by the Young Academy of Sweden, 12 November 2012, at the Pufendorf Institute for Advanced Studies, Lund, Sweden. (approx. 45 participants)

2012 Responsible for program, planning and organising Scanian Academy of Gastronomy jubilee seminar [Skåneländska Gastronomiska Akademiens jubileumssymposium] 18 October, Pufendorf Institute, Lund. Funded by Sparbanksstiftelsen Färs & Frosta (Approx. 65 participants).

2008–2010 Member of the Roundtable Committee for the CAM section (Children, Adolescents and Media), ICA conference (International Communication Association), Chicago, Illinois, USA, 2009, and Singapore, 2010.

2004–2007 Member of the planning and programme committee for the 2007 European researcher conference organized by EUPRERA

2006 Responsible for scientific programme, planning and execution of the first national interdisciplinary full day symposium on food and consumption, 'To Buy, to Prepare, and to Eat' [Köpa Laga Äta], 13 June 2006, in Lund, hosted by The food and consumer network I led and coordinated at the time. The symposium attracted ca 70 researchers, from Umeå to Malmö.

2006 Appointed by the S-Faculty Dean to be responsible for the scientific programme for the 'Social Sciences' Day' [Samhällsvetenskapens dag], 28 April. The Program theme was food, and the heading read "The Daily Special". Researchers from a number of social sciences departments participated with talks on food as culture/ritual; food and gender; food as media content; food and politics etc. I participated actively in the programme by holding an opening address and serving as moderator.

2004–2006 In my role as leader/coordinator for the Consumer and Food Research Network [Nätverket konsumentnära livsmedelsforskning] I planned, coordinated, invited and executed a large number of research seminars, approx. 6/year, attended by approx. 20 researchers.

2003 Planning and execution of a NORFA-financed network meeting in Lund for PhD students and seniors in the field of Media and Communication Studies.

1998 Participated in planning and execution of the national conference The Swedish Association for Media and Communication Research (FSMK) conference in Lund. Acted as moderator in doctoral-student workshops held in connection with the conference.

1998 Planned, organised and participated with Professor Peter Dahlgren in *Workshops for the European Network of Doctoral Studies in Communication and Media* (a precursor to the ECREA summer school for PhD students), a week of lectures and seminars in Lund for European researchers and doctoral students (August–September).

Awards

Recipient of a **Research prize** and diploma from the Scientific Society in Lund, for significant contributions to research in the humanities and social sciences. November 2005. The prize in the amount of **SEK 20 000** was contributed by the Olga and Thorild Dahlgren Stipend Fund.

Recipient of the Sparbankstiftelsen Färs & Frosta and Skåneländska Gastronomiska Akademiens **Research Prize** 2005, in the amount of **SEK 50 000**, for my doctoral theses 'Medier & fetma: en analys av vikt' [Media & Obesity: A Weighty Analysis]. The jury's motivation: 'a very thorough thesis of great importance on a highly topical social phenomenon'.

Teaching qualifications

Teaching experience:

Scope

My teaching has taken place mainly within the framework for a senior lecturer, earlier also as part of my doctoral post (10-20%) and service as a teaching assistant (20%). My collective teaching experience comprises **more than 10 000 hours (by Dec 31 2017)**. I have since stopped counting.

Levels

I have taught at all levels in Media and communication studies, in introductory courses and on the advanced levels (Master) and within the 3rd cycle (Doctoral training). Lectures and presentations have also been given within the framework for public health programmes, nursing education, nutritionist and administrative dietician programmes, Doctoral courses/research school in MCS, but also in other subject areas (e.g. food technology) and for continued education (professional training) of young researchers (postdoctoral students) (e.g. luPOD, Lund University Postdoctoral programme), new employees at Lund University, and continuing education and teaching assignments for consumer studies teachers, doctors, school nurses, pedagogical staff, emergency services external to the university (e.g. University Hospital Malmö, Swedish Consumer Agency, Revinge Emergency Services School) (please see my separate **Teaching portfolio**).

