

## Publikationsförteckning – Publications Helena Sandberg, August 24, 2021

- **In total** this list includes **117** items (excl. 2 manuscripts; one submitted article and one accepted book chapter proposal, listed separately at the end).
- The 117 publications consists of: **9** books/editorships; **21** peer reviewed articles; **28** book chapters, **21** research reports; **28** conference papers / contributions to proceedings, **10** popular science publications, research notes etc.
- **71 out of the 117** publications are produced **after being promoted Associate professor**.

### Böcker (Books and editorship) (n=9)

1. Erlingsdottir, G. & Sandberg, H. (Eds.) (2019). På tal om e-hälsa [Speaking of ehealth]. Lund: Studentlitteratur (222 pages).
2. Erlingsdottir, G. & Sandberg, H. (Eds.) (2016). *eHealth Opportunities and Challenges: A White Paper*. Pufendorf institute for Advanced Studies, Lund. Lund: Lund University, Mediatryck (81 pages).
3. Sandberg, H. (2014). *Rörlig måltavla* (A Moving Target – Internet Advertising Directed towards Children). Lund: Lund University, Mediatryck (101 pages).
4. Sandberg, H. (Ed.) (2010). *Skåne, Mat och Media* (Scania, Food and Media). Skåne Food Innovation Network/Lund University. Lund: Mediatryck (165 pages).
5. Ekström, L. & Sandberg, H. (2010). 'Reklam funkar inte på mig' *Unga marknadsföring och internet* ('Advertising Does Not Work on Me'. Young people, Marketing and the Internet). Nord 2010:502. The Nordic Council of Ministers: Copenhagen (220 pages).
6. Cronqvist, M. & Sandberg, H. (Eds.) (2008) *Tempo – om fart och det föränderliga* (Tempo – the speed and the changing). Makadam förlag: Stockholm (160 pages).
7. Sandberg, H. (2008) *Prinsessmuffins och chokladägg – en analys av livsmedelsreklam* (Princess cup cakes and chocolate eggs – an analysis of food advertisements). The Nordic Council of Ministers: Copenhagen (104 pages).
8. Sandberg, H. & Ekström L. (2007) *Söt reklam och feta ungar* (Sweet ads and fat kids). The Nordic Council of Ministers: Copenhagen (125 pages).
9. Sandberg, H. (2004) *Medier & fetma: en analys av vikt* (Media & Obesity: A Weighty Analysis) (Dissertation for Ph.D. degree). Lund Studies in Media and Communication, No 8. Lund: Department of Sociology, Lund University (296 pages).

**Publicerade och antagna originalartiklar i peer review-bedömda tidskrifter (Publications in peer reviewed scholarly journals) (n=21)**

1. Sandberg, H. & Gillen, J. (2021). Investigating the digital media engagements of very young children in the homes: reflecting on methodology and ethics. *Communication, The European Journal of Communication Research*. Special issue Children and Media: Emerging Issues, (Vol 46, issue 3) pre-published online July 1, 2021. <https://doi.org/10.1515/commun-2021-0046>
2. Sandberg, H., Sjöberg, U., & Sundin, E. (2021). Toddlers' digital media practices and everyday parental struggles: Interactions and meaning-making as digital media are domesticated. *Nordicom Review*, (Special Issue *Struggling with Technology: Perspectives on Everyday Life*), 42:3, 63–82. <https://doi.org/10.2478/nor-2021-004106>
3. Gillen, J., Flewitt, R., & Sandberg, H. (2020). Special issue Children under three at home: The place of digital media in their literacy practices. *Journal of Early Childhood Literacy*, Vol. 20(3), 441–446. DOI: <https://doi.org/10.1177/1468798420940456>
4. Poveda, D., Matsumoto, M., Sundin, E.; Sandberg, H., Aliagas, C. & Gillen, J. (2020) Space and practices: Engagement of children under 3 with tablets and TVs in homes in Spain, Sweden and England. *Journal of Early Childhood Literacy*, 20(3), 500–523. <https://doi.org/10.1177/1468798420923715>
5. Holmberg, N., Holmqvist, K., & Sandberg, H. (2015). 'Animated adverts impair children's online reading and text comprehension'. In Ansorge, U., Ditye, T., Florack, A., & Leder, H. (Eds). Book of Abstracts of the 18th European Conference on Eye Movements, 2015, Vienna, Austria. *Journal of Eye Movement Research*, 8(4): 98.
6. Holmberg, N., Holmqvist, K., & Sandberg, H. (2015). 'Children's attention to online adverts is related to low-level saliency factors and individual level of gaze control'. *Journal of Eye Movement Research*, 8(2):2, 1-10.
7. Holmberg, N., Sandberg, H. & Holmqvist, K. (2014) 'Advert saliency distracts children's visual attention during task-oriented internet use'. In Special issue 'Perception of visual advertising in different media: from attention to distraction, persuasion, preference and memory', *Frontiers Psychol*, 2014:12;5:51. doi: 10.3389/fpsyg.2014.00051
8. Holmberg, N., Holmqvist, K., & Sandberg, H. (2013) 'Children's visual attention to Internet adverts depends on individual level of oculomotor control'. In K. Holmqvist, F. Mulvey & R. Johansson (eds.), *Book of Abstracts of the 17th European Conference on Eye Movements*, 11-16 August 2013, in Lund, Sweden. *Journal of Eye Movement Research*, 6(3), 60.
9. Holsanova, J., Sandberg, H., Holmberg, N. & Theobald, N. (2013) 'How image content correlates with image perception'. In K. Holmqvist, F. Mulvey & R. Johansson (eds.),

