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Table of Contents

The role of communication in the formation of naïve beliefs on the consumption of food supplements.

Authors

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Abstract

In recent decades, a dominant message has been perpetuated in the collective imagination by the media, marketing, and even scientific circles on the search for long-term sustainable wellbeing, a holistic approach focused on self-care, and preventative health. This has all been augmented by the global pandemic which has deepened the public's vulnerabilities in a drive for self-preservation. In this context, increasingly independent consumers face continuous decisions on their health in a setting of a growingly complex health systems, and a market saturated with "miracle" products, at the same time as the population is exposed to health information that is not always accurate (Hong and Kim 2019; Im and Huh, 2017). Of all the categories included in the self-care sector, the most influential has been food supplements (FS) which has taken on a commanding position in the market reaching a market size of €32.6 billion in Europe in 2022 (Euromonitor International, 2022). It remains striking that today's much more sophisticated and empowered consumers still hold as heathy and promoting wellbeing products that may not have said properties and may even be harmful to the very health that they prioritize. What is conceived as potentially beneficial has been proven in many cases to be "health fraud" (FDA, 2019).

Whilst the general thrust of research has been shaped by the categorical need to foster due awareness of these products, given their potential risks (Chang, 2019; Ju *et al.*, 2019), there is a significant pre-existing gap in determining the aspects that come together to form it. To bridge this gap, this study aims to analyze the role of communication in creating and/or reinforcing naive beliefs on FS. These are formed as a reflective aspect of the contradictory relationship between the search for preventative health and the consumption of harmless or potentially harmful products, as FS have been proven to be.

The methodology is based on an original CAWI survey conducted in Spain in 2020 on a sample (*n*=1200 interviews) stratified by geographical area into the categories of population size, sex, and age with a confidence level of 95%, 2 sigma, and a sampling error of ±2,89%.

The results show that only 20.6% of those surveyed say they do not give any credence to messages concerning these products. In turn, 75% still trust the false role attributed to these products in helping to cure illnesses; an assertion that, furthermore, is expressly forbidden by European legislation. Nevertheless, 39.7% believe that the government and legislation prevent the inclusion of false claims in marketing messages.

These and other findings bring to light the urgent need for appropriate and accurate information to prevent effects that may have dramatic consequences on public health. The economic interests of a spectacularly growing sector and the media need for its advertising fees will lead to serious problems stemming from a lack of ethics and the lack of compliance with the stipulations of legislation. Likewise, greater effort is required in education to counter shortcomings in health knowledge and the clear existing information deficits.

Key Words
Naïve beliefs; Trust; Communication; Perception; Awareness; Food Supplements

Temporal Distance, Message Framing, and Consideration of Future Consequences: Parents' Willingness to Vaccinate Children Aged 5-11 Against COVID-19

Authors

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Abstract

Based on the Construal Level Theory (CLT), the aim of the study was to test the main effects of, and the interaction effects between, temporal distance (proximal vs. distal), message frame (loss-framed vs. gain-framed), and Consideration of Future Consequences disposition (present-oriented/low-CFC vs. future-oriented/high-CFC) on American parents' willingness to vaccine their children aged 5-11 against COVID-19.

CLT posits that for distant events, people likely engage in a high construal level and think in more abstract terms; by contrast, for proximal events, they tend to engage in a low construal level and view things in a more concrete fashion (Trope & Liberman, 2010). Temporal framing is a messaging strategy that highlights the occurrence of the consequences of a behavior in short-term versus long-term temporal distance (Huang & Xu, 2022). Another key message feature studied in tandem with temporal distance under CLT focuses on the perceived desirability (gain vs. loss) of the consequences invoked by an argument (Lee, 2019). Consideration of future consequences (CFC) is a personality trait that has been intricately linked to health behaviors (Nan & Qin, 2019).

This experiment employed a 2 (message framing: gain vs. loss) × 2 (temporal framing: proximal vs. distal) × 2 (CFC: present vs. future) between-subjects factorial design. Vaccine-hesitant parents (n = 409) in the United States from a pool of candidates pre-screened by Qualtrics participated in this study. Respondents were 57.5% male (n = 235), 60.4% under the age of 40 (n = 247), 66% white (n = 270) and 40% white (n = 163). The majority of parents have received at least one dose of COVID-19 vaccine (n = 225, 55%), and 184 chose "no" or did not disclose their vaccination status. At the time of the study, none of their 5–11-year-old children had received the COVID-19 vaccine. Participants were randomly assigned to read one of the four messages advocating getting their children vaccinated against COVID-19. The messages varied in message framing (loss vs. gain) and temporal distance (proximal vs. distal). After reading the message, participants answered questions about COVID-19 risk perception and vaccination intention. Randomization and manipulation check were effective.

The multivariate analysis of variance (MANOVA) analysis indicate that the direct impact of temporal distance and message framing was minimal. Parents with high CFC had more desire to protect their children's future through immunization, which contributed to more positive preventive health attitude and intention. The interaction between temporal distance and message

framing was significant among high CFC parents, while nonsignificant for low CFC individuals. For high CFC people, proximal messages generated more positive attitude and greater intention compared to distal messages in the loss-framed condition. The difference was not significant in the gain-framed condition. The overall pattern indicated that, for proximal messages, loss-framed messages were more effective than gain-framed messages. The interaction was mostly found among future-looking parents compared to present-minded parents. These results demonstrate that CLT may usefully consider the inclusion of message framing to improve its persuasive efficacy.

Key Words
Construal Level Theory, Temporal distance, and Consideration of Future Consequences.

A crisis rescue from weak ties: How does Internet Social Capital affect online help-seeking and offline health access

Authors

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Abstract

The outbreak of COVID-19 witnessed an increasing number of people speaking up on social media, in an attempt to transform strangers' attention into limited emergency medical care. Based on the perspective of weak ties and the example of a cry for help on Weibo's super topic community during the pandemic outbreak in Shanghai in 2022, this paper focuses on the possibility of online help from weak ties being converted into offline support when an emergency occurred. The research finds that weak ties indeed offered urgent help against major public health emergencies. Diverse online bridging social capital, or the total number of types of people who retweets posts, helped meet their health-related demands offline, while the scale of online bridging social capital, or the total number of retweets, saw a negligible influence. Specifically, the former could be considered as a medium of support—the more interactions in the comments section, the more social capital in all segments would funnel, advancing solutions for health-related needs. Besides, the paper explores that the length and affective tendency of the help-seeking text, as well as the activeness of the help-seekers, were significant factors in mobilizing internet social capital. Social capital is an investment in social networks through which the resources of others can be borrowed and utilized. The help-seekers would like to obtain the support of social capital and arouse the instrumental actions of others to promote the resolution of the health crisis. Instrumental actions require a greater degree of initiative to overcome normative homogeneous interactions, thus these efforts invested by the help-seekers are the key to breaking such limitations. However, problems lie in that help from weak ties proved finite and only provided by influencers. In the process of seeking help, the fundamental structural position and power relations of the society were unshaken. Influencers remain at the center of social networks, meaning that the opportunity to control the redistribution and coordination of emergency medical resources is limited to those of high social status. Although many ordinary people joined the volunteer teams and contributed to the resolution of events, it did not change the inherent elitism in emergency cases. More importantly, health inequality in the super topic ran deep. The problem is that people living in a society of strangers or the elderly in digital deserts—those with no internet access are still in great numbers. For them, how to use weak ties to save themselves remain unsolved.

Key Words

Compliance-Gaining Strategies and Multiple Goals: Different Relationships Impact on Preventing Infections of COVID-19

Authors

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Abstract

As a result of the COVID-19 pandemic, non-compliance with the public health advisory highlighted critical aspects of community expectations of ethical behavior and what could encourage and prevent compliance. Whenever someone seeks compliance in a relationship, they will use familiar strategies first. However, these strategies won't work if their goals are not met. Therefore, it is pivotal to explore the impact of different relationships, such as close and distant relationships on compliance-gaining strategies and multiple goals. However, previous research has mainly focused on the impact of relationships on compliance-gaining strategies, but not multiple goals.

Based on previous research, the present study explores the influence of close and distant relationships on compliance-gaining strategies and multiple goals among individuals' health behavior.This study investigates the impact of different relationships on compliance-gaining strategies and multiple goals of preventing infections of COVID-19. The benefit of this study involves three aspects. First, previous research focuses mainly on the formulation of goals--- whether individuals have primary/secondary goals. Exploring the impact of relationships on goals, this study may lead us to study primary/secondary goals more from a communication perspective rather than a psychological perspective. Second, previous research relied on hypothetical scenarios, but this study uses recall to ask participants about their thought and feeling. Third, this study helps to understand how the primary/secondary goals framework can help us understand problems of real social concern.

This study argues the following hypotheses:

H1a: Individuals have a significant difference of gaining compliance strategies between close and distant relationships towards a same issue.

H1b: Individuals have significantly difference of multiple goals between close and distant relationships towards a same issue.

H2: people will use positive compliance-gaining strategies to encourage their close relationship to engage in preventing infections of COVID-19 more frequently than negative compliance-gaining strategies.

H3: Individuals with lower secondary goals constraints will report more frequent use of compliance-gaining strategy to encourage their partners to prevent infections of COVID-19 in close relationship.
RQ 1: Do people use positive compliance-gaining strategies to encourage their distant relationship

to engage in preventing infections of COVID-19 more frequently than negative compliance-gaining strategies?

RQ2: What demographic variables affect positive or negative compliance-gaining strategies?

RQ3: Do individuals with lower secondary goals constraints report more frequent use of compliance-gaining strategy to encourage their partners to prevent infections of COVID-19 in distant relationships?

Based on an online survey promoted to students and staffs in a Mid-western University, this study discovered although individuals have significantly difference of multiple goals between close and distant relationships towards a same issue, they have no difference of gaining compliance strategies. Specifically, a respondent's primary goals of close relationship are much higher than that of distant relationship, but his/her relational goals of close relationship are much less than that of distant relationship, even though there was no significant difference in a respondent's identity goals of close relationship and distant relationship. That is to say, respondent's aim to improve health/life of their close relationships is much higher than distant relationships, while respondents considered less relational constrains in close relationships than distant relationships. These results indicate the impact of relationships on multiple goals, but not compliance-gaining strategies.Additionally, this study found that, regardless their close or distant relationships, individuals enact positive compliance-gaining more frequently than negative compliance-gaining to encourage their relationships to prevent infections of COVID-19. Finally, this study revealed younger people were likely to use more positive or negative strategies than older men. Moreover, this study discovered there is no relationships between individuals with lower secondary goals constraints and use of compliance-gaining strategy to encourage their partners to prevent infections of COVID-19 in both close and distant relationships.

Although this study provided valuable insight into multiple goals and compliance-gaining in the context of different relationships, there are some limitations that should be addressed. One potential limitation is the small sample sizes in this study. A small sample size might result in a lack of power in a significance test. Future research should replicate this finding and should include more respondents. Another limitation of this study is the cross-sectional nature of the design, which limits any conclusions about the directionality of significant effects. Therefore, it would be valuable to study these variables longitudinally in future research in an effort to learn more about their relationships. A third limitation stems from the self-report measures that were used to assess study variables. Future research should use more methods to conduct this research, such as experiment design.

Key Words

Compliance-gaining strategies, primary goals, secondary goals, close relationships, distant relationships

Intrapersonal communication and well-being: Conversations with self as coping strategy among COVID-19 patients in Kenya

Authors

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Abstract

There is extensive literature confirming that talking to oneself is beneficial and that people going through difficult situations are likely to have conversations with themselves as a coping strategy. However, what has not been clear is how self-talk was applied (or not applied) by patients hospitalized with COVID-19 in Kenyan hospitals. Particularly, it has not been clear what words or phrases (content) the patients shared with themselves, the meanings carried by those messages, and what influenced the use (or non-use) of self-talk. This potentially contributes to limited understanding of self-talk, lack of awareness on its application within the Kenyan context, and by extension may in a way affect the attainment of Sustainable Development Goal (SDG) number three (3) on good health and well-being for all. Consequently, this study sought to fill this gap by exploring the use of self-talk as a coping strategy among patients who were hospitalized with COVID-19 in Kenya by focusing on the the content of the messages shared with self. Informed by the need to focus on detailed responses and sharing of personal experiences, the researchers used interview guides to generate data from 12 recovered COVID-19 patients who were selected using snowball sampling technique. Then the data was transcribed and analyzed thematically. The findings of the study show that key influences towards use of self-talk include successful application in the past, successful application by other patients, and social persuasion as proposed in Bandura's Self-Efficacy theory. In addition, from the themes it was evident that there are specific words and phrases that the patients used and that those words carry varied meanings. This contributes valuable insights on how doctors and other healthcare personnel could use self-talk to better manage their patients. Furthermore, the findings could benefit health communicators in informing content to include in health campaigns targeting patients hospitalized with diseases like COVID-19.

How did Chinese public health institutions promote COVID-19 vaccination on social media? A content analysis of the vaccination promotion posts

Authors

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Abstract

Background: Although many countries have loosened the regulations regarding the COVID-19 pandemic, promoting COVID-19 vaccination remains indispensable to curb the pandemic's resurgence. Due to social media's technological affordances (e.g., interactivity and extensive coverage), public health institutions strive to embrace it as a cost-effective channel to promote vaccination (Liu et al., 2017). Therefore, drawing upon the health belief model (HBM; Rosenstock, 1974), this study aims to investigate the message characteristic of COVID-19 vaccination promotion posts sent by representative Chinese public health institutions (RQ1) and how those characteristics affect audiences' participatory engagement (RQ2) on Weibo, which is a popular social media site in mainland China. The findings would help evaluate public health promotion efforts in the past and inform effective vaccination promotion strategies to involve the target population in the digitalized health communication setting.

Methods: Two Chinese phrases for the COVID-19 vaccine were adopted as search terms to retrieve qualified posts (N = 2,084) from the top ten most influential public health institutions' accounts on Weibo from January 1st, 2021 (i.e., the starting date of China's massive domestic vaccination program), to June 30th, 2022. Quantitative content analysis was employed to identify message characteristics derived from HBM and participatory engagement indicators (i.e., the number of retweets, likes, and comments). Descriptive statistical methods and Chi-square tests were utilized to analyze RQ1 and negative binomial regression models were constructed to analyze RQ2.

Results: Regarding RQ1, among HBM constructs, COVID-19 vaccines' benefits (71.35%), cues to action (61.23%), and susceptibility to COVID-19 (49.09%) appeared in almost half of the posts, followed by barriers (26.44%), self-efficacy (22.94%), and severity (11.37%). Regarding RQ2, results from the negative binomial regression models demonstrated that mentioning susceptibility, benefits, cues to action, and self-efficacy facilitates participatory engagement, while severity and barriers are impeding factors of participatory engagement. Multivariate analysis of variance was further conducted for robustness check, and the results were highly similar to those from the negative binomial regression models.

Conclusions: The fragmented presentation of HBM constructs among COVID-19 vaccination promotion posts is bound up with the long-established collectivistic culture in China (Luo et al., 2021). Thus, collective-oriented constructs, including benefits (indicating vaccines' effectiveness in building herd immunity), cues to action (calling on the target population to vaccinate for the public good), and susceptibility (showing the highly infectious nature of COVID-19), resonate with the tenets of the collectivistic culture and were frequently mentioned. Contrarily, individual-oriented constructs (i.e., barriers, self-efficacy, and severity) emphasizing strengths and weaknesses at the individual level were mentioned less. Similarly, collective-oriented HBM constructs may arouse a high degree of collective identity and motivate Weibo users' active engagement. However, the occurrence of severity and barriers may weaken one's confidence and hinder engagement. In summary, our findings imply that vaccination promotion on digital platforms should adhere to the culture-sensitive principle by designing tailored persuasive messages conforming to cultural traits. Besides, potential losses at the individual level (i.e., severity and barriers) should not be overemphasized. Strengthening self-efficacy by providing detailed instructions on getting the vaccine is encouraged to entice a deeper level of engagement in the national vaccination program.

Key Words

COVID-19 vaccination, health belief model, participatory engagement, content analysis

Does Artificial Intelligence Outperform Real Human in Auditory Health Persuasion? An Experimental Investigation

Authors

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Abstract

Artificial intelligence (AI) synthetic voice is widely used in delivering online information, including health information. Inspired of this, this paper aims to explore whether, why or why not, and when AI voice can help to increase the persuasive effect of health information in the context of cancer screening persuasion.

Since the persuasive effect of AI (vs. real-human) speech has not been consistently addressed by previous studies, the first research question asked whether the auditory type (AI vs. real-human) influence the persuasive effectiveness of health information that promotes cancer screening (RQ1). On the one hand, based on the CASA paradigm, studies have demonstrated that people perceive AIs as less warm compared to real humans, which may inhibit its persuasive effect. On the other hand, compared to humans, AI is considered as having less agency, thus may exhibit lower persuasion attempts. Drawing on the psychological reactance theory, people are more inclined to adopt the advise when they detect less persuasive attempts of the information. Taking together, we hypothesized that AI (vs. human) voice can lead to lower persuasive effect through eliciting less warmth perception of the speaker (H1), while lead to higher persuasive effect through reducing listeners' perceived persuasion attempts of the speaker (H2).

Through an online experiment (N=150) conducted in China, we found that AI voice elicited more behavioral compliance than human voice, although this effect was only marginally significant. On the one hand, participants did not perceive AI voice as less or more warm than human voice, and perceived warmth did not mediate the effect of auditory type on behavioral compliance with the health information that promotes cancer screening. Thus, H1 was not supported. On the other hand, AI (vs. human) voice triggered less perceived persuasion attempts, which will in turn mediate the effect of auditory type (AI vs. real-human) on behavioral compliance with the health information that promotes cancer screening. Thus, H2 was supported.

This study is among the first wave to examine the persuasive effect of AI (vs. real- human) voice in the context of health communication. The main effect indicated that AI voice may outperform human voice in achieving desirable persuasive outcomes of health information, which is thrilling. Further, we revealed that this occurs because that AI voice conveys less persuasive attempts, which also extends the psychological reactance theory to the context of AI-mediated communication. Practically, media practitioners and health educators may consider to employ AI voice in delivering auditory health information and enhancing people's behavioral intention to prevent life-

threatening diseases. Human speakers are advised to use a more objective tone in health persuasion, so as to attenuate listeners' defensive responses toward life-threatening information.

Key Words

AI synthetic voice; persuasive effect; warmth perception; perceived persuasion attempts

How Do Victim Vividness and External Attribution Influence Policy Support Regarding the Opioid Epidemic: The Mediating Role of Emotions

Authors

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Abstract

The opioid epidemic remains a nationwide public health emergency in the United States, with the number of opioid-involved overdose deaths rising substantially to nearly 70,000 in 2020, and continues to worsen during the COVID-19 pandemic. Among many challenges, stigmatizing attitudes toward people with OUD (e.g., they are dangerous, they are to blame for their own demise) are considered a fundamental hindrance to combating the opioid epidemic. Recognizing the need for more evidence-based interventions and the potential of well-crafted messages in communicating the opioid epidemic, this study investigates the effectiveness of two messaging strategies (i.e., victim vividness and external attribution) that have the potential to mitigate stigmatization and influence a wide range of public policies proposed to address the opioid epidemic. These two messaging strategies represent two of the most prominent approaches to tackling stigma, with victim vividness embodying the empathetic approach and external attribution the punitive approach. These two messaging strategies and the approaches they signify are further integrated in the attribution theory of interpersonal behavior by explicating the dynamic emotional consequences of the two strategies and further linking them to various policy outcomes. Specifically, these emotions and policies are differentiated based on their targets, for example, whether they are aimed at the victim or the perpetrator.

An online experiment with a 2 (victim vividness: high vs. low) × 2 (external attribution: present vs. absent) between-subjects factorial design was conducted among a national sample of US adults (N = 995). Participants read an online news article about a promising young man who became addicted after receiving prescribed opioids to treat his back pain from a car crash and eventually died from overdose. Perceived vividness, attribution of blame, victim-oriented compassion and anger, perpetrator-oriented anger, and policy support were measured. The findings show that the messages with greater victim vividness reduced support for victim-oriented punitive policies, whereas the messages that mentioned external attribution increased support for perpetrator-oriented punitive policies. In addition, sequential mediation analyses show that the two messaging strategies worked indirectly through various emotions (i.e., compassion and anger with different targets) to influence policy support.

This study provides a more nuanced yet underexplored examination of the associations between different emotions and policy support regarding opioid overdose. It points to the need to reconsider and refine theories and measurements that emphasize the relationships between emotions and their attitudinal and behavioral outcomes but do not specify the target of the emotions. Practically speaking, this study offers useful guidance for media practitioners and policy

makers on how to create effective messages to communicate the opioid epidemic, including ways to talk about people with OUD without stigmatizing them, and use such messages to influence policy support.

Key Words

Opioid, vividness, blame, attribution, emotion, messaging, policy support

How can social media improve HPV vaccination intentions? The mediating role of perceived risk and scarcity

Authors

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Abstract

Background: The shortage of human papillomavirus (HPV) vaccine supply has become critical for the vaccination of women in mainland China, generating much debate in social media. Previous theories of health behavior suggest that people's health behavior decisions are usually rational and will judge whether they should engage in a health behavior based on the severity of a disease, their susceptibility, the benefits of engaging in a behavior, and the possible barriers to engaging in such behavior (Health Belief Model, Janz & Becker, 1984). That is, perceived barriers will decrease the likelihood of protective behavior. Barriers to resource availability due to production and policy regulation are then widely discussed on Chinese social media platforms, which will inevitably discourage willingness to vaccinate. However, Commodity Theory (Brock, 1968) argues that the perceived scarcity of a commodity does not impede willingness to act, but rather increases the perceived value of the commodity, which in turn motivates people to act to obtain it. The divergence between the above two theories may lie in the fact that one emphasizes the market nature of a health product, while the other believes that health products have public attributes. This divergence determines that discussing health, medical care, public hygiene, and many other social issues in the context of today's surging wave of commercialization and the sweep of social media across the globe is bound to fall into a paradoxical situation of plausibility.

Objective: This study will examine whether exposure to social media HPV vaccine messages affects women's willingness to get vaccinated. How does this process arise? Within these two theoretical frameworks, this study specifically examines how social media exposure to HPV vaccine messages promotes people's willingness to vaccinate by enhancing perceived risk, perceived scarcity, and social norms.

Methods: We commissioned a professional research firm to conduct an online questionnaire survey of young women aged 18-34 in mainland China through an age-based quota sampling method (N = 890). The study developed a questionnaire based on previous scales and analyzed the data using structural equation modeling and PROCESS-mediated effects tests. The measurement model with five latent constructs is a good fit: χ^2 = 2.87 (P < .001), df = 2, CMIN/df = 1.44, RMSEA = .02, CFI = .99, NFI =.99, IFI = .99.

Results: There are two indirect pathways for the effect of social media HPV vaccine information exposure on vaccination intention. On the one hand, exposure to information about HPV vaccines has a positive influence on perceived risk($β$ = 0.17, $P < 0.001$) and vaccination intention($β$ = 0.09, $P < 0.01$). And the perceived risk is positively associated with vaccination intention($β$ = 0.09, $P < 0.01$). That is, exposure to information about HPV vaccines on social media can promote vaccination intention by influencing people's perceived risk. On the other hand, perceived risk($β$ = 0.07, $P < 0.05$) and social norms($β$ = 0.31, $P < 0.001$) have a positive influence on perceived scarcity, which significantly increase vaccination intentions($β$ = 0.08, $P < 0.01$). That is, social media HPV vaccine information exposure can also enhance perceived scarcity and promote vaccination intentions by influencing perceived risk and social norms. Although the former has a stronger path effect, the indirect utility of perceived scarcity is still significant and prominent.

Conclusions: This study constructs a theoretical model of the relationship between social media information exposure and women's willingness to vaccinate against HPV, starting from the contradictions of the two theories. It is found that women's vaccination intention is a complex decision-making process that integrates multiple social cognitive, normative, and commodity attribute assessments, in which the mechanism of perceived risk plays a more powerful role. This study not only provides Chinese experience for traditional health communication theory but also provides some guiding suggestions for local health communication practice in China.