Forms and methods of teaching

The scope of my teaching experience is broad and covers a rich variety of teaching and learning forms; from large auditoriums to small group settings; traditional classroom teaching in the form of lectures; teaching theory and methods; lab-exercises; group projects; mini field works; seminars, planning and execution of role-play; 'one-minute papers'; case studies; discussion exercises (beehives); 'muddiest point' exercises or other teaching activities to assess learning progress and activate students; collage work in groups; film and video presentation; analytical exercises; peer review and peer learning activities; excursions outside of the classroom; dialogue teaching; individual tuition; group supervision, online seminars, zoom-teaching at a distance, inclusion of guest lectures and professionals from other sectors outside of academia to multiply perspectives and voices in the course. I have served as a lecturer; seminar leader; facilitator, mentor, supervisor (both for individuals and groups, at all levels); examiner for mass (sit down) examinations, home exercises, and essays as well as oral presentations. I try to encourage creative ways of student reporting in examination e.g. through a video or a poster, or other forms of expression and feedback. I also encourage them to bring elicitation material for group discussions and exchange of ideas. I have served as an extra guidance or resource for students with special needs; and as course-supervising teacher (course leader) for several different courses during multiple terms. I use digital learning platforms extensively to interact, communicate, activate and provide students with extra materials and course readings. I draw as much as I can on my own research in my teaching, but I also encourage my students to engage with research in other ways, e.g. by being curious and attending research activities, working on real data or material from a research project, or recycle open data, thus encouraging not only a scientific approach and promoting critical perspectives in their learning achievements, but also making sure that my teaching and the way I teach (my practice of teaching) is firmly grounded in state of the art research (as for research on the subject matter and pedagogical research). (Please see my teaching portfolio for a more in depth discussion of my teaching philosophy, my practice and some concrete examples)

The following is a selection of courses and settings in which i have taught at Lund University:

- Introduction to Applied Methods in Communication Studies (7.5 credits)
- Media, Culture and Society (7.5 credits)
- The Societal Conditions for Communication and Media (7.5 credits)
- Communication and interaction (7.5 credits)
- Course in Project Work (7.5 credits)

- Planned Communication (summer course) (15 credits/10 credits)
- Quantitative and Qualitative Method (7.5 credits) (Continuation)
- Organisational Communication, and Strategic Communication I (7.5 credits) (Continuation)
- Opinion forming: Actors, Strategies, Practice (7.5 credits) (Continuation)
- Thesis Course in Media and communication (7.5 credits) (Continuation)
- Strategic Communication II (7.5 credits) (Bachelor-level)
- Internship course (15 and 30 credits, respectively) (Bachelor-level)
- Bachelor Thesis Course (for BA degree, 15 credits) (Bachelor-level)
- Media, Democracy and Globalization (7.5 credits) (advanced level)
- Media, Health and Society (15 credits), (advanced level)
- Master Thesis Course (for MA degree, 30 credits) (advanced level)

The following is a selection of courses and settings outside of MKV in Lund in which I have taught media and communication courses:

- MK3003 Introduction to media and communication research and methods (7,5hp) (Continuation-level, 31-60hp), SGSSK Political Science: Social Analysis and Communication Programme [Programmet samhällsanalys och kommunikation (SOK)], Halmstad University
- MK5010 dk1 Theories and Methods in Media and Communication Studies, 15 credits, (Bachelor-level) SGSSK Political Science: Social Analysis and Communication Programme [Programmet samhällsanalys och kommunikation (SOK), Halmstad university
- MK5010 dk2 Bachelor thesis (15 hp) (Bachelor-level) SGSSK Political Science: Social Analysis and Communication Programme [Programmet samhällsanalys och kommunikation (SOK)] Halmstad university
- MK2023 Media, communication and health (7,5 credits), SGMKH, Programme in Media and Communication Studies - profile Health, Halmstad university
- MK4013, Thesis [Uppsatskurs] (7,5 credits) Continuation level (2nd year) Programme in Media and Communication Studies - profile Health, Halmstad university

I have been lecturing (recurrently) also within the following programs and higher education settings on media and journalism, science communication, advertising, health communication, internet, children and digital technology:

- Faculty of Education and Society, Preschool education programme, Courses: Children and learning; Development and learning; Malmö University
- Department of Health, Care and Society, Nursing Programme, Lund University
- Food and Meal Culture (9 credits), Gastronomy Programme, Kristianstad University
- Health Education Programme. Course: Media as an arena for learning (7,5 hp) Kristianstad University
- Public Health Programme, Social Medicine, Malmö/Lund University
- Department of Nutrition Science Communication in Dietetics (7.5 credits), Uppsala University
- Lifestyle & Health – with Focus on Rest, Physical Activity and Food for Children and Adolescents (7.5 credits), on-campus and at a distance course, Kristianstad University in collaboration with Gothenburg, Karlstad, Umeå and Uppsala University
- Health Problems and Health Risks (5 credits), in the Public Health Studies programme at Blekinge Technical University, Department of Health and Science, and Department of Social Medicine, MAS.

International pedagogical experience

2015 July-August, Awarded a Visiting teacher fellowship FISS, Fudan University, Shanghai, China. I developed and planned in detail a 5 week summer course on Media for international undergraduate students. Shanghai was great, even though the course with very short notice was cancelled by Fudan University.

I develop and plan courses and teaching within our 2 year Master program and I am since six years back Course responsible for a 15 credit course *Media, Health and Society* (MKVN09). The student group is very diverse. Sometimes we have as many as 40 different countries in the class room.

I supervise and examine International Master Students on a regular basis (see below) within our Master's programme, earlier also within the Master's programme in the Graduate School at the Faculty.