*Book of Abstracts of the 17th European Conference on Eye Movements*, 11-16 August 2013, in Lund, Sweden. *Journal of Eye Movement Research*, 6(3), 316.

10. Martinez, C., Jarlbro, G. & Sandberg, H. (2013) 'Children's Views and Practices regarding Online Advertising. An Interview Study with Swedish Nine-Year-Olds'. *Nordicom Review*, (34) 2: (pp 107–121.)
11. Smith, K.C., Rimal, R.N., Sandberg, H., Storey, J.D., Lagasse, L., Maulsby, C., Rhoades, R., Barnett, D.J., Omer, S.B., Links, J. M. (2012) 'Understanding newsworthiness of an emerging pandemic: International newspaper coverage of the H1N1 outbreak'. *Influenza and Other Respiratory Viruses*. DOI: 10.1111/irv.12073. Accepted 29 November 2012. Article first published online: 24 December 2012.
12. Gidlöf, K., Holmberg, N. & Sandberg, H. (2012). 'The use of eye tracking and retrospective interviews to study teenagers' exposure to online advertising'. *Visual Communication*, Special issue Methodologies for Multimodal Research, August 11(3), 329–345, doi:10.1177/1470357212446412.
13. Simunaniemi, A., Sandberg, H., Andersson, A., Nydahl, M. (2012). 'Normative, authentic and altruistic fruit and vegetable consumption as weblog discourses'. *International Journal of Consumer Studies*. doi: 10.1111/j.1470-6431.2011.01058.x
14. Sandberg, H., Gidlöf, K. & Holmberg, N. (2011) 'Children's Exposure to and Perceptions of Online Advertising'. *International Journal of Communication*. 5 (2011), 21–50.
15. Simunaniemi, A-M., Sandberg, H, Andersson, A. & Nydahl, M. (2011) 'Laypeople blog about fruit and vegetables for self-expression and dietary influence'. *Health Communication*. (2011) July, 17, 1–10. DOI:10.1080/10410236.2011.561520
16. Sandberg, H. (2011) 'Tiger talk and Candy King. Marketing of unhealthy food and beverages to children'. *European Journal of Communication Research*, 36 (2011), 217–244. DOI 10.1515/COMM.2011.011.
17. Sandberg, H. (2007). 'A Matter of Looks: The Framing of Obesity in Four Swedish Daily Newspapers'. *European Journal of Communication Research*. Vol. 32, Issue 4: 447–472.
18. Dahlgren, P & Sandberg, H. (2007). 'La construction de l'obésité dans l'espace publique suédois'. *Question de Communication* (11; 33–49).
19. Sandberg, H. (2006) 'Familjen Smågodis, Doglass och tigerligan: kommersiella matbudskap riktade till barn'. *Vetenskaps societeten i Lund Årsbok 2006 (Science Society of Lund Yearbook 2006)*. (2006: 74–93) Kristianstad.

20. Sandberg, H. (2005) 'Medier som arena för hälsokommunikation (Media as an Arena for Health Communication)'. *Nordicom Review*; 2:05; 27–37.
21. Sandberg, H. (2005) 'Information and Communication in Society'. *Acta Paediatrica*; 94 (suppl. 448):1-2.

