



## Health Communication Working Group

Abstracts of papers accepted for presentation in the Online Conference Papers of the  
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<sup>1</sup> These are the abstracts of the papers accepted by the IAMCR section or working group named above for presentation in the Online Conference Papers component of the 2020 annual conference. This publication will be updated prior to the conference to include the papers that are actually included in the final programme. To be included in the programme, authors must submit their paper by 19 June 2020 and register for the conference.

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# **Health communication and the diabetes narratives of social media influencers in the UK**

## **Authors**

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## **Abstract**

Health communication is essential in promoting healthy lifestyles and preventing unhealthy behaviours. Various studies show that people are more likely to search on social media than to see their doctors when having health problems (Hesse et al., 2005; Whitten et al., 2005; Ziebland et al., 2004), and more motivated and proactive in virtual interactive conditions to gain emotional support and manage their illness (Whitehead, 2001; Hwang et al., 2010; Takahashi et al., 2009; Sanford, 2010). Thus, a special group of active social media users (influencers), who may not be medical professionals but use social platforms to share personal health experiences or disseminate health information, start playing a pivotal role in providing health 'solutions' and even facilitating health promotion (Moreno et al., 2015; Fox, 2011; McCoarcia, 2019; Burke-Garcia, 2019); such individuals are often referred to as "influencers" because of the persuasive effect their actions may have on audiences (Khamis et al., 2017; Fox, 2011; Freberget al., 2011; Guldbbrandsson et al., 2012). The narrative is a basic mode of human interaction, which can be an effective means of communicating health-related information (Hinyard and Kreuter, 2007; Kreuter et al., 2007). Studies show that the use of narrative can result in positive health outcomes (Dunlop et al., 2010; Kim et al., 2012; Moyer-Guse & Nabi, 2011; Murphy et al., 2011). However, there is no work on the impact of narratives shared by influencers on other people's health attitudes and behaviours.

The main aim of this study is to investigate the diabetes narratives presented by social media influencers (SMIs) in the UK because of the new dimension they bring to health communication and the potential impact they may have on audiences' health outcomes. This paper will present the background literature, an explanation of the conceptual and theoretical framework and the proposed research methods for the study.

## **Submission ID**

266

# **Role of Media in Spreading Awareness of Viral Hepatitis Among the Youth: A Study with Special Reference to Lucknow City, Uttar Pradesh, India.**

## **Authors**

Ananda Babu Borugadda - Babasaheb Bhimrao Ambedkar Central University, Lucknow. Uttar Pradesh

## **Abstract**

### **Abstract:**

Mass media is a very effective and efficient source of information to general public on a wide array of subject. Every day, a lots of health related issues are also disseminated through mass media which passes through various steps before it reaches the people. Current study was conducted to explore awareness level of viral hepatitis among the youth which is one of the International Sustainable Development Goal (SDGs).

Uttar Pradesh, the north Indian state would be the one of the most discussed state among the Indian states in the social science domain of the country because of its peculiarities in many fields such as social reforms, politics, education, health, governance and so on. Media in Uttar Pradesh also has a unique position among the media in the country, mainly because of its huge circulation and readership as well as its multiple roles in the society. Throughout the twentieth century,

This study investigated the role of media in spreading awareness of viral hepatitis among the youth of India. Survey method was adopted using the convenience sampling technique. The population of study is 7844 which consist of students studying in Ambedkar central university and Lucknow state university living in city of Lucknow, Uttar Pradesh. A sample size of 400 arrived at with the use of Taro Yammne formula. A well-constructed questionnaire was used as an instrument for data collection. 381 retrieved questionnaire were analysed using frequency and simple percentage table, and 5 point likert scale. Findings reveals that 53.3% of the respondents have the knowledge of Hepatitis, 62% of respondents are aware of hepatitis through different media, and acquired the knowledge from Health workers, one-to-one communication, television etc. The study further showed that many of the respondents believe that the awareness on hepatitis is low and preferred medium for the awareness are social media, radio, television, banners, door-to-door and others. The study thereby recommended that the government should sponsor different media awareness campaign geared towards the prevention of the transmission of "Hepatitis Virus" and the use of vaccine as a major alternative for prevention.

## **Submission ID**

437

# **Health media and communication in doctor-patient-relationships in a structurally weak region — An exemplary study from Germany**

## **Authors**

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## **Abstract**

The doctor-patient-relationship (dpr) within general practitioner care (GPC) plays a central role in health systems. It guarantees first professional medical contacts and care in consultations and can be seen as a lifelong medical care provider, who is able to build up a very unique, trusting relationship to patients (Bylund et al. 2012).

The future of the GPC is unsure — especially in rural, structurally weak regions like the German federal state Mecklenburg-Vorpommern (MV). Here, in 15 of 27 care sectors can be officially found a shortage of GPC. 126 general practitioners (GP) positions are vacant, 250 GP will go into retirement within the next five years. Furthermore, their workload is higher than the national average. Combining retirement tendencies and the rising trend of average age including more GP visits, these numbers will increase in future. What effects can these findings have on the dcr's regarding time and trust?

Time is an important factor within dpr's. Longer consultations are described by both patients and physicians as beneficial (Irving et al. 2017). German GPs spend least time within consultations in Western Europe (Deveugele et al. 2002), which might have an effect on dpr's. In this context, we have to face trust as primary element within dpr's, which can be one result of sufficient time within consultations. Moreover, trust in a physician is essential for a more successful communicative exchange. Only then, personal health information is more likely to reveal, which might affect diagnosis, treatment possibilities as well as therapeutic interviews (Link 2019).

To expand this field of direct, interpersonal communication situations with physicians, we have to face health content via internet as personal influence factor and influencer within consultations. Dr. Google is a highly frequented source for health information in Germany (Haschke et al. 2018) and the reasons why people consult it are multiple ( lack of trust into GP etc.).

To examine trends within the communicative situations of dpr and additional media background (health content via internet) in structurally weak regions, we carried out an investigation. 403 people with residence in MV took part in a non representative online survey between 28.05.-14.06.2019.

Our findings reveal an interesting perspective on communication behavior within dpr's between rural areas and urban agglomeration. In urban areas, GPs have to treat more patients, which lead to

less time within consultations and harmed the relationship of trust. Rural GPs shows an opposite trend. Despite the lack of GPs in rural areas and a possible increased workload, they have more communicative time for patients and a stronger relationship. This might be a contradiction, but reveals potential future perspectives on dpr's (invest in local offers). In contrast, media (internet) health content and its usage/effects showed no significance between rural and urban areas. These information sources function as an overarching construct, which is time and location-independent. So it's important to differ between the role of communication/media in dpr's. Digitale health content can't replace interpersonal communication situations within consultations, but has the future double-sided potential to be discussed offensively within it.