I collaborate on and off with the International Master's program in Public Health (with Prof Martin Staffström Social Medicine and Global Health) who send their students to me for advise and tuition in their Master theses work.

I have hosted an Erasmus teacher exchange for several years 2007–2010. I had Dr Georg Malla from Malta University as a regular visitor, teaching our students at the undergraduate level.

I was planning and writing an application for an interdisciplinary collaboration between the Department of Communication and Media, and the Department of Health, Behavior and Society (Bloomberg School of Public Health), Johns Hopkins University, USA. The application concerned a several year long Institutional exchange at the Master's and 3rd cycle level (PhD training) including staff exchange as well. The application was sent to STINT in 2009, but no funding was granted.

I have lectured and made talks and held seminars while visiting contacts abroad.

To summarise, I have a broad experience of teaching for beginners as well as advanced students in a variety of courses in Media and Communication Studies, as well as within other disciplines, from numerous academic settings: Lund, Malmö, Kristianstad, Halmstad, Uppsala, and abroad.

I engage with my students a lot and try to active them and stimulate their learning experience through a rich variety of teaching and examination forms. I am used to teach in English (since 2014).

I am very aware of cultural differences, and work consciously and purposefully to create a pleasant, democratic and inclusive teaching environment for my students. I assess my teaching and adjust, develop and change it on a regular basis, depending on students' feedback and learning outcomes (see e.g. appendix Course report MKVN09 autumn 2020, and my Pedagogical portfolio for details).

Supervision and examination of thesis

I have supervised approximately **50 student projects** (introductory level, 7, 5 credits) **50 B-level essays** (continuation level, 7, 5 credits), approximately **80 bachelor-level essays** (15 credits) (not listed here), and **47 Master's thesis** (some 15 credits, most 30 credits), of which **36 were two year international Master's-degree students** (30 credits) (listed below).

- | | |
|--------------------------------------|----------------------------|
| 1. Polina Povarich, 2009 | 12. Emilia Persson, 2016 |
| 2. Greta Bergun Johannesdottir, 2009 | 13. Anja Bötcher 2016 |
| 3. Mavis Suh, 2009 | 14. Shuoqiang Wang, 2016 |
| 4. Suh Edelquine Mankanchang, 2009 | 15. Catharina Nygren, 2017 |
| 5. Worapoj Wongkitrungruang, 2009 | 16. Chen Qimei, 2017 |
| 6. Elina Olsson, 2010 | 17. Yin jingwen, 2017 |
| 7. Kristina Fuzesi, 2010 | 18. Krizstina Toth, 2017 |
| 8. Micaela Strömbäck, 2010 | 19. Lili Sapi, 2017 |
| 9. Anamaria Neag, 2010 | 20. Jenny Hermansson, 2017 |
| 10. Mitra Naeimi, 2010 | 21. Meredith Oaks, 2018 |
| 11. Allison Cassels, 2011 | 22. Austin Shilstone, 2018 |

23. Alicia Gant, 2018
 24. Li Bin Yaou, 2018
 25. Jonathan Zaccarni, 2018
 26. Joseph Molin, 2019
 27. Kaja Horvat, 2019
 28. Manon Bodel, 2019
 29. Yuhong Xu, 2020

30. Dajana Kovacic, 2020
 31. Yukun You, 2020
 32. Joesph Thwaites, 2021
 33. Shujing Zheng, 2021
 34. Yilin Yang, 2021
 35. Amalie Ingvorsen, 2021
 36. Huang Weixiong, 2021

I have *examined* approx the same number of projects, essays and Master theses as mentioned above, not listed here. I have also served as examiner for approximately some **40+ Internship reports and Internship essays**. I have also examined individual reading courses on the postgraduate level (3rd cycle).

Researcher education (3rd cycle)

2019–2020 Autumn-Spring Course leader for *Health and lifestyle*, (FOHL001) 15 credits, 3rd cycle education (mandatory PhD-course within the interdisciplinary PhD program of health and lifestyle), School of health and welfare, Halmstad University. (10 PhD-students completed)

2016 Invited talk, ‘Academic Career? There is no straightforward answer’, Doctoral training day at the Department of Cultural Sciences, LU, hosted by Prof Olof Sundin. September 9.

2016 March 19–20, participated as a commentator and reader of papers in **TRAIN**, The National Research School for Media and Communication Studies, Bishops House, Lund.

2016 Invited talk and discussion leader, ‘Life after the PhD: Roads into Research’. Media and Communication Research Away Day, Bishops House, Lund. March 4.

2015–2016 **Mentor** (for approx. **6 Doctoral candidates**) in the Doctoral-student mentoring programme for the Faculty of Social Sciences

2014, 2010, 2002 and 1998 Lecturer on ‘Advertising food and media’ within the course Food Production and Future Technologies (7.5 credits) (3rd cycle/research school), Lund school of technology (LTH/LU) and the Swedish Agricultural University (SLU).

