

Programme Form

To activate the following research programme within the PhD programme in **Cognitive Sciences**, funded as stated in DM n. 351/2022, in relation to the following action:

M4C1- Inv. 3.4 “Didactics and advanced university competences” → **PhDs for the digital and environmental transitions.**

M4C1- Inv. 4.1 “Increase of the number of PhD programmes and innovative PhDs for the public administration and the cultural heritage”. In particular:

PNRR PhDs

PhD Programmes for the Public Administration

(select the CUN area/s to which the programme refers among those listed below)

- Area 09 – Information and industrial engineering
- Area 11 – Historic, philosophical, education and psychological sciences
- Area 12 – Law
- Area 13 – Economic and statistical sciences
- Area 14 – Political and Social Sciences

PhDs for the cultural heritage

(select the field area/s and the theme of the programme among those listed below)

- Area 01 – Informatics and mathematical sciences **Theme** – Informatics, cultural property and heritage
- Area 02 – Physics **Theme** – Physics applied to cultural heritage and cultural property
- Area 03 – Chemistry **Theme** – Chemistry, environment, cultural property and heritage
- Area 04 Earth sciences **Theme** – Earth mineral resources for the environment, cultural property and heritage
- Area 05 Biological Sciences **Theme** - Ecology, cultural property and heritage
- Area 08 – Civil engineering and Architecture **Themes** 1) Architecture, man-made environment, cultural property and heritage 2) Architecture and landscape 3) History of architecture; 4) Restoration; 5) Planning and design of the man-made environment; 6) Design and technological design of architecture
- Area 10 Sciences of antiquity, philological-literary and historical-artistic **Themes** 1) Archaeology; 2) Art history; 3) Media, cultural property and heritage
- Area 11 – Historic, philosophical, education and psychological sciences **Themes** 1) Librarian; 2) Archivistica; 3) History of cultural property and heritage 4) Palaeography; 5) Aesthetics; 6) Didactics of art; 7) pedagogy of Art
- Area 12 – Law **Theme** Cultural heritage law
- Area 13 - Economic and statistical sciences **Themes** 1) Economics of culture and art 2) Economics and management of artistic and cultural activities; 3) Statistics and Data Analytics for cultural property
- Area 14 Political and social sciences **Themes** 1) Sociology of cultural property 2) Territory and environmental sociology

❖ **Research programme title:** Institutional profiles and digital practices for a new public communication of health

❖ **Description** (MAX 5000 characters excluding spaces):

The COVID-19 pandemic has deeply changed our everyday life spaces and times. The deep changes that we are experiencing have oriented the public discourse to the centrality of the health systems. In the digital space, the organizational pyramid, through which each communication product is generated (including those related to health), has changed its position. There is no more the reassuring, rigidly vertical structure managed by the health institutions, rather there is a bottom-up “health culture”. This culture originates within various types of networking (blog, forum, etc.) and the connected public is increasingly involved in the contemporary debate around health. Data from national and international research indicate that the web (through different modes: from websites to social networks) stands out as an alternative forum to medicine. It is a communication “emergency”, whereby well-established practices (reinforced with time and in the professionals’ experience) become fallible given the increased spread of the medical knowledge and culture. Although the institutions acknowledge the importance of acquiring an identifiable role in the various digital ecosystem, their competence in the strategic use of platforms to restructure the sharing processes with the public is not yet adequate.

The project aims at investigating how the health institutions, which should filter, categorize and organize the medical knowledge, repositions themselves. The challenge concerns completely new variables, such as the algorithms’ logic of visibility and filtering, which influence the information flow. The impact of social media in the public health sector has caused deep changes in the provision of services. Those services will be monitored along with a mapping of the Italian public health institutions on the social web to evidence the potential issues and opportunities of social platforms for public health communication. The outcomes related to the communication ecosystem of the public health sector will be used to outline innovative digital practices to activate the participation of citizens, thus promoting social inclusion within a perspective of transparency, sharing and dialogue with the citizens. At the same time, communication experimentations will be proposed in order to promote organizations’ strategic and competent use of the platforms in their relation with the citizens and the media.

The research programme is developed within the PhD programme in Cognitive Sciences, which, by nature, is a study field that does not belong to a specific sector, but to research areas that answer complex and intrinsically multidisciplinary problems. In particular, the aim is to develop applied research pathways within the public administration to value the public organizations’ communication and management competences, consistently with the themes required by the DM n. 351/2022 for the Public Administration PhD.

For this PhD bursary, educational activities are envisaged during the study and research period at the Azienda Ospedaliera Universitaria Federico II. These educational activities will be aimed at testing, through the use of digital platforms, projects related to the greater citizen’s awareness of their health. These tests will also be linked to a more personalized offer of services within a perspective that will join the reengineering of organizational processes and treatment humanization, thus finding in new communication pathways the application of new ways to relate treatment and citizens.

The project and its results will be disseminated to the scientific community, the stakeholders and the civil society. A series of information activities will be planned, that will be held throughout the duration of the project, in order to disseminate the expected and obtained results and their application to the community. It is anticipated that the research outcomes will be published in national and international field-specific Open Access journals.

❖ **PERIOD IN THE COMPANY – RESEARCH CENTRES – P.A.:**

The research programme will be conducted in collaboration with the following body:

Company name: **Azienda Ospedaliera Universitaria Federico II**

Registered office: **Via Pansini 5, 80131 Napoli**

Legal representative: **Avv. Anna Iervolino general manager AOU Federico II**

The above-mentioned body will host the PhD student funded by means of the resources of DM 351/2022 for **6 months** during the PhD programme.

❖ **PERIOD ABROAD:**

The research programme encompasses a 6-month period abroad at the following institution:

Università di Murcia

The present programme complies with the principle of “not significantly harming” (DHS) in line with the art. 17 of the regulations (UE) 2020/852 consistently with the technical orientations set by the European Union (Communication of the European Commission 2021/C58/01) and it ensures that PNRR horizontal principles are met (contribution to the climate and digital goal, tagging, the gender equality principle and the requirement to protect and value the youth).