### **Bokkapitel (Book chapters) (n=28)**

1. Sandberg, H. & Möllerström, V. (2020) 'Medier och hälsobudskap'. (Media and health messages) In K. Ringsberg, E. Olander & P. Tillgren (eds.), *Health literacy – teori och praktik i hälsofrämjande arbete. 2nd rev ed.* (p. 103–128). Lund: Studentlitteratur.
2. Sandberg, H., Sjöberg, U. & Sundin, E. (2019) Negotiating and Resisting Digital Media in Young Children's Everyday Life. An ethnographic study. In Ulla Carlsson (ed.). *Understanding Media and Information literacy in the Digital Age. A question of democracy.* Published by the UNESCO Chair on Freedom of Expression, Media Development and Global Policy at University of Gothenburg in collaboration with Region Västra Götaland and the Swedish National Commission for UNESCO. University of Gothenburg (JMG) and UNESCO: Bohus. ISBN 978-91-88212-87-0, [www.jmg.gu.se/understandingmil](http://www.jmg.gu.se/understandingmil)
3. Erlingsdottir, G. & Sandberg, H. (2019) E-hälsa – inte bara teknik [Ehealth – more than technology]. In G. Erlingsdottir & H. Sandberg, (Eds.) *På tal om e-hälsa* [Speaking of ehealth] (p. 15–25). Lund: Studentlitteratur.
4. Sandberg, H. (2019) Att tämja det digitala. [Domestication of digital technology] In G. Erlingsdottir & H. Sandberg, (Eds.) *På tal om e-hälsa* [Speaking of ehealth] (p. 195–215). Lund: Studentlitteratur.
5. Sandberg, H. (2018) *The youngest citizens' digital lives* [De minsta medborgarnas digitala vardag]. In U. Carlsson (Ed) *Media and information literacy in the digital age – a question of democracy. Reviews, analysis, reflections* [Medie- och informationskunnighet (MIK) i den digitala tidsåldern - en demokratifråga. Kartläggning, analyser, reflektioner] (73-77). Gothenburg : Nordicom.
6. Sandberg, H. (2018) Unga konsumenter och reklam i det nya medielandskapet [Young consumers and advertising in the new media landscape]. In A. Sandberg (Ed.) *Kunskapsöversikter inom det konsumentpolitiska området* [Research reviews in the consumer policy area], 2018:14 (pp 34-55). Karlstad.
7. Sandberg, H. & Martinez, C. (2017) « Från långa vita handskar till advergames. Forskninen om dold reklam från 1900-talet till idag » [From White Gloves to Advergaming. Research on hidden advertising from the 18th century until today]. In U. Dahlquist & I. Wadbring (Eds.) *Marknadsmässig kurragömmalek – Dold reklam hot mot*

*barn och unga ?* [Marketers hide-and-see : Hidden advertising a threat to children and adolescents ?] (page 21-29). Nordicom Göteborg and Statens Medieråd. ISBN 978-91-87957-65-9 (print) ISBN 978-91-87957-66-6 (pdf).

8. Martinez, C. & Sandberg, H. (2017) « Två perspektiv på den kommersiella delningskulturen. Barns och reklamproducenters tankar om dold reklam » [Two Perspectives on the Commercial Sharing Culture. Children's and Advertising producers' ideas on stealth marketing]. In U. Dahlquist & I. Wadbring (Eds.) *Marknadsmässig kurragömmalek – Dold reklam hot mot barn och unga ?* [Marketers hide-and-see : Hidden advertising a threat to children and adolescents ?] (page 45-53). Nordicom Göteborg and Statens Medieråd. ISBN 978-91-87957-65-9 (print) ISBN 978-91-87957-66-6 (pdf).
9. Martinez, C. & Sandberg, H. (2017) 'Sociala medier som affärsmodeller: Kritiska perspektiv (Social media as business models: critical perspectives). In T. Olsson (ed.), *Sociala medier. Vetenskapliga perspektiv* (67–82).). Malmö: Gleerups förlag.
10. Erlingsdottir, G. & Sandberg, H. (2016) 'eHealth for better for worse, in sickness and in health'. In G. Erlingsdottir & H., Sandberg (eds.) *eHealth Opportunities and Challenges: A White Paper* (4-8). Pufendorf institute for Advanced Studies, Lund. Lund: Lund University, Mediatryck.
11. Sandberg, H. & Smith C. K. (2016) 'eHealth from a media and communication perspective'. In G. Erlingsdottir & H., Sandberg (eds.) *eHealth Opportunities and Challenges: A White Paper* (31-36). Pufendorf institute for Advanced Studies, Lund. Lund: Lund University, Mediatryck.
12. Neag, A. & Sandberg, H. (2015) 'The Fall of Communism in Romania – As heard on Radio Free Europe'. In A., Bischof & Z., Jürgens (eds.), *Voices of Freedom – Western Interference? 60 Years of radio Free Europe* (p 177–194). Göttingen: Vandenhoeck & Ruprecht.
13. Sandberg, H. (2015) 'Matmakt och matval – Vem bestämmer vad vi äter?' (Food power and food choices – Who decides what we eat?). In H. Rahm (Ed.), *Vetenskaps societeten i Lund Årsbok 2015 (Science Society of Lund Yearbook 2006)*. Mölnlycke: Elanders.
14. Sandberg, H. & Möllerström, V. (2014) 'Hälsomedvetenhet och medier'. (Health awareness and the media) In K. Ringsberg, E. Olander & P. Tillgren (eds.), *Health literacy – teori och praktik i hälsofrämjande arbete*. (p. 99–122). Lund: Studentlitteratur.
15. Sandberg, H. (2014). 'Att delta i akademins utveckling' (Participating in academic development) . In S. Eldén & A. Jonsson (eds.), *Efter festen – om konsten att utvecklas från doktor till docent* (After the party – how to survive in academia from doctor to reader) (p. 175–195). Lund: Studentlitteratur.