2012 Developed the reading course Children and Online Advertising, 15 credits (3rd cycle)

2010 Lecturer, ‘Launching international visits and research: A three-stage rocket, at an internal halfday Seminar *Internationalising Communication and Media Studies* for doctoral students (and staff), 26 August, Pufendorf Institute, LU. Ref. Peter Dahlgren.

2007 Lecturer for doctoral students ‘Children, Food and Advertising’ at the research programme in media and communication studies, 1 February. Ref. Professor Peter Dahlgren.

Supervision of doctoral candidates

Main Supervisor

1. **Carolina Martinez**, Media and Communication Studies, Lund University (dissertation defence 3 February 2017. Dissertation title: *Targeting Children Online. Young internet users and producers in the commercial media environment*). Opponent: Ingegerd Rydin, Halmstad University. Examination board: Associate professor

Magnus Andersson, Professor Pille Pruulmann-Wengerfeldt Malmö University and Professor Anna Edin, Luleå University of technology.

2. **Nils Homberg**, Media and Communication Studies, Lund University (dissertation defence December 2016. Dissertation title: *Effects of online advertising on children's visual attention and task performance during free and goal-directed internet use.*) Opponent: Professor Jessica Taylor Piotrowski Amsterdam University. Examination board: Associate professor Jacob Lund Orquin Aarhus University, Professor Malmö University Ulrika Sjöberg, and Professor Gunilla Jarlbro Lund University.

Assistant Supervisor

1. **Veselinka Möllerström** Media and Communication Studies, Lund University (dissertation defence October 2011. Dissertation title: *Malmö's omvandling: från arbetarstad till kunskapsstad. En diskursanalytisk studie av Malmö's förnyelse (Malmö's Transformation: From Industrial Town to City of Knowledge. A Discourse-analytical Study of Malmö's Renewal).*
2. **Anna-Mari Simunaniemi**, Department of Nutrition Science, Uppsala University (dissertation defence September 2011, Dissertation title: *Consuming and Communicating Fruit and Vegetables. A Nationwide Food survey and Analysis of Blogs among Swedish Adults).*
3. **Michael Rübsamen**, Media and Communication Studies, Lund University (Temporary supervisor from early spring term 2009 to and incl. September 2010). Prel. title: *Den mediala konstruktionen av kändisar (The media construction of celebrities).* (Defense due late autumn 2021)

Teacher training and professional development

Courses in Teaching and Learning in Higher Education

The Teaching and Learning Portfolio Workshop, pedagogical course for teaching certification (1 week), April 2015. Centre for Educational Development (CED).

Participant in seminar course for teaching at postgraduate level. Seminar 1. **Dialogue as a Tool for Conflict Resolution in Supervision**, 15 October 2013.

Participant in **Strategic Workshop on Teaching and Leadership**, 20 November 2008. Centre for Educational Development (CED).

Faculty of Social Sciences' 1 1/2-year **Training programme for Directors of studies**, 2007–2008; Covering pedagogical leadership, learning, qualification, evaluation, development etc.

Gender Perspectives in Teaching. University-level course for teachers and doctoral students at the Faculty of Social Sciences (2 weeks) (spring term 2007) (not completed)

Research/PhD supervisor training, Faculty-wide 2-day course at CED, Lund University, 2–3 November 2006.

University-level teaching, course in higher education development (joint course for Faculty of Social Sciences and School of Economics and Management) (2 weeks) at CED, Lund University, October–November 2006.

Communication in teaching; course in higher education development, (1 week) CED, Lund University, February 2006.

Joint-area, **Introductory course in higher education development** (2 weeks) CED (formerly UCLU), Lund University (autumn term 2005).

Continuation course (internal seminar series) in qualitative method for methodology teachers and essay supervisors, Department of Media and Communication Studies, LU. Ref. Gunilla Jarlbro (spring term 1997).

Participant in UPC's (Utvecklingspedagogiskt centrum/Teaching Development Centre) idea days at LU. Participant in three **workshops on 'new' teaching and learning methods, e.g. case methodology and ICT-based teaching** (1998).

Participant in the department's 'mentor programme' for Thesis project supervision at Bachelor and Master's levels (1997–2000).

Professional training and courses in leadership

2018 **Development, Group and Leadership** [Utveckling, grupp ledarskap, UGL-kurs], A one week professional training course in leadership and group development. (April)

2012–2013 Participated in the knowledge exchange programme **Members of the parliament and researchers in collaboration** [Riksdagsledamöter och Forskare i samarbete (RIFO)] Stockholm 5 days.

2011–2013 Nominated to the two-year leadership programme '**Tomorrow's Research Leaders**' [Morgondagens forskningsledare, MFL] a training program for strategic research area leaders and talented researchers at Lund University.