## **Submission ID**

484

# **Communication strategies in Spanish online newspapers during the food scare concerning listeria in meat**

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## **Abstract**

On 22 August 2019, the Government of Spain issued an international alert after detecting meat that had been contaminated by the *Listeria monocytogenes* bacteria, originating in a company in Seville. The Andalusia regional government had already raised the alarm a week before. The alert was not deactivated until 17 October. Over these two months, the listeria outbreak affected 222 people (6 of them in Germany), caused 3 deaths and 7 miscarriages.

The Spanish digital press devoted particular attention to this crisis that, in addition to the aforementioned health consequences, also had an economic effect, as three meat-produce companies were affected, which raised ensuing concern in the food sector.

This paper will analyse how 5 of the main Spanish online newspapers - *elpais.com*, *lavanguardia.com*, *abc.es*, *elconfidencial.com* and *eldiario.es* - tackled the listeria crisis. According to data from ComScore, in September 2019, these were among the top 10 most-read headlines in

Spain. The first three outlets are the digital version of three of the main daily printed newspapers, whilst the latter two are “digital natives”.

Over the two months that the crisis lasted, these newspapers published a total of 620 texts on the topic. The vast majority of them - 594 - were news items, while the remaining 26 were op-eds.

Using framing theory (Tankard, 2001; Vreese, 2005, etc.), and contributions from agenda-setting theory (McCombs & Evatt, 1995; Scheufele & Tewksbury, 2007...), this paper analyses the prevailing frames during the food scare, and how they evolved. It also studies aspects such as text authorship, main sources used to draft them and sections where they were located.

When tackling this research, other prior studies have been taken into consideration on communication concerning food scares, such as Barnett (2011), Yi et al. (2019, Kim, Jang & Noh (2018) or Boatemaa et al. (2019), to mention just a few.

Hypotheses that the study intends to compare include the prevalence of governmental sources over scientific community sources or anyone actually affected by the listeria outbreak, or how dominant frames evolved over the weeks, with an insignificant presence in the media of a “mitigating” focus seeking to take the edge off the severity of the crisis.

## **Submission ID**

543

# **Changes of Core Knowledge for AIDS Health Promotion in China: from 1990s to the Digital Era**

## **Authors**

Bu Kai - Peking University Health Science Center

## **Abstract**

AIDS remains a major infectious disease in contemporary world; Chinese officials estimated 1.4 million people are living with HIV in China. Public education activities in China were launched by officials in 1980s. Kernel knowledge of AIDS publicity and education issued by national health authorities has been guiding the practice of HIV/AIDS health communication during these years, as well as showed the official attitude towards HIV/AIDS problems.

With historical perspectives, this paper traced back and analyzed five versions of HIV/AIDS kernel knowledge for public education released by Ministry of Health of China(MOH) and the Chinese Center for Disease Control and Prevention(CDC, China), with the aim of capturing the changes of official prevention discourses. Five documents were respectively "Publicity Education Outline for HIV/AIDS Prevention"(1995), "Key Knowledge Points for HIV/AIDS Publicity and Education"(1998 and 2004), "Publicity and Education Knowledge on HIV/AIDS Prevention and Control for Different Groups" (2014 and 2019).

This analysis was based on the frame theory; the method of content analysis and word cloud diagram was used to show the changes of core knowledge content.

This study revealed that, in the discourse of Chinese health authorities, the HIV/AIDS knowledge for health communication has shifted in three frame aspects. Firstly, it changed from a social mobilization framework to an individual framework, which meant the prevention patterns of government leading and multi-sector cooperation converted to individual responsibilities. Secondly, the framework of behavior change turned into the framework of medical technology, which meant the prevention model of knowledge, attitude, belief, practice (KABP) transferred to the focus on expanding testing and treatment. Thirdly, the anti-discrimination framework was replaced by the framework of legal discipline, which meant the emphasis of inclusiveness and anti-discrimination was replaced by emphasizing the legal responsibility of infected people.

These changes in the kernel knowledge discourses revealed by this study reflected the transforms of official attitude towards HIV/AIDS which, in turn, undoubtedly played a key role for prevention practice under China's political system.

Moreover, the time span in these years coupled with the media revolution which stepped from print to digital. As reflections on this study, it was worth noting that, in the view of knowledge production of health communication, the official discourses have continually regulated the communication framework in spite of profound changes taken place in media forms; in other words, it seemed that the digital era had little impact on health knowledge production. This actually reflected two gaps in the health communication in our digital age: one was the media gap—whether the digital media could change the one-way flow of information in the area of health communication; the other was the content gap—whether the digital age could load new communication content in highly specialized health communication area. These were the questions to be further discussed.

## **Submission ID**

672

# **The Effects of Health Evidence and Doctor's Gender on Traditional Chinese Medicine Advertising**

## **Authors**

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## **Abstract**

Testimonials and statistics are both commonly used in advertising to influence individuals' medical decision-making (e.g., Reyna, Nelson, Han, & Dieckmann, 2009; Winterbottom, Bekker, Conner, & Mooney, 2008). While most medical advertising research exploring the role of testimonials and statistical evidence has been carried out in a Western context, such as on the purchase of

prescription drugs (Frosch, Krueger, Hornik, Cronholm, & Barg, 2007; Mintzes et al., 2003) and healthcare products (Chang, 2007), little attention has been paid to the promotion of “Eastern” medical services. Therefore, this research aims to examine the effects of testimonials and statistics on people’s perception and willingness to engage in **traditional Chinese medicine (TCM)**, an alternative approach to Western medicine that is slowly gaining recognition worldwide (MacPherson, Sinclair-Lian, & Thomas, 2006).

TCM has been recognized for offering many treatments with enormous potential, and it is becoming a subject of great interest in the international research community. Contrary to Western medicine, which cures diseases with the use of compartmentalized approaches in a relatively shorter time period, TCM treatments practically last for a prolonged period due to doctor-patient communication of medical practice. Take the ways of diagnosis as an instance. In TCM, “Wang, Wen, Wen, Qie” which means looking, listening, smelling, asking, and touching are used to make diagnosis by analyzing the patient’s pulse, posture, and feelings. By contrast, doctors in Western medicine propose a diagnosis by examining the body fluids and tissues to compare it to a normal range and will also utilize modern scientific instruments to check on the human body and estimate what is the problem. In this regard, TCM places greater demands on patients’ consultation and interaction with doctors and thus TCM advertising often includes therapeutic claims about treatments and health services as well as the portrayal of doctors, such as doctors’ gender, educational experience, and specialization.