Key Words
social media, HPV vaccine, perceived scarcity, risk perception, social norms

Understanding interactions in online depression community: Revisiting the social support theory by social network and content analysis

Authors

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Abstract

Background: Mental disorder is a pressing issue that imposes a heavy burden on sufferers and society (Li et al., 2021). Empirical studies have shown that more than 90% of people suffer from a diagnosable mental disorder without proper treatment in China (Charlson et al., 2016). Due to the strained medical resources, patients with similar disease experiences independently form health communities based on online platforms, seeking various social support through communication. Social support refers to "an interpersonal transaction involving one or more of the following: emotional concerns, instrumental aid, information, or appraisal"(Cutrona, Suhr, & MacFarlane, 1990, p. 30).

The provision and seeking of social support in online health communities are not always in a balanced state, and not every user has the same chance to receive replies or social support. A large number of empirical studies have explored what characteristics of users and help-seeking text will get more responses in order to improve the online community design based on social support theory.

Literature review: These studies mostly have been carried out in two directions. On the one hand, studies have focused on social support requestors *(individual level)*. The amount of social support received by users is shown to correlate with personal identity cues (Pan, Bo & Wingate, 2018), and gender (Blank et al., 2010). On the other hand, much more attention was paid to the social support-seeking text characteristics *(text level)*, such as length and politeness of their help-seeking texts.

Despite these contributions, there remain some gaps in social support research. Regarding individual's level, past research measured individuals' influence by self-report data which may lead to the false consensus effect. Social network analysis may refine this problem in order to measure the individual's influence precisely. Besides, the interaction effect of text and individuals has been overlooked. This study intends to fill these gaps and extend the understanding of social support exchange which is a complex mechanism by exploring the effect of the individuals' influence and help-seeking texts on users' received social support.

Method: 298,530 words of chat logs of depressed communities in China called "Du Guo" over four months from 2021 to 2022 were collected for content analysis to distinguish the social support types. Social network analysis was conducted by Ucinet 6.0 based on their response relationships to measure users' network attributes. The interaction network was sparse with a density of .097. The data was imported into IBM SPSS Statistics 25 and a 3 (emotional support, information support,

tool support) x 2 (high influence, low influence) two-way ANOVA was conducted. The main and interaction effects of the type of social support on the number of responses were examined.

Results: This study found that users' network influence positively predicts the number of social supports received they reply (F=53.229, p<0.001, partial η^2=.197). Users who seek for emotional support will get more replies (F=23.843, p<0.001, partial η^2=.18). The interaction between social support seeking types and users' network characteristics was significant (F =27.909, p<0.001, partial η^2=.205). In the information and tools support level, the number of them received reply less affected by the user attributes. In the aspect of emotional support, the number of replies received is greatly affected by user attributes.

Conclusion: This study investigated that users who seek emotional support and have a high level of influence can seek help in the number of responses. Besides, there is an interaction between the user's online influence and the type of social support. It further enriches theoretical framework and empirical research of social support for health communication. Results of this study may give instructive suggestions for health practitioners to understand the interaction of people with depression and form a better online depression community.

Key Words

Why do Chinese older adults avoid health information? An empirical study using SEM and fsQCA

Authors

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Abstract

Background: Health information avoidance behavior is an important disruptive factor in health communication among Chinese older adults. Once avoidance occurs, the effectiveness of health communication will be greatly reduced, and successful health management will not be possible. Previous studies have summarized the influencing factors of health information avoidance behavior among Chinese older adults, mainly including individual differences, information, motivation, and context. However, these studies are limited to the static generalization of influencing factors without dynamically examining the internal relationships and transmission paths of each influencing factor.

Objective: Based on the above gaps in the current study, this study seeks to explore the degree of effects of variables on health information avoidance behavior, as well as the effects of different groupings among multiple variables, and further reveal the paths of health information avoidance behavior among Chinese older adults.

Methods: By using Structural-equation modeling (SEM) and Fuzzy-set qualitative comparative analysis (fsQCA), this study constructs a theoretical framework based on the Comprehensive Model of Information Seeking and the Risk Information Seeking and Processing Model. Subsequently, it distills seven variables that influence health information avoidance behavior among Chinese older adults, namely, negative information characteristics, salience, cognitive dissonance, social support, perceived hazard characteristics, negative affective response, and weak channel beliefs. 504 Chinese older adults are surveyed on questionnaires by rolling snowball sampling. The study used SPSS 25.0 and Amos 26.0 for structural equation modeling followed by fsQCA 3.0 to derive the results of the histological analysis.

Results: SEM showed that perceived hazard characteristics ($\beta=0.888$, $P<0.001$), negative affective response ($\beta=0.717$, $P<0.001$), and weak channel beliefs ($\beta=0.608$, $P<0.05$) separately had a significant positive effect on health information avoidance behavior. Furthermore, negative information characteristics, salience, cognitive dissonance, and social support indirectly influenced health information avoidance behavior through the above three variables.

By analyzing the compound effect of variables, fsQCA showed that there are three transmission paths for the generation of health information avoidance behavior in Chinese older adults. One was externally driven avoidance, for which the core conditions were salience, weak channel beliefs,

and lower social support; the second was factually driven avoidance, for which the core conditions were negative information characteristics, salience; the third was emotionally driven avoidance, for which the core conditions were negative information characteristics and negative emotional responses. Among them, externally driven health information avoidance had the highest explanatory power.

Discussions: In contrast to previous studies, this study innovatively combines SEM and fsQCA methods. Its theoretical contribution is that it not only collectively corroborates the effect of each study variable on health information avoidance behavior, but also shows that the compound utility of each antecedent variable cannot be ignored. Moreover, the study discusses the practical guidance of three transmission pathways to intervene in health information avoidance behavior among older adults, including increasing the awareness of health information among Chinese older adults, enhancing elder friendliness of health information form and content, and strengthening trust building. These findings provide insights for reducing the adverse consequences of avoidance behaviors and optimizing health information dissemination among Chinese older adults.

Key Words
Health information avoidance, aging, Structural-equation modeling, Fuzzy-set qualitative comparative analysis

Analysis of Infodemic：A Construal Level Approach

Authors

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Prof. Zhongshi Guo - Hong Kong Baptist University

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Abstract

The "infodemic" which ravages our cyberspace endures than the threatening pandemic. The concept of infodemic was first proposed during the SARS period and defined as too much information (some correct and some wrong), making it difficult for the public to distinguish between the truth and false (Rothkopf, 2003). Although the definition and use of this concept are controversial (Simon and Camargo, 2011), it is undeniable that misinformation has seriously threatened public health (Rocha et al., 2021).

Current research regarding this issue mainly focuses on the dissemination process (Cui and Lee, 2020; Nguyen and Catalan, 2020), social impacts (Chou et al., 2018; Chou et al., 2020), and coping strategies (Walter et al., 2021; Bautista et al., 2021) of health-related misinformation, however, few empirical studies have explicated the mechanism behind the public's belief in misinformation from the perspective of the audience . Also, the enormous power of misinformation contradicts previous ideas about the effectiveness of persuasion. Due to the existence of mechanisms such as selective exposure, it is often considered very difficult for the message to persuade the audience (Arceneaux et al., 2013). Therefore, drawing upon the construal level theory (CLT), this study investigated the influence of different dimensions of psychological distance on misinformation's acceptance and the mediating role of cognitive dissonance in this process. By doing so, we proposed 6 research hypotheses: H1: Spatial distance is associated with misinformation's acceptance, individuals under closer spatial distance would be more acceptable of misinformation; H2: Social distance is associated with message acceptance,individuals under closer social distance would be more acceptable of misinformation; H3: Risk perception is positively associated with misinformation's acceptance; H4: Cognitive dissonance mediates the relationship between spatial distance and misinformation's acceptance; H5: Cognitive dissonance mediates the relationship between social distance and misinformation's acceptance; H6: Cognitive dissonance mediates the relationship between risk perception and misinformation's acceptance.

An experiment with a 2×2 design(n=195) was conducted. By manipulating where (spatial distance) and social groups (social distance) appeared in COVID-19-related misinformation in the experiment, our hypotheses were tested. The result showed a significant relationship between the spatial distance of misinformation content and individuals' acceptance of it. Participants geographically closer to the content are more likely to accept misinformation's content, and the feeling of cognitive dissonance after exposure to false information content mediated this relationship.

Moreover, , as covariate, individuals' risk perception of COVID-19 is also a strong predictor of participants' acceptance of misinformation. However, social distance did not have a significant effect on participants' acceptance of misinformation.

The results suggest that the persuasion of health misinformation to the public is achieved by stimulating negative emotions (i.e., cognitive dissonance), and it is essentially public's coping mechanism for potential risks. Due to the "spatial sensitivity" of infectious diseases, the public who is spatially closer to the disease is more likely to be influenced by related misinformation.

Moreover, the public's belief in misinformation can also be seen as a coping mechanism for cognitive dissonance caused by the disease. Cognitive dissonance induced by potential risks prompts individuals to seek relief in various ways. In the absence of reliable information, relying on misinformation becomes the easiest way for the public to rationalize their situation.

The results of this study can also be of reference for health institutions. When containing false information, it is necessary to focus on people geographically closer to the crisis and appease the public's nervousness. Moreover, the spread of false information is a normal and unavoidable phenomenon in a health crisis, and to eliminate it must first solve the health problems that the public worries about in a health crisis.

Key Words
Public Health, Infodemic, Misinformation, Construal Level Theory, Cognitive Dissonance

Digital tools usage by Community Health Workers and Health Beneficiaries: A study of select villages of Uttar Pradesh

Authors

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Abstract

In low and middle-income countries like India, Community Health Workers are the first and often the only access point to healthcare services. They are the system builders of community health infrastructure *(Verdezoto et al., 2021).* The Government of India has initiated various health programs like Janani Shishu Suraksha Karyakaram (JSSK), Rashtriya Bal Swasthya Karyakaram (JSSK), Universal Immunisation Programme, National Programm for Family Planning, and many more to improve the healthcare facilities (Ministry of Health and Family Welfare *(MoHFW), 2022).* The implementation of these health programs needs a massive workforce. At the core of these programs, we have Community Health Workers (CHWs): ASHA, ANM, and Anganwadi. These CHWs are involved in mother and child care (neonatal care), conduct home visits, make community-based groups and educate them *(Blanchard et al., 2019).*

The government of India has initiated digitising the health sector under the Digital India Mission *(DEIT, 2017).* On August 15, 2020, the Prime Minister of India announced the National Digital Health Mission (NDHM) to provide Universal Health Coverage to all the citizens in the country. NDHM is working to create a digital healthcare system across the country which contains: Health ID, Digi Doctor, Health Facility Register (HFR), Personal Health Records (PHR), and Electronic Medical Records (EMR) *(NHA, 2021).* India has various challenges in implementing these digital health solutions, including limited coverage and network connectivity, lack of technological competence, power supply, limited mobile phone usage, and mobile application design *(Owoyemi et al., 2022).*

This exploratory study aims to investigate the utilisation of digital tools by Community Health Workers (CHWs) and health beneficiaries in select villages of Uttar Pradesh, India. The study will focus on understanding the benefits and challenges CHWs and health beneficiaries encounter with digital technology. The researcher uses Fred's (1989) Technology Acceptance Model (TAM) to achieve this objective. Using a qualitative research approach, the researcher will conduct semi-structured interviews with CHWs (ASHA, ANM, and Anganwadi) and focus group discussions (FGDs) with health beneficiaries. The study will also delve into the knowledge, understanding, awareness, and perception of CHWs and health beneficiaries towards digital tools such as mobile applications, websites, and digital devices. The researcher uses the Diffusion of innovation (DOI) model by EM Rogers (1962) to achieve this objective. The outcomes of this study can guide the development of digital health programs and policies aimed at promoting digital tools by CHWs and health beneficiaries, with the ultimate goal of enhancing access to health information and services in

rural areas. It provides valuable insights into the potential and limitations of digital tools for improving health outcomes among CHWs and health beneficiaries in rural areas.

Key Words

Digital health, Digital tools, Technology and Society, CHWs, Health beneficiaries

Chinese parents' understanding of infant vaccine risk reports on WeChat

Authors

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Abstract

Vaccine risk is an important sub-topic related to health risk issues. The development of digital media provides a diversified platform for the public to understand vaccine information (Alexander, 2014). The continuous attention of the media to the risks of the vaccines also prompts the public to think carefully about the side effects of vaccines, which leads to a prominent phenomenon: vaccine hesitancy (Li and Zhang, 2022). Infants are one of the most important groups for vaccination. Planned immunisation is an indispensable event for every infant as they grow, and parents are responsible for their infants' participation in vaccination (Wu et al., 2022). Therefore, it is necessary to understand how parents of infants evaluate the risks of infant vaccines.

This study, based on the background research of 'Healthy China' strategies (Qin and Zhao, 2021), constructs a theoretical framework which combines *risk society* (Beck, 1992) and WeChat affordance (Graziani, 2019 and Kharpal, 2019). The research draws on nine focus groups interviews with infants' parents in China held in 2022. It aims to discuss their everyday perceptions about vaccine risks reporting on WeChat. It also demonstrates how WeChat is an important media platform for infants' parents to understand the risks of infant vaccines.

This study shows parents' educational level and gender are two important factors in shaping their perceptions of reporting on infant vaccines. Parents with higher educational levels show more concern towards the vaccine risks presented in WeChat reports. Official accounts, moments, and group chats provide a crucial sphere for them to examine and share information about infant vaccine risks. Compared to parents with lower educational levels, parents with higher educational levels pay more attention to the results of the government's punishment of problematic vaccine manufacturers. They mention they check their child's vaccination records regularly to confirm whether it includes the problematic vaccines mentioned in these report.

Compared with infants' fathers, mothers of infants pay more intense attention and interaction with these WeChat reports. Most fathers believe that price determines value, and the higher the price, the lower potential health risk of infant vaccines. Mothers argue that they are more careful about the type of vaccine given to their children. Not only do they take doctors' professional recommendations and prices into consideration, but they also actively inquire about the production methods and side effects of each type of vaccine, and consult with the parents of infants who have been vaccinated with the same type of vaccine before.

This study suggests that 'information disclosure is the best vaccine'. The operational interaction between government agencies, information reporters, and information-release regulators can

promote public awareness and accurate perceptions of vaccine health risks. This study contributes to helping reporters effectively grasping the concern of infants' parents on vaccine risk issues. It also helps infants' parents understand how WeChat reports have become an important information resource when their children face vaccine health risks.

Key Words

Vaccine risk, WeChat affordance, Vaccine hesitancy, Digital media

Acculturation of and Perceptions towards Health Risks Associated with Hubbly Bubbly Use among South African University students.

Authors

Ms. Aniekie Motloutsi - University of Zululand

Prof. Elizabeth Lubinga - University of Johannesburg

Abstract

Recently, South African University students and young professionals are increasingly smoking tobacco using hubbly bubblies, also known as water or hookah pipe smoking. Various socio-cultural factors appear to influence the normalisation of hubbly bubbly (HB) smoking among South African University students who are progressively engaging in this growing trend despite existing and known associated health risks. While culture influences the use of HB smoking, conversely, using HB is itself a culture. Yet publicised health risks at university campuses and by Not-for-Profit Organisations (NPOs) do not seem to deter the use of HB among South African students.

A study was conducted to determine socio-cultural drivers of HB smoking among South African University students. Theoretically, Hofstede's Cultural Theory was used to underpin the study. Methodologically, a qualitative research approach involving primary and secondary data collection methods specifically focus group interviews as well as onlooker observation at university social gatherings were employed.

Findings revealed that university students perceive the culture of HB smoking both as an individual as well as a social construct. This paper argues that individual differences that exist in university students' adoption and engagement in attitudes, beliefs and values relating to HB smoking define their acculturation to the culture within a collectivist context. Findings from measured onlooker observation revealed a range of activities that constituted of health risks such as 8 people using one hose and pipe, yet the activities appeared to have the intention of glamourisation and creation of an online spectacle by sharing the culture of HB smoking with strangers both virtually and in-person. Focus group interview findings indicated that HB smoking garners social approval, with more acceptance of its use by peers and parents than cigarette smoking considered to be more dangerous.

This study is important in terms of informing health promotion organisations about the socio-cultural drivers of HB smoking among South African University students, to enable them to construct effective messages using optimum media. Apart from existing traditional media, digital and social media should be used to communicate the health risks of HB smoking given that increasingly its acculturalisation takes place through online media.

Key Words

Acculturation, Hubbly Bubbly, Health Communication, Online Media Spectacle, Perceptions.

From Test Positive to Positive Narrative: Approaching the Restorative Narratives of COVID-19 Patients on Chinese Social Media

Authors

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Ms. Wanquan Hao - Tsinghua University

Abstract

After China changed its COVID-19 policy and began to open up, the Chinese people went through a process of self-healing, both psychologically and physically. Since the outbreak of the COVID-19 pandemic in late 2019, China's epidemic prevention and control have gone through three stages: The whole country was quarantined at the beginning of the outbreak; later, China implemented a zero-tolerance policy for COVID for almost a year; and finally, the full opening of the anti-epidemic policy. For more than three years, Chinese citizens have been plagued by the fear of testing positive for COVID.

On December 7, 2022, China issued a circular on further optimizing the response to COVID-19, announcing ten prevention and control measures that accelerated the move away from the zero-tolerance policy. Shortly thereafter, the number of verified cases of COVID-19 increased dramatically across the country. A significant number of restorative narratives related to COVID-19 have emerged on social media, providing social support to populations affected by this previously unknown infectious disease. By examining the top 500 COVID-19-related posts and the top 500 labels shared by users on the Chinese social media platform RED (小红书) using both quantitative and qualitative methods, the study added to the research on restorative narratives.

Previous studies have argued that restorative narrative has the potential to restore belief, faith, or a sense of trustworthiness in other people or the institutions in which they live. However, the researchers of this study found that the use of restorative narrative on social media was a crucial strategy for healing not only others but also the narrators themselves. Social media provided a place for infected individuals to disclose and identify themselves by discussing their feelings and experiences after testing positive. Through restorative narratives, patients have not only been able to provide social support to others, but more importantly, they have been able to reduce long-standing fears and traumas associated with COVID-19 for themselves. For those residents who are "negative" or even "phantom positive, " social media, as a platform for information seeking, sharing, and interaction, can help alleviate people's fears and anxieties. The purification of such emotions was described by Aristotle as catharsis.

Key Words

Covid-19, restorative narrative, catharsis, social media, China

Organizational Behavior and the (Mis)information Agenda: An Analysis of Social Media Communication on Vaccination

Authors

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Dr. Aliaksandr Herasimenka - University of Oxford

Mr. Benedikt Stroebl - Hertie School

Mr. Dorian Qualle - University of Zurich

Mrs. Kate Joynes-Burgess - University of Oxford

Dr. Jonathan Bright - Turing Institute

Prof. Philip Howard - University of Oxford

Abstract

Some conspiratorial and misleading stories travel faster than others across the web. What influences the ability of misleading news-like stories to diffuse across social media and shape the agenda for public discussions online? We apply an automated cross-platform text classification methodology to study how intermedia agenda-setting capabilities vary across the three groups covering vaccination: mainstream media reporting on vaccination, anti-vaccine communities, and pro-vaccine communities. We investigate how and to what extent anti-vaccine and pro-vaccine groups and mainstream news media can diffuse across social media platforms and set the agenda for peer media venues. Our innovative methodology combines computational network and content analysis with human coding and is based on news diffusion and agenda-setting approaches. First, we collected public data from three platforms based on the pre-determined sample of websites known as sources of anti-vaccination and pro-vaccination narratives, as well as mainstream media for comparison. Finally, we modeled content homogeneity and information diffusion (Welbers et al., 2018) to construct a network based on content similarity and trace agenda flow. Our initial analysis reveals that anti-vaccination producers set agendas within their own close-knitted networks, having clear leading voices whose agendas are often closely replicated by smaller anti-vaccine venues and outlets. While outlets follow the patterns of the news media cycle, which are influenced by large UK tabloid-style and US mainstream media, we find that there is a high level of sharing within both anti-vaccine and pro-vaccine enclaves. The study advances the information diffusion and agenda-setting theories across health domains in the digital era, demonstrating how the eco-chamber-like communities of misinformation actors integrate mainstream media news in their content production.

Mindfulness to go - Examining the Effects of Digital Mindfulness Interventions

Authors

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Abstract

Ubiquitous stress, intensified by digitalization, necessitates better methods of coping. The aim of this study was to investigate a method of stress management that can be more easily integrated into existing daily routines: Mindfulness exercises using a meditation app. An additional aspect of this study was considering the level of self-efficacy when dealing with stress (see e.g., Bandura, 1998) and thus being able to prevent mental health crises through digital means.

Compared to existing research, the specific focus was whether shorter mindfulness interventions (i.e. short periods of using a mediation app) have a positive influence on stress reduction and self-efficacy. The idea is to use the increasingly prevalent options in digital health to ease distress instead of avoiding new technological methods altogether. In the longitudinal study to be presented, German participants (n= 50) were given daily in-app meditation exercises with a maximum length of ten minutes for two weeks. *7Mind* was chosen because it is a commonly known and widely used meditation app in Germany. Stress was operationalized using the German version of the 10-items *Perceived Stress Scale* (Klein et al., 2016). For the construct self-efficacy, an adapted version of the German short scale of occupational self-efficacy (six items) was chosen (Rigotti et al., 2008). Data were collected at a total of five time points and analyzed using two latent growth curve models (LGCM).

The results suggest that meditation apps are effective in reducing stress and increasing self-efficacy even after a shorter time period. The first model examining the perceived stress curve showed a significant decrease in average daily stress between measuring timepoint 1 and 5. There was no difference between people who had a higher stress level compared to people with a lower stress level at the beginning of the study. The second model examining changes in self-efficacy over time suggests that using the meditation app increases self-efficacy significantly. Both LGCM showed a satisfactory fit to the data (χ^2> .05).

Potential possibilities for further research in digital-based mindfulness interventions will be discussed.

Key Words

Assessing and addressing health mis/disinformation among Hispanics/Latinx on the South Plains of Texas

Authors

Prof. Kenton Wilkinson - Texas Tech University

Prof. Lucinda Holt - Texas Tech University

Abstract

Misinformation surrounding the COVID-19 pandemic has presented significant challenges to Hispanic/Latinx communities living on the South Plains of West Texas. Like other communities of color in the United States and minoritized communities around the world, South Plains Hispanics/Latinx experienced higher rates of infection and mortality than dominant population groups while having higher instances of morbidity and lower percentages of health care access and insurance. This paper reports the initial findings of a funded research study focused on media use, mis/disinformation, and health communication among Hispanic/Latinx populations living in both rural and urban environments on the South Plains.

The authors are principal investigators on a Knight Foundation grant awarded through a special call toward *Combatting Disinformation in Communities of Color*. During the summer and fall of 2022 the research team conducted more than 120 interviews with Hispanic/Latinx community members at Catholic church fairs and community celebrations of Hispanic Heritage Month (September 15-October 15). Interviewees shared information about their media use, both digital and traditional, health communication routines, experiences during the COVID-19 pandemic and opinions surrounding Hispanic/Latinx-oriented public information in the region. The research team, which includes students, is working with a group of trusted community leaders to develop and disseminate information about health communication and the dangers of mis/disinformation to the target population in both Spanish and English.

Most Hispanics/Latinx we interviewed use both traditional and digital media with strong emphases on local television and social media. Common generational differences in media use and health communication apply, with older generations preferring broadcast and younger ones using more social media and attempting to keep their elders informed about health-related topics. Some interviewees shared harrowing stories of themselves, friends and/or family suffering from COVID-19, as well as strong concerns about the prevalence, persuasiveness and impacts of health mis/disinformation among their families and communities. Many rural interviewees lamented a lack of nearby clinics and the costs—financial as well as temporal—they incur when traveling to urban areas for health services. There was near universal agreement that more effort and resources must be dedicated to communicating more consistently and effectively with Hispanic/Latinx communities in both Spanish and English.

