



Einsiedel, Edna

Professor, Department of Communication and Culture

Selected Publications (2008-2011)

Journal publications:

- Navid EL, NC Orton and EF Einsiedel, 2011. Point-of-Care Diagnostic Tools in Canadian Urban Mobile Health Clinic Contexts. *Point of Care*: 10:1,40-44.
- Einsiedel EF and RM Geransar, 2009. Framing risk: trust and credibility markers in direct-to-consumer advertising of genetic tests. *New Genetics and Society*: 28(4):339–362.
- Einsiedel, EF, S. Premji, RM Geransar, NC Orton, T. Thavaratnam, and L.K. Bennett, Diversity in public views toward stem cell sources. *Stem Cell Reviews and Reports*. 2009 Jun;5(2):102-7.
- Adair A, Hyde-Lay R, Einsiedel E, Caulfield T, 2009. Technology assessment and resource allocation for predictive genetic testing: A study of the perspectives of Canadian genetic health care providers. *BMC Medical Ethics*: 18;10(1):6.
- Caulfield T, Zarzeczny A, McCormick J, Bubela T, Critchley C, Einsiedel E, Galipeau J, Harmon S, Huynh M, Hyun I, Illes J, Isasi R, Joly Y, Laurie G, Lomax G, Longstaff H, McDonald M, Murdoch C, Ogbogu U, Owen-Smith J, Pattinson S, Premji S, von Tigerstrom B, Winickoff DE, 2009. The stem cell research environment: a patchwork of patchworks. *Stem Cell Reviews and Reports*: 5(2):82-8.
- Bubela T, Nisbet MC, Borchelt R, Brunger F, Critchley C, Einsiedel E, Geller G, Gupta A, Hampel J, Hyde-Lay R, Jandciu EW, Jones SA, Kolopack P, Lane S, Loughheed T, Nerlich B, Ogbogu U, O'Riordan K, Ouellette C, Spear M, Strauss S, Thavaratnam T, Willemse L, Caulfield T, 2009. Science communication reconsidered. *Nature Biotechnology*: 27(6):514-518.
- Geransar RM, Einsiedel EF, Galipeau J, Isasi R, Sheremeta L, Knoppers BM, 2009. Catalyzing umbilical cord blood research in Canada: a survey of current needs and practices of principal investigators. *J Obstet Gynaecol Can*: 31(1):63-71.
- Caulfield T, Ogbogu U, Murdoch C, Einsiedel E, 2008. Patents, commercialization and the Canadian stem cell research community. *Regen Med*: 3(4):483-96.
- Geransar RM and E.F. Einsiedel, 2008. Evaluating online direct to consumer marketing of genetic tests: Informed choices or buyer beware? *Genetic Testing*: 12(1):13-23.



Einsiedel, Edna

Professor, Department of Communication and Culture

Selected Publications (2008-2011)

Books and chapters in books:

E.F. Einsiedel, editor (2008), *Emerging technologies: from hindsight to foresight*. Vancouver: UBC Press.

E.F. Einsiedel (2009), Stakeholders and genomics representations. In P. Atkinson, P. Glasner, and M. Lock (eds.) *Handbook of genetics and society: mapping the new genomic era*. London: Routledge.

EF Einsiedel (2008), Of ladders, trees and webs: genomic tales through metaphor. In T. Caulfield and S. Caulfield (eds.), *Imagining science*. Edmonton: Univ. of Alberta Press.

E.F. Einsiedel (2008), Public engagement and dialogue: a research review. In M. Bucchi and B. Smart, eds., *Handbook of public communication on science and technology*. London: Routledge.