Coaching II, 'Balance and stress management', 1-day course with Thomas Sewerin, consultant in organizational and leadership development, 25 November 2009

Leading in different contexts of academia, Leading change processes, and Coaching Theory I (2-day leadership course with Thomas Sewerin, consultant in organizational and leadership development), 15–16 April 2009

Faculty of Social Sciences' 1 1/2-year **training programme for Directors' of studies** (September 2007 – December 2008)

'New in a Management Position (3-day course for Head of department and Directors of studies), arranged by the HR section, Lund University, 7–9 November 2006

2006–2007, **Academic Traineeship, postdoctoral leadership and career development programme** (during the program I also participated in two different mentoring programmes).

Educational management and development work

Development of teaching materials [läromedel]

- 2016–2019 – editor (with G. Erlingsdóttir) and project manager for an interdisciplinary book project on eHealth in collaboration with Studentlitteratur in Lund. Book involving authors from six universities, to be used in bachelors, masters and researcher's courses. Published in February 2019.

- 2015–2016 – contributed to a book chapter in the joint department learning materials project *Social media*. The anthology was printed by Gleerups förlag in Lund.
- 2012–2014 participant in a Nordic learning materials project under the leadership of Karin Ringsberg, Ewy Orlander and Per Tillberg. The book *Health literacy* was published by Studentlitteratur in 2014, as well as a web-based teaching platform, Nordiska Livsstilsverkstan (Nordic Lifestyle Workshop) (see also the list of publications).
- 2008–2009 Participated with 30 other researchers in a multidisciplinary Nordic learning materials project for consumption/consumer research. Project manager and editor: Karin Ekström at the University of Borås/Gothenburg University. The book was published in English by Studentlitteratur, 2010.
- 2008 Initiated and edited the text *Riktlinjer och råd för uppsatsskrivande kandidat- och magisterstudenter i MKV (Guidelines and advice for essay projects on the bachelor and master's levels in MCS)*. The text was co-authored with the department's supervisors and examiners.
- 2008 Started the report series FEA, *Förtjänstfulla examensarbeten i medie- och kommunikationsvetenskap* [Excellent dissertations in Media and Communication Studies] in which student essays of the highest quality are published so that others may use them as examples and role models in teaching. Being published in the FEA is an incentive for students; it is a reward for good work that also gives the department the opportunity to market itself and disseminate students' work. Together with a colleague, the undersigned has served as editor/publication responsible for the series. The idea was later copied and applied also to our International Master's programme. <https://www.kom.lu.se/utbildning/medie-och-kommunikationsvetenskap/fortjanstfulla-examensarbeten-excellent-dissertations/>
- 2008 Participant in the learning materials project *Uppdrag hälsa. Elevers livsstil, sömn, rörelse och mat. (Project Health. Students' lifestyle, sleep, activity and eating habits)*. This resulted in a book based on interviews with researchers; the book was edited by Dan Höijer. The book was published by Utbildningsradion (UR) in cooperation with SLU and the 'Hitta Stilen (Find Your Style)' project.
- 2007–2009 Participant in the learning materials project *Kvinnors hälsa: fakta och myter (Women's health: Fact and Fiction)*. A multidisciplinary project with Gunilla Jarlbro and Charlotte Erlanson-Albertsson as editors. Anthology published in 2009 by Studentlitteratur.
- 2007 Participated in a popular-science information overview on the subject of obesity. This FAS - (now FORTE) financed project resulted in the book: *Fetma—vår tids folksjukdom? (Obesity – The National Disease of Our Time?)* (Ed. Charlotte Löndahl).
- 2004 Contributed to the FORMAS anthology *Forskare klargör: Myter om maten (Researchers Explain: Myths about Food)* (2004) (see the list of publications). The book is intended to clarify the available knowledge in the areas and the current debate. The two primary target audiences for this book include the general public and students in courses/classes from grade 9 and onward.
- 2002 Together with a colleague, developed an extensive compilation of articles with texts within the framework for a bachelor-level specialization course. The compendium was called *Fördjupningstexter inom kursen Strategisk kommunikation (Informative writings for Strategic Communication)*, MKV No. 9.
- 2001 Contributing author to a textbook on public relations (see the list of publications). The book, *PR på svenska (PR in Swedish)*, was for long very popular and used by Bachelor-level students in Lund and at many other universities in Sweden such as Örebro, Karlstad, Trollhättan-Uddevalla and Kristianstad.
- 1999 Participant in a methodology project. The work resulted in two chapters in the book *Vilken metod är bäst ingen eller alla? (Which method is best – None or all?)* (see the list of publications, Sandberg, 2000). The book was used in several university programmes in MCS, for example in Lund, Kalmar and Växjö.