Two needs we have identified at this early stage in our analysis include improved crisis communication and more health/media literacy resources geared toward Hispanic/Latinx

populations living in the region. The research team will develop, test and disseminate media messages focused on these needs during the first six months of 2023. This paper serves as the foundation for a chapter to appear in a forthcoming edited book focused on transdisciplinary approaches to disinformation and other divisive communications.

Key Words

Exploring effective and inclusive health communication through invisible disability representation on social media

Authors

Dr. Stephanie Mantilla - University of Sydney

Prof. Jennifer Smith-Merry - University of Sydney

Prof. Gerard Goggin - University of Sydney

Abstract

The emerging climate crisis has made effective holistic health communications evermore imperative. When developing this holistic approach, it is important to recognise and rectify how health communication has often previously excluded certain marginalised groups such as people with disability (Kavanagh, 2020). This exclusion is significant given that people with disability make up a significant population accounting for approximately 1 in 6 people worldwide. They often have unique and significant needs in relation to local disasters which may arise from climate change (Villeneuve et al., 2021; World Health Organisation, 2022). Key public health approaches – such as health media campaigns – are increasingly relying on social media (Jelaplayan et al., 2017), especially visual social media such as Instagram (Malik et al., 2021), due to the current digital landscape having been largely characterised by social media's visual turn (Gibbs et al., 2015, p. 258). Therefore, it is crucial to interrogate visual social media's ability to communicate health concerns.

Accordingly, this paper takes a critical focus on invisible disability. This is a surprisingly overlooked area, given that the majority of people with disability have an invisible disability (Attitude Foundation, 2018). As well as its relevance to considering inclusion, invisible disability is a 'health concern' as it overlaps with ill-health in varied ways (Wendell, 1996) forcing us to acknowledge the dynamic nature of health and challenge monolithic conceptions (Spieldenner & Anadolis, 2017). In this sense invisible disability acts as a "space from which to think through a host of political, theoretical and practical issues that are relevant to all" (Goodley, 2016, p. 157).

In particular, this paper looks at representations of people with invisible disabilities and ill-health on Instagram. It draws on a content analysis that examines how invisible disability was represented across all the Instagram posts with the #InvisibleDisability hashtag across two random dates – 13 February and 6 June 2021. In line with the OneHealth approach, the paper also takes into the

consideration the community perspective by drawing on a series of 12 interviews with people with invisible disability and their views on effective visual social media health communication. This examination of the community of people with invisible disability helps us better understand how to communicate with people with disability.

Drawing on the findings, the paper considers strategies for how to represent invisible phenomena on visual social media to ensure effective and inclusive public health communication. The paper shows that even on visual social media platforms – such as Instagram – do not necessitate visual-based strategies to effectively communicate about invisible health issues and/or experiences. Such findings may prove relevant beyond human health given that the climate change crisis also grapples with the concern of invisibility, having often been described as an "invisible process" (Painter & Schäfer, 2018, p. 39).

Key Words
Invisible disability, ill health, social media, health communication, disability, inclusion

Effects of gain-and-loss framed HPV messages and issue involvement on Behavioral and Electrophysiological Measures of Attention and Implicit Attitudes: Event-Related Potential Study

Authors

Prof. Ya Yang - Beijing Normal University

Dr. Fang Su - Beijing Normal University

Abstract

Background: The Human papillomavirus (HPV) is detrimental to genital and cervical health. Media messages frames have imposed a mediation effect on the audiences' cognition, attitudes and evaluative schemas (Entman, 1993; Gamson & Modigliani, 1989; Goffman, 1974; Guenther et al., 2015) and serve as a concept for health communication (Guenther et al., 2021; O'Keefe & Nan, 2012). According to the theory, the frames of health communication strategies could be summarized as gain-framed (the benefit of performing a behaviour) and loss-framed messages (the costs of not performing a behaviour). However, the persuasive framing research yielded limited findings to influence vaccine acceptance (uptake behaviour) and acceptability (attitudes and intentions) systematically, and potential moderating variables need to be taken into account (Penta & Baban, 2018). Notably, the issue involvement, such as motivations, pre-existing knowledge, attitudes and beliefs, was shown to be a strong predictor of persuasion (Petty & Cacioppo, 1979) and a possible moderator to mitigate the framing effect (Gesser-Edelsburg et al., 2015; Nan et al., 2016). Therefore, this study was designed to overcome the limitations of measuring explicit variables by exploring the role of personal involvement with HPV issues and the gain-loss framework in cognitive effects through an electrophysiological study. The research questions are as follows.

RQ1: Do gain-framed and loss-framed messages have different persuasive effects on attention allocation and implicit attitudes toward HPV vaccination?

RQ2: Do message frames interact with issue involvement to influence the cognition toward HPV vaccination?

Objective: The main objectives of this study are (1) to evaluate the effect of gain-and-loss frameworks on HPV immunization messages of college students among different levels of issue involvement on the cognitive process, including attention and implicit attitudes, using behavioural and electrophysiological recordings (event-related potentials, ERPs); (2) to provide the empirical evidence of HPV immunization message design strategies from the implicit social cognition bias about the different frames.

Methods: In a mixed between-subjects experimental design, 40 participants according to 2 (frames: gain vs. loss) × 2 (involvement: high vs. low issue involvement) groups were recruited. Stimulus materials used in this study are available from the authors by request [$t(61) = 4.751$, $p < 0.001$,

cohen's d= 1.083]. Issue involvement was a trait variable; participants were split into low-issue-involvement and high-issue-involvement groups via a median split based on their responses to an issue involvement scale (Chaffee & Roser, 1986; Cho & Boster, 2005). The amount of attention allocation was measured by ERPs (i.e. P300 amplitude) toward novelty stimuli. P300 is related to the cognitive process of stimulus evaluation and selection. To further explore the implicit attitudes of the 4 groups, an implicit association test (IAT) was adopted and measured by *D*-scores (Greenwald et al., 2003; Karpinski & Steinman, 2006).

Results: For P300 amplitude, results showed that the main effect of frames was significant [$F(1, 28) = 5.613$, $p = 0.025$, $\eta^2_P = 0.167$]. In addition, compared with the gain frames (*M* = 0.958, *SD* = 0.29), loss-framed messages elicited larger P300 amplitude of novel stimuli (*M* = 1.899, *SD* = 0.272). However, the main effect of issue involvement [$F(1, 28) = 1.124$, $p = 0.298$, $\eta^2_P = 0.039$] and the interaction effect between involvement and frames was not significant [$F(2, 28) = 0.002$, $p = 0.963$, $\eta^2_P = 0.000$].

The main indicator of the IAT is *D*-score (ranging from –2 to 2), and larger *D*-scores indicate a positive implicit attitude toward HPV vaccination. Results indicated that the main effect of frames was significant [$F(1, 36) = 6.099$, $p = 0.018$, $\eta^2_P = 0.145$]. Furthermore, the IAT *D*-score of the gain-framed messages (*M* = 0.239) was also significantly higher than that of the loss frames (*M* = -0.171). The interaction effect between frames and involvement was significant on *D*-score [$F(1, 36) = 5.158$, $p = 0.029$, $\eta^2_P = 0.125$]. Post-hoc analysis revealed that under the condition of the high-issue involvement group, the *D*-score of gain-framed messages (*M*= 0.339) was significantly larger than that of loss frames (*M*= - 0.448, $p = 0.002$).

Conclusions: The P300 effect suggests that the gain-framed messages receive more attention from the participants than the loss-framed ones. The results of the IAT demonstrate that individuals with high-issue involvement are likely to find elaboration on gain-framed information. From the perspective of loss aversion, this study found a positive bias in health-promoting information that gain-framed messages tend to have more message elaboration than the loss frames and might arouse positive attitudes toward HPV vaccination.

Key Words
message framing, human papillomavirus vaccine, attention, implicit attitude, persuasion

Mediatization and technical adaptation: medical dilemma for Chinese elderly in smart healthcare scenarios

Authors

Prof. Juan LIU - Southwest University of Political Science and Law

Abstract

From vaccination to surgery, modern medical achievements are inseparable from technological progress. Decades ago, intervention of technology was only limited to doctors. With the progress of smart hospitals construction in China, technology has been linked with every step of medical treatment. To patients, going to hospital no longer means "seeing doctor" but dealing with various kinds of equipment by themselves. The four ways of diagnosis, look, listen, question and feel the pulse, which were commonly used in traditional Chinese medicine and been familiar to most elderly Chinese patients, become rare.

The past decade also witnessed aging development in China. In 2023, China's elderly population increased by 29.593 million, makes the elderly population over age of 65, accounting for 8.47 percent of the total population of 1.412 billion. Elderly are regular visitors to hospital, and in China, a big portion of them even don't have smart phones. Now they have to face the big challenge of using self-serving equipment in making appointment, printing test report, even lining up. When China's rapidly developing information infrastructure meets elderly patients who're experiencing "digital divide", we try to reflect on the current medical dilemma of the elderly patients with the paradigm of scientific and technological research, combined with the theory of STS and ANT.

This paper employs a qualitative study approach with specific pathways including field work (two years, once a month, one to three days each time), in-depth interviews (24 interviewees including doctors, elderly patients, information engineer in hospital and other administrative staff), and integrated network data analysis.

We have three main findings.

A) Digital identity: media power, taming and fighting. The intelligent terminal of smart hospitals, mostly self-service equipment, has been entitled to certain new media power. In another words, as self-serving devices replaced nurses to assigning registration resources, patients as the other actor in the actor network, either being tamed by the device, and the new technology, or fight with them. Both of the taming and fighting, makes the recipients, namely the patients, nervous and panic.

B) Opposite to McLuhan's idea, in our opinion, equipment is no longer the extensions of man. Our research found in current smart healthcare scenario in China, human labor becomes the extension of equipment, and we use the term "human tools" to describe it. We found four kinds of human tools, they are medical guide, by nurses or hired staff in hospital, volunteers of college students, and professional accompany for medical visit. The fourth is a newly emerged profession due to

technology-involved and complicated medical procedure. The existing of these human labor is dependent on equipment. In this case, devices define human, not the other way around. As we mention in find A, those elderly patients, who're tamed but fighting with the new procedure, have certain technical fear in mind. And the four human tools, help the elderly patients, either voluntarily or commercially, in their hospital process. And offer emotional and informational support as well. This kind of social support partially eliminates the technical fear of elderly patients and to some extend help them blend in the new age.

C) Thirdly, the whole action of medical treatment in smart healthcare scenarios becomes a mediated intermediary action, also presents the gap between agricultural civilization and industrial civilization in modern China. In our field work, we observed not only elderly patients, but some middle-aged patients who're not familiar with new technology, faced the same difficulty. Latour believes when devices are added to the action network as a carrier of innovative technologies, they have their own logic, and will affect actors in the network. We believe in the current smart healthcare scenarios in China, devices become the independent actors in medical process and participate in the social interaction between doctors and patients. This paper then further analyzes the above findings from the perspective of social change, technological social construction and capital inference.

Key Words
Smart healthcare; ANT; Elderly patients; Mediatization; Technical adaptation

"Navigating the Complex World of Health-Related Advertising: Exploring the Ethical and Regulatory Challenges"

Authors

Dr. Sananda Mukherjee - KIIT Deemed To Be University, Bhubaneswar

Abstract

Health-related advertising has become a rapidly growing industry that has the potential to both inform and mislead the public about medical products and services. The increase in healthcare spending, combined with advancements in technology and media, has increased health-related advertising. However, this has also raised significant ethical and regulatory challenges that need to be addressed.

The American Medical Association's original 1847 Code of Ethics prohibited advertising for medical services, as it was believed that advertising could lead to the provision of unnecessary or harmful care (Bell et al. 1999; Kravitz et al. 2005). This ban was based on the belief that advertising could lead to the provision of unnecessary or harmful care. The responsibility of healthcare institutions to consider the way they advertise their services distinguishes them from pharmaceutical companies that have traditionally used the physician-patient relationship for advertising purposes. This responsibility is aimed at ensuring the protection of patient well-being. (Schenker et al. , 2014)

One of the main ethical and regulatory challenges posed by health-related advertising is truthfulness and accuracy. Many health-related advertisements make exaggerated or false claims about the benefits of medical products and services, which can harm consumers and undermine public trust in healthcare. This paper explores the ethical and regulatory challenges posed by health-related advertising, including issues related to truthfulness and accuracy, informed consent, and conflicts of interest.

This study draws on The Social Responsibility Theory and Autonomy Ethics theories to examine the ethical and regulatory issues arising from health-related advertising, and for comprehending the obligations of companies to conduct themselves ethically and responsibly in their advertising practices. (Carroll, A. B., 1991) (Kant, I. 1785) (Mill, J. S. 1859).

The methodology best suited for this study is qualitative and follows four stages: a comprehensive literature review, a content analysis of health-related advertisements, a review of existing regulations and guidelines, and an ethical analysis. The literature review provides an overview of the current state of the field, while the content analysis identifies common themes and trends in the industry and assesses the level of truthfulness and accuracy in the information presented. The regulatory review assesses the effectiveness of existing regulations and guidelines and identifies areas where further regulation or guidance may be necessary. The ethical analysis examines potential conflicts of interest and issues related to informed consent that may arise in the context of health-related advertising.

The findings from the literature review, content analysis, regulatory review, and ethical analysis will be synthesized and used to comprehensively explore the ethical and regulatory challenges posed by health-related advertising. Recommendations for further regulation or guidance will be suggested based on the learning.

In conclusion, health-related advertising raises significant ethical and regulatory challenges that must be addressed to ensure that consumers receive accurate and truthful information about medical products and services. This study provides a comprehensive exploration of the ethical and regulatory challenges posed by health-related advertising and suggests recommendations for further regulation or guidance.

Key Words
Health, Advertising, Ethics, Regulations, Technology, Media

Editorial Review of Health Care Professional's Concerns Towards the Use of Social Media to Communicate with the Public: Treading with Increased Caution

Authors

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Dr. María Lourdes Rubio Rico - Rovira i Virgili University

Dr. Míriam Díez Bosch - Ramon Llull University

Abstract

Background

The amalgamation of the surge of the COVID-19 pandemic with an already escalating online infodemic amidst shifting media landscapes and dynamics contributed to creating a compelling urgency for health care professionals (HCPs) to become more involved in social media (SoMe). However, the exploration of the opinions, needs, and concerns of HCPs as they confront this new duty has been limited, despite being essential for the creation of solid support plans for them.

In this article we look at the attitudes expressed by HCPs towards the use of SoMe as a tool to communicate health related information to the public: How have those attitudes evolved since the decade preceding the COVID-19 outbreak and what are the main concerns HCPs have expressed over the years.

Methods:

We conducted a quantitative and narrative review of editorials published on this subject in academic journals since 2010 by searching 5 databases up to November 2022. We completed article selection and inclusion assessment based on predetermined criteria. The editorials sifted were categorized into positive attitude or negative / cautious attitude articles. The main recurring concerns expressed in them regarding the use of SoMe to communicate health related information were extracted.

Results:

Thirty-nine 39 editorials met the selection criteria. After the narrative review, the research period (2010 - 2022) was divided into 3 stages: 2010 - 2015, 2016 - 2018 and 2019 - 2022.

While overall, the articles were rather balanced among positive and negative attitudes, the distinct research periods reflected clear shifts: The first stage was quite positive, the middle neared a tie between positive and negative attitude articles, and the last stage withdrew to mainly negative or cautious.

Common concerns cited about the use of SoMe by healthcare professionals (HCPs) included patient privacy, HCPs' professional image, physician-patient relationships, the quality of

information provided, individual HCP's voices and perceptions of medical consensus, declarations of conflict of interest, lack of sufficient resources, the challenge of competing with entertainment, fake balances between reliable and unreliable information and algorithm design challenges.

Conclusion:

Our findings suggest that the nature of concerns has evolved over time with the accumulation of experience and complexity of SoMe usage, dynamics and narratives. Nonetheless, there was a clear agreement, albeit a cautious one, among the authors on the importance of SoMe use and HCP's presence on such platforms.

Key Words

Health Communication, Social Media, Misinformation, Disinformation, Infodemic, Risk/ Science Communication.

Pain or Shame? A Comparison Between Opinions on Painless Delivery between Twitter and Weibo

Authors

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Ms. Yiming Liu - Fudan University

Prof. Jiro Takai - Nagoya University

Abstract

Deciding on how pain can be mitigated during childbirth may be directly influenced by popular attitude of the public, and how culture shapes such beliefs. Modern medicine provides us options to deal with pain, be it pharmaceuticals or medical procedures. One of the major approaches to relieving labor pain is by injecting anesthetic into the spine area, a procedure called epidural analgesia (EA). Despite the availability of options, less than 4% of decisions for the method of birth are made solely by the patient herself (Bylund, 2005).

Qiu et al. (2020) found that the fear of labor pain is a key factor pushing women to choose CD. To deepen the understanding of such choice, our study turns to Social Networking Sites (SNS) for analysis of discussions pertaining to the matter, since women who will be bearing a child are likely to actively seek for information on SNS, and subsequently bond with social capital (Gleeson et al., 2019). At current, few studies have examined the sentiment and narrative of this issue (Aydin et al., 2022).

This study aims to explore how people perceive EA cognitively and emotionally, and to probe into psychological factors influencing the adoption of EA. Also, by comparing the differences of sentiments between Weibo and Twitter, we aim to compare the variation of the perception of EA use by culture, assuming that English-language Twitter users are not Chinese. We conducted text analyses, collecting data through a scarping tool, covering entries from May 1st, 2021 through May 1st, 2022. A total of 12813 Twitter posts, and 12512 Weibo posts were analyzed.

We adopted the Linguistic Inquiry Word Count Analyzer (LIWC) 2015, a software embedded with dictionaries to help analyze emotions and thinking style. Latent Dirichlet Allocation (LDA), a topic modeling method with a generative statistical model was adopted for the thematic analysis, and for determining what topics people are talking about when EA is mentioned (Jelodar et al., 2019).

Results reveal that posts in Weibo holds a more intense emotion, both negatively and positively, which support the fact that the use of EA is a controversial topic in current day China. Weibo users also mentioned social ties more when talking about EA. While social ties were positively correlated with negative emotions in Weibo, they were negatively correlated in Twitter. We attributed this difference to cultural tightness of Chinese society, in which people perceive social constraints more importantly compare to Western societies. The significantly higher frequency in mention of "I" on Twitter also suggest a more individualistic nature of its users.

Our study sheds light on health campaigns seeking to promote a better and safer laboring experience and served to build up knowledge pertaining to the role of SNS toward this purpose. Through the application of sentiment and thematic analyses to the topic of childbirth, we identified sociocultural factors that play roles in defining public opinions. In summary, our study elaborated on cultural differences in media usage, and how media affects people's health decisions.

Key Words

childbirth, Sentiment analysis, Cross-culture; content analysis, Twitter, Weibo, epidural

Digital communication for health in the context of sustainable development in rapidly changing societies: the experience of Côte d'Ivoire

Authors

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Prof. Hugues Koné - Universite Felix Houphouet Boigny

Abstract

One of the issues raised by the central theme of the conference is the challenges that communication and the media must take up to enable national health systems to contribute to the achievement of the SDGs, particularly SDG 3. At a time when the boundaries between human health, animal health and the environment are becoming blurred, when the borders between countries and continents do not protect against the spread of epidemics and pandemics, our presentation will look at how digital communication is used, or undergone, in African countries, considered the most vulnerable on the planet, to contribute to the achievement of the targets of the SDG 3. To this end, it is necessary to build a communication that on the one hand brings together various disciplines as well as development sectors, and on the other hand allows the meeting of supply and demand of health services by taking into account the needs of the user, the dissemination of innovations, the promotion of change in health norms and behaviors, the modification of the relationship of the health care user with his environment, and the change of health policy choices.

The presentation is part of the thematic axes " Emerging methodologies and innovations in Health and HIV and AIDS communication" and "(Dis)Empowering aspects of health communication and promotion". It focuses on the following questions: (i) how does the use of ICTs facilitate (or not) the practice/use of holistic care integrating environmental, human and animal aspects? (ii) how is interdisciplinary and intersectoral coordination strengthened through digital communication?

The presentation explains how digital communication has allowed Côte d'Ivoire to organize the response to recent epidemics/pandemics (Ebola, avian flu, dengue, Covid-19), to raise awareness of animal, human, and environmental interrelationships, and to induce behavioral change among the population. The interweaving of local, national, and global levels is highlighted in the analysis.

To do so, we conducted a literature research, including our study on communication management during the Covid-19 crisis in Côte d'Ivoire (Koné and Bogui, LSCAC/UFHB, 2022), and a qualitative interview survey with key health crisis management organizations such as the National Institute of Public Hygiene, the National Institute of Public Health, the WHO country office, and the Center for Government Communication, with professionals and researchers involved in health, as well as urban and rural digital users. The use of reception theories and social behavioral change theories, such as the socio-ecological theory (Mc Kee and al., 2000), and social practice theory (Reckwitz,

2002), has been instrumental to clarify the process by which digital communication contributes to the transformation of health in Côte d'Ivoire, like in comparable countries, towards sustainable development

Key Words

Coping with COVID-19 for residents' mental health at the community level: Reconstructing and activating storytelling neighborhood in the Internet social era

Authors

Ms. Kang Zhengyu - Fudan University

Abstract

During the covid-19 pandemic, as the basic unit of urban governance and epidemic prevention and management, community information dissemination and coping strategies were of great importance to maintaining residents' mental health and community order. Due to the strict epidemic prevention policies of the Chinese government, maintaining strict interpersonal distance and home containment became the norm in residents' lives. However, this strategy of controlling the spread of the epidemic also brings about a constant state of isolation and the breeding of fear and anxiety in a state of chronic uncertainty, negatively affecting the mental state of individuals and society as a whole. Citizens are attempting to exercise autonomy and maintain physical and mental health in this high-pressure environment. This study attempts to apply communication infrastructure theory (CIT) and communal coping theory to a community in Shanghai, using in-depth interviews (n=24), questionnaires (n=185), and online fieldwork, and using Internet social platforms as an important dimension, to explore how different subjects in grassroots health communication practices target through online and offline interactive behaviors The study found that a multi-level and multi-subject approach was adopted in the community. A multi-level and multi-subject neighborhood storytelling network can effectively enhance community communication and cohesion provides social support for residents' mental health and has reference value for community residents' mental health management.

Key Words

mental health,   community,   social media,   CIT,   City management

Health Narratives in Short Video: Media Representation, Interactive Meaning and Performance Motives of Anti-cancer Bloggers

Authors

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Abstract

Short video technology has provided more possibilities for the visibility of ordinary individuals, and some relatively disadvantaged marginalized individuals have more opportunities to express themselves. Due to certain production motives and technical possibilities, cancer patients who were originally cruising on the fringes of society have been able to self-aggregate on short video platforms to become publicly visible anti-cancer bloggers,narrating their real experiences of illness through visual images. When cancer patients meet short videos, what kind of media images do they present through their health narratives? What is the interactive meaning of this visual narrative content for them? What are the inner motives for the performance? This study takes anti-cancer bloggers and their short video practices as the object of study. With the help of visual grammar and other theories, this paper aims to explore the media image, interactive meanings and motivation of anti-cancer bloggers in short video platforms,and thus discuss the profound impacts of short video technology for the marginalized group of cancer bloggers,in order to get closer to this group and try to increase social awareness and recognition of this marginalised group.

Using mixed methods, the researcher firstly sampled 300 short videos of cancer patients from Tik Tok, Kuaishou and Bilibili platforms， and analyzed the content of the narrative subjects, narrative scenes, physical representations and emotions. The samples were also coded for "visual contact", "social distance" and "attitude" based on the visual grammar theory of interactive meaning, in order to examine the media content and interactive meanings of the anti-cancer bloggers. Secondly, semi-structured interviews were conducted with 13 anti-cancer bloggers to explore the intrinsic motivations of their short video practices.