16. Sandberg, H. & Rennstam, J. (2014). 'Att delta i det internationella samtalet' (Participating in the international research community). In S. Eldén & A. Jonsson (eds.), *Efter festen – om konsten att utvecklas från doktor till docent* (After the party – how to survive in academia from doctor to reader) (p. 127–147). Lund: Studentlitteratur.
17. Möllerström, V., Sandberg, H. & Ringsberg, K. (2013). *Medier och barns hälsa. Från peppning och glamour till trygg vägledning. En diskursanalys av två föräldramagasin* (Media and children's health from pep talk and glamor to the safe guidance. A discourse analysis of two parental magazines) TemaNord 2013:501. The Nordic Council of Ministers: Copenhagen (70 pages)
18. Sandberg, H. (2012). 'Unga och internetreklam' (Young people and internet advertising). In G. Jarlbro & M. Söderlund (eds), *Reklam i nya kläder* (p. 22–36). Konsumentverket: Karlstad.
19. Sandberg, H. (2011) 'Godis och medier – en söt, sur eller besk upplevelse?' (Candy and media - a sweet, sour or bitter experience?). 'I K. M. Ekström (ed.) *Unga konsumenter – utsatta och kapabla* (Young consumers – vulnerable and capable)(p. 78–88). Konsumentverket. Karlstad.
20. Sandberg, H. (2010). 'Medierade matlandskap – en introduktion' (Mediated foodscapes – an introduction). In H. Sandberg (ed.) *Skåne, Mat och Media (Scania, Food and Media)* (p 7-20). Skåne Food Innovation Network/Lund University: Mediatryck.
21. Sandberg, H. (2010). 'Ärtan pärtan piff paff puff (Pea, zest, paff, puff)'. In H. Sandberg (ed.) *Skåne, Mat och Media (Scania, Food and Media)* (p 75-94). Skåne Food Innovation Network/Lund University: Mediatryck.
22. Sandberg, H. (2010). 'Media consumers, Media Consumption and the Nordic Mediascapes'. In K. M. Ekström (ed.) *Consumer behaviour – A Nordic perspective*. Lund: Studentlitteratur.
23. Sandberg, H. (2009) 'Den missnöjda kvinnokroppen' (The dissatisfied female body). In G. Jarlbro & C. Erlanson-Albertsson (eds), *Kvinnors hälsa: fakta och myter* (Women's Health: Facts and Fiction) Lund: Studentlitteratur.
24. Sandberg, H. & Cronqvist, M. (2008). 'Prolog'. In H. Sandberg & M. Cronqvist (eds.), *Tempo – om fart och det föränderliga* ('Tempo – the speed and the changing') (p. 5–11). Stockholm: Makadam förlag.
25. Sandberg, H. (2008) 'Nyhetens förgänglighet' (Transient news). In H. Sandberg & M. Cronqvist (eds.), *Tempo – om fart och det föränderliga* ('Tempo – the speed and the changing') (p. 93–105). Stockholm: Makadam förlag.

26. Sandberg, H. (2002) 'Publiken – formbar målgrupp eller kritisk dialogpartner?' ('The audience - malleable target group or critical dialogue partners?'). In L. Larsson (ed.), *PR på svenska. Teori, strategi och kritisk analys* ('PR in Swedish. Theory, strategy and critical analysis') (p. 107–130). Lund: Studentlitteratur.
27. Sandberg, H. (2000) 'Varför kommer inte mina intervjupersoner i tid?' ('Why don't my interviewees keep the time?'). In G. Jarlbro (ed.), *Vilken metod är bäst – ingen eller alla? Metodtillämpning i medie- och kommunikationsvetenskap* ('Which method is best – none or all of them? Methods in Media and Communication Studies') (p. 174–197). Lund: Studentlitteratur.
28. Sandberg, H. & Thelander, Å. (2000) 'Hur nära kan man tillåta sig att komma? Att pendla mellan närhet och distans i forskningsprocessen' ('How close can you get? Switching between closeness and distance in the the research process') . In G. Jarlbro (ed.), *Vilken metod är bäst – ingen eller alla? Metodtillämpning i medie- och kommunikationsvetenskap* ('Which method is best – none or all of them? Methods in Media and Communication Studies') (p. 198–221). Lund: Studentlitteratur.