Data were collected from an experiment embedded in an online survey (N = 279) in Hong Kong in March 2019 with a **3 (health evidence for therapeutic effects: testimonial vs. statistics vs. none) by 2 (doctor’s gender: male vs. female) experimental design**. Each participant was required to read a TCM advertisement and answer questions related to his or her perceived message usefulness, perceived trustworthiness of the TCM doctor, and attitudes and behavioral intentions toward TCM. This research also explored the interactive effects of (1) evidence of therapeutic effects and (2) doctors’ gender on TCM promotion. Results show that **testimonial evidence is more effective** than statistical evidence in facilitating doctors’ trustworthiness and people’s positive attitudes and intentions regarding TCM. Furthermore, the effect of **testimonials** on perceived message usefulness is stronger for participants exposed to advertisements with images of a **male doctor** than with a female doctor. These findings suggest that carefully chosen, objective testimonial evidence is integral to TCM advertising and contributes toward improving the audience’s message perception as well as attitudes and intentions towards TCM as part of personal healthcare regimens. In addition, portraying Chinese medicinal doctors in advertisements as professionals may be convincing for potential patients.

## **Submission ID**

723

# **The Ethics of Personal Data in Digital Health**

## **Authors**

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## **Abstract**

One of the fastest growing areas within health and medicine is the field of digital health. Digital health relies on a variety of different types of information and communication technologies (ICTs) to collect, analyze, and deliver personalized care to individuals but can be scaled up and deployed for mass implementation (Rivas, 2018). At the core of all digital health technologies is a focus on individuals and a promise for personalized medicine. This means things like the use of genomic data as a basis for personalized medicine and drug discovery (Szlezák, Evers, Wang, & Pérez, 2014), artificial intelligence as a diagnostic tool (Fogel & Kvedar, 2018), and mobile apps and ICTs as decision support and disease management tools (Sharma et al., 2018). On a societal level, this means more opportunities for research, cheaper healthcare costs, improved public health and safety, and delivery of high levels of care to more patients than ever before (Meskó et al., 2017; Rivas & Wac, 2018; van der Heijden & Witkamp, 2018; Vayena, Haeusermann, Adjekum, & Blasimme, 2018). However, while the potential exists for big data and digital technologies to radically improve medicine and the delivery of healthcare, in general, results have been mixed about whether digital technology has actually brought about significant changes for either health outcomes or cost savings (Miller and Tucker, 2017; Finkelstein et al., 2016; McCabe, McCann, & Brady, 2017).

An important issue that is often relegated to the background is the ethics of personal health data. The ability to continuously collect highly personal information about users in real time brings about new challenges to thinking about how data is used and the people being monitored. Data in itself is not powerful but gains significance through the human communication process when it is used to influence the opinions we form, the decisions we make, and the actions we engage in. How ethics is defined and applied to digital health and personal data is important because it provides the foundation for how we view, treat, respect, and communicate with ourselves and others. In this paper, I argue that one reason why patients, healthcare providers, and society have yet to see significant value from digitized health technologies is because the current healthcare system prioritizes collecting personal data over patient outcomes, leading to problems of interoperability and business models that devalue the patient user.

The purpose of this paper is to explore the ethics of digitized health communication by highlighting the growing importance and abuse of digitized health data within the current healthcare system. To do this, I first distinguish between the related but distinct fields of digital health and its sub-field, digital medicine. Next, I delineate the role of digitized health technologies and personal data in the

current healthcare system, followed by an overview of the underlying mechanisms that contribute to the lack of progress of digital technology in health. I close by critiquing digitized health's current unethical approach to personal data and offer suggestions for building a more optimal ethical system.

## **Submission ID**

776

# **There Is an App for That: A Study of Social Egg Freezing Mobile Applications Efficiency from Women's Perspective**

## **Authors**

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Alkim Erol - Universitat Oberta de Catalunya

## **Abstract**

**Background:** The number of Mobile applications for postponing childbearing and pregnancy timing is increasing on the market nowadays, and the increasing amount of women are using them.

**Aims:** To analyze how Spanish women use postpone childbearing and pregnancy apps, their attitudes towards the provided information, the tests and questionnaires, data privacy and security related to such use, and what features they look for in these apps. This investigation is part of a broader project which aims to improve the credibility of egg freezing mobile applications.

**Methods:** An online survey was completed by 358 women who have been used one of the egg freezing applications. These women were the members of online communities of practice and forums with the subject of egg freezing. The participants were aged between 28 and 43.

**Findings:** Most of the participants used the app called "frzMyEggs" which has the highest rate among the others. However, many of them had tried other apps before. More than half of the participants found the apps helpful regarding provided information and the hormonal test and success rate estimation. However, the questions related to social life, and also the interpretations from their answers have been criticized by most of the participants. They did not find them very helpful in the decision-making process for egg freezing. Most of the participants were not considering the legality of the content of these apps or considering privacy and policy issues regarding personal information.

**Conclusion:** These apps are new in the market, but they are growing due to the increasing development of social egg freezing technology and its users. The main use of these apps is to help for decision-making through providing information, estimating the success rate of the technology based on age and hormonal condition and doing a survey which focuses on the personal and social life of the user. The presented information can be improved, including more details. The success

rate estimation can also be more accurate, adding more influence elements such as the level of some hormones. The most critical part and less developed of these apps is the survey which includes superficial questions and interpretations. These applications need to improve the questions and interpretation to provide women with a broader sight of their personal and emotional life in the context of society. It is essential to provide awareness about their feeling and emotions, economic situation, laboral and social position, and social structure.

## **Submission ID**

1009

# **Electronic Cigarette Presentations on Printed News Media: A Content Analysis of News stories in Hong Kong**

## **Authors**

Wenshu LI - Honono

## **Abstract**

Electronic cigarettes have been considered healthier alternatives for smokers in Hong Kong, which are also one of the aids for smoking cessation. As the health effects of e-cigarettes were found unknown, the evidence of e-cigarettes on smoking cessation was limited (Jiang et al., 2016; Pisinger & Døssing, 2014), so how the media present e-cigarettes would pose a threat on the audience's, especially the young people, smoking beliefs and behaviours (Wakefield et al., 2003). Therefore, this study examines how electronic cigarettes were portrayed and represented on traditional media before and after the announcement of an e-cigarettes ban policy in Hong Kong.

In order to collect a representative sample of Hong Kong traditional newspaper news before and after the announcement of a complete e-cigarettes and other innovative tobacco products ban policy in Hong Kong. The online database WiseNews was searched for “電子煙” (e-cigarettes) as the key words across Hong Kong. The completely ban was announced by Hong Kong Chief Executive on 9<sup>th</sup> October 2018. The Legislative Council tabled a full proposal on a full ban on e-cigarettes on 13<sup>th</sup> February 2019. So, to compare the news' portrayal published on Hong Kong traditional newspapers before and after the announcement of e-cigarettes ban, news reported on professional media from 20<sup>th</sup> April 2018 to 20<sup>th</sup> April 2019 were collected.