The study found that anti-cancer bloggers often use the spectacle of narrative scenes and body codes to present daily life, and weave a media image of "optimism, sadness and silence" through different narrative emotions, so as to present the media picture of their "imaginary community", In this process, they tend to use the frame of "interpersonal distance" in an attempt to arouse public attention. At the same time, the health narratives of the anti-cancer bloggers emphasise 'sight claiming', attempting to evoke 'emotional engagement' and 'action feedback' from the public towards the bloggers through the gaze of sight. However, the bloggers do not thereby place themselves in a position of vulnerability, but rather interact with the public on an equal footing through a level-viewing perspective, thus realising the inherent pursuit of life performance. Through this short video practice, the anti-cancer bloggers have not only satisfied the motivation of "seeking input" and "seeking output", but also recovered and amplified the original weak subjectivity with the support of short video technology, and achieved the identity transition from

narrative object to narrative subject, from self to public. In this way, they have accomplished the deconstruction and reconstruction of their own marginal subjectivity. At the same time, this media practice of short video health narratives has also created a new subjectivity dilemma and deeper technical obscuration for the anti-cancer bloggers who are "going public".

Key Words

Cancer Patients; Visual Grammar; Health Narrative; Media Presentation; Performance Motives

Interdisciplinary Perspective-Based Behavioral Prediction of E-Cigarette Use: A Research Among Chinese College Students

Authors

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Abstract

BACKGROUND: Ample evidence shows that e-cigarettes are addictive and harmful to health. In recent years, youth e-cigarette use has shown a worrying increase globally, especially among college students. Unlike other population groups, college students with a higher education and awareness on health issues are the main users of digital media, and the main target audience of e-cigarette marketing as well. Predicting college students' e-cigarette use behavior and analyzing related risk factors can help carry out targeted interventions to prevent college students from starting to use e-cigarettes.

METHODS: Approximately 350 college students nationwide who do not smoke and do not use e-cigarettes were randomly recruited online. The questionnaire was designed and developed based on interdisciplinary theories, including communication, tobacco pathology, social behavior, and psychology. A Random Forest model with grid search was used for analysis, combining multidimensional indicators such as individual factors, media factors, environmental factors, and psychological factors of the study population, to explore the association between different factors and the risk of e-cigarette use intention and behavioral development among college students. This study used susceptibility[1]-[2] as a strong predictor of e-cigarette use initiation in college students as it is an early precursor in the sequence of cognitive changes that ultimately leads to attempts of e-cigarette use. Through probabilistic calibrations, this study was able to predict the potential probability of e-cigarette use among college students based on ethnomethodology in addition to identifying characteristics of people with a high propensity to use e-cigarettes.

CONCLUSIONS AND DISCUSSION: In this study, we identified that college students' e-cigarette susceptibility is associated with exposure to e-cigarette marketing messages, social media use, parental smoking, peer influence, and quasi-deviant behaviors like alcohol consumption and bar visits. The measurement of susceptibility can be used to identify high-risk non-smoking and non-e-cigarette using college students before the occurrence of e-cigarette use. One way to prevent e-cigarette use among college students is to interfere with the development of susceptibility to e-cigarette use, which emphasizes on collective efforts for environmental prevention from families, schools, government, and society.

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Key Words

College students, e-cigarette use, media use, susceptibility, behavioral prediction

End of a Patient? Health Care Communication and Change in Patienthood

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Abstract

Patient communication is at the core of healthcare communication. It is not only an essential part of medical diagnosis and care, but all communication (from interaction between a patient and a doctor to public relations, PR) is rooted in the patient communication and cultural and social understanding of patienthood. In this theoretically focused paper, we first outline how digitalisation of healthcare and (ill)health changes patienthood. Second, we discuss how these changes are challenging the premises of health communication and call for a theoretical and practical reformation of communication in health care.

When it comes to a patient or patienthood, there are two contradictory perspectives on digitalisation. First, the formation of biomedicine did not just change medical treatment, but also the relationship between a patient and illness. In the Birth of the Clinic, Michel Foucault describes how the formation of biomedicine transforms a patient suffering illness into a patient carrying illness. The focus of care has transformed from the patient's suffering to the patient's symptoms that express bodily anomalies—a disease. Digitalisation of medicine means the transformation of biomedicine into infomedicine/digital medicine that separates concrete connections between a patient and disease, transforming the signs of disease lying on the patient body into electronic data spearing out in virtual networks. Virtually, bodily separated symptoms increase the distance between disease and patient, and almost theoretically, diagnosis is possibly to be made without contact with a real patient.

Second, digitalisation increases lay people's access to medical information sources and personal options for quantifying the body, offers more platforms for peer support and facilitates patient's empowerment. Furthermore, biomediatization that combines two social and cultural phenomena, mediatisation and medicalisation, changes the power relationship between a patient/care receiver and a doctor/caregiver and challenges the authoritarian one-way communication model that has dominated health care communication.

The digitalisation of healthcare is transforming the old paradigm of a paternalistic model of medicine into an equal-level partnership between patients and professionals and calls for changes to patient communication. Furthermore, more active patienthood calls for healthcare professionals to participate in online communication and changes the boundaries between public and private. The digitalisation of professionalism revises the communicative duties of healthcare.

PR, which has belonged mostly to the duties of PR experts, is increasingly part of the duties of medical and health experts.

Digitalisation and changing patienthood ask healthcare institutions to reformulate their communication culture based on more autonomous and active patienthood and to solve communication problems originating from the transformation of biomedicine to infomedicine/digital medicine. For health care communication, the digitalisation of health care and biomediatisation indicates a reorientation from traditional, authoritarian communication targeting a patient carrying disease, an object of care, into new, participatory communication with a citizen searching for assistance to take care of his/her health.

Virtual sorority and the search for empathy in breast cancer in Tik Tok

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Abstract

Recently, the World Health Organisation has reported globally that breast cancer is the most common newly diagnosed cancer, edging out lung cancer. During 2020, there were 2.3 million cases of breast cancer diagnosed globally, and 685,000 breast cancer deaths. The incidences of breast cancer are increasing in most countries, and it is the most prevalent in high-income countries.

Cancer advocacy works to improve the lives of people with cancer. Out of the several key cancer advocacy elements, social media platforms are the best to guide individuals educate about cancer (listening and sharing personal stories and providing support and information) (Foley et al., 2015)

The psychological factors that accompany breast cancer include substantial life changes, illness, and painful treatments that influence the rhythm of a woman's life when she suffers from this disease.The visibility of this disease through these social networks such as Twitter (Kastora, Karakatsanis and Masannat, 2022),Twitter and Instagram (Vraga et al., 2018) and above all, Tik Tok (Wellman, Holton and Kaphingst, 2022) has led to many hashtags related to breast cancer, which, in one way or another, are added to the viral videos so characteristic of this social network.

The main objective of this study is to analyse the activity of women with breast cancer in Tik Tok. For this purpose, the hashtags #cancerdemama and #breastcancer have been selected. Although there are many contents that use these tags, the profiles that use them on a significant number of occasions have been chosen, which gives notoriety to this disease. A total of 857 videos were found with the hashtag #cancerdemama and 351 with #breastcancer. A description was made of the content of the videos of the most important profiles with each of these hashtags and the comments of each of these profiles were analysed.

Three main parameters were determined for the content analysis: the main actors of the stories: breast cancer patients, family, doctors/experts; the activity they perform (singing/dancing, reporting, testimony, denunciation) and the main theme of the story: 1- General information about breast cancer; 2- Breast cancer prevention; 3- Breast cancer diagnosis (early stage cancer, stage 3 and 4 breast cancer, metastatic breast cancer, triple negative breast cancer); 4- Breast cancer treatment (radiotherapy, chemotherapy, immunotherapy, palliative, mastectomy)

The study offers a snapshot of how women (usually in stages 3 and 4 breast cancer) are sharing breast cancer previvorship and building social connections and sorority with each other on Tik Tok. Psychological gratification sharing information and experiences can help them and other people with the same disease by providing information and experiences that are not covered in a doctor's office.

Overcoming the challenge in investigating government pandemic communication effectiveness: A conceptual model to examine how government pandemic communication can facilitate behavioral responses

Authors

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Abstract

The effectiveness of government communication in the face of a pandemic is reflected in achieving intended communication goals. These goals include attaining intended behavioral responses, such as public compliance with the government's harsh containment measures. Despite scholarship's acknowledgement of government pandemic communication's importance, there is little investigation into approaches to government communication and how they are created to effectively shape people's understanding of COVID-19 and achieve such intended outcomes. Investigation of the factors behind government communication is essential as optimal government communication approaches can lead to a facilitation of desirable public responses towards government pandemic measures.

This paper addresses this important and challenging issue by illustrating how government pandemic communication can achieve desired behavioral responses in the particular context of Vietnam from January 2020 to December 2021. The relationship between communication strategy and behavioral responses is not clear-cut because communication strategy does not necessarily, nor directly, bring about desired effects. Instead, a communication campaign's results depend on specific social, political, cultural and individual contexts, which shape government communication strategy and people's understanding and behavior. This paper is situated in the field of government pandemic communication and will approach this paradigm through the lens of the social construction of reality theory.

To that aim, this paper proposes an integrated conceptual model to illustrate the relations between government pandemic communication and behavioral responses. First, the paper draws upon the social construction of reality theory to shed light on how the government portrayed COVID-19 in their messages to shape public perception of the pandemic. The paper reviews existing studies in the literature on communication effectiveness to explore how and why people perceive, feel, and behave upon their exposure to these messages. Whether government pandemic communication achieves purposed outcomes in terms of shaping understanding and behavior thus indicates if government pandemic communication is effective or not. More significantly, the integrated conceptual model identifies the essential role yet understudied of the contextual factors, namely cultural context, in government pandemic communication strategy. Consequently, this conceptual model can serve as a framework for evaluating government

pandemic communication effectiveness and how helpful it can be in facilitating behavioral responses.

Key Words
COVID-19, government pandemic communication, communication effectiveness, cultural context

Representation and Healing: Internet and Social Media Use and Satisfaction in People with Bipolar Disorder

Authors

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Abstract

Bipolar disorder (Manic Depression) is one of the most common serious mental illnesses. During the manic episode, the patient exhibits markedly elevated mood, racing thoughts, increased physical activity and oral expression. Thereagainst, patients feel physically exhausted, low energy and dispirited when depression. Being in the digital world, patients' mood changes and psychiatric symptoms can be screened through their Internet use. However, there are no studies that have thoroughly profiled the Internet and social media use behaviors of BD patients. This study aims to expatiate the media use behaviors of the BD group and to explore the motivations and needs behind the behaviors.

Our research based on Biopsychosocial Model as well as Use and Satisfaction theory. Based on in-depth interviews with 11 diagnosed BD patients and an online social survey of 135, the study that media use of BD patients distinguished between the two episodes. In manic episode, patients listen to rhythmic music, surf the internet longer with abundant content, and have strong desires to comment boldly. The desire for interpersonal interaction was considerably obvious and initiative, self-expression became more active and vivid as well. Online shopping behavior increases significantly in manic episode and can be regarded as a representative digital biomarker. However, their media use during depression episode shows a pronounced contraction because of the physiological exhaustion and psychological sadness.

Internet and social media use and satisfaction in BD patients can be divided into two aspects: representation of the mood fluctuating of BD patients and healing to the patient's illness. Media use can reflect not only the results of patients' intentional choices, but also the actions produced unintentionally. When patients are aware that episodes increase their sensitivity to media stimuli, the main purpose of media use in manic episode are entertainment and mood regulation, while in the depression is self-projection within sad and negative content. Moreover, the social needs of patients in the two phases are clearly distinguished, with instrumental social capital valued in the manic episode while emotional social capital needed in the depression. Other media use behaviors vary in degree depending on the fluctuation of the illness, which patients are often lack awareness of when self-reporting. So episodic big data analysis is necessary.

Healing outcomes often require self-awareness and self-control, as evidenced by increased awareness and control of the symptoms through the collection and integration of information, the use of media as a tool for emotional regulation and somatization, and the maintenance of personal social functioning at a lower cost. In other contexts, media availability also offers the possibility of

passive healing: fragmented content can divert attention, rich media content allows patients to have more resources for emotion regulation, social media allows patients to leave traces of their emotional changes and their triggers. The contributions of this study include presenting a digital ethnographic portrait of the BD patients and providing a basis for online screening and intervention of BD.

Key Words

Diet for the Virtual World: The Body Image, Visual Action and Cultural Performance in the Diet Video-log(Vlog) Community of Xiaohongshu

Authors

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Ms. Zhuo Li - Communication University of China

Ms. Xingran Zhang - Communication University of China

Ms. Xinrong Bu - Communication University of China

Ms. Xinyu Jiang - Communication University of China

Abstract

Background

The pursuit of ideal body image among Chinese young people is influenced by multiple factors such as mass media, consumer culture and modern technology, and it has gradually become a fundamental way for youth's self-identity construction. Therefore, the concept of "body" becomes a main character in social representation, in which "figure anxiety" is constantly being mediated and performed, eventually forming a unique media cultural phenomenon.

Diet, as one of the key influences on body shape, is of great concern to young people and accordingly, highly labelled "diet vlogs" have emerged. This study believes that "diet vlogs" provide an ideal medium for performing and potentially disseminating figure anxiety.

This paper focuses on a Chinese popular content community called "Xiaohongshu" (Literally, "the little red book", the equivalent of Instagram). Notably, diet vlogs, particularly in "Xiaohongshu" are showing increasingly distinct features as mediated performances which can have major impact on audiences. This paper adapts the framework of the "Media Logic Theory" proposed by David Altheide and Robert Snow(Altheide & Snow, 1992), and attempts to figure out how diet vlogs, a form of mediated display, shape the society's emotional motivation, food perception and behavioral orientation.

Research Design

This paper conducts qualitative research through online ethnography. By searching terms "what to eat in a day" and "daily food sharing" on Xiaohongshu platform, the preliminary samples are sorted out based on hashtags and popularity. Secondly, videos from vloggers with more than 50,000 followers and have the habit of continuous cycle updating are selected. In other words, vlogs that meet the criteria above are the final samples to be observed. Meanwhile, viewers who have contributed hot comments, interacted closely and continuously and who are under age of forty are targeted as research subjects as well. That is to say, in-depth interviews and textual

analysis are also conducted in this study. All data collected above (video features, hot comments, interviews) are openly-coded by MAXQDA in order to offer more systematic conceptualizations.

Findings

This paper concludes by understanding the "diet vlogs" representing an ideal virtual space but heterotopias, as Foucault put it, to speak out and perform their imagination regarding the body, the desire, and the understanding for the social interaction. The emotional motivation for watching vlogs is often driven by the pursuit of an ideal figure and self-disciplined lifestyle. In this way, viewers start to temporarily practice part of the healthy eating habits they learn from the vlogs and symbolize it as a path to achieve "idealized self".

However, there is no necessary link between the viewing of diet vlogs and the real-life practices of sticking to dietary habits. The mediated performances rarely turn into actual persistent behavior. Even in comparison with other people's diets, people are more likely to stick to their own habits, which is exactly contrary to our assumptions.

This paper argues that viewers' symbolic interactions with texts and notations in virtual space is to gain a sense of self-satisfaction, which is actually limited to "self-regulated imagination". Generally speaking, the mediated performances known as "cyber diets" may not offer practical or sustainable guidelines, instead, they potentially exacerbate body anxiety in a more implicit way.

Key Words
Cyber Diet, Mediated Youth Eating, Heterotopias, Diet Vlogs

Why Elderly People Escape Cancer Information at Douyin Platform? —— Understanding the mechanism of avoidance behavior of health information

Authors

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Mr. 祖豪 张 - Communication University of China

Abstract

Background

The dissemination of cancer knowledge is crucial for the elderly and Douyin has become a vital platform for them to obtain health information in China.However, the elderly are still in a dilemma of new media "refugee" in case of confronting to uneven health information on the platforms. They are seeking health information to answer the specific inquiry while they selectively avoiding some health information.

Information avoidance refers to people's behavior of consciously avoiding or postponing the information they don't need （Emanuel, 2015）, which may occur at any stage of information searching, absorbing and utilizing Based on the concept of avoidance behavior of health information, this study takes Douyin as the research subject, exploring elderly people's behavior mechanism for cancer information absorption avoidance and utilization avoidance that has been rarely focused before by a combination of qualitative and quantitative methods.

Method

The information streamlining recommendation mechanism of Douyin platform enables the elderly to skip the information search stage. We takes the avoidance behavior of cancer information for Douyin elderly users in Beijing, Shanghai, Guangzhou, Shenzhen as the example, exploring the factors influencing their avoidance behavior. Firstly， we obtained the empirical information through deep interview and extracted the influence dimension using empirical sampling within three weeks. 17 Participants were selected by purposive sampling and snowball sampling.They were required to report their avoidance behavior of health information in the course of using Douyin. Integrated with our interview data, the technology acceptance model, and the transtheoretical model, we established a compound theoretical model and extract three dimensions including individual factors (perceived usefulness, disturbance of perception), information factors (information quality, source credibility, number of likes), situational factors (contact frequency, contact duration, social support), and develop the questionnaire (N=750). And the health avoidance behavior was measured through avoidance intention.

Results:

The structural equation model was constructed and verified by AMOS., which indicated:

（1）Among the information factors, information quality, source credibility, number of likes are negatively correlated to the avoidance behavior of health information.

（2）Among the situational factors, contact frequency is positively correlated to the avoidance behavior of health, while social support is negatively correlated to the avoidance behavior of health.

（3）The information quality and situational factors can influence the avoidance intention through the medium effect of perceived usefulness and disturbance of perception.

（4）Avoidance behavior adopted by female is higher than male;The users with educational background of high school are tending to avoid cancer-related information; The elderly users who have medical history of cancer are having an stronger avoidance intentions.

Conclusion：

Information factors and situational factors promote the elderly to make an instant judgment through the medium effect of individual psychological factors, and enable them to avoid the cancer information; The lower evaluation of information effect will more easily cause the health avoidance behavior; Sufficient social support can reduce the elderly's tend of avoiding health information, maintaining the family's harmony and stability, the elderly people may perform the information avoidance.

Key Words
health information avoidance,Douyin,elder people,SEM,survey,in-depth conversation

Communicating about cervical cancer screening with graphical displays: A longitudinal experiment

Authors

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Abstract

Background and aims

To make decisions about cancer screening participation, eligible individuals often consider written information materials including leaflets and websites. However, such materials generally include quantitative information about benefits and risks of screening that can be complex, even for educated audiences (Okan et al., 2019b). Simple graphical displays such as icon arrays and tree diagrams have been recommended and used in information materials to enhance understanding and facilitate decision making (Spiegelhalter, 2011). However, little is known about the relative effectiveness of both formats, especially in the longer term.

Here we aimed to examine the effectiveness of icon arrays relative to tree diagrams and to purely numerical formats in the context of the UK's National Health Service (NHS) cervical cancer screening program. We focused on cervical screening as a recent study found that women frequently misunderstood key aspects of this type of screening, including its benefits, risks and potential results (Okan et al., 2019a).

Method

We conducted a longitudinal online experiment involving women eligible for cervical screening (25-64 years) across the UK varying in numeracy and graph literacy. We tested the effectiveness of the tree diagram currently used in NHS information materials relative to an informationally equivalent icon array and a numerical-only format. For each of the three formats we also constructed an equivalent version containing explanatory text that clarified different types of screening results. At baseline participants (n=3,100), were randomized to one of the 6 display types and completed multi-item measures assessing *gist knowlege* of the probability of different screening results (i.e., essential, bottom-line meaning), *verbatim knowledge* (i.e., precise words or numbers), perceptions of the risk of an adverse result, affective reactions, screening intentions, and user evaluations (e.g., trust and liking). At 1-month follow-up, participants (n=1,575) completed a follow-up survey assessing *gist and verbatim knowledge*, the additional outcomes, and self-reported behavior.

Results

We report on three main findings. First, presentation format did not significantly affect gist or verbatim knowledge at baseline. However, at 1-month follow-up icon arrays resulted in better gist knowledge of absolute magnitudes than tree diagrams and numerical-only formats. Second, icon arrays were associated with lower perceptions of the likelihood of an adverse result and stronger screening intentions at baseline, relative to tree diagrams and numerical-only formats. For displays without explanatory text, icon arrays also led to more positive user evaluations and less negative affective reactions than tree diagrams. Third, the presence of explanatory text resulted in better verbatim and gist knowledge, more positive user evaluations, and less negative affect.

Conclusions

Our findings add to the growing literature suggesting that icon arrays constitute an efficient means of communicating probability information and reaching diverse audiences. Our results also suggest that explanatory text should ideally be included where possible. These findings have theoretical implications for understanding why and when different graphical displays are effective, as well as practical implications for designing websites, leaflets and other written information materials about cancer screening.

Key Words
risk communication, cancer screening, graphical displays, decision making

The roles of third-person perception and subjective norms in motivating healthcare professionals to correct online health misinformation

Authors

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Abstract

Health misinformation continues to proliferate and remains a public threat. The emergence of social media exacerbates the situation as it enables people to disseminate false claims at an unimaginable speed. However, it also offers the opportunity for users to correct erroneous information, which has been deemed an effective strategy to counter health misinformation. This correction can come in the form of rebuttal (i.e., direct responses to misinformation through counterarguments in private or public settings), priming (i.e., dissemination of accurate information in personal and public spaces), and reporting misinformation to the hosting social media platforms. These corrective actions are even more compelling when experts, such as healthcare professionals, perform them. Hence, understanding the factors that motivate healthcare providers to respond to health misinformation is essential. However, while studies examining motivators of correction among the general public abound, little is known about the context of medical professionals.

Informed by third-person effect and social norm theories, this study attempts to unravel the drivers of corrective actions among healthcare professionals by examining the role of third-person perception (TPP) and subjective norms (SN) in promoting medical providers' intention to correct (through public priming, private priming, public rebuttal, and private rebuttal) and report online health misinformation. TPP is the belief that others are more likely to be influenced by media messages than themselves, while SN is perceived expectations from others to perform a particular behavior. Both have been ascribed as crucial determinants of behavior intention, including corrective actions.

TPP and SN arise when people are exposed to health misinformation on social media. However, due to the different affordances and architectures of the platforms, the impacts of misinformation from different social media channels on TPP and SN may vary. Therefore, this study also examines the influence of exposure to health misinformation on four platforms (i.e., Facebook, Twitter, Facebook Messenger, and WhatsApp) on TPP and SN.

The results of survey data with 377 medical doctors and nurses in the United States showed that SN was positively associated with all five forms of corrective actions. Interestingly, TPP was negatively related to private rebuttal intentions, while the relationships with the other four corrective actions were not significant. Moreover, exposure to misinformation on Facebook was significantly related to TPP, whereas Facebook Messenger and WhatsApp showed significant negative associations. Apart from that, among the four social media platforms, only exposure to

health misinformation on Facebook had a significant positive relationship with SN. It is also noteworthy that health misinformation on Twitter was not significantly related to both TPP and SN.

This study contributes as an early endeavor that identifies motivators of healthcare professionals' responses to health misinformation on social media. This study also carries practical implications, especially in designing programs to encourage healthcare professionals to refute online health misinformation. Future campaigns should incorporate subjective norms in their message by reinforcing how the public expects healthcare practitioners to combat health misinformation by correcting false claims on social media.

Key Words

correction, health misinformation, third-person perception, subjective norm, healthcare professional

After Pandemic: Framing of Monkeypox in German and South Korean News

Authors

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Abstract

The global media coverage of COVID-19 has significantly impacted the dissemination of public health information (Mach et al., 2021), leading to varying challenges in reporting infectious diseases in different countries. For instance, media in the United States focused on the economic impact and policy discussions (Colarossi, 2020; Mellado et al., 2021), German news took a scientific approach to health coverage (Kartika, 2020), while South Korea prioritized factual reporting over emotional narratives (Pyo, 2020). This resulted in varying challenges in reporting infectious diseases in each country (Pyo & Jeong, 2021).

Establishing standards for reporting infectious diseases is essential for ensuring that the public has access to accurate information, especially in light of the growing threat posed by climate change. Although the media quality has improved during the pandemic (Eisenegger et al., 2021), it is unclear whether it is due to advances in reporting systems or simply because the disease is gradually ending. Therefore, this study aims to analyze and compare news reports on a recent outbreak of monkeypox at the end of COVID-19, focusing on news framing in Germany and Korea.