## Rapporter (Reports) (n=21)

1. Gillen, J. Matsumoto, M., Aliagas, C., Bar-lev, Y., Clark, A., Flewitt, R.S., Jorge, A., Kumpulainen, K., Marsh, J., Morgada, M., Pacheco, R., Poveda, D., Sairanen, H., Sandberg, H., Scott, F., Sjöberg, U., Sundin, E., Tigane, I., & Tomé, V. (2018) *A Day in the Digital Lives of Children Aged 0-3*. Full report. DigiLitEY ISCH COST Action 1410 Working Group 1: Digital Literacy in Homes and Communities. ISBN: 978-0-902831-53-7
2. Gillen, J. , ...Sandberg, H. et. al. (2018) A Day in the Digital Lives of Children aged 0-3. Summary report by DigiLitEY ISCH COST Action IS1410 Working Group 1 "Digital literacy in homes and communities."
3. Sandberg, H., Asmundsson-Fristedt, R., Johansson A-L, Karregård, S. (2017/2018) *Hälsokommunikation i det nya medielandskapet – en kartläggande litteraturöversikt av sakområdet 2010-2016*. [Communicating health in the new media landscape – a review of research 2010-2016] Solna : Folkhälsomyndigheten [The Public Health Agency of Sweden] (124 pages).
4. Assmundsson-Fristedt, R. & Sandberg, H. & (2017) *Att kommunicera mat och levnadsvanor i dagens medielandskap. Myndighetskommunikation i det offentliga*. [Communicating food and lifestyle issues in a complex media landscape. Public communication for change] Report published and commissioned by the National Food Agency of Sweden (June, 2017).

5. Norwegian Institute of Public Health (2017). *A joint Nordic monitoring protocol for marketing of foods and beverages high in fat, salt and sugar (HFSS) towards children and young people*.
6. Harvard, J., Ståhlberg, K., Sandberg, H. & Öqvist, G. (2013). *Utvärdering av Riksbankens Jubileumsfonds Områdesgrupper* (Evaluation of Swedish Foundation for Humanities and Social Sciences area groups). December 2013. Stockholm: Stiftelsen Riksbankens Jubileumsfond (Swedish Foundation for Humanities and Social Sciences).  
[http://www.rj.se/Documents/Rapporter/RJ\\_Utvardering\\_av\\_omradesgrupper\\_1405.pdf](http://www.rj.se/Documents/Rapporter/RJ_Utvardering_av_omradesgrupper_1405.pdf)
7. Sandberg, H. (2013) *Medier och hälsa, tema III*. In K. C. Ringsberg (ed.), *The Nordic Council of Ministers: En modell för intersektoriell samverkan mellan föräldrar, förskola, hälsoväsende och forskare. Handledarguide* (s.78-104) and *Slutrapport*. TemaNord 2013:504 and 2013:503. The Nordic Council of Ministers: Copenhagen
8. Sandberg, H. (2011). 'Närproducerat och förpackningsdesign: en konsumentundersökning' (Local crops and packaging design: a consumer study). In A. Olsson (red) *Förpackningsdesign för närproducerade livsmedel. Final report on a prestudy for development of packaging for locally produced food products, Skånes Livsmedelsakademi* (p. 16–41). Lunds universitet, LTH and Skånes Livsmedelsakademi: Lund/Malmö.
9. Sandberg, H. (2007) *Marknadsföring av ohälsosam mat riktad till barn – slutrapport*. (No. 2007:3). Sveriges konsumenter: Stockholm. Available only online (pdf) in Swedish at: <http://www.sverigeskonsumenter.se>
10. Sandberg, H. (2006) *Välkommen till professor Godis. En studie om reklam, ohälsosam mat och barn* ('Welcome to professor Candy. A study on advertising unhealthy food and children'). Media and Communication Studies Research Reports, 2006:1. Lund: Lund University. (total 97 pages)
11. Sandberg, H. (2006) *Reklam ohälsosam mat och barn: Kartläggning av livsmedelsreklam. Delrapport 3 TV-reklam*. Sveriges Konsumentråd (Consumer Council of Sweden): Stockholm. Available only online (pdf) in Swedish at: <http://www.sverigeskonsumenter.se>
12. Sandberg, H. (2006) *Reklam ohälsosam mat och barn: Kartläggning av livsmedelsreklam. Delrapport 2 Internetreklam*. Sveriges Konsumentråd (Consumer Council of Sweden): Available only online (pdf) in Swedish at: <http://www.sverigeskonsumenter.se>
13. Sandberg, H. (2006) *Reklam ohälsosam mat och barn: Kartläggning av livsmedelsreklam. Delrapport 1 Direktreklam och serietidningar*. Sveriges Konsumentråd (Consumer Council of Sweden): Stockholm. Available only online in Swedish at: <http://www.sverigeskonsumenter.se>
14. Sandberg, H. & Palm, L. (2004) *Strategier för hälsokommunikation och deras användbarhet. En genomgång av forskningsläget* ('Strategies for health communication and



their effectiveness: a research review') (contribution to final report published as an online document (pdf): *Regeringsuppdrag om hälsoinformation och hälsokommunikation*. (Government commission on health information and health communication) Stockholm: National Institute of Public Health.