- In 1998 I was responsible for the update and revision of *How to write an essay*. This text was developed in the department among colleagues and has been used for many years by advanced and bachelor's-degree students in connection with thesis and essay writing, but also by thesis examiners on these levels. (not in use any longer) *How to write an essay. Advice, instructions and assessment criteria for upcoming essay assignments* (1998), Media and Communication Studies, Department of Sociology, Lund.
- 1997–1998 Co-authored *Möten på fältet. Kvalitativ metod – teori och praktik* (*Meetings in the field. Qualitative method in theory and practice*; see publication list). The text used to be part of the method education at the continued level in Lund and in other academic institutions, e.g. Växjö.

Planning, management and development of courses, and programmes (a selection)

- 2021 Development of a campus based Master course MKVN09 (15 credits) into a *blended learning* course and then into a fully *online* (zoom and Canvas based) course (60 international students across the world)
- 2020 Responsible for the development of a *new first cycle course*, within the Bachelor programme Media and Communication Studies: profile Health Halmstad University. MK6012 Health science for media and communication professionals (7, 5 credits).
- 2019 Responsible for the *development and revision of a third cycle (PhD) course*, Health and lifestyle (FOHL001) (15 credits) Halmstad University.
- 2017 – 2018 Responsible for the development of a *new undergraduate programme* (3-year BA in Media and communication studies with a profile in health, lifestyle and social welfare, Halmstad University) (see program application in Appendix). I did most of the basic preparatory work and wrote the program application, and after approval developed the full programme idea, the teaching philosophy, content and courses etc. The Program was validated by external reviewers (Professor Göran Eriksson Örebro University and Associate Professor Amanda Lagerkvist, Uppsala University) and strongly supported and praised by both. It combines courses on media and health, media and democracy, media analysis and media audiences, with communication courses on organisation, leadership, strategic communication and media production. It includes one unique semester focusing on health and lifestyle issues (in a very broad sense) including digital health and digital culture, public health, gender, body issues and consumption as well as global health issues. It runs since autumn 2019 with approx. 35–40 students/year. I was recruited on a temporary contract (2017–2019) to run this educational development project, and it took most of my time while there.
- 2017, 2018 Course leader, MKVA12 and MKVA13, RETD01 and RETD02, Praktikkurser (*Internship courses*) (15 and 30 credits), approx. 25-30 students, LU.
- 2014, 2016, 2018, 2020 – Course leader MKVN09, *Media, health and society*, advanced level, 15 credits, approx. 40-45 international master students, LU.
- 2016–2017 Programme manager and developer of a *one-year professional training programme* for young investigators (*luPOD 2.0*), given in English, LU.
- 2015, 2016 Course leader (with a colleague) for the introductory course MKVA11.4 *Kommunikation och interaktion* (Communication and Interaction) (7.5 credits) approximately 65–80 students. LU.
- 2013 Appointed to develop a new course, *Media, Health and Society* (15 credits), (Advanced level). The course started in the autumn term of 2014, and has been a success since.

- 2012 Member of a working group for the development of a three-year bachelor-degree programme with the profile Media and Health at KOM Lund University. The idea and programme was never completed due to other priorities.
- 2008–2009 Responsible for and participant in the working group which developed and planned *a new three-year bachelor's-degree programme in media and communication studies and rhetoric*, a double-major programme in partnership with the Faculty of Social Sciences and Humanities. The programme was submitted for validation in June 2009.
- 2008 Responsible for the unit's *Quality development efforts for thesis courses*. The work included arrangement of an off-site course for advisers and examiners on Bachelor's- and Master's-degree levels, editorship for a text produced by the department's staff (see above under 'Development of teaching materials') and a new report series for students. I was also responsible for producing the instructions in English for our international master's-degree students.
- 2008 –2009 *Programme manager* for our two-year master's programme: *Master's programme in Social Sciences, specializing in Media and Communications Studies* (120 credits), in collaboration with Graduate school, at the Social Sciences faculty
- 2008 Responsible for the *development of a new course module Media and Popular Culture*, (7.5 credits) within the framework for the continued level (MKVA21).
- 2007 Responsible for *development and planning of two courses* in qualified vocational practice in Media and Communication Studies (MKVA12 and MKVA13 Praktikkurs or internship). The courses were held for the first time in the spring term of 2008, and at that time they were the only individual courses of their kind at Lund's Social Sciences faculty.
- 2007 Responsible for the *restructuring and extensive revision* of the first semester *Introductory course in media and communication studies* MKVA11 (30 credits), including four courses (7,5 credits), which entailed (among other things) a complete rework of the courses, clarification of progression, replacement of course modules and much of the course literature, in order to improve the course's quality.
- 2006–2008, Course leader for the *Bachelor thesis projects* courses MKV313, MKV323, MKVK01 and MKVK02. Responsible for the introduction of students, assignment of advisers, supervision and examination (approximately 30 theses each semester).
- *Developed a continuation course* (bachelor's-degree level) in Strategic Communication (MKV313) for which I was course leader for eight terms (autumn 2002 to autumn 2006). I worked independently with a variety of tasks, from planning course literature to formulating goals, planning content, coordinating lecturers, and developing exercises, new forms of examination and new forms of assessment. The course was the *most popular of all our electives on this level*, and had about 30 students.
- Course responsible and developer for *Organizational Communication* (7.5 credits), approximately 45–50 students, on the continuation level, for autumn and spring terms 2005.
- Course leader for *Media, Culture and Society* (7.5 credits), introductory course (approximately 120 students), 2002–2004