For the analysis, four weeks from May 18th, when monkeypox was reported, the framing of content and headline were analyzed in major daily newspapers in Germany (N = 228) and Korea (N = 233), and the following implications were found:

First, blame framing, which focuses on attributing the negative aspects of a situation to a government, confirmed cases, specific countries, and groups were found at the beginning of the outbreak in Germany and South Korea, with 6% and 14%, respectively. Especially the outbreak of a disease to a confirmed case (Germany: 5.4%, Korea: 7.3%). While Germany uses disease experts and statements by the Minister of Health as information sources, South Korea relies heavily on foreign sources, and duplicative reporting from foreign media has also been found.

Then, a notable difference in headlines between the two countries was confirmed. In Germany, 93% of the headlines are neutral. In contrast, in South Korea, magnification of fear and anxiety (23%) and hate expression (5.2%) were frequently used, such as "Is same-sex sexual intercourse the root of the problem? Unusual attack Mystery in 'Monkeypox'. Moreover, 67% of South Korean headlines used quotation marks to emphasize risk phrases, compared to only 5% in German news. During the analysis period, the framing in Germany shifted from "Public health institute (RKI) monkeypox warning" to "not concerned about the pandemic" and "possibility of high-risk group vaccinates." In South Korea, the framing centered on "Europe is the source of monkeypox"

following the "government's announcement of countermeasures against the potential inflow of the virus."

In summary, although both governments attempted to communicate information about infectious diseases to prevent confusion, the focus of responsibility for the negative aspects of monkeypox remained. The study emphasizes the need for global reporting standards for infectious diseases in light of how the disease is framed in the media.

Key Words

Towards improving the service of the SOS telephone for children and youth in Macedonia

Authors

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Abstract

Today, in the world as well as in our country, there are several reasons why children use the free SOS lines. Children represent a vulnerable group in every society. Children's helplines give children the opportunity to share their problems and get help to solve them. The function of SOS phones is of great importance as they represent a significant mechanism for connecting with children, allowing every boy and girl to be heard. The mission of SOS phones is to respond to children's needs for care and protection. The hotline SOS telephone for children and youth in Republic of Macedonia has been operating for almost 30 years, since October 1993, with the aim of enabling the sharing of information and support for any violated child's right, assistance in advocacy and lobbying, promoting children's rights and providing support to children and young people.

Until the time of preparation of this research, the only channel of communication was the telephone line. In the last few years, there was a low rate of calls from children and/or young people on the existing phone, because access via phone does not correspond to the habits of young people. A large number of people are more open when communicating in writing, through messages or on "chat" options, rather than on the phone. This way of communication also allows for a more discreet way of getting help or support. Chat and messages in particular are easier communication channels for young people and closer to their daily communication habits.

This research is part of the project "Taking rights into our own hands", in partnership with Save the Children Kosovo, which is financially supported by the Government of Sweden. It carried out for the First Children's Embassy MEDJAŠI which includes desk-analysis of some of the existing websites of SOS lines in the region and in the world, and an online survey of a sample of children and youth aged 11 to 18 about the habits and preferred ways of communication when seeking advice, the areas for which they need advice and support, as well as the topics of their interest; proposal concept of contents and communication channels that the future website will contain. The preparation and implementation of research was carried out in the period from March 15 to April 31, 2021.

The ultimate benefit of this research is the creation of a proposal concept of contents and communication channels that the future website will contain, with the aim of modernization of communication, digitalization of the SOS service by designing a special website that will offer more online communication opportunities, such as chat with a psychologist; resources on issues related

to Covid-19, mental health, or other issues important to developing children and youth; blogs on various topics; educational contents for raising awareness and promoting the rights of the child, etc.

Key Words

SOS telephone, children and youth, communication channels, First Children's Embassy

Testing, Revision and Application of Social Anxiety Scale for Social Media Users in Young adults: A Case Study from China

Authors

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Abstract

Social media, as an important communication tool, has an impact on individuals and their life. Researchers have identified negative outcomes, resulting from anxieties related to the use of social media. Alkis et al. developed a social anxiety scale for Turkey social media users, but it is doubtful that the scale is applicable to measure social anxiety of Chinese social media users. Given that, **the study is trying to test the applicability of Alkis's Social Anxiety Scale for Social Media Users (SAS-SMU) in China and validate and develop it to assess social anxiety of Chinese mobile social media users.**

The revision of SAS-SMU in the study was conducted in two phases. In the first exploring phase, the in-depth interview method is used to test the applicability of Alkis's SAS-SMU among Chinese mobile social users, and the results of interviews are used to revise the measurement sentences. In the second validating phase, the questionnaire survey is used for data collection, including two independent data collection processes, both of which recruit volunteers by convenience sampling. This phase is divided into three steps: first, the data collected were used in exploratory factors to analyze the intrinsic dimensions and underlying factor structure of SAS-SMU. In the data analysis, 4 sentences that did not meet the criteria of exploratory factor analysis were deleted, and the social anxiety scale was preliminarily obtained as three dimensions of 17 sentences. Second, this data collection adopts confirmatory factor analysis and cross-validation of results of the first stage scale test. **Results show that the SAS-SMU consists of 11 items in three dimensions: IA（4 items）, SCA（4 items）, and PCA（3 items）.** Third, this step is the reliability analysis of the sample of the second step. The Cronbach's Alpha coefficients for the dimensions ranged from 0.83 to 0.87, demonstrating a satisfactory level of reliability.

The revised scale was used to assess the social status of 892 Chinese WeChat users in this study. Results indicate that WeChat users tend to suffer from higher levels of social anxiety. Within the youth respondent group, social anxiety was higher in different age groups (3 < M < 4), but there was no significant difference in the level of social anxiety between age groups. The variables of education, income, and occupation had significant effects on social anxiety and its sub-dimensions of content-sharing anxiety and interaction anxiety. Further validation studies were also conducted, and their findings were provided. The validated scale will be a useful tool for assessing social anxiety in social platforms for young adults in China.

Key Words

Does gossip affect people's healthy behavior? A moderated mediation model with evidence from Chinese villages

Authors

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Prof. Yunxiang Xie - Goktech Digital Industry School, Quanzhou Vocational and Technical University

Abstract

Background: The COVID-19 pandemic has highlighted the need to improve people's health behavior. Previous studies have investigated media health communication in rural areas while ignoring the "self-governance" function of rural interpersonal communication, and of gossip in particular. To fill this gap, the present research investigated how local gossip influenced the health behavior of Chinese villagers, and how this relationship was mediated by consciousness of social face and moderated by social distance.

Methodology: A representative sample was obtained by collecting 881 valid questionnaires from the rural areas of Fujian Province, China. Regression analyses using bootstrapping methods were conducted to explore the mediating and moderating effects.

Results: We found that the perceived pressure of gossip had a significant, positive impact on villagers' health behavior, with this effect mediated by the consciousness of social face. Social distance exerted a positive moderating effect on the health behavior of all respondents on both the direct and indirect paths. Surprisingly, however, we found this effect was more pronounced among respondents with a high sense of social distance.

Conclusion: First of all, the study found that perceived gossip pressure had a significant positive impact on villagers' health behavior. We argued that previous studies may have overemphasized the effect of new media in communicating health information to rural residents while overlooking the importance of interpersonal communication and its role in the "self-governance" of rural areas. We consider that gossip, as a particular form of interpersonal communication, plays a key role in forming descriptive and associative norms in the countryside. Descriptive norms define people's behavior whereas injunctive norms form judgmental pressures on people to behave in particular ways.

Secondly, we found that the consciousness of social face played an important mediating role in the relationship between gossip pressure and health behavior. In other words, our results show that the restraining effect of interpersonal communication, to a large extent, also depends on personal character—in this case, the individual's awareness of face. Ethics can further promote healthy behavior by influencing people's internal impression management mechanism. If individuals do not abide by village norms, they swiftly become the target of gossip, perceive that they are negatively evaluated, and believe they have lost face. Therefore, as impression management

theory suggests, those who wish to maintain their image in the eyes of others will adjust their behavior and then make up for lost face.

Thirdly, both low and high social distance were linked to more significant improvements in health behavior in both the direct and mediated paths. However, this enhancing effect was more significant among those reporting a high sense of distance, a finding that departed from our expectations. The closer ties of village society are often assumed to produce stronger norms, so these results were unexpected. One possible explanation is that socially distanced people must try to integrate into the village to secure employment and for other reasons, making them particularly sensitive to other people's gossip and the risk of losing face. Consequently, they adaptively improve their health behavior to integrate more fully into the village group. However, long-term locals are already integrated and are therefore better able to resist the pressure of gossip. They may sense this pressure and alter their behavior—but only to a limited degree compared to outsiders. This finding demonstrates that interpersonal communication does not only impact close relationships but also those of less integrated people, whose behavior will be affected accordingly.

These conclusions extend current understandings of interpersonal communication, social norms, and impression management while also showing how to improve the health behavior of rural residents.

Key Words
gossip, healthy behavior, social distance, consciousness of social face

Panic control and medicine buying behavior during the transition period of public health crisis policy: Considering the roles of buying crisis, Coronavirus conspiracy beliefs, and pandemic fatigue in the EPPM during the Omicron epidemic

Authors

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Abstract

The Chinese government changed its previously strict epidemic prevention and control policy in December 2022, and restrictions on travel and nucleic acid testing were ended. However, due to the deregulation, the highly infectious Omicron virus spread rapidly from December 2022 to January 2023, with more than 50% of people infected. The sudden policy change has led to a rapid shift in Chinese residents' perception of the epidemic and prevention behavior: pandemic fatigue is pervasive, while conspiracy beliefs and a shortage of medicines have also led to panic buying.

In this context, based on the EPPM model, this paper studies the mechanism behind the influence of perceived susceptibility (SUS), perceived severity (SEV), self-efficacy (SE) and reflected efficacy (RE) on drug-buying behavior, and constructs a panic-mediated factor model of drug-buying behavior in the context of buying crisis. The model considers the influence of conspiracy beliefs and pandemic fatigue, and proposes the following hypothesis: (a) SUS, SEV, SE and RE positively affect drug buying behavior, and panic mediates this effect. (b) Buying crisis positively affects drug buying behavior, and panic emotion mediates this effect. (c) Conspiracy belief positively affects SUS, SEV, SE and RE. (d) Pandemic fatigue moderates the effect of panic on drug-buying behavior.

A national online survey was conducted among 435 participants from January 15 to February 5, 2023, following the outbreak of the Omicron epidemic in China. The results are as follows.

First, SUS, SEV and RE positively affected the willingness to buy drugs, and panic played a mediating role, which indicates when perceived risk and response efficacy are higher, people have a higher panic emotion and a stronger willingness to buy medicine. However, the negative effect of self-efficacy on purchase intention and panic emotion was not significant.

Second, contrary to the hypothesis, buying crisis negatively affects drug-buying behavior. When drugs are in short supply, people are less willing to buy them. Panic mediates this effect.

Third, conspiracy belief positively affects SUS, SEV, SE and RE. This suggests that people with conspiracy beliefs are more likely to believe the Omicron outbreak is more harmful and of higher severity and susceptibility, but they are also more likely to believe it can be tackled and prevented because they tend to attribute the spread of Omicron to human rather than natural factors.

Finally, pandemic fatigue moderated the influence of panic on drug-buying behavior. When pandemic fatigue was at a low level, panic had no significant positive effect on buying behavior, but when it was at a medium level and a high level, panic had a significant positive effect on buying behavior. This suggests people may be inclined not to take protective actions when they have a strong sense of fatigue or "I've had enough". In this case, panic is a key factor to encourage people to take protective actions.

This paper provides suggestions for the negative social impact that may be brought about by the policy climacteric of public health crisis. First, media coverage of conspiratorial information should be reduced to decrease public overestimation of the risk of a pandemic and reduce panic. Second, the impact of pandemic fatigue should be taken into account to avoid people being reluctant to take preventive measures even if they know the risks.

Key Words
Coronavirus conspiracy beliefs, pandemic fatigue, EPPM, panic, buying crisis

Prevalence and Coping of Depression and Anxiety among College Students During Nationwide Lockdowns in China

Authors

Prof. Jianping Liu - Minjiang Univesity

Dr. Zixue Tai - University of Kentucky

Abstract

Introduction

The college-student population has been consistently found to be at high risk of developing symptoms of anxiety and depression during the Covid-19 pandemic. Our research reports results of a national survey of 2,818 college students during an extended period national lockdowns in late 2021, with emphasis on the prevalence of anxiety and depression and their comorbidity, the environmental factors associated with symptoms of anxiety and depression as well as various self-reported coping strategies through media use and activity engagement.

Conceptual Framework and Research Methods

We derived a comprehensive set of questions, with inspirations from the perspectives of media system dependency theory (Ball-Rokeach, 2008), uncertainty reduction theory (Berger, 2015), and looming vulnerability theory (Riskind & Rector, 2018), covering a range of information-seeking and behavioral tendencies during times of heightened risks and elevated uncertainties. To assess individual level of depression and anxiety, we used the 9-item self-administered Patient Health Questionnaire (PHQ-9) for the former and the 7-item Generalized Anxiety Disorder (GAD-7) questionnaire for the latter. We utilized the service of a professional online survey company to reach a panel of 2,818 (1396 male vs. 1422 female) college students representing 20 provinces from across the country.

Findings

Internal consistency (reliability) for both the anxiety and depression scales is high: Cronbach's alpha=0.953 for anxiety and 0.932 for depression. Our data show a sizable comorbid relationship between symptoms of anxiety and depression, with a Canonical correlation coefficient of *Wilks' lambda Λ = 0.317 (p=0.000) between the GAD-7 and PHQ-9 metrices. Using a cut-off level of moderate severity, we identified* 274 (9.7% of the total) respondents displaying this internalizing disorder.

Multiple linear regression models were run using the cumulative scores of anxiety and depression as the respective outcome variables while the explanatory variables included a range of environmental factors (dummy coded), media use patterns, behavioral tendencies and routine activities (dummy coded). Both models were statistically significant (r=0.339, p<0.001 for anxiety; r=0.342, p<0.001 for depression). Key predictors for mitigating anxiety and depression include

face-to-face engagement and conversations with parents and family members, listening to music, playing video games, reading e-books among over a dozen of activities. Relaxed lockdown measures, having confirmed cases in the family, residing in densely populated urban areas, having infection in the neighborhood are environmental factors contributing to elevated anxiety and depression.

Our analysis comparing the students suffering from comorbid mixed disorder symptoms with the other students yields a more nuanced patterns of difference, showing that students with mixed disorder displayed a consistent pattern of withdrawal from conventional and digital media use, social media engagement, routine activities, and interaction with friends and family members. Similar patterns were observed in relation to engagement with a number of media platforms and routine activities. They also reported sleep deprivation and loss of appetite. Our conclusion discusses the varied findings in the context of relevant theoretical perspectives and results from similar studies.

Charting Attitudinal Structures toward Science Information about COVID-19 Vaccination in Taiwan

Authors

Prof. Lin-Mei Huang - Shih Hsin University

Abstract

Although only a small portion of the population refuses vaccination, WHO has identified vaccine hesitancy as a significant threat to global health. Due to the rapid development and quick approval of COVID-19 vaccines, research not only indicates that misinformation about COVID-19 vaccination has deteriorated vaccine hesitancy but also suggests that public health communication should go beyond scientific statements of efficacy and safety to increase vaccine acceptance because of the correlation between vaccine skepticism and science rejection. Drawing on social judgment theory, however, this study argues that vaccine-hesitant people's attitudes consist of a series of latitudes and more research should be done to examine vaccine-hesitant people's attitudinal structures toward science information about COVID-19 vaccination in order to make evidence-based recommendations for future science communication intervention research. Thus, this study aims to examine latitudes of acceptance, rejection, and non-commitment toward science information about COVID-19 vaccination among levels of vaccine acceptance (willing, doubtful, strongly hesitant) and further explore those differences in terms of subjects' personal involvement levels regarding COVID-19 vaccination.

We invite 10 public health researchers and experts to select the most relevant pieces of science information from eighty-three pieces of misinformation correction of COVID-19 vaccination collected from the official websites of WHO, USA, Canada, UK, and Taiwan in our previous research. Consequently, 11 selected statements (e.g., "COVID-19 vaccines do not contain microchips. Vaccines are developed to fight against disease and are not administered to track your movement.", "Vaccination after a COVID-19 infection helps improve your response and may provide better and longer-lasting protection against current and future variants of the virus.") are included in our online questionnaire and repeated on four successive web pages with instructions at the top of each page as follows: participants are asked to select one statement which is most acceptable to them on the first web page, to select any other statement or statements which are also acceptable to them on the second web page, to select one statement which is most objectionable to them on the third web page and then to select any other statement or statements which are also objectionable to them on the fourth web page. We aim to recruit 1065 adults in Taiwan, who are equally sampled by the level of vaccine acceptance (willing, doubtful, or strongly hesitant) based on their scores obtained from the Oxford COVID-19 Vaccine Hesitancy Scale and then each of them also complete Value-, Outcome-, and Impression-relevant Involvement Scales. Specifically, three research questions will be addressed in the present study:

RQ1: What types of science information about COVID-19 vaccination consist of vaccine-hesitant people's attitudinal structures (latitudes of acceptance, rejection, and non-commitment) toward science information about COVID-19 vaccination in Taiwan?

RQ2: Which, if any, of vaccine-hesitant people's vaccination attitude, vaccination intention, and vaccination behavior significantly predicts their attitudinal structures toward science information about COVID-19 vaccination in Taiwan?

RQ3: Which, if any, of the three involvement dimensions (i.e., value-relevant, outcome-relevant, or impression-relevant) significantly predicts vaccine-hesitant people's attitudinal structures toward science information about COVID-19 vaccination in Taiwan?

Key Words

COVID-19 vaccine hesitancy, social judgment theory, involvement, science communication

A study of youngsters' evaluation of e-mental health experiences - identifying factors that motivate young people's use of e-mental health services

Authors

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Abstract

The use of online mobile counseling applications has been growing in response to the increasing need for mental health support during the pandemic (Wind, Rijkeboer, Andersson, & Riper, 2020). Studies have provided evidence that supports the effectiveness of e-mental health services, such as cognitive behavioral therapy and emotional support (Olthuis, Watt, Bailey, Hayden, & Stewart, 2016; Marshall et al., 2020). However, the factors that influence users' experiences with such applications remain unclear (Musiat, Goldstone, & Tarrier, 2014). Therefore, our research aims are as follows: (1) to understand how young people evaluate e-mental health services and (2) to explore the demographic (e.g. gender) and behavioristic factors (e.g. online self-disclosure and time spent on social media) that influence their evaluation criteria.

In-depth interviews and surveys were conducted. Twenty-one e-mental health users were interviewed to explore the criteria they use to evaluate e-mental health services. Each interview lasted one hour. The interviewees were between 19 and 21 years old. Twenty-eight items in 6-point Likert scale (i.e. "I think a good e-mental health service is…") were generated from the interviews. These items were used to design a questionnaire to identify the dimensions young people use to evaluate e-mental health services. We used convenience sampling to recruit 1395 participants to complete the questionnaire. 295 participants were from a medium-size university and there were 651 junior secondary students and 449 senior secondary students from two local secondary schools. Their age was between 12 to 25.

Using exploratory factor analysis, five dimensions that young people use to evaluate e-mental health services were identified. The five dimensions are (1) service usability (11-itemed; α=.948, M=4.26); (2) service provider transparency (9-itemed; α=.910, M=3.85); (3) professional counseling (8-itemed; α=.922, M=4.58); (4) user privacy (4-itemed; α=.894, M=4.66); and (5) the counselor's online communication skills (4-itemed; α=.806, M=3.64). The above results suggest that the conventional criteria for evaluating mental health services are also valid in online environment. Young people expect that e-mental health services should possess transparency in disclosing information of service provider with professional qualifications; while on the other hand the privacy of users should be well-protected. Regarding the online environment, young people prefers mobile service that can overcome time and geographic constraints, and online communication skills of counsellor were essential to motivate youngsters to keep using the service.

However, we found that gender and the time spent on social media influenced these dimensions. The results suggest that compared with male participants, female participants were more concerned about service provider transparency, professional counselling, and user privacy. Additionally, participants that spent more time on social media had higher expectations regarding counselor's online communication skills. The results of this study will inform e-mental health service providers regarding the features they should develop and improve in the future.

Family values, health anxiety, and surrogate health information seeking in China: A cultural analysis of family, health and risk communication

Authors

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Abstract

Surrogate health information seeking, indicating searching for health information on behalf of friends and family, has become a common pattern of health interactions and occurs overwhelmingly within family settings (Reifegerste et al., 2017; Cutrona et al., 2014). In China, family surrogate health information seeking isn't uncommon, e.g., approximately 82.5% of rural elderly occasionally or frequently turn to their children for health information (Wang and Lu, 2022).

Linking health search behaviors to health anxiety isn't a new academic field. However, although health information seeking has been found to have a significant covariate relationship with health anxiety (Peng, 2022), **how surrogate health information seeking impacts others' health anxiety still lacks empirical findings**. Therefore, this study focuses on what's called "health anxiety by proxy," featured by "excessive concerns about having an undiagnosed disease in someone else" (Salama et al., 2023)

Moreover, Chinese family values complicate the question. For instance, influenced by the traditional norms of family function in maintaining harmony and social support (Xu et al., 2007), it's a common cultural phenomenon in China that when a person is diagnosed with serious illness, the relatives who learn about it uniformly hide the fact from the patient since truth-telling is perceived as a risky move against the family's beneficence, while the patient's autonomy takes a back seat (Iwai, 2020). **Whether such Chinese family values influence health outcomes, especially health anxiety, remains a question**.

Based on the above background, the study aims to integrate the perspective of Chinese family values and explore the relationship between family surrogate health information seeking and health anxiety by proxy. The key questions are:

• Why and how do Chinese family values fuel health anxiety by proxy in surrogate health information seeking?

• How Chinese family culture shapes the narrative of risk communication after surrogate health information seeking?

The study will conduct semi-structured interviews with 30 surrogate seekers from different provinces in China with different access to healthcare. The heart of narratives will be placed on explaining the family burdens they carry while seeking health information, their perceived anxiety level and family cultural climate, and how their feelings affect subsequent communications with families.

After ethical issues are addressed, the questions of the interviews will draw on the Stimulus Organism Response framework, disentangling health anxiety and following actions into "outside forces, individual psychological states, and behavioral changes" (Peng, 2022). In this framework, family norms and surrogate health search can be better combined to provide insights into the sources of health anxiety by proxy.

Hopefully, the study will not only contribute to elaborating the dynamic linkage between surrogate health information seeking and health anxiety by proxy, but also give advice on how family values, by applying cultural sensitivity approach, can be taken into account when designing health messages to reduce family stress; it may also shed light on how family members can design more effective narratives when engaging in health-related risk communication to enhance the effectiveness of health information, and provides new grounding points for integrating family, health, and risk communication.

Key Words
surrogate health information seeking, health anxiety by proxy, family value

Examining the Associations among Resilience Enactment, Positive Emotions, and Social Support among International Students

Authors

Ms. Fangdan Zhang - Tsinghua University

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Abstract

Background

Estimated to exceed 500,000 by 2017, the number of international students enrolled in Chinese universities is increasing rapidly in recent years (Ministry of Education of the People's Republic of China, 2019). International students need to adapt to the foreign academic, social, and cultural environment and take on new challenges during the transition. International students who study abroad during the COVID-19 pandemic face additional obstacles associated with unpredictable pandemic policies, travel restrictions, and concerns about their physical and mental well-being. As a result, resilience is of vital importance as it can help international students cope with stress and hardships.

Guided by the Communication Theory of Resilience (CTR; Buzzanell, 2010, 2019), this study investigated the associations among resilience enactment, positive emotions, and social support among international students in China. The study contributes to the resilience literature by extending the CTR to the Chinese cultural background.