15. Sandberg, H. & Thelander, Å. (1999) *När miljökrisen är här. Fallet Hallandsåsen: människors oro, deras upplevelser av myndigheters agerande och medias roll* ('When the environmental crisis is here. The case Hallandsåsen: people's concerns, their experiences of government action and the role of the media'). MCS 1999:1. Media and Communication Studies. Lund University.
16. Sandberg, H. (1999) *Unga blodgivare i Skåne. En kartläggning*. ('Young blood donors in Scania: A survey') FoU-rapport, Report 33. Rådet för hälso- och sjukvårdsforskning i södra Sverige (Council for Medical Care Research in South Sweden, HSF). Lund University, Faculty of Medicine.
17. Sandberg, H. (1998) *Möten på fältet. Kvalitativ metod – teori och praktik* ('Meetings on the field. Qualitative method - theory and practice'). MCS Working Paper 1998:1. Media and Communication Studies. Lund University. (With Bengtsson, C., Hjorth, M. & Thelander, Å.)
18. Sandberg, H. & Thelander, Å. (1998) *Miljöhot och medborgaroro. Rapport från Hallandsås hösten 1998*. ('Environmental threats and citizen anxiety: Report from Hallandsås autumn 1998') Report No. 175:1. Styrelsen för psykologiskt försvar (Swedish National Board of Psychological Defence): Stockholm.
19. Sandberg, H., Jarlbro, G. & Palm, L. (1997). *Ammoniakolyckan i Kävlinge* ('The Ammonia accident in Kävlinge'). Notice No. 142. Stockholm. Styrelsen för psykologiskt försvar (Swedish National Board of Psychological Defence).
20. Sandberg, H. & Palm, L. (1997) *Invandrarföreningars HIV-preventiva verksamhet i Göteborg* ('Immigrant associations' HIV prevention work in Gothenburg'). Department of Communication and Media, Lund University/Immigrant Service Administration Gothenburg.
21. Sandberg, H. (1996). *Från Vampyr till Ängel. En studie om blodgivar-rekrytering* ('From Vampire to Angel. A study of blood donor recruitment'). Research report in Media and Communication Studies, No. 20, Department of Sociology, Lund: Lund University.

#### Konferensbidrag (Conference contributions/papers/proceedings) (n=28)

1. Sandberg, H., Sjöberg, U., Sundin, E. & (2021) *Studying young children's digital literacy in their home settings*. Full paper presentation NordMedia, 18-20 August 2021, Reykjavik, Division 7: Media Literacy and Media Education

2. Sandberg, H. & You, Y (2021) *Health promotion and health practices in the digital media landscape* Panel contribution accepted and published in Book of Abstracts (The Velux Foundation) for the conference Digitalizing Social Practices: Changes and Consequences, February 23–24, University of Southern Denmark, Odense.
3. Sandberg, H. & Karregård, S (2019) *Why do health communication not use media and communication theory? A review of health communication research 2010-2016* (Extended abstract accepted), NordMedia, 21–23, August, Malmö K3, Sweden.
4. Sandberg, H., Sjöberg, U. & Sundin, E. (2019) *Moral struggles and family negotiations in 0-3-year olds' digital media uses* (extended abstract accepted), NordMedia, 21–23, August, Malmö K3, Sweden.
5. Bar-lev, Y., Flewitt, R., Gillen, J. [...], Sandberg, H. et al (2019) *Reconceptualizing early childhood: 'A day in the digital lives of children aged 0-3: the tablet and TV'*, Symposium proposal accepted for the Re-imagining Early Literacies Research - An International Conference, in Manchester, UK, March 7–8.
6. Sandberg, H. & Jorge, A. (2018) *Growing up with portable digital media: A comparative European study of 0-3 years old*. Panel proposal for the ECREA preconference on Children and portable media in Lugano, Oct-Nov 2018.
7. Jorge, A. & Sandberg, H. (2018) Waking up and going to bed with the digital media: The role of mobile media in structuring space and time. Paper accepted for the ECREA preconference on Children and portable media in Lugano, Oct-Nov 2018.
8. Gillen, J, Sandberg, H. & Sjöberg, U. (2018) *Studying portable media in young children's lives: methodological and ethical*. Paper accepted for the ECREA preconference on Children and portable media in Lugano, Oct-Nov 2018.
9. Sjöberg, U., Sandberg, H. & Sundin, E. (2018) *A Day in the Digital Lives of 0-3 Year Olds: the Swedish Study*, Presentation at DigiLitEY COST ACTION IS1410, Riga Conference, Latvia, June 21–22.
10. Sandberg, H., Sjöberg U. & Sundin, E. (2018) *A Day in the Digital Lives of 0-3 Year Olds – a Swedish report of two families and everyday life with digital media technology*. Presentation at DigLitEy WG1 meeting in Lisbon, Universidade Catolica Portuguesa, 22-23 February.
11. Sandberg, H., Asmundsson Fristedt, R., Johansson, A-L. & Karregård, S. (2017) *Health Communication: An in-depth analysis of research literature in Health communication, 2010-2016*. Poster presentation at the 10<sup>th</sup> European Public Health Conference, 'Sustaining resilient and healthy communities', 2017, Organized by the European Public Health Association (EPHA) in Stockholm, Nov 1-4, Sweden (Ref. 'S201701024).

