



Health Communication Working Group

Abstracts of papers accepted for presentation in the Online Conference Papers of the
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Conversational agents for e-health interventions: an experimental study

Authors

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Abstract

This study explores the role of conversational agents for e-health interventions from an interdisciplinary perspective that combines the strengths of Life Coaching, a result-oriented process aimed at facilitating the enhancement of life experience and goal attainment (1), and Positive Technology (2), which promotes the development of emerging technologies to improve the quality of life and well-being of people.

In particular, we explore the possibility of using a conversational agent coach for the psychological well-being improvement of the adult, non-clinical populations. Despite its importance, there is a considerable reluctance among the general population to seek professional help to improve psychological well-being due to attitudinal (e.g. fear of stigmatization) and financial barriers (3). As a result, an important number of evidence-based resources that could greatly contribute to well-being do not reach the majority of the society.

To overcome this problem, we developed and experimentally tested a fully automated conversational agent coach that delivers a coaching program based on the GROW (4) and SMART (5) coaching models. The program was intended to help users achieve a personal or professional goal of their choice. It was delivered weekly over a three-week period.

Previous studies have found that coaching for goal achievement contributes to enhancing psychological well-being and quality of life (1, 6, 7). In line with that, we expected that our participants would experience a significant increase in Satisfaction with Life (SLS) (8), Positive Affect (PANAS-P) (9), and Personal Growth Initiative (PGI) (10), and a significant decrease in Negative Affect (PANAS-N) (9) after completing the program, compared to before.

Preliminary results based on $n=23$ show that participants reported a significant increase in PGI ($t= -3.12, p < .005$), SLS ($t= -4.47, p < .001$), and a moderate, non-significant increase ($t= -1.38, p = .09$) in positive affect, as well as a significant decrease in negative affect ($t= 3.74, p < .001$) after completing the program, compared to before (one-tailed t-tests).

The results suggest that conversational agents could be effectively used for e-health applications and interventions. Limitations and implications of the study will be further discussed in the presentation.

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144

When religion prevails: Examining the religious and mainstream news coverage of Measles-Rubella vaccination in a Muslim nation

Authors

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Abstract

The threat of measles and rubella (MR) still haunts many countries across the globe, including Indonesia. To address this issue, the government undertook the world's biggest MR vaccination campaign targeting over 68 million children. However, the program encountered strong public resistance as narratives that vaccines contained pork and were not 'halal' (permissible foods under Islamic law) widely circulated in this largest Muslim country. This religious objection was dubbed as a factor contributing to the failure of the program (Pronyk *et al.*, 2019). Indonesia's health ministry then lobbied the Indonesian Ulama Council (MUI), the supreme authority for religious affairs, to increase MR vaccination acceptance. On 20 August 2018, the MUI issued a decree stating that the MR vaccine could be consumed (Tehusirajana, 2018).

To educate the public about the religious decree, the government relies on media outlets, especially online news portals, where many Indonesians commonly derive health information. Aside from mainstream media, Islamic news media becomes increasingly popular in this country. Religious media discusses current affairs and religion-related topics and provides alternative views or counter-

narratives. Therefore, it may frame the news differently than mainstream media. This message frame affects how the audience interprets and comprehends an issue, which later alters individuals' attitudes and behaviors (Moernaut et al., 2018).

Learning from the MR vaccination campaign in Indonesia, this study examines how religious and mainstream media in Indonesia frame the MR vaccination coverage, which may influence public acceptance of the immunization. Guided by framing theory (Goffman, 1974), this research analyzes the differences in the message frame before and after the religious decree employed by both types of media. This investigation also sets out to identify the sources and their prominence in the news articles.

This study performed a content analysis of 234 articles from eight top online religious ($n= 43$) and mainstream media in Indonesia ($n= 191$) published from 6 August to 4 September 2018. Several keywords were used to harvest the articles (e.g., measles-rubella, MR vaccine). The final coding scheme consisted of frames (i.e., benefit and risk frames), source (i.e., celebrities, health experts, the government, religious leaders, advocacy groups, citizens), prominence of the source (in which paragraph the source was covered), time (i.e., before and after the decree), and type of the media (i.e., religious and mainstream media).

The main findings suggest that while the mainstream media promoted the benefits of the vaccine, the religious media still conveyed the risk of MR vaccine, even when the religious organizations had endorsed it. Moreover, articles from mainstream media predominantly cited government officials and religious leaders. On the other hand, religious media mainly quoted religious leaders. This investigation enriches the literature of health communication and alternative media, aside from extending the application of framing theory. Practically, this study offers beneficial insights for the government and health-related organizations in designing health campaigns through various media outlets.

Submission ID

164

Mobilizing for a Healthy Lifestyle on Instagram - The Effects of Fear and Efficacy in Influencer Health Communication

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Abstract

A shift towards online health communication can be noticed for information seeking and initiating dialogues with medical experts and lay people (Fromm, Baumann & Lampert, 2011). In social media, communication is dominated by influencers, who affect followers' attitudes and behavioral intentions through a strong parasocial relationship. One persuasion strategy effective in other media contexts are

fear appeals (Extended Parallel Process Model, EPPM, Witte, 1992) evoking a need for action with a sufficient fear degree and emphasizing the efficacy of a proposed behavior. A high fear degree implemented in media (still experienced as low compared to real-life dangerous situations) can however already lead to defensive reactions. Meta analyses show a positive, negative or curvilinear persuasive effect of fear (Ruiter, Kessels, Peters & Kok, 2014; Witte & Allen, 2000). Therefore, manipulating fear with three degrees in the new field of influencer health communication is of high scientific interest (Tannenbaum et al., 2015).

An online experiment was conducted with a 3 (level of fear: low vs. medium vs. high) x 2 (efficacy: no information vs. confirmed efficacy) between-group design. As explained before, we hypothesize that a medium fear degree and efficacy leads to a more positive attitude and behavioral intentions. Participants were 319 individuals (258 females) between the ages of 18 and 66 ($M = 26.52$; $SD = 8.89$), who saw a fictional instagram post on negative effects of sugar consumption before answering a questionnaire (valid scales of attitudes, 7 items, $\alpha = .95$, and intentions, 3 items, $\alpha = .96$, regarding sugar reduction).

Two-way analyses of variance (ANOVAs) show no main effects of fear degree and efficacy on attitude ($p > .05$), but a significant interaction effect ($F(2, 313) = 3.26, p = .040$). Participants with a medium fear appeal and confirmed efficacy indicate a more positive attitude than the other groups. For behavioral intentions, we find no main effect for fear degree ($p > .05$) and no interaction effect ($p > .05$), but a main effect for efficacy ($F(1, 313) = 4.57, p = .033$). No efficacy ($M = 4.20$; $SD = 2.04$) leads to higher intentions compared to confirmed efficacy ($M = 3.71$; $SD = 2.10$).

These preliminary results confirm our assumption that in parasocial interaction with influencers a medium fear appeal is more effective than a weak or strong fear appeal (curvilinear effect), however, only in combination with confirmed efficacy. This is in line with the EPPM and other research. Nevertheless, we only find this effect for attitude. Regarding intentions, results show no interaction effect, but a significant effect for no efficacy compared to confirmed efficacy. Possibly, not only a strong threat leads to reactance reactions but also a (too) high level of efficacy (Ort, 2016). Furthermore, Shen, Fishbach, & Hsee (2015) imply that uncertainty could have a positive effect on intentions as unknown outcomes increase tensions (motivating-uncertainty effect). The question arises if our results were found only due to the fact that persuasion was analyzed in the context of social media, which should further be analyzed.

Submission ID

185

Health Information Exchange Using IoT Solutions for Development

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Abstract

In a bid to promote the well-being of all ages, the United Nations set a goal for eliminating preventable deaths of children below 5 years. Infants between the ages of one to five are required to go for regular growth and health monitoring check-ups. During these visits, early warning signs of preventable deaths are detected and interventions taken by caregivers, medical personnel, and government health representatives. This practice however remains a challenge for many parents in marginalized areas due to few medical centers, low citizen income, and poor infrastructure. The recent COVID-19 pandemic compounded the problem, given the government lockdown measures that limit local travel and the fear of possible infection from hospital visits.

Citizen education on health concerns in the community and practices that curb these concerns leverages on Health Information Exchange (HIE) from these regular check-ups. Health centers and government health representatives monitor infant growth and health parameters for timely intervention, detecting outbreaks, issuing public health alerts, and planning for effective resource allocation. Although recent technology developments such as mobile phone communication have revolutionized the way HIE takes place, certain aspects such as health call for specialized technology for effective coverage. This is because, in addition to regular communication, vital health signs detected by specialized equipment are required. At present, many developing countries use Community Health Workers (CHW) who visit the parents, conduct check-ups, and give immunization vaccines. However, the large distances and populations involved limit the number of visits to those requiring vaccines only and parameters measured by portable equipment only. The process also involves manual devices and record keeping, making it prone to errors and delays in the intervention. The best practice in health care systems is real-time data transmission and monitoring.

This research developed a SMART IoT solution that monitors infants during postnatal care, thereby eliminating the required physical trips to healthcare institutions. Data on an infant's vital growth and health parameters are collected remotely using Sensors in the solution and transmitted to relevant stakeholders for monitoring of outbreaks, timely intervention, and planning for resource allocation. The developed solution stores the information locally when internet connectivity is unavailable, automates the entire procedure to reduce user effort, uses low-cost sensors to reduce costs, integrates authentication and encryption features for security, and uses lightweight packaging for portability. A resource-efficient network transmits the data for storage in a private cloud where analytics generate reports and alerts accessible by authorized stakeholders. The results show how IoT technology can leverage HIE by addressing challenges prevalent in marginalized areas such as poor infrastructure, low literacy levels, low income, and patient confidentiality. The remote monitoring of infants during post-natal care provides a proof of concept scalable to address other areas in health information exchange, dissolving boundaries that have previously challenged communication in health. We envision the

approach forming an integral part of communication studies and stimulating discussions on further research in this area.

Submission ID

226

Negative emotion helps: Roles of emotional response and social support during the initial COVID-19 outbreak

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Abstract

Background:

Mandatory quarantine, treatment failures, and the highly contagious nature of COVID-19 imposed a huge mental health challenges on college students during the initial outbreak [1]. Using survey data collected in early March 2020, we examined the role of emotion and social support in peoples' response to COVID-19 during the early stage of the global health crisis.

We assessed (1) which discrete positive and negative emotions students frequently experienced in response to the initial COVID-19 outbreak, (2) the roles of negative emotion and positive emotion in perception of risk, protective behavior, and information-seeking behavior, and (3) the interaction effect between negative emotions and social support in protective behavior and tendency to seek information.

See Figure 1 for the hypothesized model.

Methods:

Data were collected from March 3 to 10, 2020 in Shanghai, China. 483 college students from four colleges in Shanghai completed the survey.

