CLEMSON — Clemson University researcher Jimmy Sanderson was invited to present at a special session entitled “Communication with Student Athletes About Concussions” at The Connecticut Concussion Conference, featuring experts offering solutions for schools and youth sport organizations to manage concussions and legal risks.

“Concussions are not only a top issue in sports, but considering the number of children who play youth sports, they also are a public health issue,” said Sanderson, assistant professor in the communication studies department at Clemson University.

“This conference recognizes the importance of communication in the concussion management process, and is bringing together advocates, researchers and practitioners to discuss this very important and timely topic.”

Sanderson’s research investigates health and safety issues in sports and the influence of social media with emphases on sports media, sports organizations and communication between athletes and fans.

His findings have been published in multiple academic journals, and he authored “It’s A Whole New Ballgame: How Social Media is Changing Sports.”

The conference was being held Jan. 30-31 at University of Connecticut Stamford and Quinnipiac University School of Medicine in North Haven, Conn.