In total, 787 pieces of news with keywords of “電子煙” (e-cigarettes) were selected from 20<sup>th</sup> April 2018 to 20<sup>th</sup> April 2019. After sampling, 65 news articles from Hong Kong printed newspapers were initially coded for the theme of e-cigarettes news coverage, the tone of e-cigarettes and e-cigarettes ban, benefits and harms of e-cigarettes, source of news stories.

It is found that regulations, big government, and health effects were three big concerns/ themes presented in news coverage in Hong Kong. More than half of traditional newspapers portrayed e-cigarettes in a negative tone (n = 37). Almost 50% of news coverages were presented as a positive tone of e-cigarettes control policy. In terms of benefits and harms, e-cigarettes were most frequently

framed as trendy products (23.1%) and smoking cessation aids (18.5%). The harmful for the health (47.7%), toward teens (47.7%) and limited smoking cessation aids were stressed by news coverages as harms. In addition, there was a big difference in the tones of e-cigarettes ban presented on traditional newspapers in Hong Kong before and after the announcement of the e-cigarettes control policy.

*Keywords:* Hong Kong, electronic cigarettes, electronic cigarettes control, framing, news media, content analysis

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#### **Submission ID**

1056

## **How does data journalism become a new choice for healthy communication in the digital media era: an analysis of some outstanding works**

#### **Authors**

Xingxuan Li - Communication University of China

#### **Abstract**

Health communication, which aims to strengthen disease prevention and health promotion through discussing and communicating health issues, is a subject that focuses on the effects of communication. However, it is often difficult for health communication to get rid of the cold, boring and rigid feelings caused to the audience since health issues are highly specialized, which will affect the communication effect to some extent. Changing the form of communication is one way to resolve this dilemma, and data journalism is an option to be considered. Data journalism is a new type of news model born with the development of digital media and the opening of data. It uses data mining, data analysis and data visualization methods to visualize boring content, so as to achieve the purpose of improving communication effects. The reporting method of data journalism brings a lot of inspiration to health communication, but its application practice in the field of health

communication is relatively few, and relevant studies are also rare. Therefore, the article focuses on this topic and comb previous related studies and experiments. Considering of the factors that may affect the communication effect of health data news comprehensively, such as news framework, visual rhetoric and persuasion effect, this article established an analysis-evaluation model for the health communication effects of data journalism and has a quantitative analysis of more than a hundred health data news using this model. These samples are from media organizations in different countries that have ever won the Global Data Journalism Awards, including Caixin in China, Reuters in the UK, The Pudding in the us, Civio in Spain, Berliner Morgenpost in Germany and so on. This study has found that current health data news has contributed to the enhancement of information credibility and user engagement. However, there are also some problems such as the homogeneity of the subject matter, the lack of persuasion skills, and the possibility of widening the digital divide. Finally, this article puts forward some constructive opinions on the application of data journalism in health communication based on the research results, hoping to improve its communication effect.

### **Submission ID**

1209

## **How does the public respond to fear appeals? A randomized controlled experimental study of e-cigarettes**

### **Authors**

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### **Abstract**

Due to merchants' misleading propaganda and people's vague perceptions, the e-cigarettes, which have the same harm as cigarettes, are becoming more and more popular, especially among young people. Therefore, it is urgent for government to explain the dangers of e-cigarettes to the public, and advocate them to stay away from it. According to domestic and foreign academic research and empirical perspectives on tobacco control practices, fear appeals is an effective way of communicating with the public.

This article is based on the Extended Parallel Process Model(EPPM), integrates the Appraisal-Tendency Framework(ATF), and introduces the public emotion as a variable in examining the public's response to the fear appeals. It refines public emotions into three dimensions: anxiety, fear, and anger, and then describes in detail the impact path of fear appeals on public protection motivation. Then, based on official media reports and government reports in China, this article sorts out the information on fear appeals, and uses a  $2 \times 2$  experiment to test its effectiveness and action path.

The study has found that high-threat and high-efficiency fear appeals can increase the perception of the public on e-cigarettes' danger, triggering emotions like anxiety, fear, and anger, thereby motivating them to stay away from smokers and quit e-cigarettes. On the path of efficacy perception, although perceived efficacy of the public can effectively enhance its protection motivation, any level of fear appeals has no significant effect on the efficacy perception. At the level of segmented groups, any degree of fear appeals cannot cause smokers' threat perception of e-cigarettes and a strong fear appeal can effectively improve women's efficacy perception.

Based on above, this study believes that there is too much publicity about the harm of e-cigarettes in the current China's official tobacco control propaganda, but the relevance between e-cigarettes and the general public and effective tobacco control methods that public can take are insufficiently introduced. In the future, we can break away from the traditional thinking of just telling people about scientific research and data, and further integrate tobacco control publicity with emotions, social relationships and daily life of the public. Combining tobacco control work with people's life scene to enhance their concrete perception of tobacco's harm, and carry out different risk communication methods for different groups to improve their perceived efficacy.

## **Submission ID**

1219

# **Examining how media attention and reflective integration relate to Chinese women's breast cancer knowledge**

## **Authors**

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Meidi Zhao - Yunnan University

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## **Abstract**

Breast cancer has become the most prevalent cancer among women, and posed a significant health threat worldwide (WHO, 2019; World Health Organization, 2019). Over the past decades, China has witnessed a dramatically increasing breast cancer incidence. An estimate of 268,600 Chinese women were diagnosed of breast cancer and 69,500 were died in 2015, accounting for 15.1% of new cancer cases and 6.9% of cancer deaths in women (Chen et al., 2016). In response to the high incidence, Chinese government had started to launch several large-scale breast cancer screening programs in the recent years (Song et al., 2015; Wang et al., 2019). However, Chinese women still have a lower screening rate for breast cancer, when compared to those in the U.S. and Europe. Numerous health communication studies have highlighted the importance of factual knowledge as an antecedent to health behavior. Thus, it is important to examine the antecedents of knowledge. The central purpose of this study is to examine how news attention on traditional media and social media, and reflective integration (i.e., interpersonal discussion and elaborative processing) affect

Chinese women's breast cancer knowledge. Several hypotheses were developed and tested using online survey data from 821 young women in mainland China. Items in the questionnaire were adapted from past studies and were translated from English to Mandarin. Data were analyzed using Pearson correlation and hierarchical regression analysis in *IBM SPSS Statistics 21*. Regression results show that news attention on social media ( $\beta = .14, p < .001$ ) is significantly associated with young Chinese women's breast cancer knowledge. This suggests that Chinese women who pay more attention to news on the social media tended to have higher level of knowledge towards breast cancer. However, no significant association was found between news attention on traditional media (i.e., newspaper and television) and breast cancer knowledge. Regarding reflective integration process, our regression results show that elaborative processing ( $\beta = .07, p < .05$ ) is positive associated with young Chinese women's breast cancer knowledge, whereas interpersonal discussion had no significant effect on it. This suggests that respondents who actively process and synthesize information tend to have a higher level of breast cancer knowledge. The results may help health professionals to develop a more comprehensive and effective strategy to increase breast cancer knowledge for this group of people. Theoretical and practical implications will be discussed.