We measured negative emotions, positive emotions, social support, protective behavior, response to information, perceived risk, perceived severity, age, gender, cost of living per month, and whether the student or anyone among the student's family or friends had been infected with COVID-19 (Table 1). Appendix A shows the measurements.

Conclusions:

Both worry and hope were prevalent among respondents, indicating that they felt great uncertainty but also notable optimism about the future during the initial stages of the outbreak. Emotions are very important in helping people quickly recognize their level of risk, adopt protective behavior, and seek information in times of great uncertainty. Positive emotion was found to inspire people to seek information about the disease, and fear, anxiety, worry, and sadness were directly associated with a series of protective actions, such as wearing masks, hand-washing, and self-quarantine.

These findings also highlight the importance of social support in people's response to a health crisis during its initial outbreak. Social support from interpersonal networks was directly and positively related with adoption of hygiene-related behavior.

The association between social support and tendency to seek information was found to vary with the intensity of people's negative emotions. Specifically, people with strong social support networks were less likely feel negative emotions when they viewed or watched COVID-19 related information. Our findings are consistent with the buffering model hypothesis, which states that social support buffers the association between negative emotion and information-seeking actions[2].

Submission ID

365

Online Community Discussion about Intergenerational Health Persuasion: A case study from a Chinese Q&A website under COVID-19 crisis

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Abstract

Appropriate public perceptions and behaviors are always essential in the context of major public health events such as an epidemic. However, the perceptions and reactions to such events among individuals differ, which is likely to cause an intergenerational conflict. Current researches have evaluated the government policies and authorized experts' guides with regard to public health events, while few focused on the guides and persuasions within the public group itself. Specifically, the persuasions purposed by the young generation, in order to convince their parents or grandparents to carry out correct health protection methods against the spread of COVID-19, become a social phenomenon in China, as well as a challenging issue.

This paper took wearing masks as the protection method against COVID-19 and used the answers retrieved from one of the most representative Q&A websites in China, Zhihu, under the question "How to persuade parents to Take COVID-19 Seriously". 2176 answers were collected through web scraping. Finally, a content analysis was conducted to extract the intergenerational health persuasion strategies and to examine their effects.

The result of our study makes a positive impact on understanding public health persuasion behaviors under major public health events. The intergenerational health persuasion strategies concluded are

valuable references when against similar future public health issues. Furthermore, we focused more on the persuasion action throughout the intergenerational influence process, which is practical for further understanding how reverse socialization accomplishes in health communication. This study also indicates a positive impact of social media platforms in inspiring and promoting health persuasion, which is instructive for us to understand the use of modern technology promotes the resolution of major public health crises.

Submission ID

399

Health solidarity vs. social solidarity: The framing of the "Corona Cruise Ship" in news media and online comments

Authors

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Abstract

Introduction and research question:

In February 2020, the Japanese authorities isolated the cruise ship The Diamond Princess, in a Japanese harbor after finding infected passengers with COVID-19 disease. It was soon discovered that fifteen Israelis were also on the ship, initiating a daily Israeli media update of their experiences on the isolated ship, later known as "The Corona Cruise Ship".

During the coverage, contradictory voices among the Israeli public arose and thus began an online media controversy between two opposing groups: The passengers' families advocated the return home of their relatives, while various Israeli individuals voiced their concerns of "importing" the virus into Israel.

This study explores how both Israeli media and online Israeli commentators framed the "Corona Cruise Ship" crisis.

Theoretical background:

Framing theory holds that the media report on a particular topic through frames of reference, shaping public issues for the audience and influencing understanding of the topic covered and formulate their opinions about it (Entman, 1993). Framing dramatic health topics, such as pandemics, provide symbolic means to understand a complex health issue, as well as suggesting necessary actions for dealing with that issue. Often, news coverage of a health topic includes rival frames, based on competing narratives and ideologies (Briggs & Hallin, 2016).

Method:

Qualitative thematic content analysis of two samples: **1)** All news articles published regarding the “Corona Cruise Ship” (N=47) on the two most popular Israeli news sites: The News 12 Company website (N = 24) and the YNET News website (N = 23). All articles were collected from the first day of coverage until its completion upon the return of passengers to Israel (5 February 2020 – 5 March 2020).

2) 342 randomly sampled, individual comments from the comments section of the news articles published in the News12 Company Website (N=112), and YNET News (N=230).

Findings and conclusions:

Online news articles embraced the families’ perspective, framing the crisis as a "life-or-death" situation that calls for immediate action by the Israeli government to return the passengers back home. Some news articles described the Israeli passengers as "besieged" aboard the "virus hatchery" ship, emphasizing their fear of COVID-19 contagion.

Furthermore, the dominant frame used by the passengers' families and the Israeli media was "**Social Solidarity**" -- a fundamental Israeli ethos calling for 'brotherhood' and mutual support. Here the Israeli public was called upon to support the safe return of the passengers.

Alternative voices appeared on the comment section of the news articles. Interestingly, these individuals also used the Israeli ethos of “solidarity”, but from a different perspective-- "**Health Solidarity**", and asked the passengers to stay on the ship and demonstrate their solidarity with the Israeli public by not “importing” the virus into Israel. Some comments referred to the passengers as “pleasure hunters” arguing, “*This is the price that hedonists have to pay for their pursuit of pleasure*” (YNET News, February 5, 2020).

To summarize, this case study demonstrates how individuals can use online comments to counter-frame mainstream media in times of a health crisis.

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434

Exploring How Personalization and Source Expertise of Information from Healthcare Chatbot Affect Users’ Health Beliefs and Usage Intention

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Abstract

With the advance of the artificial intelligence (AI) and growing demands for virtual health assistance, healthcare chatbot services are emerging in the global market. In China, chatbots equipped with intelligent self-diagnosis can provide a solution to the underuse of the primary health care system. Several AI diagnosis apps have currently offered chatbot services (e.g., Left Hand Doctor, Medical Deer), which greatly contribute to remote triage, improve access to medical knowledge, and reduce healthcare costs, especially in the COVID-19 crisis. Although healthcare chatbots provide a reliable approach to search health information online (Codete, 2020), there is little research on exploring how Chinese users deal with health advice from chatbots and how users' dual model processing of information works on their perceptions and attitudes. Applying the heuristic-systematic model (HSM) and the health belief model (HBM), this study is aimed to analyze the influence of users' information processing mechanism on their health beliefs and continuous usage intentions in the context of healthcare chatbots in China.

HSM explains two modes in which persuasive messages can induce attitude change (Chaiken, 1980). This study assumes that personalization of health information is the systematic processing while heuristic processing is used for emotional appeals. Meanwhile, three variables were selected in the HBM (Rosenstock, 1974), namely perceived benefits, perceived barriers (privacy concerns), and self-efficacy, which are suitable for healthcare chatbot scenarios to measure subsequent perception changes. Health consciousness and perceived trust will also be included as they have been proven to play a moderating role (Guo et al., 2020) and a mediating role (Lee, 2017) in mobile health settings, respectively.

This study raises three questions regarding healthcare chatbots in China:

RQ1: How do Chinese users' dual-mode processing affect their health beliefs?

RQ2: To what extent do users' dual-mode processing and health consciousness affect their health beliefs interactively?

RQ3: Do users' health beliefs influence their intentions to use via perceived trust?

A between-subject experiment of 2 (personalization vs. non-personalization) \times 2 (emotional appeals vs. non-emotional appeals) \times 2 (health consciousness: high level vs. low level) will be conducted. Firstly, participants complete questions about health consciousness and demographic variables. Secondly, they are randomly assigned to one of four conditions. Real scenarios will be then developed to make participants directly interact with a chatbot via Sanuker (a chatbot provider). Thirdly, they are asked to look for answers about hemorrhoids in a standardized way. Finally, they will complete a questionnaire that includes the measurements of health beliefs, perceived trust, and usage intention. For data analysis, a series of MANOVAs will be conducted to explore the primary influence and interaction effects. The bootstrapping PROCESS macro will be used to examine the mediating role of perceived trust in relationships between health beliefs and usage intentions.

This study is expected to contribute to the extension of dual process theory through interaction with healthcare chatbots. Furthermore, this study may provide evidence for practitioners to highlight the significance of personalized recommendations and emotional appeals for changing users' attitudes.

Keywords: chatbots, information processing, health beliefs, usage intention

Submission ID

446

Emotional expression in metastatic breast cancer patients' digital rhetoric: a content analysis of Metavivors' archives of feelings on Instagram

Authors

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Abstract

Cultural understandings of breast cancer have changed in recent decades. First perceived as a dreadful disease, breast cancer today is often associated with empowerment and heroic representations of breast cancer survivors (Sulik, 2011). These representations, widely communicated on a global scale by mainstream fundraising and awareness campaigns (King, 2010; Orgad, 2006), express not only culturally shared understandings of cancer but also shared affects, or affective norms, on how one should feel about cancer (Broom et al., 2019). The affective norms of breast cancer culture overemphasize emotions such as cheerfulness and transcendence as appropriate responses to cancer (Nielsen, 2010; Sulik, 2011). Crucially, these affective norms impact how cancer is experienced, felt and communicated by patients (Bell, 2012).

The present study explores how metastatic breast cancer (MBC) patients express emotions and negotiate those affective norms on social media. It recognizes the distinctiveness of MBC patients' communication practices as deserving more scholarly attention in the field of health communication and media studies. Moreover, by assuming that technologies can constrain and enable how people communicate (Hess, 2018), it focuses on analyzing digital texts shared in networked online environments. Accordingly, such a study borrows contributions from digital rhetoric, sociology of emotions, and sociology of health and illness to examine how emotions are expressed and concealed in MBC-related posts on Instagram, a platform where expressing positivity has been the norm (Waterloo et al., 2018).

Relevant here is the understanding that mainstream breast cancer culture encourages the expression of emotional positivity, but the concealment of non-normative emotions such as distress, pain, or anger. Such concealment can be experienced as a form of social suffering by patients (Broom et al., 2019). From this perspective, this paper situates emotional expression as fundamental for patients' coping processes. When expressed in networked environments, it can also become a key element of patients' rhetoric.

Emotional expression is an essential aspect of social media usage. Users are encouraged by digital platforms to maintain affective relations by sharing personal and emotional content (Pybus, 2015;

Waterloo et al., 2018). Thus, retrieved user-generated content is analyzed here as “archives of feelings,” or cultural texts that work as repositories of emotions (Pybus, 2015). As such, this study textually analyzes public Instagram posts to examine how MBC users express and conceal emotions online.

Data for this study is being collected by retrieving top posts associated with two popular metastatic-themed hashtags: #metastaticbreastcancer and #metavivors. While top posts can indicate what is socially valued on Instagram (Baker & Walsh, 2018), hashtags are seen as rhetorical devices for creating attention and increasing circulation (Reinwald, 2018). Qualitative content analysis (Hsieh & Shannon, 2005) is used to code pictures, captions, and comments (first 5) to access the expression or silencing of emotions identified in the literature and during initial open coding. Thus, coding is both driven by the data and guided by the literature (Tracy, 2013). Such a study can illuminate how emotional expression is incorporated in the digital rhetoric of MBC patients and the enabling and constraining aspects of this practice.