Education conferences and pedagogical meetings

2019 November 7, **Participant** in the Lund University's Teaching and Learning Conference 2019. "Interdisciplinary pedagogy in higher education". Hosted by the Faculty of social sciences and the Pedagogical Academy.

2017 November 23, **Organiser and Moderator** for the jubilee panel session at the 10th Higher Education Development Conference at Lund University.

2015 February, **Lecturer** at an internal pedagogical seminar, 'Experiences and reflections on teaching international students on an advanced level' [Erfarenheter och reflektioner kring att undervisa internationella studenter på avancerad nivå].

2014 **Moderator** for a centrally organized workshop at LU regarding teacher mobility at the 'International Day', 20 October.

Panel member, debate and seminar, 'Excellent researcher education: An excellent idea?', Pufendorf Institute. CED/FONSYD. Ref. Eva Brodin.

2012 **Presentation and discussion leader** at a pedagogical seminar April 25. Centre for Educational Development and FONSYD, with the talk 'Doctoral student and Parenthood. Does this have to be a difficult equation to solve?' Ref. Eva Brodin.

2008, October **Pedagogical resource/lecturer** at the teaching seminar on 'How to train students to be a good opponent, improving student rapporteurs and feedback in thesis examination', at the Department of Chemistry/Kemicentrum, Lund University. Ref. Lecturer Ola F Wendt.

2006–2007 **Member of the conference programme committee** and **reviewer** of approximately 45 abstracts for Lund University's first Higher Education Development Conference, September 2007. Conference programme title: 'Rethinking it – A qualified mode of academic teaching' [Att tänka om – ett kvalificerat akademiskt lärarskap]. Ref. Britt-Inger Johansson Center for Educational Development (CED), LU.

Teaching awards/prizes

- 2016 Accepted to the Faculty of Social Sciences' Teaching academy [pedagogiska akademien], and after applying for assessment of teaching competence, was certified as an **Excellent Teaching Practitioner (ETP)**, 4 February 2016 (see appendix assessment, and teaching portfolio).
- 2015 January, 'Teacher of the month' and later 'Teacher of every month'. An informal prize, **Awarded by the students** of my classes in the autumn of 2014.

Allocated funds for development work

Funds for quality development granted by s-fak (2007–2009) during my time as Director of studies:

Staff conference and retreat to develop the quality of essays, supervision and examination at the bachelor's level MKV, **SEK 30 000**

Implementation of alumni survey MKV, **SEK 50 000**

Erasmus exchange and internationalization of MKV GU, **SEK 60 000**

Program Development Journalism media and Communication (JMK) **SEK 62 000**

Preparation of validation documentation for a new bachelor's program, MKV Rhetoric, **SEK 100 000**

Pedagogical leadership and administration

- 2009 – present, **Member of the department's adviser college** [Handledarkollegium] for the research programme (doctoral training) in Media and Communication Studies, Media history, Rhetoric
- 2007– 2009, **Director of Studies** for Media and Communication Studies
- 1996– 1998, **Student counsellor** for Media and Communication Studies

Other important teaching qualifications

- 2020–2021 December – February, **Pedagogical reviewer** of 9 applications to the Teaching Academy of Social Sciences at Lund University (review of portfolios and interviews)
- 2018–2019 December – February, **Pedagogical reviewer** of 9 applications to the Teaching Academy of Social Sciences at Lund University (review of portfolios and interviews)
- 2017–2018 December – February, **Pedagogical reviewer** of 10 applications to the Teaching Academy of Social Sciences at Lund University.
- 2015 – **Reviewer** for the journal *Högre utbildning* (Higher education)
- 2008– 2017 I have arranged numerous seminars for junior researchers, focusing on the teaching role, teaching qualifications and skills, challenges in teaching etc. in cooperation with the teaching consultants of the faculties, the Centre for Educational Development, and Genombrottet/LTH, within the Lund University's postdoctoral programmes, luPOD.

External lectures and talks for professionals

I have on numerous occasions been invited to give external lectures for professionals as continuing education (in e.g. the Consumer Agency, the Food Agency, and Municipal emergency services). Listed below are some examples of such lectures and talks given over the years.