### **Submission ID**

1260

## **'Dementia has Nothing to do with Me': Health Information**

### **Avoidance of Alzheimer's Disease Among Chinese Older Adults**

#### **Authors**

Jingyi Guo - Jinan University

#### **Abstract**

Alzheimer's disease (AD) is a neurological disorder that occurs frequently among older adults. With the aging population in China, the number of AD patients there ranks first in the world (Alzheimer's Disease International, 2016). Sharply contrasting with the high prevalence rate, however, is the low treatment rate. Among Chinese older adults, the proportion of AD patients receiving medical treatment is no more than 20% (Caixin, 2018).

A pre-test of the present study has shown that Chinese older adults commonly lack knowledge of AD. Since research in the medical field has focused on the occultness of AD's early onset and proven the effectiveness of early intervention, promoting a positive attitude among older adults towards information related to this disease is urgently needed. If more older adults could accept health knowledge on AD, more might be aware of symptoms appearing at an early stage and seek treatment.

Based on questionnaires from 105 Chinese senior citizens, this exploratory study focused on the selective exposure behaviour of Chinese older adults towards information related to AD. The results verified the hypothesis that Chinese older adults avoid information about AD. Older adults of

different ages, genders, educational backgrounds, family AD experience and technology usage patterns showed different levels of health information avoidance. Furthermore, linear regression analysis found that the psychological factors of social anxiety and technological anxiety during the process of accepting health knowledge, rather than disease anxiety itself, are ultimately the main causes.

Several surprising findings are also discussed based on the current data: 1) Those who were over 70 years old did not show the same strong information avoidance as the younger groups; 2) Older men show a higher degree of health information avoidance than older women; 3) Psychological factors play a more important role in people's acceptance of health information.

In fact, researchers in Taiwan have recently examined the source of the stigma of AD and also criticised age discrimination and social discrimination within (Lo, 2018). Because their research has not carried out audience analysis, results from this study could correspond to it. Given the special cultural tradition of parental authority in China, and that AD is much more commonly called 'dementia' with a derogatory meaning in this context, the findings of this study suggest more attention should be paid to the social and digital exclusion felt by older adults.

The study also proposes a possible basis for disease stigma study in health communication in more cultural backgrounds around the world. Given stigma is the product of inequality in social, cultural, economic and political power (Link & Phelan, 2001), people may have to admit that the majority of society have allowed such discourses that produce inequality. Further, based on the surprising findings about technological anxiety, it is also certainly of great significance to consider how ICTs can help older adults actively accept health information today.

## **Submission ID**

1355

## **Who's afraid of HIV? Improving Z generation behavioural change through advertising.**

### **Authors**

Sara Balonas - University of Minho/CECS

Ana Duarte Melo - Universidade do Minho /CECS

### **Abstract**

On december 2019, Byanyima, Executive Director of UNAIDS stated: "HIV prevention is so off-track that the world will not reach our target of a 75% reduction in new HIV infections by the end of 2020." In this research, we propose to analyze the importance of behavioural communication on raising a greater knowledge and persuasion among younger people on HIV, thus its contribution to reduce new infections.

The perceptions that new generations might have about AIDS is substantially different from previous generations, considering that this disease was widely feared in the 80s and 90s. With regard to the attitude of young people towards AIDS - especially Generation Z (born in the mid-90s) we can face a paradox: a lower mortality rate will correspond to a lower degree of mediatization of the disease (including advertising campaigns), therefore, a de-dramatization that leads to greater ignorance on the part of new generations, which can lead to an increase in AIDS cases.

The study begins by looking at mediatization through campaigns launched on 80s and 90s addressed to population in general. It seeks to establish a relationship between literacy on HIV and the role of advertising campaigns focused on prevention, which has suffered a dramatic reduction over the years (Balonas, 2013). Thus, what changes in perception about AIDS have taken place since the 1990s until today among younger people?

The research is based on the acceptance of the importance of behavioural communication in influencing attitudes and actions. In health, as in many other topics that affect individuals and societies, advertising should be used as a tool at the service of citizenship (Mattelart, 1990; Ruiz, 2003; Balonas, 2007; Almaraz, 2009). Knowledge is not enough. As Idele *et al.* refer: “a basic understanding of HIV and how it spreads is a necessary component of prevention, although this is not sufficient to change behavior and reduce risk. Despite consistent calls for improving knowledge, in general, levels of knowledge of HIV among adolescents and young adults are appallingly low” (2014).

A UNAIDS study warns that young people aged 15 to 24 are at the forefront of the epidemic - 41% of all new HIV infections among adults in 2009 (UNAIDS, 2011: 2).

According to Idele *et al.* (2014) majority of HIV infections are in sub-Saharan Africa, where 85% of all adolescents living with HIV were located in 2012 (1.7 million). About 300,000 new infections occurred among adolescents aged 15–19 years (about 830 adolescents were infected with HIV everyday of 2012). Therefore we also seek to understand the imbalance between developed and underdeveloped countries concerning awareness on HIV and the influence of communication on youth. The research combines interpretative analysis and content analysis regarding the few campaigns launched in Mozambique and South Africa (high epidemic density countries) and in Eastern Europe (Low epidemic density countries).

The communication seeks to understand the advantage of reconsidering the use of behavioural campaigns, popular in the 90s, as a means to contribute to the epidemic reduction among Z generation.