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562

News as Leading Indicator of Public Awareness on Cancer? How the Media Set Cancer-related Agenda in China from 2011 to 2020

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Abstract

Cancer universally ranks as a leading cause of death and an important barrier to increasing life expectancy. In 2020, the predicted number of new cancer cases is 19.29 million all over the world and about one out of every four new cancer patients appears in China (Sung, H. et al, 2021). Such a life-threatening and increasingly prevalent disease is always a weighty concern of health communication.

In recent years, cancer-related agenda has gone through changes of the media. According to the theory of reversed agenda-setting (Kim & Lee, 2006), the public is no longer completely passive and can be the agenda-setter for the media nowadays. In this new era, can the media still lead the public agenda as it did in the period of mass media?

The study conducts data mining upon media index and searching index of 20 tumor types from 2011 to 2020 based upon Baidu, the world’s largest Chinese search engine, which has proved to be the most commonly used tool for cancer information-seeking among Chinese (Zhang, Nie, & Luo, 2017).

Time-difference correlation analysis demonstrates that, from 2011 to 2019, the media index of different cancers, particularly lung cancer, liver cancer and leukemia, tends to reach a peak one day earlier than the searching index, which implies that the public awareness still hinges upon the media awareness of issues regarding cancer, and the media agenda still impacts upon the public agenda. However, it should be pointed out that media index is no longer an obvious leading indicator in 2020.

Since the relationship between media agenda and public agenda has been clarified, the research aims at exploring how the media portray different types of cancer, and how the public, fed by news stories, allocate their attention to them. Result shows that leukemia, neither the most common nor the deadliest cancer, is the most noticed in Chinese media, lung cancer and breast cancer come secondly, and head and neck cancer is the least exposed. According to Spearman correlation test, the correlation between the media index and the number of cancer cases ($\rho=0.620, P=0.004<0.01$) is more significant than that between the media index and the number of cancer deaths ($\rho=0.547, P=0.012<0.05$).

The most searched cancer in China is also Leukemia, and head and neck cancer is still the most unfamiliar cancer to the public. Via calculating the coefficient of variation(CV), it is found that in the past decade, the public attention to cancer didn't fluctuate much, and the strong variation of searching index ($CV>1$) only occurred six times, including pancreatic cancer in 2011, skin cancer in 2012, non-Hodgkin lymphoma, bladder cancer and breast cancer in 2015, as well as head and neck cancer in 2020. Only one of the fluctuations is caused by health and science news and the other five have to do with celebrities suffering from cancer and cancer-related film works. Under the influence of media, what public show more solicitude for is cancer in entertainment and social news, rather than cancer in health and science reports.

Submission ID

683

Exposure to Covid-19 on news Applications, Health literacy and Fear in predicting Preventive Behaviors

Authors

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Abstract

Background: Epidemic information exposure was found to be effective in health-promoting practices. However, research on the COVID-19 pandemic indicated that exposure to social media coverage of COVID-19 associated with negative psychological conditions (Gao et al., 2020) which might even lead to stigma and discrimination (Ren et al., 2020). Scholars recommended health literacy as intervention (Paakkari & Okan, 2020). Health literacy was found to effectively prevent medical students from fear (Nguyen et al., 2020) However, limited explorations have been made about the comparative roles of health literacy and fear of covid-19 in predicting Covid-19 preventive behaviors, especially in Chinese

sample. Same is true to how exposure to covid-19 information on news applications affects fear of covid-19 and preventive behaviors.

Objective: Here we aimed to explore the predictive role of Covid-19 news exposure on mobile applications, interpersonal communication, health literacy and fear of covid-19 on preventive behaviors of Chinese citizens. Moreover, the mediation role of fear between health literacy and preventive behaviors was examined.

Methods: An offline cross-sectional survey of 329 residents living in Hangzhou, Zhejiang province of Mainland China was conducted during November 2020. Descriptive statistics, Pearson correlations, and hierarchical multiple regressions were employed to explore the relationships among all the variables.

Results: Average age of the participants was 28.1 years ($SD = 10.4$). Among them 37.7% were male, and 64.4% had received high level education. Most of them (95.5%) did not have chronic disease. Findings indicate that Covid-19 news exposure on mobile news applications ($\beta = .15, p < .01$) and interpersonal communication ($\beta = .24, p < .001$) significantly associated with fear of covid-19. Furthermore, both Covid-19 news exposure ($\beta = .17, p < .01$) and interpersonal communication ($\beta = .19, p < .001$) significantly predicted preventive behaviors.

Added to this, respondents reported a high level of health literacy (Mean = 5.4, $SD = 1.24$). Though health literacy ($\beta = .11, p < .05$) and fear of covid-19 ($\beta = .24, p < .001$) significantly predicted preventive behaviors, they two were negative associated with each other ($\beta = -.23, p < .001$). Fear of Covid-19 ($\beta = -.03, CI = -.06$ to $-.01$) mediated the influence of health literacy on preventive behaviors.

In sum, fear of covid-19 ($\beta = .24, p < .001$) was the best predictor of preventive behaviors, followed by interpersonal communication ($\beta = .19, p < .001$) and covid-19 news exposure on news applications ($\beta = .17, p = .001$). Although health literacy has a comparatively small predictive power ($\beta = .11, p < .05$), it could decrease fear of Covid-19 and at the same time increase engagement of preventive behaviors.

Conclusions: Consuming Covid-19 information on professional news applications could effectively influence public fear of Covid-19 and preventive actions. Similarly, discussing Covid-19 with friends, family members and doctors leads to rising fear of covid-19 and thereafter increase public engagement in preventive behaviors. Individuals with higher level of health literacy would be less likely fear for covid-19 and engaged in more preventive behaviors.

Submission ID

787

Social media use and addiction in China: a negative reinforcement mediating effect of well-being

Authors

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Abstract

Intro

In previous studies, the relationship between social media/mobile and well-being has been often debated as one-way/two-way, with both positive, negative and rather neutral conclusions being drawn. At the same time, as one of the most populous countries in the world, China's Internet users use mobile phones to surf the Internet 99.2% of the time, per capita weekly surfing the Internet 28.0 hours, (CNNIC),but pertinent researches in China's population is rather scarce. Among them, teenagers, as an active group, are often criticized for addiction and are forced to correct behaviors through isolation, etc. The importance of well-being has not been fully affirmed

Method

This study used CES-D, SWLS, Rosenberg Self-esteem scale, ULS-8 to evaluate 4 kinds of well-being status and demonstrate the relationships with Phone Addiction (PA; measure by SAS-C; Su et al., 2014) and Social Media Addiction (SMA; measure by IAT; Young, 1998). Setting out to explore the potential mediating effect of self-reported Social Media Use (SMuse), using data of China's National Survey of Internet Use and SRHR of College Students (2020) (N=157, 992) conducted by China Family Planning Association.

Results

So far, after a simple random sampling of 10% of the overall data, 15,234 data have been used for initial result prediction. Zero-order correlation and Four-block Hierarchical Linear Regression is performed to examine the potential correlation. with improved model fit, study verified Higher level of SMuse and SMA is associated with higher probability of PA.

In the moderating effect, on the path from SMuse to SMA, Age (B=0.068, $p < 0.001$, $\Delta R^2 = 0.002$) gender (B=0.256, $p < 0.01$, $\Delta R^2 = 0.001$) education (B=0.443, $p < 0.001$, $\Delta R^2 = 0.002$) There is a positive adjustment. ,On the path from SMuse to PA, Age (B=0.076, $p < 0.001$, $\Delta R^2 = 0.002$) gender (B=0.352, $p < 0.001$, $\Delta R^2 = 0.001$) has a positive adjustment, but education is not significant . Simple slope analysis shows that SMuse has more positive effect on SMA/PA at a higher age, and SMuse has stronger positive effect on SMA/PA in female. Higher education levels will only positively adjust SMuse to SMA.

In order to investigate the mediating effect of well-being, this paper constructs a structural equation from SMuse to two addictions. It is found that in the standardized indirect path from SMuse to SMA, the four well-being mediating effects are significant and all have positive effects. The mediation path involving positive well-being factors (SWL and SE) shows the result of two-way negative effects. At the further rigorous test. A 5000 samples, 95% confidence level bias-corrected bootstrap was employed and proved all result above.

Discussion

Present study supports previous conclusions that social media use has a positive effect on PA and SMA. In addition to revealing the moderating effects under different demographic labels, a saturation model of SMuse, well-being and addiction was constructed from the perspective of mediation analysis. It reveals that well-being, as a adolescents' mental state, also participates in the process of addiction forming, and may become a motivation. Therefore, in college students' life planning, maintaining good mental health should also be regarded as a key goal.

Submission ID

825

“She proved her illness by death”: The patterns, meanings and functions of cancer vlogs in China

Authors

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Abstract

The aim of this study is to explore the patterns and the meanings of cancer vlogs. Within this new and unique space, people have constructed “cancer vlogs” that contain accounts of their health and illness. The interactive and dynamic nature of the Internet means that these visual images represent far more than conventional illness narratives. Based on cancer vlogs, this article illustrates how first-hand cancer stories can provide a site for the construction of neo-liberal subjectivity in the electronic realm of the Internet.

Previous research concerning illness narratives has examined the difference between illness and disease (Kleinman, 1988). To investigate the complexity of cancer vlogs and its' roles in the process of disease changing to illness, two questions are proposed: the first question is largely descriptive, asking simply “Who are cancer vloggers?” The second question is then a deeper follow up: “How do they vlog their cancers?”

Theoretically, cancer vlog is investigated through the lens of virtual ethnography (Hine,2000) and embodied experience theory (Field-Springer & Striley, 2018). The patients used the visual as a medium way to tell a story, establish the subject consciousness and social identity through narration reflexively. Using these theoretical approaches, a mixed-methods design is applied including data of in-depth interviews(N = 12 vloggers) and a qualitative content analysis (N = 111 vlogs).

Based on the critical qualitative analysis, three themes of visual narrative strategies can be identified: Illness-in-relation,vital bodies with positive emotions, and the embodiment of disease expert.

The first is the embodied pattern. Cancer vloggers are mostly young men (76.4%), aged 20-29 years old, living in the city, with a high level of education. But there were significant gender differences in video production technology (video editing, visual skills, sound characteristic). Female cancer vloggers

are more proficient in the use of audio-visual technology. Based on the two sample ratio test, all these differences were statistically significant when $p < 0.0001$.

The second is the vitality pattern. In addition to hospitals, the shooting space includes consumer sites (e.g. gyms, restaurants, cafes, supermarkets), and the costumes includes frilly T-shirts, sports shoes and hats, rather than hospital gowns. The vitality challenges dominant perceptions of cancer patients as an archive of endlessly negative self-documentation.