Method

A sample of 50 international students participated in an online questionnaire. Specifically, they responded to questions that asked about demographic information, the Communication Resilience Processes Scale (CRPS-32 items) for resilience, Dispositional Positive Emotions Scale (DPES) for positive emotion, Multidimensional Scale of Perceived Social Support (MSPSP) for social support, and Hofstede's cultural dimensions. Data were analyzed using SPSS 27.

Result

Using Pearson correlation analysis, results indicated that (1) there was a significant strong relationship between resilience enactment and positive emotions; (2) social support was positively associated with resilience; (3) cultural dimensions and resilience were significantly correlated. The sub-factor of "uncertainty avoidance " was most strongly correlated with resilience, followed by the factor of "long-term orientation" and "collectivism". Furthermore, linear regression results suggested that cultural dimensions did not moderate the relationship between positive emotions and resilience or between social support and resilience.

Conclusion

The current study examined the relationship between resilience, positive emotions, and social support among international students in China. Results indicate clear differences in resilience enactment across international students with varying levels of cultural dimensions. Findings advance theoretical understanding about factors that may predict resilience and have policy implications for Chinese universities to promote international students' ability to adapt to and cope with adversity and difficulties.

Key Words
Resilience Enactment, Positive Emotions, Social Support, International Students, Cultural Dimensions

Feeling and acting: A content analysis of government communication strategies during COVID-19

Authors

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Abstract

Singapore, a city-state in Southeast Asia, saw its largest dengue outbreak in history in 2020, with 2022 on course to be the second largest. Concurrently, Singapore has been dealing with the evolving nature of COVID-19 and in the process of relaxing COVID-19 restrictions. Since COVID-19 and dengue are pervasive in Singapore, the government can use effective communication about these diseases to ensure that the public is aware of the current situation and enabled to take appropriate preventive and treatment actions. Hence, there is a need for further investigation into the government's communication strategies.

This study aims to analyze government communication strategies through the lens of the crisis and emergency risk communication (CERC) framework and emotional appeals. The United States Centers for Disease Control and Prevention developed the CERC to inform effective communication in response to public health emergencies. The CERC's four phases—preparation, initial, maintenance, and resolution—and related prior research guide this study's focus on risk and crisis information, sense-making, preparations and uncertainty reduction, and advisories and alerts. Moreover, public health campaigns often employ emotional appeals in campaign messages to trigger emotions in a target audience that could motivate them to adopt protective health behaviours. Therefore, this study also examines the presence of emotional appeals, such as fear, guilt, anger, hope, humour, and nurturance in government messaging. Scant research focuses on the integration between the CERC and emotional appeals, particularly on how emotional appeals can be employed at different phases of the CERC. This study bridges that gap by examining

emotional appeals within CERC-based categories, beyond simply employing CERC as a guiding timeframe.

To this study will use a quantitative content analysis on publicity materials put out by the government online (e.g., Facebook posts and website articles) and offline (e.g., booklets and pamphlets distributed to residents, and posters put up in the community). We have collated materials from local government agencies, namely, the Singapore government (through Gov.sg), Health Promotion Board, Ministry of Health, Ministry of Sustainability and Environment, and National Environment Agency (NEA), including its subpages Clean & Green Singapore, and NEA Stop Dengue Now. We have completed data collation, which includes approximately 1,320 messages about COVID-19 from 1 January 2020 to 30 September 2022, and 1,186 messages about Dengue from 1 January 2018 to 30 September 2022. 21 messages mention both topics. We developed a codebook and trained coders how to use it and have started coding the messages. We expect to complete the content analysis in March 2023.

This study contributes to the CERC and emotional appeals theory by investigating the types of emotional appeals that tend to appear in messages communicating different CERC categories. Findings from this study can provide practical guidance for authorities in crafting communication strategies. This study can also inform future studies in examining the congruence between government messaging and public understanding of COVID-19 and dengue in the context of Singapore.

Key Words
Content Analysis, CERC, Emotional Appeals, COVID-19, Dengue

Young mental health patients on image-based social media Little Red Book: Self-disclosures, visual clues, and social support

Authors

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Abstract

Image-based social media such as Instagram, Pinterest, and Little Red Book plays an important part in young people's daily lives. Considering the stigma of mental illness, the role of image-based social media in mental health communication and its potential to provide social support should be examined. Studies have shown that, compared to text-based social media such as Twitter and Facebook, image-based platforms assume a unique function in disclosing mental problems. These social media enable young adults facing mental issues, who tend to be active users of social media, to obtain crucial social support online. However, how the younger generation in China uses image-based social media to discuss mental issues and its impact have been left under-researched.

This study addresses this scholarly gap by examining younger patients' self-presentation and visual clues used to refer to mental health issues. More specifically, this study conducts a content analysis and multimodal discourse analysis of posts by young adults with depression on Little Red Book, a Chinese counterpart of Instagram, in 2021. This article also implements text mining to examine all comments to the posts. The social network between those users was also explored.

It was found that young adults with depression actively used image-based social media to track their illness records through photographs and short videos (50.85%).

These young patients also shared treatment guidelines and coping strategies (24.70%), with some bloggers (15.01%) making public videos without pixelating their faces. This research also notes that though adverse emotion disclosure (14.04%) was common in the text, black-and-white pictures or photographs with grey-toned filters were considerably rarely posted. Emotional support was provided through comments from other users, who were also seeking further information support and emotional support from both the blogger and the audience. The social network analysis reveals that bloggers and commenters accumulated social capital by forming a connected network instead of several separate subgroups after excluding users who made only one comment, indicating that the users formed a health community with shared norms based on hashtags and comments.

The drawbacks can be quite concerning, however. Some teenage users, for example, shared their pictures with private information. Worse still, inaccurate information and content marketing were

also found on this platform. There were also many caregivers of people with depression seeking information and support on this platform.

Key Words
mental health, social media, depression, teenagers and young adults

Engaging, thinking, and (the illusion of) learning? Examining the relationship between different social media activities and reproductive health knowledge

Authors

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Abstract

Women's reproductive health is a driving force for the progress of population and society and remains a public health priority worldwide, especially in the context of rapid aging and decreasing fertility in China (Qiao et al., 2021). Despite remarkable achievements in Chinese women's reproductive health in terms of surviving in the past, national data reveal an increased prevalence of abortions and infertility, the rising trend of HIV/AIDS, as well as an increasing incidence rate of reproductive cancers among Chinese women in the recent decade (Chen et al., 2018; National Health and Family Planning Commission, 2017; Zhou et al., 2018). A growing body of research suggests that the lack of knowledge of reproductive health, such as risk factors of sexually transmitted diseases, prevention and treatment approaches of infertility, as well as safe contraceptive methods, is one of the leading causes of the aforementioned worrisome trends (Chen et al., 2020; Yue et al., 2021). Considering this, facilitating women's reproductive health knowledge is urgently needed because it would benefit not only the live of each individual woman but also the welfare and the sustainable development of the whole society.

As an indispensable part of people's everyday life, social media emerges as an awareness system and an integral venue for learning about health, including reproductive health knowledge. However, existing research concerning the assumed learning benefits of social media has yielded mixed results (e.g., Jiang et al., 2021; Schäfer, 2020; Shehata & Strömbäck, 2021). Additionally, little is known about which specific usage on social media is conducive to learning about reproductive health, and by which means. Drawn upon the cognitive mediation model (Eveland, 2001), this study examines how different social media activities (e.g., scanning, Like, private sharing, public reposting, and commenting) function in terms of elaboration and knowledge gain. Furthermore, considering that need for cognition (NFC) has been found a crucial variable in determining the cognitive processing, this study further examines the role of NFC in altering the learning outcomes from social media use.

An online survey with 1,000 women of reproductive age (M = 35.08, SD = 8.31) residing in both rural and urban areas was conducted by employing a stratified quota sampling method. The research model was analyzed via structural equation modeling using lavaan Package in R. The results revealed the crucial role of information elaboration bridging different social media activities

with both subjective and factual reproductive health knowledge. Interestingly, public reposting of reproductive health information was found to be positively related to subjective knowledge, but negatively related to factual knowledge concerning reproductive health, suggesting the emergence of an illusion of knowing among our participants. Multigroup analyses revealed that the positive role of scanning and private sharing in provoking elaboration is more pronounced among users with lower levels of need for cognition. The findings of this study are expected to contribute to a more nuanced understanding of knowledge acquisition based on users' social media activities and intrinsic motivations for learning.

Key Words
social media, knowledge acquisition, the cognitive mediation model, reproductive health

Theme Evolution of Social Media on the COVID-19 in a Post-epidemic Era: An Analysis

Authors

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Ms. Xuening Yao - Communication University of China

Ms. Yuanyuan Chen - Coummunication University of China

Abstract

In the aftermath of the epidemic, the COVID-19 situation has stabilized, but it continues to be complex and fluctuates with extended delays. The impact of the situation on people's lives is profound. At present, media coverage of the COVID-19 epidemic serves as an indicator of social developments. As such, investigating the trend of theme evolution in media reporting of COVID-19 in the post-epidemic era is beneficial in understanding the evolution of media focus on the epidemic, as well as the issues present in its theme evolution trend. This information can provide guidance for future media reporting on COVID-19 and inform the direction of social life.

This paper employs Twitter as the research platform and selects ten influential international media outlets. The published content of these media sources is collected using Python, and a probabilistic theme model is utilized for analysis. The purpose of this research is to explore the following questions: What is the time-series evolution of the theme framework in media reporting? How does the topic heat evolve over time? What is the general trend in the evolution of themes in media reporting?

This study considers factors such as regional distribution and international influence in its selection of media sources for research. The following media outlets have been selected as the research objects: The New York Times, CNN, BBC News (UK), Reuters, RFI, DW News, CGTN, RFA, Lianhe Zaobao, Sputnik, and African Times. With "covid" serving as the key word, 20042 pieces of relevant articles from these media's Twitter accounts were collected between 2021 and 2023. After undergoing data cleaning processes, such as the removal of stop words and numbers, and part of speech restoration, the data was reduced to 18914 pieces. The LDA topic model was utilized to model and analyze the data, resulting in the classification of topics in the articles published over the past three years and the generation of visual charts.

The findings of the study indicate that the classification and evolution of themes in media reporting over the past three years are as follows:

- 2021: Omicron variant – vaccine - tests and shots;
- 2022: Covid pandemic - China's Zero-Covid Policy - economic and industrial condition;
- 2023: Surging cases – subvariants - travel recovery.

Analysis of the evolution trend of topic heat reveals that in 2021, media reporting focused on epidemic prevention and vaccine distribution across various countries, including the United States, France, Germany, Europe, and Africa. In 2022, attention shifted to the impact of epidemic control policies in specific countries and regions, with a focus on China, Shanghai, Beijing, and Hong Kong. By 2023, the media's focus shifted towards the restoration of normal life in the post-epidemic period, with a particular emphasis on travel recovery. In general, the evolution of the theme in media reporting of the COVID-19 epidemic shows a trend towards increased attention on specific and significant national issues, a growing interest in the economic and social impacts of the epidemic, and a declining focus on political policies.

Key Words
COVID-19, post-epidemic era, social media, media reports, theme evolution

Information Seeking and Avoidance Toward COVID-19 in Hong Kong and Mainland China

Authors

Ms. Dongni Li - Hong Kong Baptist University

Ms. Jingyi Zhang - Hong Kong Baptist University

Abstract

The COVID-19 pandemic has posed significant challenges to both governments and citizens globally. The emotions elicited during periods of risk, such as fear, anger, and hope, can have a profound effect on an individual's information-seeking and avoidance behavior. While these emotions can drive changes in information processing and usage, they can also result in skepticism and avoidance of relevant information.

This study employs the Risk Information Seeking and Processing (RISP) model as a theoretical framework and conducts a cross-region survey in the post-pandemic era to investigate how different affective responses can influence individual's risk information seeking and avoidance behavior in Hong Kong and Mainland China. Additionally, institutional trust is particularly relevant when the public relies on experts to perceive information and make informed risk decisions. During the COVID-19 pandemic, reliance on government and authorized institutions is crucial for guiding the public in coping with hazardous threats, making trust in government a critical factor in shaping individual's risk perception and decision-making.

Previous research using the RISP model has examined the differences in trust in government due to cultural differences, but little research has been conducted on the variation of political environment under the same cultural background. Moreover, we hypothesize that audience perception about the COVID-19 pandemic may vary due to different levels of epidemic prevention and control measures, leading to varying emotions depending on residential location and level of institutional trust. This research seeks to fill this gap by examining the role of affective responses and trust in government in predicting information seeking and avoidance behaviors towards pandemic perception.

The study posits that fear, anger, and hope may promote information seeking and avoidance, while trust in government is positively associated with information seeking and negatively associated with information avoidance. Additionally, the study aims to determine whether trust in government affects information behavior differently in Hong Kong and Mainland China.

A total of 367 individuals participated in the survey using a convenient sampling method. The findings indicate that trust in government is positively associated with information seeking and negatively associated with information avoidance in Mainland China, but there is no significant relationship between trust in government and risk information behavior in Hong Kong. Affective responses are positively associated with both information seeking and avoidance in Mainland

China, but only fear shows a positive correlation with information seeking in Hong Kong. There is a significant difference in trust in government between Mainland China and Hong Kong.

This research offers theoretical insights into how affective responses and trust in government contribute to differentiation of information behaviors during the COVID-19 pandemic in two different regions. The findings of the study also provide guidance to communication practitioners and government officials on how to manage risk information avoidance and promote risk information seeking during a public health crisis. The government and other stakeholders in different regions should consider different political and socio-cultural contexts when making decisions during the pandemic.

How Scientific Information on Mental Health is Integrated and Transformed in Chinese People's Everyday Thinking: An Analysis of Scientific Information's Iteration Using a Combination of Serial Reproduction Experiment and Epistemic Network Analysis

Authors

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Abstract

Mental health is one of the essential global public health issues. China has been facing an increasingly grim mental health situation since the COVID-19 in 2019, and effective mental health communication is thus in urgent demand. Biomedical education intervention has been emphasized and implemented but did not achieve its expected results due to the effects of non-scientific cultural components. Drawing on social representation theory, many studies verified and described the coexistence of scientific and other cultural representations. The relationships between representations, attitudes, and professional help-seeking behavior have also been fully explored. However, there are still two research gaps. First, learning analytics theories believe the connection of cognitive components is more important than the component itself. The above-mentioned representations are cognitive components, while epistemic networks containing them are still understudied. Second, scientific information is continuously iterated during daily communication. Nevertheless, how scientific information is integrated and transformed generation by generation remains a black box. Also, the influence of prior knowledge and attitudes on health communication is well documented, but their impact on epistemic networks in iterations remains unclear.

Thus, this study explores 1) how epistemic networks are presented overall and what changes they undergo along iterations; 2) horizontally, whether and how prior knowledge and attitudes influence the presentation of these networks; 3) vertically, whether the degree of prior knowledge's and attitudes' effects change along iterations.

A serial reproduction experiment was conducted to simulate the process of daily information iteration. We recruited first-generation participants (N=30), counted their demographic information, and measured their prior knowledge and attitudes using a mental health literacy scale. Then we distributed the text and created daily communicative situations where they paraphrased it. Another three groups of participants were recruited, and all measures were the same except that the text was the paraphrased version of the previous generation. Then we used epistemic network analysis to analyze these texts and uncover the networks' structure. There is no difference between the four groups in distributions of demographic, prior knowledge, prior attitude, which ensures the results' validity.

Overall, the major representations of the integrated and transformed scientific information are "organ lesion," "depression," "schizophrenia," "contagion," and "genetic disease." They are tightly

linked with other cultural representations such as "five-element unbalance," "demonization," and "curse." Both scientific and other cultural representations point to the solution-related component of "distancing," which will aggravate the degree of Othering and stigmatization. And as a result of scientific information's integration, participants take "fortune-telling" or "exorcism" as a complementary therapy to anonymous online counseling. Along iterations, scientific representations' amount and influence all decrease, but on the contrary, other cultural representations increase, which is the existence of the objectification process. In the first three iterations of information, prior knowledge could influence the shape of the cognitive network. Still, its influence diminished until it failed to lead to significant differences in the fourth generation. In contrast, the influence of prior attitudes keeps significant in every iteration and even has an increasing trend, which strongly confirms the existence of anchoring effects in mental health communication.

This study innovatively combines epistemic network analysis with serial reproduction experiment, going beyond the superficial results of simple content analysis or discursive analysis in traditional sequence reproduction experiment. This study presents a deeper picture of the cognitive paths of Chinese people's everyday thinking in several iterations of mental health information. As the results show, interference from misrepresentations of science, such as "contagion", in the iterations of scientific information may lead to scientific rumors and social bias against mental diseases. In addition, superstitious elements in the indigenous knowledge system are used to explain scientific information, and scientific information is used to justify the superstitious elements. The mutual empowerment between the two essentially discourages Chinese people from seeking professional psychological assistance. Scientific information becomes less and less available in iterations and is integrated into more "indigenous" versions. Compared to prior knowledge, prior attitude may have a more enduring and significant impact on the human cognitive process. It gives emotional tendencies to neutral scientific information, and, on the other hand, such tendencies further alter epistemic networks and make scientific information further from the truth. Based on this research, it is reasonable to be alert to the populist tendencies in recent years in health and science communication.

Key Words
mental health communicatiuon, information iteration, social representation, epistemic network analysis

MEDIA 4 WELL-BEING, a study case: how sound can be a tool to depressurize from chaos and improve health for journalists and citizens

Authors

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Abstract

In an era where information has never been so fast, journalists face new and varied challenges, particularly regarding working conditions. Information professionals work with more multimedia resources and a greater flow of information while facing other complex factors such as job insecurity (majority from the media industry), low salaries and a strong emotional component in relation to the reported news (Hochschild, 1983). These factors have contributed to the decline of the mental health, and well-being of journalists and the study of Pearson & Seglins (2022) demonstrates this same reality: of the 1444 Canadian journalists interviewed, researchers realized that 69% suffered from anxiety and 46% from depression, numbers above the average for the population of that country. In this sense, the concept of well-being in journalism can be directed towards sound since "noise is a sign, it is the breath of a turbulent civilization" (Augusto, 2014, p. 39), and ears cannot be closed, contrary to what happens with the eyes (Schafer, 1977, p. 11).

From this perspective, how can sound have an impact on the well-being of journalists when they are exposed, among others, to noise from newsrooms, email notifications and social networks? How can media be used to achieve well-being and reflect on the planet in the process of depressurization through sound? Over these research questions, an artistic residency was exhibited in February 2023, and it was proposed to create an active listening exercise through an immersive experience.

In the first phase, exploratory interviews were carried out with 25 journalists about the sounds and musical genres that help them to relax and disconnect from work. The majority of the answers pointed out that the sounds of nature (e.g. birds, beach waves, water) were calm and relaxing, demonstrating a clear connection to nature. Then, a sound piece was produced based on these responses and supported by scientific studies of sound healing, mainly based on the work of Jonathan Goldman (1992). This sound piece used stereo and binaural sounds in a chaos/harmony dynamic to propose a sound reflection to the participants, with a multidisciplinary character in which it intersects areas such as media, well-being studies, work context, psychology, sound ecology and sound studies.

Participants were guided to a cabin with minimal visual stimuli to provide greater immersion. In this phase, participants completed a questionary before and after the experience to measure participants perceptions. In total, 30 individuals (including journalists, students and researchers) answered, and the main results of this exploratory experience indicate that the majority of the participants had mixed feelings about the sound piece and the immersive cabin, but the use of

headphones with noise cancellation and the space in the cabin was decisive for the experience. In this sense, this exploratory experience demonstrates that the digitalization and the sounds that result from that could be a potential factor for distress and, at the same time, the way to depressurize from the chaos through sound healing (related to nature sounds or another types of noise, e.g. white noise).

Key Words

media; well-being; sound healing; immersive experience.

Re-domesticating social media by eating disorder patients—Evidence from China's app Little Red Book

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Abstract

According to the domestication concept proposed by Silverstone, media domestication theory believes that people need to domesticate new technologies into daily life practices and This process has an impact on society and culture. However, under the influence of intelligent technology such as algorithm, technology begins to reverse domesticate human. Disease is the most prominent disorder which can reflect this alienation. In recent years， China has seen an increase in the prevalence of eating disorders , with research suggesting that the negative impact of social media on body image is a major reason. Body dissatisfaction has become the third biggest national health concern in China, thus the resulting health problems should be paid attention to.

Little Red Book, a Chinese UGC lifestyle sharing app with 200 million monthly active users and 70% female users, has a lot of messages emphasizing thinness.Meawhile， many eating disorder patients post information about eating disorders on Little Red Book. With domestication theory as the analysis framework, this paper focuses on the transformation of how users interact with social media, analyzes the process from "reverse domestication" to "re-domestication" of Little Red Book, examines how social media are embedded in the daily life of eating disorder patients and how they affect users' physical practice and social experience, especially the transformation of their health attitudes and behaviors. The researcher conducted an ethnography with one-year participative observation of Little Red Book and in-depth interviews with 30 eating disorder patients to gain insight into the changes in their social media use, daily life and personal health.

At the begining, Little Red Book domesticates human body as the ideal content， using algorithms to show users images of excessively thin bodies, unhealthy ways to lose weight and advertisements of slimming products. Users are influenced by slimming culture and adopt unhealthy methods to change their body image under the guidance of social media. This can be seen as a failure of "initial domestication", or the "**reverse domestication**" of people by technology.

However, with the awakening of people's health awareness, patients with eating disorders began to realize the negative impact of Little Red Book and took the initiative to change their social media usage and lifestyle. As a result, they purify algorithm and re-domesticate Little Red Book as a tool to promote healthy life. Eating disorder patienta use Little Red Book as a platform to retrieve health information, construct social networks, monitor health condition and mobilize health promotion campaigns. They share their own experiences of fighting body shaming and use social media to launch activities such as "Exhibition of Body Anxiety" to promote healthy body images and shape a new social culture. This illustrates the process of "**re-domestication**" and its effects.

In the digital age, social media has been deeply embedded in people's daily practices.This study aims to discuss the mutual influences of digital technology and people's health behavior and is expected to provide a reflection on how to promote health in a digital society.

Key Words

domestication theory, social media, eating disorder, China, algorithm, health communication

Effect of Fear Appeal Messages in Health Crisis Communication on Social Media Virality and User Attitudes

Authors

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Abstract

Fear appeal messages are frequently employed in health crisis communication by governments and health authorities to promote perceptions of risks and vulnerability. Yet little scholarly attention has been paid to how threat and efficacysubsumed in fear appeal messages published by government media are related to virality and attitudes on social media using real-world data during a public health crisis such as COVID-19 since most previous research has primarily been conducted in experimental settings. Virality of such messages on social media exhibited in the form of likes, shares, and comments, and the attitudinal comments have practical implications for behavioral intentions to comply with COVID-19 preventive measures. Quantitative content analysis and corpus linguistics methods were employed to analyze the effect of fear appeal messages on social media virality and attitudes. The former was used to investigate whether fear appeal posts elicited virality in the form of likes, comments, and shares on social media in comparison to non-fear appeal posts and evaluate whether posts containing both threat and efficacy were associated more with virality than those containing threat only. The associations between the sub-dimensions of threat and efficacy and virality metrics were also examined. Corpus linguistics method was employed to reveal the attitudes of the public exhibited in the comments. The Sina Weibo social media platform for *People's Daily*, a popular government news media account in China, was used as the source for data collection. All posts released from 1 January to 31 December 2020 and their corresponding virality metrics (i.e., number of likes, shares, and comments) were collected; in total, 1000 posts were sampled and manually coded. Fear appeals elicited significantly a higher number of comments, indicating favorable attitudes towards preventive measures, while messages containing both threat and efficacy generated more virality in comparison to messages with threat alone. Regarding efficacy, government leadership was a positive predictor of all virality metrics; the health sector was a positive predictor of likes and comments while public action was associated with shares. This study contributes to a richer research-informed understanding of the impact of fear appeal messages of COVID-19 on virality on social media, particularly fear appeal components that influence viral behaviors for governments and health communicators with implications for preventive behaviors.