12. Erlingsdottir, G., & Sandberg, H. (2016) *eHealth at Lund University and the Pufendorf Institute*. Presentation at research conference and meeting on eHealth hosted by the Department of Philosophy and Religious Studies and the University Medical Center Utrecht. Utrecht University, The Netherlands, 18–19 May 2016.
13. Erlingsdottir, G., Lindholm, C. & Sandberg, H. (2016) *Patients' access to digital medical records and the struggle for professional power in the media*. Peer reviewed extended abstract accepted for the Marcus Wallenberg International Conference on Media and Transgression, 17 March 2016, Lund, Sweden.
14. Sandberg, H. & Sjöberg, U. (2015) *DigiKids - Digital practices and skills of young children and their families: A longitudinal study*. Peer reviewed abstract accepted for the ECREA Communication and Democracy Section Conference: 'Political Agency in the Digital Age', 9–10 October 2015, Copenhagen, Denmark.
15. Holmberg, N., Holmqvist, K., & Sandberg, H. (2015) *Animated adverts impair children's online reading and text comprehension*. Peer reviewed abstract accepted to the ECEM 2015 the 18th European Conference on Eye Movements, Vienna, 16–21 August, Vienna, Austria.
16. Sandberg, H. (2015) *Summing up five years of research on children's experience of and exposure to online advertising*. Extended abstract accepted for the 10<sup>th</sup> meeting of the WHO European Action Network on Reducing Marketing Pressure on Children: 15–16 June, Athens, Greece.
17. Holsanova, J., Sandberg, H. & Holmberg, N. (2013) *How newspaper readers perceive image content. Bridging media studies and visual communication studies*. Full paper accepted for the ICA Conference, 22–26 May 2014, Seattle, Washington, USA.
18. Holmberg, N., Holmqvist, K., & Sandberg, H. (2013) *Children's visual attention to Internet adverts*. Peer-reviewed paper presentation at the 17<sup>th</sup> European Conference on Eye Movements, 11–16 August, Lund, Sweden.
19. Holsanova, J., Sandberg, H., Holmberg, N. & Theobald, N. (2013) *How image content correlates with image perception. Combining content analysis with eye-tracking measurements*. Poster presentation (peer reviewed) at the 17<sup>th</sup> European Conference on Eye Movements, 11–16 August, Lund, Sweden.
20. Sandberg, H. & Holmberg, N. (2011) *Potential, Actual and Perceived Exposure to Internet Advertising Among Swedish Children*. Peer-reviewed poster presentation at the Universitas21 Early career researcher conference on Healthy Living, 13–16 December, Birmingham, UK.

21. Holmberg, N., Sandberg, H. & Gidlöf, K. (2011) *Potential, Actual and Perceived Exposure to Internet Advertising Among Swedish Children*. Peer-reviewed poster presentation at the 16th European Conference on Eye Movements (ECEM), 21–25 August 2011, Marseille, France.
22. Holsanova, J., Sandberg, H., Vikström K. & Holmberg, N. (2011) *Attending to different types of visuals in mass media: Eye tracking studies on newspaper reading, netpaper reading and online advertising*. Peer-reviewed panel presentation, Visual Communication. Session Title: Reception and understanding of visuals. Empirical and theoretical approaches. At the ICA Conference, 26–30 May 2011, Boston, Massachusetts, USA.
23. Sandberg, H., Gidlöf, K. & Holmberg, N. (2010) *Potential, Actual and Perceived Exposure of Internet Advertisement among Swedish 14–16 Years Old Children*. Peer-reviewed paper, in Conference proceedings to the 4<sup>th</sup> International Conference on Multidisciplinary Perspectives on Child and Teen Consumption. 21–23 June 2010, Campus Norrköping, Norrköping, Sweden.
24. Sandberg, H., Gidlöf, K. & Holmberg, N. (2010) *Marketing On-line: An Eye-tracking Study of Swedish Nine-graders Exposure to Internet Advertising*. In Conference proceedings to the Nordic Conference on Consumer Research, 10–11 June, Vaasa, Finland.
25. Sandberg, H. (2010) *Experiences with measuring marketing of unhealthy food to children on the Internet and TV*. In the records of the 5<sup>th</sup> Meeting for the European Network on Reducing Marketing Pressure on Children, 8–9 March, Barcarena/Lisbon, Portugal.
26. Sandberg, H. (2007) *Marketing of unhealthy food to children*. Peer-reviewed paper in Conference proceedings to 'Towards a new consumer. Towards a new consumer policy'. The Nordic Consumer Policy Conference, in Helsinki, 3–5 October.
27. Sandberg, H. (2005) *Obesity – A gender issue in the media*. Peer-reviewed paper, published in Conference proceedings to 'Tailoring Health Messages' (THEME), 6–10 July, Monte Verità, Switzerland, University of Lugano, School of Communication Sciences, Health Care Communication Laboratory.
28. Sandberg, H. (2004) *Information and Communication in Society*. Peer-reviewed paper presented at the 1<sup>st</sup> Scandinavian Pediatric Obesity Conference (SPOC), 4–5 March 2004, Malmö, Sweden.