The third is the expert pattern. Vloggers' medical authority of lay expertise was constructed by professional discourse and personal experience. The productivity of positive affect charts the translation of the mediated smiles, entertainments and consumptions of these young vloggers into denials of authenticity.

To sum up, a three-fold typology is presented. This framework is used to map the transformation of patients from consumers to producers. It is suggested that cancer vlogs constitute the emergence of a new genre that forms part of a broader reconfiguration of the relationship between lay and medical expertise. Although vlogs sometimes arouse doubts about its authenticity, it allows the image of a neo-liberal patient to appear in the audience's view---vitalistic and positive self-narration. In a sense, it smoothes the gap between people caused by the identity of "patient".

Submission ID

922

The Visual Engagement Amid Covid-19 Pandemic: Memetics as a Perspective in Anti-epidemic Video Effect

Authors

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Abstract

Since the outbreak of Covid-19 pandemic, the visual engagement of general public has increased rapidly. Visual engagement, including watching and posting anti-epidemic videos, foregrounds the advantages of interactivity, diversity, and creativity in the realm of health communication. Based on the memetics, the analysis process of anti-epidemic videos in this study includes three steps: video segmentation, imagery recognition, and meme extraction, which means to transform video to picture, picture to imagery, and imagery to text, to analyze the effect of anti-epidemic videos.

The micro perspective of the memetics is beneficial to divide video content into operational units and integrate the multimodal analysis technology. The meme in memetics, as the gene in biology, is the

basic unit of culture. Memes have three characteristics: longevity, which is the longstanding feature of memes; fecundity, which means memes can be widely copied and used; copying fidelity, which emphasizes the ability to remain the essence and evolve according to the context.

The study chooses Bilibili, a popular online video website among Chinese youth with 172 million monthly active users, as platform for data collection, since it is one of the earliest user-generated content websites in China to launch the anti-epidemic tag, #Fight Covid-19. Firstly, 3,374 videos with the metadata posted from January 25, 2020, to February 25, 2020, are selected under the anti-epidemic tag. Secondly, by using FFmpeg program, video screen frames are extracted every 10 seconds. In total, 114,942 video screenshots are collected. Thirdly, object recognition on Baidu AI open platform is used to obtain 11,080 different objects in the video screen frames. Finally, referring to three characteristics as criteria of meme selection, using TF-IDF analysis method and LDA theme model, 346 memes are extracted. The correlation test is used to analyze the significance of factors affecting the effect of video transmission.

The correlation result indicates that there are three types of memes which are highly correlated with the effect of anti-epidemic videos. 1) Frontline of the epidemic, such as the protective clothing worn by doctors; 2) impact of the epidemic on people's lives, such as how people entertain at home; 3) the export of people's attention, such as videos related to online learning and online tourism. The priming effect occurs when an individual's exposure to a certain stimulus subconsciously influences his or her response to a subsequent stimulus. Amid Covid-19 pandemic, specific types of memes will strengthen the audience's cognition and arouse emotional fluctuations. Memes can reflect the allocation and spillover of attention resource under the specific background and carry the collective memory of the age, ethnic, and nation.

Submission ID

928

A Qualitative Comparative Analysis (csQCA) : How Does Narrative Mechanism Influence the Popularity of Health Information in Short Videos

Authors

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Ms. Guo Hang - Communication University of China

Abstract

Worldwide and in China, short videos and short video-based health communication are becoming increasingly influential. In the case of China, the daily active user of Douyin (TIK TOK in China) has exceeded 400 million, and a total of 99,493 short videos related to the epidemic were posted on Douyin during the six months of the Covid-19 outbreak.

In recent years, video-based, narrative forms of health communication have received attention from researchers: some scholars suggest that video and audio narratives are more likely to contribute to communication goals than textual narratives; and research from the Stanford University School of Medicine has shown that narrative approaches are preferred by more users than traditional approaches that rely on information. Additional empirical studies have supported the communication effects of this format in various ways and across multiple domains. However, the exact mechanisms by which this communication effect is generated and how it is maximised remain to be studied. This study will explore this question through the lens of Transportation-imagery Model and Interpretive Packages.

Interpretive packages regards narrative framework as a combination of different elements. Through the reduction and in-depth analysis of the different elements, researchers can find the main narrative framework of media discourse, including metaphors, exemplars, catch-phrases, details, visual image in framing devices and roots, consequences, appeals to principle in reasoning devices.

This study adpots qualitative comparative analysis (csQCA) to study how the eight narrative elements are combined so as to lead to the high popularity, what kind of narrative short videos audiences prefer, and what is the internal deep narrative mechanism of the narrative short videos. DXYS (dingxiangyisheng) is the most influential professional medical institution in Douyin for health communication, whose account has over 9 million fans. In this study, 39 narrative short videos with high popularity and 39 with low popularity from DXYS were selected for comparative study. Two researchers used dichotomy to assign the conditional variable-when the narrative element exists, the assignment is 1, otherwise it is 0.

The findings of this study are as follows. Firstly, the narrative short videos with high popularity are an organic combination of multiple conditional variables, no single narrative element can lead to high popularity. Sencondly, narrative short videos should be patient-centric and broaden various narrative themes. The use of auxiliary argumentation to enhance the credibility of the source, providing correct cognition or behavioral examples, and adopting the communication skills of fear appeal can promote the realization of high popularity. Thirdly, there are two main narrative frames in the 39 short videos with high popularity. The first is "tell me that I can get positive consequences by doing so" which accounts for 41.02% , and the second is "tell me it is unhealthy or healthy" accounting for 30.77%.

These findings may help communicators use narrative short videos to popularize health message and help shape health behaviors for their audiences.

Submission ID

937

Improving Instagram obesity prevention messages for people with (in)visible disability

Authors

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Abstract

In global population health approaches to obesity, people with disability are a significant and high-risk population (AIHW, 2010, p. 260) yet rarely a target population (Krahn et al., 2015). An especially overlooked population are *people with invisible disability* who account for 90% of people with disability (Attitude Foundation, 2018). When it comes to the approach of social media campaigns, there is limited research that examines people with disability's representation (Krahn et al., 2015).

Accordingly, this paper examines the representation of people with invisible disability in the Australian health campaign *Healthy Eating Active Living (HEAL)* (2015-present) Instagram. The campaign, which has a strong Instagram presence, aims to prevent and reduce obesity and chronic disease – many of which are invisible disabilities – in adults in NSW. In brief, this paper poses that by paying attention to the representation of people with invisible disability we gain a different perspective on disability inclusion, that goes beyond only considering bodies that are clearly signified as disabled and more likely to be subject to tokenistic inclusion.

The paper acknowledges that Instagram's visual identity has often made its content subject to reductionist approaches that either ignore or isolate the visual (Leaver et al., 2020, p. 42). Accordingly, the study involved a multimodal content analysis of the representation of disability and people with disability across the *@HealthyEatingActiveLivingNSW* Instagram page's 570 posts. Manual coding ensured that an invisible disability could be communicated via different modes. The content analysis counted the number of people with invisible and/or visible disability visually represented. The study also counted the number of posts that represented invisible disability via any mode and the themes that emerged among these posts. It found that from the 647 people visually represented, 3 people had invisible disability, and none had visible disability. Invisible disabilities were multimodally represented in 31 posts, and the most common theme from said posts was the medical framing of invisible disabilities across 28 of the 31 posts.

The paper suggests the need for more sophisticated engagement with invisible disability, as the medical framing positioned the invisibly disabled body as antithetical to the healthy body. Such framing resembles fear appeals which rarely result in behaviour change and often damages self-esteem (Lupton, 2018). While campaign managers need not completely avoid medicalising the invisibly disabled body – as it speaks to a reality experienced by many (Wendell, 1996) – the discourses would benefit from including more varied, nuanced and less stable understandings of health which may help improve risk communication to audiences with disability. Further, increased visual representation of people with disability is also needed, especially as social norms theory posits that representation of a target population encourages behaviour change (Terry & Hogg, 1996). The representation can be facilitated by leveraging Instagram's multimodal features as done by invisible illness activist communities on Instagram (e.g. Tembeck, 2016). Given that chronic disease prevention is often an aim of obesity-prevention initiatives, the HEAL case study may offer some insight into potential global trends in obesity prevention Instagram campaigns.

Submission ID

941

Pandemic in a digitalised world: are the bereaved being haunted?

Authors

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Abstract

Beside being the cause of death for many citizens around the world, the Covid-19 pandemic seems to have significantly affected many aspects of social life including the way people mourn the loss of their loved ones. This impact is highly visible in Iran, a religious country where the traditional funeral with its attendant observances has a special place in the culture of people. In a Covid-free world, family and friends would gather to mourn and honour the deceased, show solidarity and overcome the loss.

Under conditions imposed by Covid, however, digital technology and social networking enable people to gather virtually, commemorate and communicate their sorrow, and observe the funeral. This study analyses the methods of this commemoration and observance adopted by Iranian users of Instagram in the current pandemic.

Through available and purposeful sampling, two research methods were utilised: first, the Instagram accounts of 18 deceased people were ethically accessed via their bereaved immediate family, where condolences were analysed. Second, 25 family members and relatives of the deceased were interviewed for their views about the practice of online funeral and commemoration.

Based on the thematic analysis of the comments in Instagram pages of the deceased, a number of themes were identified. One of the key themes among these was "an association of the ubiquitous digital devices with a persistent memory of loss". The following themes were also revealed in the reactions of Instagram users: "expressing sympathy with the bereaved families", "expressing disbelief and denial", "feelings of helplessness" and "Mythizing the deceased". Further findings came to surface through the interviews that addressed the reality of virtual mourning leading to suppressed deep feelings of loss rather than the previously-entrenched interpersonal communication. These included: "Expressing regret for having to forego the 'normal' funeral", "inability to express sympathy with the bereaved families in person", "compounded fatigue from the imposed quarantine", and "continued individual grief due to the absence of interpersonal communication and/in mourning".

Submission ID

954

Access to Information, Health Belief and COVID-19 Vaccine Acceptance

Authors

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Abstract

Abstract: The epidemic of COVID-19 in 2020 has become a common research topic all over the world. The research, development and popularization of COVID-19 vaccine is the key to contain the epidemic. At present, China's COVID-19 vaccine research and development is in the forefront of the world, and will be put on the market soon. Based on the analysis of Beijing residents' cognition of COVID-19 vaccine, this paper attempts to take health belief as the main model to investigate the effects of network communication and interpersonal communication on health belief and COVID-19 's vaccine acceptance. In this paper, the reliability and validity analysis, descriptive statistical analysis, correlation analysis, regression analysis and non-parametric test were carried out by using SPSS data analysis software. The results of empirical analysis show that perceived sensitivity, perceived severity and perceived benefits are the most effective attitude variables to predict COVID-19 's vaccination acceptance. In addition, network communication and interpersonal communication are the most effective channels to influence vaccination acceptance. At the same time, interpersonal communication such as communication with medical staff has the most significant positive impact on perceived belief, which will further affect the COVID-19 's vaccine acceptance to a great extent. The results of the study made constructive suggestions for governments and relevant organizations to disseminate information related to COVID-19 vaccine and to further curb the spread of COVID-19 epidemic from the perspective of health communication

Key Words: COVID-19 Vaccine; Network Communication; Interpersonal Communication; Health Belief; Behavioral Intention

Submission ID

1076

Global pandemic – local interpretations: Exploring culture-centred community engagement for COVID-19 communication in Ethekewini Municipality during and post South African lockdown.