- Invited lecturer at Arena K, “Marketing and Consumer Behaviour”. The Swedish Consumer Agency, Karlstad CCC. 2019 May, 13.
- Invited talk and discussion leader “Health in the new media landscape” at Folkhälsoforum, The Public Health Agency of Sweden, Stockholm. 2017, October 9.
- Invited talk, ‘Communicating health in a dynamic digital world’, at a seminar for the Communication division at The Public Health Agency of Sweden (Stockholm and Östersund). Oct 2017.
- Participated as an expert at a roundtable discussion, and as a lecturer for the Consumer Agency’s Competence Development Day for all employees. Lecture: Children’s digital wellbeing. Presentation of the research report ‘A Moving Target. Internet Advertising and Children’. 25 August 2014, Karlstad. Ref. Malin Lindqvist-Skogar.
- Lecturer for staff at Lund University’s Central administration: ‘Enjoy and feel good. Media, health and the good things in life’, 22 August 2012, Medicon Village Lund. Ref. Anders Kirchner

- Invited lecturer (plenary key-note), Consumer Days. 'Advertising works, just not on me', report from the Youth, Marketing and the Internet project. Luleå, 24 March 2010. The Consumer Agency and the Association of Consumer Advisers and debt counsellors.
- Invited lecturer, Department of Medicine, Development Day, Malmö University Hospital; Title: Why don't they do as we say? Japanese Consulate, Malmö, Sweden. 11 April 2007. Ref. Interim Operations Director Lars Stavenow
- Lecturer at Lund University's training day for new employees; 'Who decides what children eat: Marketers or Parents?' Astronomy Building, Lund, 23 October 2007, arranged by HR/HR Development Department, LU.
- Invited lecture, 'Method and metrics – Public opinion and target group analyses, Berghs School of Communication, Malmö, 25 February 2002. Ref. Helena Gietz
- Lecture, 'The Power of Advertising', LTH. The Food Industry in Sweden, LiFT (Food production with technology of the future), 11 April 2002. Ref. Margareta Nyman,
- Invited lecturer at a seminar for Nobis – the nutritionist network, Hotel Lundia, Lund, 30 September 2004; 'The construction of obesity in daily press'. Obesitas i Skåne network. Ref. Siri Klingström, Helsingborg Hospital, and Marie-Louise Bergström, Roche AB.
- Lecturer, Revinge Emergency Services School, Training in Information and Mass Media for municipal emergency services employees, the Swedish Maritime Administration, the Coast Guard, the Air Traffic Safety Administration, and county councils. Experiences of information work in crisis situations. 23 April 1997.
- Lecturer, Revinge Emergency Services School, Continuation course for communicators at county councils in southern Sweden. Contents: Public reactions and attitudes to dissemination of information during a crisis; Experiences of working with information during crises. 8 March 1997.

Membership in researcher associations and networks:

- Member and collaborative partner in the Swedish team in the **EU-kids online network**, <https://www.lse.ac.uk/media-and-communications/research/research-projects/eu-kids-online>
- Member and collaborative partner in the **DigiLitEy network** <http://digilitey.eu/>
- Member of **The Academic Forum for Swedish MIL Research** [Akademiskt forum för MIK-forskning] <https://nordmedianetwork.org/akademiskt-forum-for-mik-forskning/>
- **eHealth@LU** Member of the interdisciplinary researcher network, 2016–present <https://www.ehealth.lth.se/>
- **AcademiaNet**, nominated by the Swedish Research Council to the **Network of Outstanding Female Academics** and Expert Database hosted by The Robert Bosch Stiftung, in cooperation with Spektrum der Wissenschaft
- **DIGMEX** Member of the researcher network **Digital Media and Existential Issues and Challenges** –, financed by KAW, hosted at SU and lead by Amanda Lagerkvist. (<http://et.ims.su.se/>) 2014 – present, member, <http://et.ims.su.se/activities/#digmex>
- **Association for Members of the Parliament and Researchers, RIFO** [Sällskapet Riksdagsledamöter och Forskare] 2012–present, member
- **ECREA**, European Communication Research and Education Association, CYM section and HC section (2003–2007) **Section: Children Youth and media, TWG: Health Communication**
- **ICA**, International Communication Association (sustaining member)
- **Children Adolescents and the Media, CAM interest group, ICA**
- **Health communication section, ICA**

- **EUPRERA**, European Public Relations Education and Research Association, former member
- **FSMK**, Föreningen för Svensk Medie- och Kommunikationsforskning [Association for Swedish Media and Communication Research] Member since 1997.
 - Substitute on the FSMK board (1999–2001)
 - Vice secretary on the board 2001–2004,
 - Member of the board 2013–2016, and Substitute 2017–2018.
- **Konsumentnära livsmedelsforskning** [Network for Consumer and Food Research] 1999–2010
- The Nordic **FoBoNet** network: Sociocultural perspectives on food, body and health

“I hereby certify that the information in my CV is correct and consistent with known facts”



Helena Sandberg
Lund, September 1, 2021