## **Submission ID**

1459

# **Health Information Seeking Behaviour in Bangladesh: Role of Virtual and Real-life Social Networks**

## **Authors**

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Md. Aminul Islam - Faculty, Department of Media Studies and Journalism University of Liberal Arts Bangladesh (ULAB)

## **Abstract**

Information is the basis on any decision making process. In the case of health related knowledge, attitude and decision making process, people depend on the safe and trustworthy health information available. Studies have shown that social networks in the form of families, friends and relatives, play significant role in providing health information (LaJoie & Ridner, 2009; Riahi et al., 2015; Owusu-Addo et al., 2016). But little is known about the topic from the context of Bangladesh. This study will investigate the role social networks, both real-life and virtual, play in the lives of Bangladeshis for their health related information. Social network theory will be employed to understand the structure and function of type of social networks people depend on for health information. Both personal and formal social networks will be studied. Friends, families and relatives are known as having strong ties and thus they form personal social networks. Formal social networks are referred to those who fall into the category of mosque, temple or church leaders, pharmacists, NGO workers, health professionals. Also those who fall into the category of semi-personal-formal, where one is relative but also professionally a health staff or pharmacist. Hence, within these social networks, the type of ties (strong or weak ties) people rely on will also be analysed. Along with that an attempt will be made to highlight the health related reasons for which they rely on certain type of social networks. Semi-structured interview among 150 Bangladeshis will be conducted to examine the pattern of seeking support from their social networks. Bangladeshis between the ages of 18 to 50 years will be selected for the survey through snowball sampling. The health information seeking behaviour among older and younger generation will be identified by including both male and female Bangladeshis from various age groups. With the insight about the structure and function of social network, the health policy makers, government and non-government organisations will be able to develop awareness programs targeted towards the concerned information seekers. Access and availability to accurate health information are necessary in developing countries like Bangladesh where literacy is a problem. Moreover, the findings will also contribute to the understanding of informal referral system in healthcare of the country.

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## **Submission ID**

1461

# **Health transmission among the middle-aged and elderly in the issue of acute infectious diseases: media, family, personal psychology and risk perception formation –Take the residents of Hefei, China during the COVID-19 epidemic as an example**

## **Authors**

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## **Abstract**

Since December in 2019, a new coronavirus called COVID-19 has spread in China. In the global pattern of a risk society, this epidemic has attracted worldwide attention, which has been identified by the World Health Organization as a public health emergency of international concern (PHEIC).

The middle-aged and elderly people are easily divided into the epidemic-prone group for their lower immunity. In the novel coronavirus pneumonia (NCP), they have a higher proportion of critically ill patients. However, the middle-aged and elderly people didn't realize or even believe the harm of the coronavirus at first. With the joint efforts of the government, the media, and relatives, they gradually changed their attitude and behavior. This phenomenon has attracted the researcher's concern.

To study the factors that affect the science and risk transmission during the health communication process of major public health events, the middle-aged and elderly people over 45 years old (according to the World Health Organization's definition) in Hefei, China were chosen as the research object. Compared to extensive studies that mainly discuss the use of media, which are lack of in-depth investigation of the audience itself especially the middle-aged and elderly people, this research focuses on the influence of the self-health perception, health knowledge and family factor. It is noted that Hefei is an ideal sampling point based on its geographical, demographic and social characteristics associated with the epidemic.

In the study, the quota sampling method is used to distribute and collect questionnaires in Hefei. The Scientific and Risk Communication effects identified by self-made scales are chosen as dependent variables. Media Use, Family Factor, Self-health Perception, and Health Information

Concern are the four main independent variables at the audience level. The controlled variables include gender, age, living status, education level, income, and occupation, etc. Data processing is based on the correlation analysis method, multiple regression approach and principle component analysis through SPSS21.0.

The present work focuses on the spread of the epidemic risk and the predominant factors affecting the risk perception of the old and elderly people. Based on stepwise regression analysis, it is found that the Risk Communication has a strong correlation with Media use and Family Factor, which can be attributed to the significant increases in media coverage about the epidemic and the family reunion after the Chinese New Year (January 24, 2020). Moreover, the medium effect can be unified to five characteristic factors through principle component analysis. Furthermore, the relationship between the self-health concern and the media use is also identified. The research is of great significance in developing the theory of health communication at the psychological level of the audience and guiding middle-aged and elderly people to cope with the risk communication, especially major health emergencies.

Keywords: Health Communication, Middle-aged and Elderly, Risk Perception; Report on Public Health Events

### **Submission ID**

1732

## **Impact Factors of Users' Health Information Sharing Behavior on WeChat Platform**

### **Authors**

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zhiwen ji - School of Journalism and Communication Renmin University of China

### **Abstract**

With the advancement of technology and the development of society, internet-based social media has gradually penetrated into people's lives. Social media not only meets people's indispensable social needs, but also forms a more complex social network, making information sharing and transmission an important link for communication in social networks, and one of the important purposes of people to use social networks. Users can easily spread and share information by clicking the share buttons. However, multiple factors that will affect the users' willingness to share and the occurrence of sharing behavior. Hence, it is necessary to conduct in-depth analysis of user's information sharing behavior, especially to explore the influence factors of user's information sharing behavior, which is helpful to understand from the perspective of the audience which factors will cause information to be widely forwarded and shared, thus promote the effect of information dissemination, and can also effectively intervene the spread of false information.

At present, the research on the information sharing behavior of internet users has gradually attracted the attention of scholars, and the information sharing behavior has been discussed from different disciplines and different perspectives. However, according to the previous studies, there are few studies have been conducted on the health information sharing behavior of social media users from the perspective of communication, and there are few studies on the construction of a complete model of relevant influencing factors and the testing of empirical hypotheses on the basis of existing theories. Based on this, from the perspective of communication, this study attempts to analyze the influencing factors of WeChat platform users' health information sharing behavior and construct a theoretical model.

WeChat has become the main social media platform for users to obtain information. And health information is one of the most important content which can easily trigger users' sharing behavior on WeChat platform. Therefore, in order to discuss the impact factors of user's health information sharing behavior, this paper establishes research hypothesis based on the theory of planned behavior, technology acceptance model and social cognitive theory. The impact factors are divided into attitude, value and environment, which is including six variables: perceived usefulness, information quality, self-efficacy, perceived benefits, social support and critical mass. Questionnaire was used to collect data (N=375), and structural equation model was constructed to test the theoretical hypothesis. The study found that the all variables have positive impact on the share intention. Among them, value factor is the most important factor, and the attitude of individuals toward information and the influence of environment on themselves are also important factors, but the degree of action decreases. Meanwhile, users' age and self-perceived health status are also affect their health information sharing behavior. From the perspective of communication, this study lays a theoretical and practical foundation for the effect of health communication.

### **Submission ID**

1757

## **Comprehensive Sex Education in Ghana: A critical cultural examination of challenges to contemporary CSE advocacy and implementation**

### **Authors**

Kisa Clark - University of Oregon

### **Abstract**

In November 2018 the United Nations Population Foundation (UNFPA) and Ghana Education Service released a document titled "Guidelines for Comprehensive Sexuality Education (CSE) in Ghana" to the National Council for Curriculum and Assessment in Ghana's capital, Accra. The development of these CSE guidelines stems from an earlier adolescent reproductive health policy and decades of work by various sex education and reproductive health advocacy organizations in

Ghana including the Planned Parenthood Association of Ghana (PPAG), Marie Stopes and other local NGOs like the Alliance for Reproductive Health Rights (ARHR), Youth Harvest, and Curious Minds. Past research indicates both a need for CSE in Ghana as well as challenges to implementing CSE. Since the new guidelines were released, it has received renewed push back from political and religious commentators. The goal of this study is to examine how Ghana's latest sexual health guidelines will be implemented and the prevailing cultural challenges to its implementation by utilizing critical health communication and postcolonial feminist theory (Dutta, 2008; Mohanty, 2003).