Authors

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Ms. S BOKOLO - Univnin

Abstract

Background

The global Covid-19 outbreak has brought the importance of health communication to the fore in the absence of a cure or treatment. Traditional approaches to communication, involving top-down broadcast messages from government to communities, have been criticized for stifling public participation and failing to integrate local knowledge and contexts, thus leading to poor adoption of protective behaviours by communities. This was evident during the Ebola outbreak, where the lack of engagement of communities was associated with increased reluctance and resistance to adopt the prevention measures communicated by government.

While acknowledging Covid-19 as a global pandemic, the reality is that prevention measures must be enacted in local, geographically and culturally bounded contexts. Research shows that effective community participation and inclusion of communities is associated with improved health outcomes, as evidenced in the HIV/AIDS response which showed that when people are meaningfully engaged, they are able to contribute to meaningful solutions and innovations. The World Health Organisation (WHO) advocates for Risk Communication and Community Engagement (RCCE) that ensures the participation of affected communities. However, communication strategies that have been employed in South Africa are predominantly top-down and display evidence of the lack of community engagement in communication decisions.

Theoretical Approach

The PEN-3 Cultural Model by Airhihenbuwa (1990) proposes a theoretical approach to health communication that foregrounds the importance of culturally appropriate and compelling strategies for behaviour change through an understanding that goes beyond individual-level factors but extends to the relevance of cultural norms including conditions in which people live. This theoretical grounding negates the ‘culture-as-barrier’ bias and instead locates culture as central in determining individual, family and community health by investigating positive, neutral, and negative impacts of culture on health behaviour.

Methodology

This paper will present findings from a pilot of a larger study to be conducted with communities in three geo-spatial locations (informal settlement, township and rural area) in KwaZulu-Natal, South Africa, where the PEN-3 Cultural Model is applied in a participatory community engagement process. The study aims to establish if and how ‘spatial distancing methodologies’, using online platforms, can produce similar transformative and agentic community research that is characteristic of participatory health communication research. To this end, two online WhatsApp community dialogues of 8 participants per dialogue will be conducted in each community (58 participants) to explore local interpretations of Covid-19 prevention messages and how these can form pathways for the development of locally relevant Covid-19 communication. Local interpretations will be contrasted during and post the South African lockdown.

Conclusion

This participatory process disrupts the hegemonic control of power through top-down communication approaches that are designed without the participation of communities. While Covid-19 is a global pandemic, health narratives are culturally and locally situated, thus solutions should emanate from a participatory communication process that amplifies community voices.

Submission ID

1242

New representation of HIV/AIDS stigma on Chinese social media under China's global governance system

Authors

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Abstract

Introduction: China is adopting a global governance system to deal with diplomatic practice, among which public health is an important aspect, and the cooperation between China and Africa has increased significantly as a result. However, discourse about blaming Africans for bringing HIV/AIDS, which is not the truth, is becoming increasingly common on Chinese social media.

Although the established narratives on the HIV/AIDS epidemic can provide us with a brief overview of the history and present of the epidemic, they cannot reveal the nuanced complex and cultural and sociopolitical meanings of HIV/AIDS as constructed, practiced, and negotiated in everyday lived experience. (Ding, 2017) Particularly in China, where the government has been slow to respond to the crisis, people have come to learn about HIV/AIDS, understand its consequences, and construct their own beliefs and attitudes largely through reading and reflecting on other people's stories as shared online. (Leslie and Matthew, 2006)

Against the backdrop, this study aims to develop a holistic understanding of the patterns and dynamics in discourses about AIDS from various information sources in China by looking at related posts on Weibo from 2016 to 2020, the Chinese equivalent of Twitter, and the dominant platform for public discussion online.

Purpose, method and periodical results:

This study used the Latent Dirichlet Allocation (LDA) topic model to extract HIV/AIDS information topics from social media. Topic modeling belongs to the category of unsupervised learning. It refers to

the algorithm for automatically summarizing and archiving large texts by discovering hidden "topics" intensively discussed in the document.

One of the research questions is the frequency of information on HIV/AIDS (keywords) on Weibo. The second question is about how HIV/AIDS information is classified on social media(topics).

We selected the Weibo posts from 29th November to 5th December every year from 2016 to 2020, covering the World AIDS Day of December 1, and used Python to capture AIDS-related posts published among the data.

We got 152 topics in total among which there are 23 topics from 2016, 31 from 2017, 27 from 2018, 42 from 2019 and 29 from 2020. We grouped them into 6 categories including transmission and rumors, PWLHA, epidemic, incidents, prevention and therapy, campaign and intervention. The concept *frame*, as part of culture and is embedded in media content(Van Grop, 2007), was then employed in analyzing these topics and categories.

We found that there is a serious stigma problem on Chinese social media, and the stigma of Africans and MSM group is the most dominant.

Significance and Contribution:

From the perspective of research significance, at the methodological level, this research can provide an effective way to explore the online public opinion of social media users and learn about the public's knowledge and awareness of health issues or specific events. At theoretical level, the study is expected to provide examples for theoretical research on health communication using big data and social media in the future, as well as examples for adopting frame theory in online data analyzing.

Keywords: HIV/AIDS, Stigma, Topic modeling, China, global governance system

Submission ID

1321

Feature-based Interactivity and HIV Stigma: An Effects Evaluation of a Digital Health Game Intervention

Authors

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Abstract

HIV stigma is a worrisome phenomenon in China that undermines the effectiveness of HIV/AIDS prevention and has led to what Deancon (2005) describes as “the social landscape of prejudice.”

According to the stigma theory, there are different types, dimensions, and experiences of HIV stigma,

and anti-stigma media plays an important role in reducing health-related stigma. This study endeavors to find a new model for HIV intervention by means of developing and evaluating a serious digital game, *Second Life*. As an unobtrusive persuasive and prosocial subtext, this game can make us familiar with concrete stigma experiences of people living with HIV and AIDS (PLWHA).

It is widely assumed that playing digital games can mitigate stereotypes and enhance positive attitudes. During this process, interactivity and game narrative are essential features that shape the persuasive potential of digital health games as promising intervention tools (Muhamad & Kim, 2020). In other words, the belief that serious digital health games can be promising intervention tools lies largely in their highly interactive nature. With this in mind, intriguing questions triggering this research concern whether or not digital health games are more persuasive for mitigating HIV stigma than non-interactive anti-stigma media and whether the effects of digital health games are the same when applied to different dimensions of HIV stigma.

Based on a between-groups experiment, this study explores the effects of the feature-based interactivity of prosocial media on HIV stigma. Sixty-eight university students participated in the experiment and were randomly assigned into one of two groups. The 34 participants in the interactive group played the digital game *Second Life* that was designed by the first author's research team. The other 34 participants, in the non-interactive group, viewed image/text materials without an interactive feature that replicated the content of *Second Life*. After playing the game or viewing the materials, all participants completed questionnaires measuring three dimensions of HIV stigma, including moral judgement, daily contact, and intimate relationships. Three variables of exposure to HIV/AIDS interventions and two variables of perceived HIV risks were included as covariates.

Preliminary analyses found that the stigma related to intimate relationships was more serious than the stigma related to moral judgement and daily contact. The notion that intimacy was impossible with PLWHA was the principal concern of most experiment participants, which exemplified the life dilemmas that this marginalized group encounter. These findings enrich our understanding of the complexity of HIV stigma. Using one-way ANCOVA analyses, we found that the interactive group was less likely than the non-interactive group to regard PLWHA as immoral. The two groups had no significant differences between them, in terms of the daily contact or intimate relationships dimensions of HIV stigma. No covariates were significant in the analyses. The findings suggest that the interactive features of digital games have advantages for mitigating some aspects of HIV stigma. The intervention design and project mobilization of *Second Life* embodies a collective engagement with HIV/AIDS intervention that is crucial for controlling the epidemic.

Keywords: interactivity, HIV stigma, digital health games, effects evaluation

Submission ID

1330

Media Portrayal of Medical Crowdfunding in China: Recipients' Characteristics and Ethical issues

Authors

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Ms. Jingdan Zhang - China University of Geosciences (Wuhan)

Abstract

Nowadays, the medical crowdfunding has attracted worldwide attention. By creating medical crowdfunding campaigns on online platforms and spreading them through social media, individuals could collect donations from the public to meet their illness-related needs. Some researchers have cautioned that medical crowdfunding may exacerbate existing inequalities in access to healthcare (Snyder, 2016; Snyder, Mathers, & Crooks, 2016; Young & Scheinberg, 2017). Recent empirical studies in developed countries revealed systematic disparities in medical crowdfunding use and outcomes, along the axes of race, gender, education, income and other socioeconomic factors (e.g., van Duynhoven et al., 2019; Kenworthy, 2019; Kenworthy et al., 2020; Barcelos, 2020). However the examination of inequalities in medical crowdfunding in the Chinese context is rare to date.

This study attempts to explore whether and how media in China represent inequalities in medical crowdfunding. Specific questions are addressed as follows: what kinds of problems of medical crowdfunding and solutions to them are presented? Are health inequalities highlighted among problems and solutions? How are campaign recipients portrayed, in terms of age, social identity, region, and disease for crowdfunding? Are there biases in media portrayal of campaign recipients?

A quantitative content analysis is conducted in this paper. A sample of 443 media articles from 2014 to 2020 was collected by using the Wisers database. Both deductive and inductive approaches were adopted to generate the coding scheme for analyzing media content.

It is found that a variety of problems of medical crowdfunding practices in China are discussed in media articles. Most of them are ethical issues that have already been identified in developed countries, such as veracity of campaigns, the misuse of donations, commodification of medical crowdfunding, and the fairness of resource allocation. However, in Chinese media, the ethical issues are related to the transparency of donations, which has become a great concern to the public in China since 2011, rather than to health inequalities. The tendency is also showed in media representation of related solutions.

Of 299 articles mentioning specific medical crowdfunding campaigns, recipients' characteristics are identified. Our results show that campaign recipients as peasants or migrant workers in rural are under-represented, in comparison with the percentages of different types of crowdfunders on Chinese popular medical crowdfunding platforms. Given demographic disparities in campaign success, it is likely that under-representation of peasants and migrant workers, and other rural residents in Chinese media may exacerbate the inequalities in access to crowdfunding donations and healthcare.