Key Words

fear appeal, health crises, virality, social media, content analysis

Mobility and Penetration: Health Policies on Interpersonal Networks of Community Residents

Authors

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Abstract

As Internet technology enters the health communication, the traditional method of community leaders disseminating health policies gave way to interactive community dissemination, which encouraged residents to attach importance to their own health information. Information sharing for community health policies on the Internet relies on interpersonal networks, and power and information gaps are caused by position inequalities. Based on interactions between residents during the communication process of community health policies in China, this research applies Burt's Structural Holes theory framework to investigate the communication pathways and structure of health policies reaching community residents.

The Poly Xinyu Community's WeChat official account in Wuhan, Hubei Province, China, was chosen for this study's social network using social network analysis. There are 16,227 commercial housing units in Wuhan, which serves as the epitome of Chinese urban citizens' housing. As a typical commercial residential community, the community has more than 10,000 permanent residents and they actively participated in the propagation of community health policies. The primary communication channels for community policies are the WeChat official account and notice groups, and the community basing on resident addresses created 8 health policies notice groups with a total of 2561 residents. In this study, we chose the biggest and most active group and gathered 335 health policies data published by 466 members who liked and retweeted the community health policies from WeChat official account from January 1 to December 15, 2022. We then manually removed duplicate data to obtain 321 valid data, built a directed assignment matrix in the social network analysis program UCINET and chose the Structural Holes model to analyze.

According to the study, there are three steps in the dissemination of community health policies: WeChat official account publish, core residents' diffusion and general residents' access. Community leaders initially published recent health policies via the WeChat public account, however this method was inefficient due to the account's complex content. After migration of community health policies from WeChat official account to notice group, the group's core members distributed the policies throughout the neighborhood, eventually reaching the neighbors whose information reception was behind. Core residents operated as a bridge between community leaders and general residents, acted as cross-group actors in the networks, and mastered more information about health policies propagation. The health policies flowing in the interactive networks condenses into an active participation force, which makes core residents more active in community health policies dissemination as representatives of residents.

The study demonstrates that residents in the community health policies communication have removed from former status as receivers and occupied the nodes of structural hole. Core residents had information and control interests that they use as a basis for negotiating with leaders, so that the residents constructed precise and effective communication based on interpersonal networks in addition to the former inefficient communication of health policies. Residents has created collective voice and upward feedback through core residents, making community health policies more responsive to their needs.

Why the health of the lower-level communities is trapped: the construction of the health meaning of female nursing workers under the "Culture-Centered Approach"

Authors

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Abstract

The continuous growth of an aging society in China has led to a shortage of care resources for disabled elderly individuals. After the distribution of structural factors such as age, class, and gender, nursing work is becoming a highly gendered occupation, with middle-aged and elderly female nursing workers constituting 70% to over 90% of the total. Despite their significant presence within the medical system, these female care workers often receive low visibility compared to doctors, nurses, and other professionals. Existing research on nursing workers has mainly focused on describing their social image and occupational characteristics, or analyzing the gendered nature of care labor from a feminist perspective. The former approach limits to demographic variables, while the latter calls for the marketization of care resources to empower women and promote their economic independence. However, little research conducted in the field of health communication that focuses on how this group, who are closest to the medical system, constructs the health meaning of subjectivity. This study seeks to address this gap through an ethnographic study with snowball sampling. 25 female nursing workers in three tertiary-level hospitals in Southwest China engaged in in-depth interviews and participatory observations over the one-year course. Their "bottom-up" narrative reveals a critical interpretation of the three levels of social structure, culture, and subjectivity.

The culture based on China's localized context, daily life, and grassroots health experience affects the health practice of female care workers. The study found that "frayed careers" and "low-end reciprocating horizontal flow" are the norm in their labor field. Nursing workers are excluded there from the mainstream medical system emotionally and structurally, and unequal power relations with other structural actors in the hospitals and other labor organizations affected their physical and mental health. In the long-term family culture, the motherhood bondage nature covered their health needs. Additionally, female care workers have been subjected to long-term social stigma and stereotypes, which they internalize into self-stigmatization, thinking that "I am a lowly person" and "only the most useless people will do this job." The nursing workers lack social support and can quickly feel disrespected and socially isolated. Faced with the above-mentioned structural difficulties, they strive to use the "gap" of the structure for health resources, leading to active health communication practices. They will recognize time and space gaps in the company's charter, strategically dispatch emotional labor to reduce physical and mental stress, create leisure with new media, temporarily get rid of various labor shackles for short-term habitat, form a professional

community in the network space, and assist the community members in choosing healthier job through mediated rituals. They integrated scientific health knowledge from the hospital with the traditional "self-healing" method, forming a set of "integrated knowledge" that reflects the mutual tension between the rural and urban health discourses to help deal with normal ailments. Meanwhile, the female nursing workers will transfer the acquired nursing skills and social capital to seek health resources for themselves and their relatives.

In conclusion, this study sheds light on the significant impact of cultural context, daily life, and grassroots health experience on the health practices of female care workers in China. Exploring their active health communication practices, it calls for more equitable and supportive work environments that address the physical and mental health needs of these workers.

Key Words

Culture-Centered Approach；Female Nursing Workers；Lower-level Communities；Health Communication；

Mukbang: Prevent or Trigger the Binge Eating？ -- An Exploration Based on Social Learning Theory

Authors

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Abstract

Today's society has advocated thinness as beauty. This aesthetic was like a sword of Damocles hanging high above the head, which constantly bred body anxiety toward those "beauty seekers". Out of psychological compensation, many women losing weight satisfied their appetite by watching mukbang.

The term "mukbang" first emerged in South Korea, and referred to the anchor recording and displaying the eating process publicly through a network platform. Wang Bin (2019) realized the connection between mukbang and desire, pointing out that under the mechanism of collective revelry where viewers would develop a strong urge to eat. The environment provided by mukbang was beyond a symbolic orgy without meaningful attachment, but triggered embodied consequences. Therefore, it's important to be aware that mukbang might subconsciously influence viewers' eating behavior.

Eating disorder is a pattern of abnormal eating behavior that, as a mental illness, seriously affects the physical and psychological health of individuals. It has become a public health concern in China. DSM(Diagnostic and Statistical Manual of Mental Disorders) considered individuals with clinical symptoms of eating disorders that did not fully meet the diagnostic criteria to have "Eating Disorders Not Otherwise Specified(EDNOS)", which was also more common in daily life.

Different from studies in the public health field, this study focused on sociocultural factors on EDNOS especially the impact of mukbang environments from the perspective of social learning theory. Social learning theory(Bandura, 1989) explained the process by which individuals acquired social behaviors by observing significant people in their lives. The theory was embodied as a triadic determinism, which explored the interaction among environmental, behavioral, and individual factors. In terms of environmental factors, this study scaled mukbang addiction and viewers' exposure to it. In terms of subjective factors, the following variables were proposed: memory representations, internal motivation and self-control. During the study, many mature scales like Mukbang Addiction Scale(Kircaburun et al., 2021) , Eating Disorder Inventory (Garner et al., 1983), and Brief Scale of Self-Efficacy (Tangney et al., 2004) were used to measure the above variables while incorporating specific facts. As for the behavior factors, we measured EDNOS by binge eating manifestation.

A total of 328 valid questionnaires were collected, and an SEM fitting test was conducted based on the theoretical framework, while one-way ANOVA was also used to examine the effect of demographic variables. The results showed that memory representation and internal motivation had a significant positive effect on the formation of EDNOS: the deeper the impression of mukbang,

the more diverse and intense the motivation to watch it, and the greater the possibility of developing EDNOS. Self-control, however, had a significant negative effect. In terms of environmental factors, mukbang addiction had a significant positive effect on EDNOS. In addition, the individuals exposed to mukbang for a longer time scored higher for EDNOS.

In conclusion, the negative effect of mukbang, an inseparable media environment, was verified. Viewers might be motivated by the mukbang anchors, so it was remembered that avoid indulging in a loss-of-control eating while feasting the eyes.

The Influence of Social Media on The Public's Perception of Eating Disorders and on Their Help-Seeking Behavior

Authors

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Abstract

Eating disorders are specific physiological and psychological disorders of a psychiatric nature with the highest mortality rate among mental disorders. In the world, one in seven women between the ages of 18 and 24 have an eating problem, and one person with an eating disorder passes away every 62 minutes. Eating disorders are mostly unknown to most people, unlike other mental illnesses like depression or anxiety disorder that have drawn significant social attention. Even though, the number of patients diagnosed with eating disorders has increased nearly tenfold in the past five years, yet traditional media rarely covers on them. Instead, the public can easily access and share information on eating disorders through the various ways that eating disorder material appears on social media. Social media, which permits anonymous contact, offers eating disorder patients a safe and comfortable setting in which they may share their private issues and emotions while also receiving online comments and emotional support. This article focuses on how social media influences how the general public views eating disorders, how it can assist sufferers seek help and actually engage in help-seeking behavior, and a summary of the benefits and drawbacks of social media for sharing health information.

The model of "social media use - individual cognition - willingness to act" was built on the foundation of the ternary interaction model in social learning theory, the health belief model, and other sociological research theories, and six variables are proposed, including social media use, knowledge perception, risk perception, stigma, patient stigma, and willingness to seek help. After envisioning the aforementioned variables, particular questions were created using scales that were already in place. The data was surveyed and gathered using a questionnaire method, nationwide random sampling and convenience sampling of designated groups were conducted. Then, the collected data and samples were processed quantitatively through path analysis and hypothesis testing with AMOS and SPSS, which was aimed at explaining abstract quantitative findings using precise figures.

The results show that even though social media failed to entirely change the social stereotype and the patients stigma of eating disorders, it significantly increased the public's access to knowledge and risk perception of eating disorders, while better knowledge base and risk awareness associated with eating disorders would encourage patients' willingness to seek help, lower stigma would also increase patients' willingness to do so. The likelihood of really seeking help may be

somewhat predicted by one's willingness. The knowledge base and risk perception of eating disorders, as well as stigma, can all be indirectly positively influenced by social media. Additionally, there was a partial mediating effect of individual perceptions, so the willingness to seek help can, to some extent, predict actual help-seeking behavior.

Finally, three rationalizations were suggested from the perspectives of enhancing public knowledge, raising public risk awareness, and lowering social stigma based on the findings of the data analysis and the issues with the transmission of information about eating disorders in social media.

Key Words
Eating disorders Social media Help-seeking health communication

Risk Communication for Emerging Pandemics: Analysing how the consideration of local community settings influence COVID_19 consciousness building in Rwandan communities

Authors

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Abstract

From December 2019, the world has been facing a global pandemic of SARS-CoV-2 virus which cause the COVID-19 disease. Like other countries, Rwanda has also been affected as it counts 132,811new cases 1,467 death. The ongoing spread of this pandemic has been creating a high demand for accurate and concise research-informed information related to COVID-19 and a greater dependence and need for trusted information sources. In this regard Rwanda conducted awareness campaigns that include Shishoza and Sindohoka. Public health communication has taken an ongoing top-down approach. Community engagement is overlooked in emergencies; yet it is pivotal because it helps recruiting new allies and resources, creating better communication, building trust, and improving overall health outcomes with successful activities growing into long-time partnerships. Development communication researchers have been criticising the diffusion approach as antagonist to participation, engagement, and community innovation; therefore, advocating for a participatory communication model. This review aimed to analyze the role of local context in developing the community consciousness of COVID-19 prevention. It analysed how communities and audiences balanced social contexts and realities to understanding the dominant messages, increase awareness and convey their thoughts in response to the COVID-19 preventive communication. The review used the participatory model and the active audience, to analyse the social environments required or generated two-way communication, messages personalisation and content co-creation in community's information search and sharing. It further applied the reception theory to analyse how community contexts influenced message interpretation and adaptation in Rwandan communities. It found that COVID-19 communication in Rwanda has been dominated by the top-down approach, with message reaching the communities in the form of instructions. It strongly focused on communicating scientific information with little interest on the influence of local contexts on how communities deal with communicating information. On the other hand, it found that social cultural and economic environment in Rwanda together with the mobile phones, internet penetration and social media kept generating opportunities for Rwandan residents to express their concerns regardless of the dominant scientific and leadership elitism and formal channel domination.

Key Words

Actor-network in the memory of infection: COVID-19 recovery diary writing for mutual aid from the perspective of health mobilization

Authors

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Abstract

"COVID-19 recovery diary" refers to a digital diary that users share through social media about their COVID-19 infection and recovery experiences. With the optimization of the pandemic prevention and control policy in December 2022, China was confronted with the first wave of COVID-19 infection. Against this background, a lot of Chinese netizens began to write COVID-19 recovery diaries on social media platforms. This article seeks to **explain the evolution of this phenomenon from the perspective of health mobilization** and **illustrate the role of digital diary media and the mechanism of writing practice**. This study adopted one of China's mainstream social media platforms (Sina Weibo) to retrieve all posts under the topic of "COVID-19 recovery diary" from December 7,2022 to January 27, 2023. Then 6,000 posts were selected by random sampling for **content analysis**. **Semi-structured, in-depth interviews** were conducted with 12 users who participated in writing COVID-19 recovery diaries on Weibo, and interview materials were analyzed based on **grounded theory.**

The study found that the **COVID-19 recovery diaries played a crucial role in the health mobilization.** To elaborate, the diaries allowed the public to fight actively against the pandemic, recorded the memory of infection of the pandemic era, established an anti-pandemic network of multiple actors, and built a health community of collective identity. Different from the previous top-down health mobilizations carried out by the state and official media, this spontaneous mobilization launched by individuals as leading diary-writing subjects indicates the enormous potential for bottom-up public mobilization in the era of social media and in the context of technological empowerment. **As an important carrier of individual writing,** COVID-19 recovery diaries linked the past, the present and the future at the crucial turning point in the fight against the pandemic. In practice and interaction, people appropriated collective memory of the pandemic and shared their memory of infection, attracting more people to participate in the interaction ritual. **As an important actor in health mobilization**, COVID-19 recovery diaries played multiple roles as a pandemic barometer, information distribution center, public opinion feedback and social connector, mobilizing and connecting various heterogeneous actors to construct an anti-pandemic actor-network. Under **the mutual structure of the anti-pandemic network and collective memory of infection**, the temporary **"anti-pandemic community"** formed in response to public health events evolved into a "**health community**" that reached a consensus on anti-pandemic and health concepts with the continuous deepening of health mobilization. The findings contribute to

enriching research on health mobilization in the context of COVID-19 and provide insights into comprehending **the mechanism of human-media inter-construction as well as its social impact on public health events.**

Key Words

health mobilization, COVID-19 recovery diary, memory of infection, actor-network theory

The Indirect Effect of the "News-Finds-Me" Perception on Factual Knowledge of COVID-19: The mediating role of algorithmic news preference

Authors

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Abstract

Introduction

In the current media environment, people shift from actively monitoring news toward passively waiting for the media to alert them about news, forming a perception that "news will find me." This phenomenon is prominent amid the COVID-19 pandemic. Research showed that this passive news consumption strategy, namely, the news-finds-me (NFM) perception usually leads to decreased knowledge about public affairs.

The NFM perception is defined as "the extent to which individuals believe they can indirectly stay informed about public affairs – despite not actively following the news" (Gil de Zúñiga et al., 2017). Based on this initial conceptualization, Song et al. (2020) further summarized three dimensionalities of the NFM perception, namely, epistemic dimension (i.e., being informed), motivational dimension (i.e., not seeking for news), and instrumental dimension (i.e., reliance on peers). The *epistemic dimension* relates to people's confidence in their informedness of current affairs. The *motivational dimension*, however, denotes the notion that "one needs not actively follow the news with explicit efforts" (Song et al., 2020, p. 50). The *instrumental dimension* is the notion that individuals can rely on or delegate the process of acquiring information to their social network peers (Song et al., 2020).

In a nutshell, the NFM perception represents a disposition of passive information exposure that reflects the low-effort cognitive style of news consumption and mainly involves one's peripheral or heuristic information processing, with low motivations to scrutinize information. Scholars have suggested that holding a the NFM perception usually hinders acquisition of health knowledge. Hence, it is proposed that the NFM would negatively predict the COVID-19 actual knowledge (**H1**) Given the conceptualizations of the three dimensions of the NFM perception, it is argued that the people with a preference on the NFM perception usually hold a favourable attitude toward algorithm news or the socially driven algorithmic news. Hence, this study proposes that the NFM perception would predict algorithmic news preference (**H2**), and the increased algorithmic news preference would in turn decrease the knowledge level, constituting a mediation model (**H3**).

Methodology

Data were collected with an online survey through a Chinese crowdsourcing website (Wehnjuanxing). Through distributing the online questionnaire, a total of 1,465 respondents in China mainland and aged 18 or above participated in the survey. Upon removing missing values,

1,333 valid samples yielded. In addition to the independent variable (NFM perception), the mediating variable (algorithmic news preference), and the dependent variable (COVID-19 actual knowledge), respondents' age, gender, education level, monthly income, news interest, political interest, general social media use, network size, social media trust, and information engagement were included as control variables. Hayes' (2017) PROCESS macro with 5,000 bias-corrected bootstrap resamples and 95% confidence intervals (CIs) were performed to address the hypotheses.

Results

First, findings showed that beyond all controls, the NFM perception has a negative effect on the COVID-19 actual knowledge (b = -.06, SE = .03, p < .05), lending support to H1. Further, as expected, the NFM perception positively predicted algorithmic news preference (b = .15, SE = .02, p < .001), H2 is also supported. When it comes H3, however, PROCESS macro model 4 suggested that there is a significant mediation effect of algorithmic news preference on the association between the NFM perception and knowledge, while the indirect effect was positive (*Mediation index* = .01, *BootSE* = .0016, 95% CI: [.0025, .0087]), suggesting that the increased algorithmic news preference further facilitated COVID-19 actual knowledge, indicating an opposite effect against H3.

Conclusion

Through analyzing a survey sample in China, this study revealed that the news-finds-me perception, as a passive and low-effort cognitive style of news consumption, could lead to decreased actual knowledge level of COVID-19. However, a preference on algorithmic news from Chinese social media positively mediated the main effect, facilitating the actual knowledge levels of the COVID-19 pandemic.

Key Words
NFM perception, news-finds-me perception, actual knowledge, COVID-19, algorithmic news preference

'Let's Fix Our Food': An adolescent and youth engagement campaign in India for encouraging their participation in advocating for a healthy food environment

Authors

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Abstract

With over 253 million adolescents, India is the home for the world's largest adolescent population. However, nearly every Indian adolescent is faced with one or more forms of malnutrition. UNICEF Report (2019) indicates that their diets are either unhealthy or poor in nutrients. The National Family Health Survey-5 (2020) also raises concern about the alarmingly rising rates of adolescent overweight/obesity.

To accelerate efforts to tackle the personal and commercial determinants influencing poor food choices among adolescents, NITI Aayog - the highest Indian Government inter-ministerial coordinating and advisory office - convened a high-level deliberation in 2021, co-hosted with One-UN and called upon eight Ministries. Five policy actions were identified – (i) taxation of foods high in Fat, Salt and Sugar (HFSS), (ii) regulating private and public media advertising of HFSS foods, (iii) front-of-pack-nutrition labels on food packs (iv) double-duty actions in public funded health and food safety nets and (v) nutrition literacy campaign for and led by adolescents. To take these work-streams forward, a group of academic and development partners formed a consortium and conceptualised the 'Let'sFixOurFood' Campaign. Each consortium member took up a task in the campaign. These included – forming a technical support unit in NITI Aaayog for inter-ministerial coordination with UNICEF support; conducting a nation-wide survey to capture adolescents' voices on their food choices; forming a cohort of adolescent nutrition leaders as change makers to have a two-way dialogue with the policy makers; conducting public awareness e-dialogues on five policy actions. The key feature of these e-dialogues was representation of adolescents in the panels and design. Herein, we report from the outcomes of the e-dialogues; change-makers initiative and nation-wide survey.

Dialogue, unlike a discussion or debate, is a powerful way of understanding and exploring the cause of any crisis/situation. It can provide insights into the issue through communication by

creating an avenue to share individual and collective pre-suppositions, ideas and beliefs. Five e-dialogues conducted on the above-identified policy actions provided crucial information for creating a tailored strategy to encourage adolescent participation in redefining their food environments. They highlighted that high exposure to HFSS food marketing contributes to the obesogenic food environment. They said that their food choices were influenced by product advertisements, peer pressure, media, and parental influences, and suggested that the demand for healthy foods could be increased by making them trendier and nudging through strategic front-of-pack labelling. They felt that nutrition literacy alone may not empower them enough to shape their food environments and therefore suggested that school curricula should see beyond just sharing nutrition knowledge and develop skills like kitchen gardening, choosing healthy foods and label reading. Increasing taxes on HFSS foods was agreed upon as a potential measure to discourage consumption.

A cadre of 50 adolescent nutrition leaders was formed and multiple workshops were conducted to establish a two-way dialogue platform for sharing their food experiences. These adolescents contributed to the development of knowledge products for communication. In the nation-wide online-survey conducted in 12 Indian languages, 143,000 adolescents shared their lived experiences on factors affecting their food choices.

The "Let'sFixOurFood" initiative offers lessons on forming, functioning and nurturing a consortium for engaging with adolescents to promote their participation in addressing obesogenic food environments in India.

Key Words
Dialogue, youth engagement, advocacy, healthy policy, obesity

Risk Information and Psychometric Paradigm of Risk: Content Analysis of COVID-19 Community Outbreaks in Hong Kong News Coverage

Authors

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Abstract

News media functions as an important source of information about health risks during public health crises, and it plays an influential role in shaping people's perception about those risks. Research shows that risk perception is a crucial determinant of people's response to the health hazard. Therefore, how news media portrays a health hazard could influence people's reactions to the health hazard. To understand how people may react to a health threat, examining its news coverage is essential. Thus, as a guiding analytic framework, we applied the psychrometric paradigm of risk (Slovic, 2000), which explains a range of characteristics that individuals consider forming a perception of a hazard. Although the paradigm is influential in risk communication (Abraham, 2009), research has rarely applied it to examine how news media reports health hazards. Our study attempts to fill in this gap.

To examine the usefulness of the psychometric paradigm of risk as an analytic framework of news coverage, as a case study, we employed the Hong Kong news coverage of the city's five COVID-19 community outbreaks. Similar to the other parts of the world, COVID-19 hit Hong Kong society hard that caused over 13,000 deaths and 27 billion economic loss. Since the WHO declared COVID-19 a global pandemic in 2020, the pandemic has evolved. Hence, news coverage is likely to vary throughout the pandemic. By using the psychometric paradigm of risk can shed light on the risk characteristics of COVID-19 emphasized and downplayed during the pandemic. Therefore, the purpose of this content analysis study is to reveal which types of COVID-19 risk information were presented or ignored and how the emphasis of risk characteristics changed in the news coverage across the five Hong Kong community outbreaks.

From Hong Kong's 15 Chinese language newspapers, published between January 1, 2020 and May 31, 2022, we randomly drew 400 news articles for each community outbreak and content analyzed 2000 articles, in total. We adopted the coding scheme, developed in past studies, according to the psychometric paradigm of risk, and whose validity and reliability were tested (Fung et al., 2022; Fung et al., 2011). We took 15% of the sample (300 news articles) to conduct inter-coders reliability and reliability of each coding category was acceptable.

The results showed that significant differences were observed in the presentation of risk information across the five community outbreaks. In the news coverage of the five outbreaks, the first wave more frequently, reported risk information about dramatic events (x^2 = 214.74, p < .001), symptoms (x^2 = 34.367, p < .001), and virus transmission mode (x^2 = 21.53, p < .001), and made comparisons to other countries (x^2 = 53.55, p < .001). Furthermore, during the fifth wave coverage, risk information of scientific discovery (x^2 = 31.30, p < .001) and growing threats (x^2 = 159.17, p

< .001) were more frequent. Based on the findings, we further discussed which risk characteristics of COVID-19 were emphasized across the five outbreaks and the practical implications of news reporting practice during public health crises.