#### **Populärvetenskapliga artiklar (Popular science, research notes, platform, etc) (n=10)**

1. Norocel, O. C., Sandberg, H. & Wallin, A. (2021) "Imbalanced Agendas — Search engines still in the shadows in Sweden". In Search of Search (& its Engines). June 07, in *Medium*.

<https://medium.com/in-search-of-search/imbalanced-agendas-search-engines-still-in-the-shadows-in-sweden-9df21086dc55>

2. Sandberg, H. (2021) "Algorithmic Recommendation System and Memetic Cultural production". In Search of Search (& its engines). April 02, in *Medium*.  
[https://medium.com/@HelenaSandberg\\_ofLundSweden](https://medium.com/@HelenaSandberg_ofLundSweden)
3. Sandberg, H. (2017) Deltar i en längre forskningsintervju som ligger till grund för ett bokkapitel i *En fiende på tallriken: därför vill vi inte äta allt* av Daniel Rydén. Lund: Historiska media.
4. Sandberg, H. (2013) *Nordiska Livsstilsverkstan/Nordic Family Lifestyle Workshops: Theme III Media and Health*. (translated into all Nordic languages and English). Web-based teaching platform and presentation material. [www.nordiskalivsstilsverkstan.com](http://www.nordiskalivsstilsverkstan.com)
5. Guldåker, N., Haider, J., Sandberg, H., Strippel, J., & Östling, J. (2012) *Att forma och leda excellenta forskningsmiljöer: The Middle East in the Contemporary World (MECW)*. (To form and lead excellent research environments) Report within the professional training programme Tomorrow's research leaders (Morgondagens forskningsledare), 2011-2012, at Lund University.
6. Sandberg, H. (2011) 'Medier och mat' (Food and the media) in J. Stenström & P. Lindström (eds.) *Lund University Recipe Book* (p 132-134). Riga: Atlantis.
7. Sandberg, H. (2009). Deltar i en längre forskningsintervju som ligger till grund för delar av boken *Godis åt folket. En bok om hur svensken blev sockerslav i karamellkungens rike* av Thomas Hedlund & André Persson, utgiven av Andersson Pocket AB.
8. Sandberg, H. (2008) 'Universitetets frihet: Ta ut svängarna' ('Academic freedom – Go the whole way). In J. Stenström (ed.), *Universitetets frihet: Tio tankar och en dikt* ('Academic freedom – ten thoughts and a poem') (p. 59–64). Kulturforum, Lund University. Lund University.
9. Sandberg, H. (2007) 'Media, reklam och fetma' ('Media advertising and obesity'). In Charlotte Löndahl (ed.), *Fetma – vår tids nya folksjukdom?* ('Obesity – the endemic disease of our time?') (p. 98–106). Stockholm: Forskningsrådet för arbetsliv och socialvetenskap, FAS.
10. Sandberg, H. (2004) 'Varför gör de inte som vi säger?' ('Why don't they do as we say?'). In B. Johansson (ed.), *Forskare klargör: Myter om maten* ('Researchers' explanations on myths on food') (p. 203–213). Stockholm: Formas.

**Pågående arbeten (Under review and manuscripts in preparation) (n=2)**

1. Glasdam, S., Sandberg, H., Stjernswärd, S., Jacobsen, F.F., Grønning, A., Hybholt, L. (2021) Nurses' use of social media during the COVID-19 pandemic – a scoping review. Article submitted and under consideration for *PLOS One*, March 24, 2021
2. Sandberg, H. & Oest, P. (2022) 'The Germ Emergency - producer and child audience co-production of knowledge on health and medicine, in a Swedish public service TV-show'. In Jensen, P. M; Novrup Redvall, E. & Christensen, L. C (Eds.) *Audio-visual narratives for children and adolescents in the Nordics: production, distribution, and reception in a multi-platform era*. Nordicom: Gothenburg. (extended book chapter proposal accepted after peer review)