Submission ID

1351

Mechanisms of health misinformation correction in social media: The differences between Weibo, Wechat Moments and Wechat family groups

Authors

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Ms. Guang Yang - Shenzhen University

Abstract

Although a lot of researches have been devoted to health misinformation correction in social media, the dilemma of “truth cannot beat rumor” remains difficult to be broken. This points to the urgency to reveal correction mechanisms. Previous studies had put forward theoretical frameworks such as mental models, cognitive dissonance, source evaluation, and negative bias, but often only examined a single psychological mechanism, and didn't distinguished the differences between different platforms. In fact, misinformation correction on different platforms will trigger individuals' emotional cognition differently, multiple psychological mechanisms may interact with each other, and a single persuasion effect may be reversed. Therefore, the mechanism of health misinformation correction is still a key and interesting issue.

This study is based on a 3 (strategy: scientific correction vs. narrative correction vs. control group) × 3 (platform: Weibo vs. Moments vs. Wechat family group) controlled experiment, to investigate the effect and mechanism of correcting health misinformation on Chinese major social media.

The results show that there is no significant difference in the correction effect of different platforms, but when using scientific strategy, the correction based on Weibo is the best, and when using personal narratives, the persuasion of Wechat family group is better. This may be related to people's perception of media affordances of different platforms. When Weibo is a news platform that people expect to obtain useful information, scientific correction is more in line with the needs of increasing knowledge. And Wechat family group is often perceived as a daily communication space, correction presented in narratives is easier to be understood.

Emotional cognitive mechanism helps to further reveal the differences between social platforms. Firstly, message credibility of scientific correction is higher on Weibo, and when people trust it more, the persuasion effect is also better. In Wechat Moments, different strategies did not affect message credibility, but message credibility was still significantly positively correlated with the correction effect. Secondly, the impact of negative emotions is interesting. When people's negative emotion to the correction information is higher, the persuasion effect is better in Wechat Moments but worse in

Wechat family groups. Therefore, the characteristics of social platforms must be considered in health misinformation correction.

Correcting health misinformation has become an important issue in the digital age. This study is a useful extension of health communication research in both theoretical framework and practical application. Our research suggests that the role of social media in health misinformation correction is crucial, and health correction must focus on users' emotional cognitive mechanisms when exposed to correction information in different social media. On the one hand, it is necessary to improve the message credibility of correction content, on the other hand, negative emotions caused by correction should also be controlled. Only in this way can effective persuasion be achieved.

Submission ID

1452

Why do young people embrace e-mental health? A qualitative study of service users in Hong Kong

Authors

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Dr. Janet W. H. LO - Hong Kong Baptist University

Abstract

In recent years, mental health intervention via electronic and mobile platform has been increasingly available for depression and anxiety, and other mental health issues (e.g. Beintner, Jacobi, & Taylor, 2012). The Covid-19 pandemic has made such online psycho-therapy and other online interventions more important than ever while many cities has been locked down, and many people experience quarantine. Isolation may lead to disrupt in psychological health. The lock down measures also interrupted current psychological therapies. E-mental health offers a wide range of opportunities to overcome conventional emotional support and psychological therapy.

Despite the fact that there is an increasingly evidence base for the positive effect of e-mental health service, it is still unclear what factors influence individual's decision on using such online intervention (Musiat, Goldstone, & TARRIER, 2014). While mental health intervention involves reciprocal communication between the care-seeker and the mental care professional, it is essential to establish trust between the care-seeker and the service provider. This study aims to examine what factors contribute to the development of trust in e-mental health service among the young users. We interviewed 22 young people aged between 18 and 25, who has used e-counselling service app available in the market. They were asked to evaluate their usage experience and the following factors were identified as essential to establish trust in e-mental health service: the perceived credibility of service provider, the feedback quality, anonymity, and autonomy in mode of communication.

The participants in the interview suggested that they have a higher level of trust towards the service if it is provided by renowned and credible organization. On the other hand, the feedback quality reflects the service quality. For example, if the counsellors are capable to provide feedback online within a reasonable time and to demonstrate empathy through the online responses, the young users put more trust in the service and are more willing to reveal their information.

The mobile app features also contribute to the development of trust in e-mental health service. The participants revealed that it is important to keep their identity confidential to the counsellors in e-mental health service, since they are afraid that their secrets could be leaked out easily on e-platform. At the same time, the e-mental health service should allow the users to choose their preferred mode of communication, i.e. text, audio messaging or video conferencing. Some participants suggest that they feel more comfortable to express themselves in text, especially when they share sensitive issues in e-mental health platform. They also treasure the flexible time and venue in using e-mental health service. To compare with conventional face-to-face counselling, participants expect a higher autonomy in mode of communication.

Submission ID

1460

Social media, (mis)information and disbelief during a pandemic: An examination of young Nigerians' perceptions of Covid-19

Authors

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Abstract

Against the backdrop of the global outbreak of coronavirus disease 2019 (Covid-19), this paper contributes to the growing body of transdisciplinary knowledge on the pandemic through an examination of the perceptions of a purposefully enlisted set of young Nigerians. Embedded within a qualitative research design, this paper draws on semi-structured focus group interviews and individual in-depth interviews as methods of eliciting data from eleven young adults resident in a low-income community in Lagos State, Nigeria, as such communities remain one of the places where Covid-19 control measures has been noted to be challenging due to the absence of basic amenities that aid personal hygiene, among other reasons. Within the context of the Covid-19 lived experiences shared by these young Nigerians, this paper, drawing on Hall's (1980) encoding/decoding model as theoretical framework, underscores their perceptions about the series of information and reportage received about the pandemic. The paper highlights the centrality of social media platforms to their process of meaning making and the propensity for these platforms to serve as channels to convey misinformation. The

paper also brings to the fore their varying forms of disbelief about Covid-19 and their mistrust for the political office holders conveying and enforcing decisions to combat the pandemic.

Submission ID

1461

Reception and Motivations for the Consumption and sharing of Health-related Fake News in Nigeria: the COVID-19

Example

Authors

Dr. Dr Chikezie E. Uzuegbunam - University of Cape Town

Mr. Chinedu Richard Ononiwu - Nnamdi Azikiwe University

Abstract

Health-related fake news or medical misinformation have negative consequences such as delaying or preventing effective care, and in some cases, threaten the lives of individuals who give preferred reading to the fabricated messages. The Covid-19 pandemic seems to have deepened the discourse around health-related fake news, further raising concerns about its public health implications. Public discourse and studies around fake news (even as it relates to health) has centered mostly on definitions and impact, with a few studies in the emerging area of audience reception, consumption, and motivation for sharing of fake news and misinformation. The consumption, reception, and motivations for consuming and sharing fake news have been a focus of research in recent times, but particularly in western contexts (see Nielsen & Graves, 2017; Allcott & Gentzkow, 2017; Chadwick & Vaccari, 2019; Wagner & Boczkowski, 2019; Tandoc and Ling, 2019, etc.). To contribute to this emerging area in the African context, this study assesses how Nigerian university graduates and professionals aged 25 and above are likely to read, interpret, and generally make sense of news on Covid-19 tagged as fake. What do the respondents tag as fake news on Covid-19? What is the dominant consumption pattern of the respondents given the high ascendancy of fake news on Covid-19? What factors influenced their reception of fake news on Covid-19? This study adopted a qualitative approach by employing focus group interviews with respondents sampled from two major metropolitan cities in Nigeria. Findings are discussed under six broad themes - health information seeking, multi-platform news consumption, social media news sharing, reception of fake news on coronavirus, factors that influence the reception of fake news on coronavirus, and motivations for sharing fake news on coronavirus. Health information seeking as a way of reducing health uncertainty or as a first step to finding a solution to one's health problems was common. The most common sources of health information were the Internet and the consultation of medical personnel. Although most of the participants had WhatsApp, Facebook and Twitter accounts, they did not rely on them as main sources of news because they believed that social media is rife with fake news and offers them little opportunity to come across much factual news. While the participants reported that they did not rely on social media for news, sharing news on social

media (even on health issues like Covid-19) was a popular practice. Respondents reported that fake news on the virus is exaggerated, mostly disseminated on social media, reek of poor editing, poor structure and came from suspicious sources. However, some could not clearly distinguish between fake news and factual news on Covid-19. Factors that influenced their reception include general distrust for the news ecosystem in Nigeria and their personal belief that the virus did not exist. The study provides insight into the relationship between medical misinformation related to Covid-19 in an African context, media literacy and news/social media reception and consumption within a demographic that is mature in age and with high educational background.

Submission ID

1517

Online Activity Predicts Depressive Symptom Disparity in Middle-aged and Older Chinese Adults: Findings from the China Health and Retirement Longitudinal Study

Authors

Dr. Liu Qinliang - School of Media & Communication, Shanghai Jiao Tong University, Shanghai, China

Prof. Xiaojing Li - Shanghai Jiao Tong University, Shanghai, China

Abstract

Social compensation models have indicated that Internet use helps relieve negative feelings, and a large number of studies have well documented the association between Internet use and depressive symptoms in younger and older adults, but shed less lights on the impacts of multiple internet-based activities on depressive symptoms. This study is one of the pioneering studies examining how Internet use impacts depressive symptoms from a prospective of more nuanced assessment of online activities among Chinese middle-aged and older adults. Moreover, gender and age disparity were considered in the associations.

This study was conducted based on a second data that obtained from the wave 4 of China Health and Retirement Longitudinal Study (CHARLS), a large-scale, ongoing, nationally representative health survey of Chinese adults aged 45 years and older, 2018 ($N = 15770$). Depressive symptoms were assessed by the Chinese version of 10-item Center for Epidemiologic Studies Depression Scale (CESD-10), with a cutoff of CESD-10 score ≥ 10 points. Online activities were measured in six types: Chatting, reading games, playing games, watching videos, financial management, and others. Descriptive statistics were used to describe the characteristics of all the selected respondents. Student t test and Chi square test were used to compare differences of basic characteristics and online activities in participants. Multivariate logistic regression models were used to assess the associations between various online activities and depressive symptoms.

The results revealed that: The prevalence of depressive symptoms among all the respondents was 36.7%, females' (43.4%) and older adults' (38.0%) prevalence of depressive symptoms was higher than males' (29.4%) and mid-aged adults' (35.2%), respectively. In general, reading news (AOR=.755, 95%CI: .613 to .931), playing games (AOR= .681, 95%CI: .525 to .883) and others (AOR=.734, 95%CI: .549 to .980) were associated with lower odds of depressive symptoms. Females who usually did the activities of reading news (AOR=.718, 95%CI: .528 to .976) and others 40.8% (AOR=.592, 95%CI: .389 to .900) have lower risk of depressive symptoms, but watching videos (AOR=1.559, 95%CI:1.134 to 2.142) increased the odds of depressive symptoms. By contrast, playing games (AOR=.621, 95%CI:.420 to .918) buffering the depressive symptoms just happened to males. For middle-aged adults, reading news (AOR=.787, 95%CI:.619 to .999), playing games (AOR=.599, 95%CI:.439 to .816) and others (AOR=.724, 95%CI: .526 to .997) reduced the risk of depressive symptoms. But for older respondents, reading news (AOR=.617, 95%CI:.392 to .972) was the only benefit factor of decreased depressive symptoms.