Expanding on past research in Ghana, the study employs the perspective of local advocates for adolescent sexual health and education to gain contemporary insight on the issue. Qualitative semi-structured in-depth interviews were conducted with community health advocates and health workers in Accra, Ghana in the summer of 2019, including representatives from the organizations that both helped establish the new guidelines and are currently participating in guiding its implementation. Analysis from the interviews identifies several key cultural restraints that CSE advocates are facing in implementing CSE programs to Ghanaian adolescents in both in-school and out-of-school settings including existing restrictions around the topic of contraception, lack of education programs to key stakeholders, especially related to the guideline's goal of girls empowerment, and concerns around political support to implement CSE programs. Critical identification of these challenges and constraints in Ghana may help assist sexual health advocates in their continued efforts to implement CSE and other health advocates worldwide. The study's critical approach to analyze sexual health education issues and intentional engagement with active community health advocates also contributes to a wider recognition of essential culture-centered approaches to understanding health disparities and effective health advocacy communication.

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## **Submission ID**

1760

## **Social Media News Frames in an Emerging Health Crisis:**

### **Tweeting COVID - 19**

#### **Authors**

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Shreesthi S Mishra - CSM Technologies

Dr. Bharati Bala Patnaik - Fakir Mohan University

## **Abstract**

Pneumonia of unknown cause detected in Wuhan, China was first reported to the World Health Country Office in China on 31<sup>st</sup> December 2019. The outbreak of COVID – 19 was declared a Public Health Emergency of International Concern on 30<sup>th</sup> January, 2020. As of writing this updated abstract, 2,858 deaths in total have been reported worldwide (2,791 deaths reported from China itself) and 83,310 confirmed cases have been detected worldwide (78,959 cases detected from China itself). Though predicted that there was an increased probability of a future SARS or MERS like coronavirus outbreak occurring in China (Fan, Zhao, Shi & Zhou, 2019), the unpreparedness and the subsequent devastation has caused a global pandemic.

In times of crisis, the importance of the media is heightened. Public health emergencies like the COVID - 19 create an intense and immediate need for information regarding what happened, what actions people should take and how governments (local, state, national and international) should respond (Sellnow & Seeger, 2001). Government and responsible organizations consider media to be an essential part of crisis management (Reynolds & Seeger, 2005), and the public relies on the media to make sense of confusing or chaotic situations (Tai & Sun, 2007; Zhang, Kong, & Chang, 2015).

Due to rapid technological advancements social media has been playing a crucial role in information dissemination during disasters and crisis. Organizations like the World Health Organization and global news agencies like Xinhua, AP and AFP are at the forefront in providing information and have been using social media to constantly update the world regarding the current COVID - 19 crisis.

As the importance of social media has risen in general, its importance in the context of crises has also increased. However, both researchers and practitioners caution that media—social media in particular—may create misperceptions and amplify public fears by fostering public panic and proliferating unverified information (Kasperson, 1992). In comparison to traditional media, social media use is particularly susceptible to the aforementioned concerns due to enhanced speed of information transmission and distinctive features of open access platforms (Zeng, Starbird, & Spiro, 2016).

Using the crisis stage model (Fink, 1986) and the ways in which news frames have been created to influence the public (Scheufele, 1999), the present study aims to carry out a qualitative content analysis of tweets related to COVID - 19 on the official twitter handle of World Health Organisation (WHO) and compare it with the prevalence of news frames in COVID - 19 coverage on the twitter feed of Xinhua News Agency and the Associated Press from 1<sup>st</sup> January, 2020 to 29<sup>th</sup> February, 2020.

News frames determine the salience of an issue and the manner in which news users perceive, understand, process and store related information (Entman, 1993; Fiske and Taylor, 1991) – and, subsequently, how people construct perceptions of what is going on in the world (Iyengar, 1991). Furthermore, news frames in terms of health information determine how people view disease and illness (Ziporyn, 1988).

## **Submission ID**

2004

# **Chinese smokers' understanding of genetic testing for smoking cessation**

## **Authors**

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## **Abstract**

With 307.6 million smokers in China, the estimated number of deaths from smoking in 2050 is 3 million (WTO, 2010, 2018). While recent health initiatives have focused on smoking cessation, its success rates remain low - only 16.1 per cent of Chinese smokers plan to quit and less than 10 per cent succeed in doing so long-term (WHO, 2010, 2018). To understand Chinese smokers' lack of motivation to quit, survey-based research and in-depth qualitative research have been conducted to investigate smokers' basic knowledge of the hazards of smoking as well as other wider socio-cultural, economic and political factors (Jiang, et al. 2010; Liu, et al. 2016). Medical scientists have also developed studies to understand the genetics of respiratory health (Wain et al. 2017). It is hoped that the new knowledge may lead to increased awareness of genetic risks relating to smoking, motivating smokers to quit. This paper investigates Chinese smokers' understanding of genetic testing for smoking cessation. The paper is based on evidence from 1,179 survey questionnaires with a broad distribution of smokers in a college town and five focus groups with smokers of varied smoking history. This paper reports some preliminary findings about smokers' awareness/understanding of smoking related genetic health risks as well as genetic testing for smoking cessation.

More than half of the smokers surveyed (57.7%) indicated that if genetic testing became clinically available to predict their future risks of developing serious diseases, they would be willing to take the test. 74.7% (881) of the smokers surveyed said that they would be motivated to quit if they were tested genetically high risk of developing serious lung diseases. The survey respondents had been told that the results of genetic testing could be uncertain, but 492 (41.7%) of them were willing to accept the uncertainty. Somewhat surprisingly, the data show that smokers' awareness/understanding of genetic testing is limited: only 39.1% of the smokers reported having heard of genetic testing before. 28.8% of them reported knowing what genetic testing was for. 32.7% supported using genetic testing to predict the risk of future diseases. Focus group discussions confirm the finding of low awareness/understanding of genetic testing among smokers, especially those with low educational attainment. Discussions also show that some participants mistook genetic testing for genetic cloning and modification, citing Dolly the sheep and batman as examples which they learned from the media. Focus group discussions further indicate that participants were unsure of the cost, process, and privacy issues relating to genetic testing, which again supports the

finding from the survey data. Discussions demonstrate smokers' ambiguous understanding of 'risk' – risks of developing diseases were sometimes equated with the diseases themselves. Some participants showed a sense of powerlessness when talking about risks, demonstrated in their discussions of 'fear of the unknown' and the subsequent coping strategy of 'live the moment'. These findings suggest that public health practitioners need to consider the complexity of genetic risks (uncertainty, probability, testing) but also the socio-culturally situated understanding of risks when designing their campaign programmes.

