



## **Invitation to guest lectures on telehealth by**

**Professor Marie-Pierre Gagnon, Canada**

**&**

**Professor Aksel Tjora, Norway**

**Time**      **Wednesday July 6 at 8:30 am – 9:30 am**

**Location**   **Fredrik Bajersvej 7 B / 2-104, Aalborg University**

### **Using psychosocial theory to understand e-health adoption by healthcare professionals**

*By Professor Marie-Pierre Gagnon, Faculty of Nursing, Université Laval, Québec, Canada*

The adoption of e-health technologies has been an important research topic during the last decades. Despite the availability of several frameworks to understand e-health adoption by healthcare professionals, evidence on the effectiveness of these models is still limited. The aim of this presentation is to review some of the theoretical models that have been used to study e-health adoption and to reflect on the strengths and weaknesses of their application. Based on a review of our own work in the field of telehealth adoption and other international studies, this presentation will highlight the factors that could better explain why healthcare professionals adopt, or not, e-health technologies in their practice. It will also present some of the most prominent theoretical models, and discuss their main strengths and limitations. These considerations based on the literature and our experience can provide some guidance for students and researchers interested by e-health adoption.



## The point of qualitative research in health informatics

*By Professor Aksel Tjora, Department of Sociology and Political Science, Norwegian University of Science and Technology, Trondheim, Norway*

While qualitative research has received greater acceptance in a great variety of disciplines, including health and medicine, the true potential of qualitative analysis seems not to have been realized in such areas. Hence, the critique for presenting anecdotal evidence is often quite fair. With the basis in a study of health-related Internet use, this talk will demonstrate how the potential of qualitative analysis is developed by maintaining a strong inductive strategy of concept development. Rather than summarizing endless amounts of nuanced data, the qualitative researcher may apply a detailed coding approach to hunt for empirical insight that trigger curiosity and development of novel ideas. On basis of the example presented, the talk will emphasize the researcher's responsibility of maintaining sensitivity towards users' or participants' experiences and how such experiences may inform development although they may divert from research expectations and/or initial problems.

## All interested are welcome

Yours sincerely,

Birthe Dinesen, Associate Professor

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