



THE JACOBS CENTER  
RESEARCH SEMINAR SERIES

**PROF. DR. MED. HABIL.  
JULIA DRATVA**

University of Applied Sciences, Winterthur

**DIGITAL PARENT COUNSELLORS -**

**PARENTAL DIGITAL INFORMATION SEEKING BEHAVIOR IN THE CONTEXT  
OF CHILD HEALTH AND DEVELOPMENT**

Digital media are increasingly abundant and used to seek health information, however, to date very little is known on parental seeking behavior in the context of child's health and development outside English-speaking and Nordic countries. Our study, the "DIGitaler Elternratgeber" (DIGE, digital parent counselor) in a Swiss German population-based sample of parents investigated how parents use digital media to inform themselves on child health and development, in which situations they search for information and how digital literate they are. The talk will present the results of the study in the overall context of digital literacy and the digital transformation of the health sector, discuss potentials and risks, as well as indicate open questions and need for action.

**Friday, November 1, 2019, 10:00 h**

At the Jacobs Center for Productive Youth Development  
Andreasstrasse 15, 4th floor, AND 4.19, 8050 Zürich

*Individual meetings with Prof. Dratva are available,  
if interested please contact Maria Schönholzer at [maria.schoenholzer@jacobscenter.uzh.ch](mailto:maria.schoenholzer@jacobscenter.uzh.ch)*