To our best knowledge, this is the first study deeply explored the relationship between online activities and depressive symptoms. In Conclusion, respondents who usually did distinct online activities were associated with different degree of depressive symptoms in middle-aged and older Chinese adults, and these associations were significantly differed by sex and age. The findings advance the theoretical models regarding the relationship between Internet use and depressive symptoms, and provide application evidences for internet-based intervention therapy of depressive symptoms for middle-aged and older adults in China or worldwide, particularly for those who are females and age above 60 years.

Submission ID

1671

Predicting Facebook Users' Accusations of Fake News During the COVID-19 Pandemic in Hong Kong: Perceived News Motive and Emotion Experienced

Authors

Dr. Stephanie Jean TSANG - Hong Kong Baptist University

Ms. YU WU - Hong Kong Baptist University

Abstract

Social media is a prominent venue for both health news dissemination and consumption during the COVID-19 pandemic. Given the increased political polarization globally, including Hong Kong, it is vital to study how partisans who hold extreme political views receive health news on platforms such as Facebook. As the concept of fake news is gradually deeply rooted among the public, audiences often accuse the information they see as fake. Nonetheless, little is known as to the factors which trigger online users to articulate these accusations. In fact, having people perceive important health information as fake since some might then choose to abandon preventive behaviors or to ignore health

guidelines (i.e., mask wearing, hand washing, social distancing, etc.). Hence, to contribute to the challenges experienced by health practitioners during a pandemic, this research aims to study fake news from an audience perspective. By focusing on the audiences, this study will not only add to the rich literature on the production and the spread of fake news but also supply practical suggestions for effective health communication during a health crisis.

Objectives

- 1) In general, we aim to explore how health news audiences evaluate COVID-19 news as fake.
- 2) First, this study will determine whether and how emotions experienced, as expressed in the users' comments, predict audiences' assessments of fake news during a health crisis.
- 3) Second, this study will examine whether and how perceived news motives, as expressed in the users' comments, correlate with audiences' assessments of fake health news.
- 4) Lastly, the political stance of the users, as implied in the users' comments, will be taken into account.

Method

To achieve the above objectives, this study will collect Facebook content from three mainstream media outlets in Hong Kong (Apple Daily, Topick, and Stand News) that received the most comments during the COVID-19 pandemic. Since the pandemic is ongoing, we have picked a 7-month period in which the term COVID-19 has gained the most popularity according to Google Trends in Hong Kong (February 2020 – September 2020). The collection mainly includes users' comments on news posts published by the three media outlets. By conducting a content analysis of users' comments, this research will manually code the audience's accusations of fake news (including synonyms), audience's perceptions of the motives of the post, the overall sentiments of audiences' reactions, and the implied political stance of the users.

Expected Findings and Implications

Findings from the content analysis will answer whether the audience's perception of fake news is often accompanied by a specific kind of sentiments and/or a specific type of news motive perception. Ultimately, the findings will contribute to the understanding of how health audiences process and evaluate online news in a health pandemic, and in turn inform future crisis stakeholders of more effective strategies in communicating health information with potential audiences in an online setting.

Submission ID

1741

Communicating about media content in the COVID-19 pandemic: Communication partners, functions, and transformations

Authors

Dr. Anna Wagner - University of Augsburg

Prof. Doreen Reifegerste - Bielefeld University

Abstract

In times of a severe health crisis, such as a pandemic, people rely on media coverage to get an overview of the critical situation (Betsch et al., 2020; Schäfer, 2020). They consume media content and discuss it with interpersonal contacts (Gamson, 1996; Gehrau, 2019) to make sense of the events and form an opinion. Little is known, however, about how this communication about pandemic-related media content takes place. Scarce empirical evidence suggests that media content on the COVID-19 crisis is primarily discussed with family, friends, partners and colleagues (Link et al., 2020). Further, studies have shown that communication on COVID-19 serve information purposes (Friemel et al., 2020; Rossmann, 2020). Moreover, the importance of interpersonal information sources has diminished in the trajectory of the pandemic (Viehmann et al., 2020). In sum, little is known about the ‘what’, ‘how’, and ‘why’ of interpersonal communication about pandemic-related media content during the COVID-19 crisis. In our contribution, we hence ask:

RQ1: Who are the communication partners and how are the communicative roles distributed?

RQ2: Which functions does the communication about pandemic-related media content serve?

RQ3: How has the communication about media content changed during the pandemic?

We conducted a qualitative interview study with 22 participants (19-80 years) differing in frequency of health-related communication and media use intensity. Data collection took place via video chat in Germany in June 2020, during a time with mild political restrictions yet active social distancing rules. We analyzed the transcribed data with qualitative content analysis by Mayring (2014), combining deductive with inductive coding.

Findings show that pandemic-related media content is primarily shared and discussed with close contacts. Yet, the pandemic-related media content also serves as a common denominator and smalltalk topic with more distant contacts (colleagues or even strangers), since “now everyone knows everything about Corona, because of the news, because of the Internet” (Michaela Gross, 20 years). Regarding role distribution, the communication occurs largely on par: “Sometimes they bring it up, and sometimes I do” (Dan Heinrichs, 51 years). Despite the equal role distribution, certain communication partners (e.g., health experts) are central in disseminating content and function as information brokers (RQ1).

Conflicting narratives in the media lead to confusion about information accuracy: “It is a lot or sometimes too much.” (Dieter Goessler, 52-year-old). Thus, communication about media content does

serve the purpose of calling attention, informing others or staying up to date, but also to evaluate the content in more detail to “search for the truth together” (Michaela Gross, 20 years) (RQ2).

The prominence of media content within interpersonal communication and the communication partners partly changed over time. Topics shifted from primarily discussing media content in the beginning to talking more about personal experiences in June. Some social contacts who had been interested in communicating before, withdrew from these conversations – even within families – because they “just doesn’t want to hear it anymore” (Daniel Preuss, 21 years) (RQ3).

In our presentation, we discuss the larger implications of these findings with regard to health crisis communication.

Submission ID

1900

Stigma, fiction and HIV: representations of a cultural trauma and implications for health

Authors

Prof. Sergio Villanueva Baselga - University of Barcelona

Abstract

Since the start of the epidemic, approximately 1,000,000 people have been diagnosed with HIV in the WHO European Region. While incidence has declined, almost 80,000 new infections were reported in Western and Central Europe in 2018, and the prevalence of HIV in Europe will increase for the foreseeable future as people living with HIV (PLWH) can now expect to have a normal lifespan. The UNAIDS 90-90-90 targets have required innovative, multidisciplinary strategies to diagnose, treat and promote the adherence to antiretroviral drugs. However, the increased lifespan of PLWH has highlighted the necessity of adding a fourth ‘90’ to the UNAIDS targets: improved quality of life (QoL). PLWH have a 29% higher risk of reduced QoL due to comorbid health conditions like cardiovascular disease, osteoporosis, and depression that are increased under stigmatizing contexts (Evans-Lacko et al, 2012). Thus, a growing number of researchers are claiming that stigma should be considered a social determinant of health.

Sources of stigma are varied; one of them, Structural Stigma is defined as “societal-level conditions, cultural norms, and institutional policies that constrain the opportunities, resources, and well-being of the stigmatized to which they are ubiquitously exposed” (Hatzenbeuhler, 2016). Many PLWH have internalised the negative societal narratives surrounding HIV, and fear that healthcare professionals (HCPs) treating these comorbidities will discriminate against them. Hence it is clear that negative narratives of HIV spread by media constitute one the structural stigma that PLWH face in their everyday co-habitation with HIV. According to Alexander (2004) collective identities are constructed over cultural traumas, being “horrendous events that leave indelible marks upon group consciousness,

impacting memories forever and changing collective identities in fundamental and irrevocable ways.” We could understand that the rapid expansion of the HIV epidemic in the 80s and 90s was a trauma of such dimensions that it has become a cultural trauma that would be uncovered by analyzing the representations of the disease in contemporary cultural productions.

The objective of the present study is to analyze the fictional representations of HIV of the last decade, both in cinema and in series, and confirm that these continue to represent the trauma of the 80s and 90s epidemic and, therefore, continue to delve into the traumatic history of HIV and reinforce the stigmas associated with people living with the virus. This study will present a cross-sectional and cross-cultural analysis of narrative, production, and exhibition data that concludes that even today a large part of the budgets (both private and public) are dedicated to traumatic HIV narratives. In this vein, this study shows that a vast majority of the fictional representations of HIV in the last decade are still situated in an epidemic scenario, that most of them draw traumatic and archetypal characters living with HIV, that there are very few references to plots that include undetectability or characters who do not live with HIV in a traumatic way, and that women living with HIV are scarcely represented.

Submission ID

1971

Rethinking the application of development communication paradigms and approaches in Africa in a post-truth world

Authors

Prof. A. Fayoyin - CALEB UNIVERSITY

Abstract

For over half a century, the global community has been pursuing health and development goals through the enunciation of different frameworks and instruments. In tandem, diverse communication approaches and modalities have been proposed to achieve development outcomes. Social mobilization and advocacy initiatives of various types and durations have been implemented by governments and development agencies.

However, across the board, many mobilization approaches have not resulted in large-scale social change and transformation for the African continent. In many situations, change has been limited to small-scale projects and proofs-of-concepts. The failure of many development initiatives has led to the rolling over of the development visions and programmes at national, regional and global levels. This calls to question, in part, the relevance and impact of existing mobilization theories and approaches for achieving health and development goals.

The communication crisis that characterized the ongoing global coronavirus pandemic makes this problem more pertinent. The Covid-19 pandemic has witnessed unprecedented misinformation and disinformation which led to the glorification of pseudo-science by opinion leaders, unbridled

dissemination of unverified information on social media, poor fact-checking by media professionals and mixed messaging from social influencers.

The controversy which needs to be understood within the broader extant global ‘disinformation order’ underscores the erosion truth and trust in contemporary digital and hyper-connected society.

Against this backdrop, this paper examines the success and failures of development communication initiatives in Africa. Using multiple case studies collected from development agencies in selected African countries, the paper examines the conditions for effectiveness of communication for development interventions.

The paper affirms that health and development issues are complex and manifest features of ‘wicked problems’. These complexities have significant implications for development communication in general and development advocacy specifically. This paper calls for a critical appraisal of the theory and practice of development communication. It also recommends the adoption of innovative approaches which take into account the contested and polarized social and political context of the continent.