"The Interaction of light and shadow": Risk perception for HPV information seeking and avoidance

Authors

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Abstract

Background. Human papillomavirus (HPV), one of the most prevalent sexually transmitted viruses, has become a severe worldwide health issue due to its high infectiousness and carcinogenicity. However, most people in China still have a low level of knowledge about HPV. Complementary health information and strategic intervention for the public can help individuals make correct decisions in health promotion behavior, so it is imperative to use the health communication theory to explore HPV information-seeking and avoidance behavior.

Purpose. In this context, combined with the review of previous literature and the particularity of HPV issues, this study incorporated cognition (threat and efficacy) and emotion (fear and hope) into the risk information processing model (RISP), which explored the mechanism of information-seeking and avoidance behavior. Additionally, we used fatalism as a moderator for individual information-seeking and avoidance behavior from the standpoint of personal cognitive and cultural characteristics, which provided strategic suggestions for HPV information transmission at the practical level.

Methods. We conducted a national online survey that recruited 482 participants during the outbreak of COVID-19 in China from December 3 to 24, 2022. Then with the maximum likelihood estimation, we applied structural equation modeling (SEM) by Mplus. Furthermore, we tested the hypothesized fear and hope mediation model that differed among people with different levels of fatalism. The variance of path relationships among different fatalism groups was tested by performing a multi-group analysis.

Results. The perceived severity (β=0.391, P<0.05), susceptibility (β=0.079, P<0.05), and response efficacy (β=0.190, P<0.001) of HPV had a positive influence on fear. In addition, the perceived severity (β=-0.141, P<0.05) and response efficacy (β=-0.148, P<0.001) of HPV had a negative influence on hope, but there was no significant correlation between perceived susceptibility and hope. The self-efficacy of HPV had a positive influence on hope (β=0.750, P<0.05), but it had a negative influence on fear (β=-0.740, P<0.05). Additionally, fear was positively associated with HPV information avoidance (β=0.161, P<0.05), but there was no significant association between fear and HPV information-seeking. On the contrary, hope was negatively associated with information avoidance (β=-0.094, P<0.05) and positively associated with information seeking (β=0.185, P<0.05). More specifically, for the low levels of fatalism individuals, self-efficacy exerted stronger influences on hope (β=0.768, P<0.001), and hope also had a stronger influence on information seeking

($β$=0.238, $P<0.001$), but for the high levels groups, fear exerted stronger influences on information avoidance ($β$=0.137, $P<0.05$). There were significant differences in the association of susceptibility and fear, response efficacy, and fear between lower and higher fatalism groups.

Conclusions. This study highlights the critical mediation roles of emotions between four cognitive perceptions and HPV information-seeking or avoidance. We conclude that perceived severity and susceptibility are positively associated with fear, while self-efficacy leads to hope. Fear is positively associated with information avoidance, whereas hope is positively associated with information seeking. Furthermore, there are differences in the mechanisms across different levels of fatalism. Hence public health communication must be sensitive about the risk of HPV information and address underlying cultural beliefs among Chinese communities.

Key Words
Information seeking, Information avoidance, Fatalism, Fear, Hope

Epidemic prevention: A Well-intentioned Health Advice or Potential Risk?

Authors

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Abstract

Is health advice itself a risk? During the 2022 Shanghai lockdown, the government considered the social isolation as 'health advice'; however, the risks posed by vaccination and food shortage brought by the large area lockdown and social isolation are far beyond what the public could typically bear. In previous studies, health advice was identified as a priori value of 'goodwill,' which was brought into evaluating the communication effect. Scholars have focused on evaluating whether models can effectively validate the relevant domain or on studying the scenarios under which the audience would decide to diminish threat or reduce the fear the effectiveness of an audience in implementing health advice has been regarded as a positive efficacy with a minimum value of 0. Although, this is not necessarily the real case scenario. The information advertised as 'health advice' is complex for the general recipient to evaluate whether it is threat or goodwill. Under this context, this study incorporates the communication-receive-feedback process of health advice information into the risk decision process and analyses whether the public's acceptance and adoption of health advice is a risk decision-making process. Starting from the damage comparison model of "risk of rejecting advice" and "risk of implementing advice," the mechanism of "minimizing the expected cost" of health advice information under specific circumstances.

This study has been conducted as an online experiment which imitates the same information distribution system used during the 2022 Shanghai COVID-19 Lockdown. Through the online experiment, this study proves that the effect of health advice information on the audience is not just a benevolent utility but a risk mechanism. Based on the risk decision model, this study has categorized the experiment material into 'fear-based' and 'suggestion-based.' Moreover, this experiment hypothesizes that the risk assessment derives from the own perception of each risk element in the materials and the significance of the risk dimension. After the public obtains the information from the material, the degree of ego depletion will significantly increase one's risk assessment of immediacy and individuality tendency.

The findings suggest that subjects' tendency to accept advice while reading health risk-related information correlates with their decision evaluation between fear-based and risk-based. The risk assessment was driven by one's perception of each risk element in the material and one's emphasis on the risk dimension. The higher the risk of fear compared to the risk of advice, the stronger the tendency to accept and implement the advice; otherwise, the less willing they are to accept and implement the suggestion. Meanwhile, after the public read the materials, fatigue, distractibility, and other ego depletion factors could also significantly enhance immediacy and individuality risk assessment. Additionally, this research found that a risk decision mechanism would be generated psychologically after the subject read the corresponding information. Based

on their preferences for risk elements, the subject will read the information and compare the risk they pose by not implementing the recommendation with the other risks they pose.

Key Words
Epidemic prevention; Risk decision; Health communication; Persuasion

Identifying novel COVID-19 rumors through a multi-channel approach

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Abstract

During a health emergency like COVID-19, rumours impacting health prevention behaviors can rapidly emerge and take root, ebbing and flowing over the course of the emergency. A rumour is an act of communication containing unverified information and can be an event (a case, a death, an outbreak) or a belief (misinformation or disinformation). Rumours are powerful because they resonate with individuals - they can help a community make sense of painful circumstances and regain a sense of control. But they can also create barriers to protective behaviours and undermine the public health response. Identifying novel rumors is imperative for strong risk communication and community engagement. There are a variety of approaches to rumour identification that can be maintained during a preparedness phase and rapidly scaled during an emergency. These approaches must be tailored to the local context and take into account social media penetration, trusted influencers, and existing infrastructure. This chapter provides an overview of a rumour identification and analysis process, and offers two case studies from the COVID-19 pandemic: working with community-based informants and social media in Côte d'Ivoire and partnering with a national hotline and SMS surveys in Mozambique. In each case, we describe how themes emerging from the rumour tracking system informed the national COVID-19 response.

Key Words

COVID communication, rumours, risk communication, community engagement, social media

Communicating COVID-19 in the years after 2020

Authors

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Abstract

Pandemic life has become intensely familiar to many of us, with all its disruptions and

uncertainties, combined with resultant anxieties, trauma, illness, and a devastating number of deaths, which exceed 6.8 million at the time of writing. Much intellectual debate has occurred across the lifespan of COVID-19, as we have tried to make meaning of its catastrophic social, political, cultural, and economic impacts, which The Atlantic's Ed Yong (2021) so aptly described as an 'omnicrisis' that not only attacked our bodies, but also 'besieged' our societies and their social and economic structures. In Lewis, Govender & Holland (2021, p.5) we noted that a critical question that concerned us as communication scholars was 'how communication positively and negatively affects our capacities and willingness, our limitations and potential, to adapt to life in a pandemic-afflicted world'. Despite assumptions commonly expressed across 2022 and 2023 that the COVID-19 pandemic is 'over', the deaths continue, as do cases (with waves caused by new variants), and concerns about long COVID and other long-term effects that are still yet to be comprehensively documented and defined. The years that followed 2020 brought with them many new health communication challenges, such as vaccines and vaccination programs, vehement and sometimes violent protests directed at public health measures and mandates, disinformation, rumours, social inequities, and the ongoing concern of public trust. I will discuss the common threads of crisis, complexity, inclusivity, community engagement, and trust – and how we are challenged to think in more comprehensive, nuanced, and creative ways for communicating current – and future – pandemics.

Key Words

communication, disinformation, misinformation, media entities, government, trust

Adoption and Changes in Telehealth among disabled Older Adults during the Covid-19 Pandemic

Authors

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Abstract

[Introduction] After the outbreak of the COVID-19 pandemic, telehealth became a preferred choice for health care in California. Though it is reported that telehealth visits expanded broadly, telehealth adoption has become more common. However, some COVID-19 rules are gradually being lifted, including the Stay-at-Home Order and physical distancing on June 15, 2021. Nowadays, the choice of telehealth is still optional for patients. Despite evidence indicating that telehealth can help improve care management and the quality of care, it remains to be seen whether people will continue to prefer telehealth even as COVID-19 restrictions are lifted.

Disparities in telehealth adoption have also been observed among vulnerable populations such as older adults, racial minorities, and those with chronic or disabled conditions, resulting from inequalities in access to technology and digital literacy skills.

[Purpose and Research Questions] In light of these issues, the current project explores telehealth adoption among older adults with disabilities before and after the revocation of the Stay-at-Home Order to identify related factors that impede their adoption. The research questions are stated below:

RQ1: What is the impact of the repeal of the Stay-at-Home order on telehealth utilization among older adults with disabilities? Has the use of telehealth increased or decreased?

RQ2: What are the sociodemographic differences that may impact the accessibility of telehealth among older adults with disabilities?

RQ3: To what extent do access devices impact telehealth adoption among older adults with disabilities, particularly those with visual and auditory disabilities?

[Data and Method] The data was obtained from the Household Pulse Survey, an open dataset collected between October 2020 and September 2022. The sample consisted of individuals living in California, who were 65 years of age or older and had disabilities affecting their vision, hearing, memory, or mobility. The analysis was conducted using binary logistic regression with subgroup analyses based on types of disability and access devices.

The study was conducted over three periods, including October to January 2020, July to October 2021, and June to September 2022, respectively, representing the period of use of telehealth during the restrictions, immediately after the repeal of the limits, and regular use.

[Expected Results] The expected results will provide descriptive statistics on telehealth utilization, broken down by disability type and access device. Additionally, correlations between telehealth

use and the three time periods will be analyzed. The discussion will focus on the implications of the findings for improving telehealth access and outcomes for older adults with disabilities.

Key Words
Telemedicine and Telehealth, Disabled Older Adults, COVID-19

Exploring conspiracy theory arguments and counterarguments about childhood obesity in the US

Authors

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Abstract

The rapid spread of conspiracy theories—especially on social media—is debasing public understanding of important health, science, and political issues (Edsall, 2022). Although conspiracy theories are nothing new, and there is little evidence they have become more prevalent in recent decades, survey data indicates that levels of conspiratorial thinking are problematically high and "researchers should continue investigating the scope of conspiracy thinking and develop strategies for addressing it" (Uscinski et al., 2022, p. 14).

Decades of psychological research have identified the essential elements and structure of a conspiracy theory: observed events are being controlled by a powerful, secret, and nefarious group, and mainstream explanations are nothing but a smokescreen deployed to deflect attention from their actions (Goertzel, 2010). Research has also established that certain personalities are more prone to believe conspiratorial arguments, and people who believe one conspiracy theory are significantly more likely to believe another, even if the theories contradict one another (Wood et al., 2012). This research stream raises an interesting question: can conspiracy theories be used strategically to counter conspiracy theories?

Conspiracy theories are particularly corrupting in the context of public health campaigns; the vaccine-microchip rumor is just one recent example. The limited success of countering misinformation with facts is well documented, and continued reliance on fact-based approaches is often described as "deficit model" thinking (Sturgis & Allum, 2004; Suldovsky, 2016).

To better understand potential strategies for countering conspiratorial thinking, this representative national US Qualtrics panel survey-experiment (*N*=876) explored the persuasiveness of three argument and counterargument formats: informational, narrative, and conspiracy theory [3 (initial message) x 3 (counter message) = 9 message combination group design]. Participants answered demographic questions and completed scales of relevant attitudes (conservatism, Generic Conspiracist Beliefs), and media-use measures. They were then randomly assigned to read a (fictional) blog post on a (real) health issue—rising obesity among boys in the US.

The stimulus was developed to provoke conspiratorial thinking and highlight differences between participants with different levels of Generic Conspiracist Beliefs, which was indeed the case. Only the supporting arguments were manipulated. The informational version supported the conclusion with census numbers and statistics (correlations), the narrative version with a personal story, and the theory version with a conspiracy theory. Participant agreement with the conclusion of the blog post was measured as the first dependent variable.

Participants were then randomly assigned to either informational, narrative, or conspiracy theory counterarguments. These messages introduced new information designed to change participants' minds about the conclusion expressed in the initial stimulus. Participants reported changes to their initial agreement as the second dependent variable.

The narrative format was the most persuasive initial message type, with gender and Generic Conspiracist Beliefs significant predictors. As expected, informational counterarguments were ineffective at changing people's minds. The hypothesis that people most persuaded by initial conspiracy theory arguments would be most moved by conspiracy theory counterarguments was supported. Reported media use behaviors among conspiracy minded participants also confirmed higher expected reliance on less reliable internet sources.

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Key Words
Health communication, conspiracy theory, narrative persuasion, obesity

Examining the role of subjective- and objective socioeconomic status in socioeconomic health-related disparities in eHealth literacy and online health information-seeking behavior.

Authors

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Abstract

Objective and Background: In this study we aimed to explore the role of subjective (sSES) and objective (oSES) SES in socioeconomic health disparities (HD) in eHealth literacy and seeking for online health information (OHISB), as an essential dealing strategy in health promotion activities. Access to online health information may create better-informed individuals able to make informed health decisions and capable of judging the quality of health information. Health information seeking demands multiple resources (financial, social, and technological) and can be affected by many factors (i.e., gender, age, education, and SES) and places those from a lower SES at a bigger disadvantage. The strong relationship between SES, HD, and digital literacy has been observed for centuries and in many countries.

Participants: A total of 2,304 individuals (N = 2304) (1,502 female and 802 male) aged 17–84 years old (M = 32.01, SD = 13.75) participated in an online survey from July 2020 to September 2020. Participants resided in Greece and were recruited via the Internet through snowball sampling. Regarding the sociodemographics, the majority (37.3%) had completed secondary education whereas the 33.6% had a postgraduate or PhD degree. Despite higher education, the 31.9% did not have individual income either because they were unemployed (29.5%) or University students (17.6%). Regarding sSES, the vast majority (61.4%) identified themselves as middle SES.

Results. Analysis showed that sSES was positively correlated with oSES; (a) education (r = .09, $p \leq$ 0.01) and (b) income (r = .15, $p \leq$ 0.01). However, education was negatively correlated with income (r = -.23, $p \leq$ 0.01). sSES was positively correlated with age (r = .12, $p \leq$ 0.01) and negatively correlated with perceived disparity (r = -.31, $p \leq$ 0.01). Education was positively correlated with (a) eHealth literacy (r = .12, $p \leq$ 0.01), (b) HL skills related to doctor-related health information (r = .13, $p \leq$ 0.01), and (c) HL skills related to media-related health information (r = .2, $p \leq$ 0.01). Age was also positively correlated to HL skills related to media-related health information (r = .17, $p \leq$ 0.01) and gender was negatively correlated to HL skills related to general health information (r = -.11, $p \leq$ 0.01). eHealth literacy was in turn positively correlated with OHISB (r = .28, $p \leq$ 0.01).

Conclusions. We found a positive correlation between sSES and oSES. Women were also found to have better HL skills. Perceived social ranking along with economic resources contribute to SES

health-related disparities. Participants the higher income they earned and the higher they placed themselves in the socioeconomic hierarchy the less perceived socioeconomic disparity they experienced. We have also demonstrated that objective SES indicators (i.e., education) are related to HL and eHealth literacy. eHealth literacy also depends upon OHISB. Consequently, through the improvement of people's access to health information and their ability to use it efficiently, HL and eHealth literacy is crucial to empowerment, and it has been recognized as a vital factor in the effort to eliminate HD and achieve health equity.

What's up, fellow deadly diseases?" Creative arts and communicating COVID-19 in Ghana

Authors

Prof. Ama de-Graft Aikins - University College London

Abstract

In a comedy sketch that went viral on Ghanaian social media in January 2021, Coronavirus arrives late at a meeting. "What's up, fellow deadly diseases?" Coronavirus says, as Malaria, Cholera and AIDS jump up from their seats and rush for their face masks.

This sketch illustrated one way in which Ghanaians were making sense of the pandemic during its second wave, when infections, hospitalizations and deaths were rising rapidly. While COVID-19 is a new and unique pandemic, devastating public health threats - such as the 1918 Spanish Flu, yellow fever and HIV/AIDS - are longstanding and omnipresent in Ghana.

The sketch also joined a new genre of 'covid arts' - including music, murals, cartoons, and textiles - that had tracked social and scientific responses to the pandemic since March 2020. Like HIV and Ebola arts, covid art forms communicated the complexity of the pandemic – often weaving medical, political, religious, economic and historical strands.

In my chapter I will outline the ways in which 'covid arts' have communicated the science and culture of covid-19 in Ghana and discuss two core insights. First, covid arts contribute to public understanding of the pandemic in more critical ways than standard health promotion interventions. I will argue that the arts should not be seen as an added feature to health communication, but as *the core feature*, as they tap into imagination, memory, emotions, thinking, embodiment and sociality. Second, covid arts conscientise. I will discuss the ways some art forms theorise - and educate on - the coloniality of Ghanaian health policymaking and its material impact on the current pandemic response. I will then consider how arts-based health communication can be improved and how more meaningful connections can be created between the arts and sciences in public health in Ghana.

Key Words

creative arts, COVID arts, Ghana, pandemic communication, arts-based health communication

Answering questions – explanatory journalism and podcast 'liveness' during COVID

Authors

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Abstract

The Australian Broadcasting Corporation's *Coronacast* has been described as one of ABC's most successful podcasts ever (Newman and Gallo 2020, 21). It also won the national Walkley Awards in 2020, with the judges commenting that the presenter 'Dr Norman Swan has become the most trusted voice for Australians seeking honest, authoritative advice on COVID-19.' (Walkleys, 2021). The success of the 10-minute daily podcast can be attributed to podcast medium's ability to provide reliable expert information in a personable and conversational way.

Although recorded in a studio, the podcast follows a live radio format, built around questions from listeners, which are answered by the presenter Dr Norman Swan. The podcast's liveness traces podcasting's radiogenic past, however listeners' questions are sourced via online platforms and curated instead of radio's live talk-back function. This 'performed liveness' provides listener experiences of timely live radio with its conviviality and friendly conversation however with the capacity to ensure reliability and accuracy of curated answers. The 'talk/interview unscripted' format has become one of the most popular news podcast formats (Newman and Gallo 2019).

This chapter looks at the efforts of podcasts to include listener questions and convey that sense of 'liveness'. It focuses on how podcasts, including the Australian *Coronacast*, reported on COVID-19 in 2020 and 2021. Informed by an explanatory journalism framework, the study examines how podcast journalism conventions have been enacted to share important health information about the pandemic.

Key Words

podcasting, radio, Coronacast, COVID-19, ABC, performed liveness

Much Ado About COVID -19 Vaccine[s]: Understanding Perceptions and Experiences of vaccines among Health Care Workers and its influence on patient COVID-19 communication in Eswatini hospitals

Authors

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Prof. Elisa Govender - University of KwaZulu-Natal

Abstract

The COVID-19 pandemic continues to have devastating health and economic impact globally. While non-pharmaceutical measures such as social distancing, mask wearing and sanitization have played a role in limiting its spread, understanding the perceptions and experiences of healthcare workers can open up new dialogue and conversations on COVID-19 prevention options at a community level. COVID-19 pandemic will require higher uptake of the various COVID- 19 vaccines to ensure epidemic control. Healthcare Workers (HCWs) are often the active influencers and promoters of positive information and communication about health interventions. However, the growing vaccine hesitancy especially among health care workers needs to be further investigated and explored to enhance better COVID-19 communication efforts in eSwatini. This study seeks to explore how perceptions and experiences of the COVID-19 vaccine among HCWs in Eswatini; a tiny Kingdom in Southern Africa bordered by Mozambique and South Africa, influenced their vaccine communication with patients. The study employs in-depth interviews with HCWs involved in direct patient care to understand some of the own cultural interpretations, experiences and COVID-19 preventative measures and how this may influence the promotion or rejection of vaccine uptake with patients in one of the regional hospitals in Eswatini. Understanding the causes of vaccine hesitancies and creating a space for understanding personal preventative strategies better will enable more tailored communication strategies to address COVID-19 prevention.

Key Words

Vaginal practices and products use: Implications for bacterial vaginosis and HIV acquisition among women in South Africa

Authors

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Abstract

Background: Vaginal practices such as the use of antiseptic solutions, traditional substances, and herbal concoctions have been suggested to increase the vulnerability of women to bacterial vaginosis and HIV infection. These practices are prevalent among women in Sub-Saharan Africa. This study explored vaginal practices among women in three different locations in the KwaZulu-Natal province of South Africa and the products used for such practices. The study further investigated the reasons women engaged in vaginal practice.

Methods: Workshops and focus group discussions were conducted with 29 participants across the three study locations. The participants were purposively recruited according to sex, age, and location. The data collected was analyzed using reflexive thematic analysis.

Findings: Our study found that women across the three different geographic locations engaged in vaginal practices using various products categories ranging from antiseptic solutions such as Dettol liquid disinfectant, traditional and herbal concoctions such as African wormwood, to food herbs and spices such as garlic, ginger, and cinnamon. According to the women, the major reasons for the use of these products were to achieve vaginal warmth and tighten their vaginas which consequently increases sexual pleasure with their partners. Other reasons for product use were to maintain hygiene, prevent or cure vaginal infections, and eliminate vaginal odour. The findings of this study also revealed that women engaged in vaginal practices by inserting these products directly into their vaginas or through oral consumption. These findings indicate that women put themselves at risk of infections primarily to satisfy the sexual desires of their male partners.

Conclusion: Our study concluded that there is a dearth of knowledge among young women on safe vaginal practices and products to derive maximum health benefits. This study is therefore expected to increase awareness and knowledge of vaginal practices and products that may cause harm to women and make them susceptible to vaginal vaginosis and HIV infection. This study is also

relevant in informing medical practitioners about the production and formulation of vaginal products that meet the hygiene and sexual needs of women.

Key Words

Vaginal practices, products use, bacterial vaginosis, HIV infection, young women

How Should I Decide? The Impact of Conflicting Online Health Information from the Single Source On Social Media User's Cognitive Dissonance in China during the Pandemic

Authors

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Abstract

Many Chinese have become infected since the COVID-19 outbreak, particularly in the winter of 2022, and have looked for relevant health information on social media. However, due to a lack of scientific evidence and the ambiguity of health knowledge, it's difficult to distinguish online health information between truth and rumor, breeding plenty of conflicting online health information. Even Chinese mainstream media- considered as one of the most authoritative media in China- have published conflicting online health information, leaving the public with cognitive dissonance.

Given that previous literature focused on the issue of conflicting online health information, but lacked detailed discussion on the particular situation of single source. we aims to explore the impact of conflicting online health information existing within the same source during the COVID-19 pandemic on individual health perceptions and how social media users deal with cognitive dissonance based on cognitive dissonance theory.

This research used online experimental method and in-depth interview method in the context of the Chinese media system. Firstly, we trained ChatGPT to produce conflicting online health articles about the COVID-19 pandemic in the style of the People's Daily and invited participants to read them. And then participants were asked to discuss their opinions on the conflicting online health information released by the same source and the ways to reduce cognitive dissonance.

We find that conflicting online health information existing within the same source during the COVID-19 pandemic causes cognitive dissonance among social media users, which leads to the public rising discomfort, confusion, and uncertainty, declining health beliefs, and even doubting about the authority of the media. Additionally, social media users tend to deal with cognitive dissonance in the following ways: (a) increase their cognition by seeking out additional sources; (b) selectively accept views that support their original behaviors and serve as justifications; (c) convince themselves to step out of the pseudo-environment created by the media and ignore the conflicting online health information. It enlightens the media that when reporting on health topics, they should take fact-checking seriously, and allow social media users a certain psychological buffer interval to digest the relevant information.