Submission ID

2059

We Chatting for Elderly: Exploring the Relationship between Motivations and Active Engagement

Authors

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Prof. Xiaoge Xu - University of Nottingham - Ningbo China

Prof. Cheng Jiang - Peking University

Abstract

As one of the most widely used and accepted social media platforms, WeChat has great potential in promoting public health. It provides a wide range of online health care services to facilitate users' health management, such as customized healthcare information, online medical appointments and other mini-programs integrated with e-health systems. The above characteristics of WeChat constitute an "information-rich environment", which makes WeChat a popular and healthy platform (Chan et al., 2012, p. 345).

In China, the emergence of WeChat has brought millions of elderly into the digital world. Research shows that more and more elderly use WeChat for health-related purposes, including understanding disease symptoms, obtaining health knowledge and making health care decisions (Wang, Zhuang & Shao, 2020). Evidence shows that a smartphone can be functioned as a substitute for traditional health resources for older adults to acquire health information and knowledge (Oh, Choi, & Kim, 2018).

Although WeChat has great potential in health communication and health care management among the elderly, few studies investigate the psychological antecedents that affect their use of WeChat for health-related purposes, and the relationship between their motivations and active engagement of the health content on the site.

We adopted the two-step procedure recommended by revised U&G approach (Sundar & Limperos, 2013; Lin et al., 2017). The first study conducted semi-structured interviews (N=37) to identify the different motivations. Using the grounded theory to analyze the obtained qualitative data, and the generated themes (i.e. social support need) were developed through an axial coding process. Exploratory factor analysis further determined five different motivations: health information demand, social support demand, social participation demand, environmental surveillance demand and technical convenience. Based on the motivations found from qualitative data, the second study developed a questionnaire for the online national survey (N=698) in China as the second step of this study.

The hierarchical regression analysis showed that except for environmental surveillance, the other four motivations were positively correlated with older adults active engagement of health content on WeChat, accounting for 63% of the variance of active participation behaviour ($M = 3.23$, $SD = .67$, adjusted $R^2 = .56$, $p < .001$). Health information need is the best predictor of WeChat's active participation, followed by technical convenience, social support need and social involvement need. Our study indicated that the more motivated for health-related uses on WeChat, the more actively they participate in health information on WeChat.

This study not only expands the existing research on the uses and gratification of social media by determining the health-related motivations of WeChat users, but also provides first-hand empirical evidence on how psychosocial predictors influence the patterns of active engagement of health content among elderly. In addition, it extends the U&G approach in the mobile health context, focusing on older adult's needs in China.

Submission ID

2176

Biomediatization processes in a comparative perspective. Examining the ways of addressing health press coverage in Russia and Brazil

Authors

Dr. Alexander Marchenko - Saint Petersburg State University

Dr. Wedencley Alves - Universidade Federal de Juiz de Fora (UFJF)

Dr. Varvara Kazhberova - Lomonosov Moscow State University

Dr. Stéphanie Lyanie de Melo e Costa - Fundação Oswaldo Cruz (Fiocruz)

Abstract

The aim of this study is to compare the ways of addressing health news coverage in both Brazil and Russia. For this, we start from the concept of biomedicalization, as proposed by Briggs and Hallin (2016). For the authors, it is a process of representing health in society, whose actors are both health professionals, as well as market agents, political movements and also journalists.

What is implicit in this thesis is that there is no way to think about health without discussing the references, discourses and narratives that cross the media, whether they are mass media or digital media, social networks, etc. In this study, we specifically focus on how health is represented in news coverage in both Russia and Brazil, over a decade (2010-2020), in the period before the Covid pandemic, since the exceptionality of the context would bring substantial changes results.

Briggs and Hallin (2016) developed an analytical hypothesis for the understanding of the biomedicalization process, with an emphasis on the ways in which journalists address their audience on the issue of health. The working hypothesis is based on four figures: 1) Patient-Consumer model; 2) Citizen model; 3) Investor model; 4) Professional model.

The first is the Patient-Consumer model, in which information is packaged to be useful to readers in the management of their “wellness.” The second Citizen model, addresses issues related to health as questions of political decisions. The third Investor model, provides information to readers interested in business-related information. The fourth Professional model provides information of use to insiders to the biomedical community.

Hallin et al. found that, the patient-consumer model is prominent in health news in Norwegian, Spanish, U.K. and U.S. And also the Investor target audience is substantially more common in U.S., compared with Europe (2020). However, as Hallin et al. pointed, during the period of his study, health policy was a major political issue in the U.S. (Hallin et al. 2020). This shows that the addressing modes will change according to local contexts (Hallin et al. 2013).

In our study we test the Hallin’s set of measures for Russian and Brazil mass media. The dataset includes news reports from 2010 to 2020 collected using health and medicine-related keywords from Russian newspapers Rossiyskaya gazeta and Kommersant, and Brazilian O Globo and Folha de S.Paulo.

The method employs bilingual text-mining, based on LDA for Python, and term statistics. The terms, related to Patient-Consumer and Citizen models decline in both countries with different trends, but Investor model grows up to 25% in Russia and to 40% in Brazil. The Professional model is presented in non-significant percent of the news, due to specific of the newspapers. The results confirm that although health commercialization is a global trend, it is conditioned by the national historical contexts. Different models of the health reporting is associated to the processes in politics, economics, as well as of the endeavours of media professionals. This study is a result of a partnership between Russian and Brazilian researchers and the resources from their universities.

Submission ID

2211

Cognitive Reframing and Health Information Seeking Behavior in Young Adults: Supporting Change and Shifting Negative Perception

Authors

Mr. Juan Muhamad - Florida State University

Abstract

Among young adults, specifically college students, depression has been linked to a series of potentially unhealthy behaviors. These include alcohol misuse and/or abuse (i.e., binge drinking), unhealthy eating and exercise habits, along with other psychological distress in the form of anxiety, interpersonal conflict, loneliness among others (Schofield, 2016). Perhaps more alarming is the relationship between depression and suicide among this population (WHO, 2018). Havens (1990), indicates that suicide has an irreversible impact on the family, placing family members at risk for suicide themselves. The World Health Organization (WHO) considers death by suicide a public health concern as it has become the second cause of death for individuals between the ages of 15 to 29 years of age at an alarming rate of 800,000 individuals per year (2018). Clearly, it is crucial that efforts at supporting individuals at risk for suicide occur at the prevention level (before suicide attempt) given the complexity and imminent danger of suicidality. Mechanisms aimed at involving the social environment of at risk individuals by encouraging support, communication, and identification of risk factors, might lead to help seeking, social support, and successful prevention efforts for mental health. Health-seeking behavior is defined as the actions taken by an individual in order to ensure promotion of well-being, recovery, and/or rehabilitation when these are needed/essential. Health seeking can occur, dependent on context/situation, when in the presence of potential risk (prevention), or in the face of concrete health problems (treatment) (Chinn & Kramer, 1999).

Research suggests (Geller, Lippke, & Nigg, 2017) health behavior change promotion entails more than education (health literacy) and knowledge at the individual level. In fact, Rubinelli and Diviani (2020) indicate that an ecological perspective for health behavior change might be important. For the management of a constant/chronic health condition (i.e., depression/anxiety), health-seeking entails the active and/or consistent search for engagement in new habits and/or environment (behavioral change) in an effort to improve health outcomes (Anwar, Green, & Norris, 2012). At the level of prevention, health-seeking entails health monitoring (mental/physical), enough understanding of health information to discern symptoms and interpret health related information, the search for relevant services, and ability to use resources (Teerawichitchainan & Phillips, 2008). Though barriers to health information seeking for young adults have been researched and identified, factors that might facilitate health information seeking leading to health literacy, knowledge, and communication have been understudied. The main effect model (Cohen and Wills, 1985) suggests that social support is crucial for individuals to

perform health protective behaviors (i.e., health information seeking). Additionally, cognitive reframing has been defined as a cognitive change in the way that individuals perceive ideas, events and/or situations and finding alternative viewpoints (Throop, 2012). In an effort to present a more holistic approach to understanding facilitators for HISBs in vulnerable young adults, this paper argues that understanding individuals' social context coupled with current knowledge about mental health (perception of mental health, perceived stigma, self-stigma, and perceived public stigma), and self-awareness (level of introspection), can support efforts towards supporting cognitive reframing leading to HISBs.

Submission ID

2224

Rethinking Boundaries: The Potential of Bringing Ontological Thinking into Health Communications

Authors

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Abstract

First, this paper compares and contrasts three ethnographic texts with a focus on ontological thinking. The texts chosen are *The Body Multiple: Ontology in Medical Practice* by Annemarie Mol, *Malignant: How Cancer Becomes Us* by S. Lochlann Jain, and *Native American DNA: Tribal Belonging and the False Promise of Genetic Science* by Kim TallBear. All three books invest in contemporary conversations of medical practices, with Mol focusing on atherosclerosis, Jain centring cancer, and TallBear discussing genetic science. *Malignant* opens with the statement that “cancer can be better understood as a set of relationships” (Jain, 2013, p. 4). Jain approaches cancer as a “total social fact” (Jain, 2013, p. 13) embedded in almost every aspect of American society. They explain how cancer comes to be a confusing and intractable issue across various social sectors. However, they do not offer solutions but humanize and verbalize disease experience and take suffering into account. *The Body Multiple* investigates how atherosclerosis is enacted in a single hospital. Mol (2002) describes her fieldwork as empirically philosophical. As Mol notes, the medical object means slightly different and is handled in various ways in different practices. A single name used throughout all these practices masks the multiplicity of reality. Instead of investigating disease in the realm of meaning, Mol foregrounds practicalities. Similarly, *Native American DNA* confronts the truthfulness and definitiveness attached to DNA testing and explains how Native American DNA is conceptualized and commercialized.

The paper then places these works in the second-generation of ethnography in STS. Informed by Donna Haraway's feminist material semiotics and the actor-network theory, all three writers urge readers to rethink what a medical object is. They do not approach the object as a noun but an object-in-practice or a total social fact that constantly in motion. The first-generation of STS features fieldwork-based studies, and the core concept is the social construction of knowledge. The lab studies serve as the pillar of this new discipline. However, the second-generation shows more interest in the broader social

apparatus that extends their objects of study from the philosophy of knowledge to practical social problems.

At last, the paper discusses the potential of bringing ontological thinking into health communications. The conversation is placed in the context that, currently, most health communications are single-faceted, focusing on the "meaning" of a disease. However, a single disease may be enacted differently in various departments of a hospital and different social sectors. Such enactments may coincide. In other times, they are practically incompatible but somehow composited, translated and coordinated to formulate coherence. The paper concludes with the claim that by extending the scope and boundaries of health communication, it can inform more stakeholders of the relatedness of the issue and mediate the tone of certainty and decisiveness in the current health communication. By emphasizing the intersectionality of medical practices and other social issues, health communication may profoundly affect public discourse, cognition and behaviours.

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