## **Submission ID**

2070

# **Humanoid Robot as New Learning Medium in Health**

## **Communication: Children's Perspectives**

### **Authors**

Shelly Malik - Nanyang Technological University

May Oo Lwin - Nanyang Technological University

### **Abstract**

Robotic applications in education could enhance students' engagement and motivation (Chin, Hong, & Chen, 2014). Evidence of robot use in health communication and promotion, however, has been few. Effects of robot application depend on various factors, such as robot's physical presence, people's tendency to anthropomorphise inanimate objects, and robot's role as tutors, assistant teachers, or peers (Belpaeme et al., 2018; Broadbent, 2017). This study examines the potentials of utilizing a humanoid robot undertaking an assistant teacher role on children's learning in a hypertension awareness program. Grounded in the uncanny valley hypothesis (Mori, 1970) and the mind perception hypothesis (Gray, Gray, & Wegner, 2007), the study explores human characteristics that children ascribe to robot that could influence learning outcomes. Additionally, we examine the effect of an authoritative figure's presence in learning by comparing children's perception toward learning from a human teacher as well as from a robot undertaking the role of a doctor versus peer, representing authoritative versus cooperative communication and engagement style, respectively.

Semi-structured interviews (n = 43) were conducted to grade five children interacting with a humanoid robot in a classroom program communicating hypertension prevention and blood pressure measurement. The program was led by a human teacher, assisted by a robot undertaking either a doctor or peer role, manipulated by its physical appearance, costume, speech, gestures, and names. The constant comparative approach was used for analysis.

Some participants perceived the robot to be like a person attributable to the robot's ability to act, move, feel, and speak like human. Participants' emphasis on robot's agency ("ability to plan and do things") and experience ("ability to feel and sense things") in determining humanness (Wang et al., 2015, p. 397) is consistent with the mind perception perspective (Gray et al., 2007). Others perceived the robot to be unlike human due to the distortion in its physical appearance as compared to human. The robot still looked and felt robotic, easily distinguishable from human even though it was dressed as a doctor or a student. This may create a sense of familiarity but has not yet reached the uncanny feeling, as indicated by most participants not finding the robot to be strange, ugly, or feel uncomfortable. Despite mixed responses in the attribution of the robot as human, participants expressed likeability toward the robot, which may have translated into positive learning responses, e.g. fun and interesting.

Participants preferred to be taught by human teachers than robots, regardless of the robot role, owing to human's abilities to perform social interactions, solve discipline and fight issues, and limited robot's capabilities beyond its programming. Some associated the robot as doctor due to its costume and stern manner of speech. Others thought that the robot was like a friend, because, like friends, the robot was nice. Overall, the robot enhanced engagement and attention through its exaggerated actions and interactivity. The findings have important implications in understanding the potential use of robots in health communication and providing insights on robot design based on the uncanny valley and mind perception hypotheses.

## **Submission ID**

2103

# **The Impacts of Smartphone Dependence on Sleep Quality and Everyday Memory: A National Survey on Chinese School Children**

## **Authors**

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## **Abstract**

Some existing studies revealed that smartphone dependence was a negative predictor of user's sleep quality and memory. However, little is known about the underlying mechanisms that may mediate or moderate the correlation, like the relationship between smartphone use and dependence. Also, how the sleep quality and memory are measured differed a lot in previous studies. More importantly, most existing findings were based on college students and adults. However, there are

still few concerns on the impacts of smartphone on children, who are more and more dependent on ICTs.

This study aims to examine school children's differences in smartphone use and smartphone self-efficacy, which are predictors of smartphone dependence. The impacts of smartphone dependence on children's sleep quality and everyday memory are the key topics of this paper. A cross-sectional survey was conducted in China, including 21 provinces in the whole seven regional areas of Chinese mainland, by a random cluster sampling among primary school, middle school, and high school students ( $N = 2918$ ).

A structural equation modeling was employed to test the six hypotheses drawn from conceptual and empirical bases. A series of constructs and variables were measured by typical scales, like Power Usage Scale, Mobile Phone Addiction Index, Pittsburgh Sleep Quality Index, and Everyday Memory Questionnaire (revised). All the measurements showed good reliability and validity in the present study.

The results showed that: (1) The amount of smartphone use (including the duration of smartphone use, and the frequency of smartphone use) and smartphone self-efficacy have a significantly positive impacts on smartphone dependence; (2) Sleep quality has a positive effect on everyday memory; (3) Smartphone dependence has a significant negative effect on sleep quality and everyday memory; (4) Pre-bedtime exposure of smartphone moderates the correlations between smartphone dependence and sleep quality.

Fig. 1 the research framework and all the path coefficients

Until now, little is known on the extent of smartphone dependence among different school children in China, as well as its consequences on children's cognitive development and mental health. This study provided important insights into one of pathways by which the amount and self-efficacy of smartphone use can lead to declines in school children's well-being. Another notable moderator, is pre-bedtime exposure of smartphone, which was rarely discussed in previous studies but quite worth of further research. On this basis, this study tried to construct an integrated model about smartphone use, smartphone dependence, children's sleep quality, and everyday memory. It provided theoretical and practical significance in future smart media education, practice, and administrative policy making.

## **Submission ID**

2204

# **Using EMRs, as a Patient with Chronic Disease: Trend Analysis towards Online and Offline Factors Associated with Frequency of EMRs Utilization from 2014 to 2018**

## **Authors**

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## **Abstract**

Electronic medical records (EMRs) are considered to be associated with a higher quality of healthcare in the US, yet also patients' information privacy and security concerns. Despite the benefits of EMRs for chronic disease patients, there is a gap between the potential benefits of using EMRs and actual research. In fact, the EMRs adoption rate in the United States are still quite low. From the extent health information technology literature, existing studies are linked strongly with patients withholding their information due to the perceived risks of EMRs. The privacy concerns constrain chronic diseases patients' information disclosure to healthcare providers, and reduce the frequency of using EMRs to communicate with health care providers. Apart from the privacy concern barrier of EMRs, offline clinical decision support systems and the alerts are also embedded with EMRs. However, little research is known that relationship between chronic diseases patients, health care provider, and EMRs yield mixed results from clinical aspects. Therefore, two contextual influences including privacy concern and clinical factors should be examined.

Being consistent with chronic conditions that need time to track diseases symptoms, to monitor symptoms changes and to improve ongoing treatments, using trend analysis towards this study related to EMRs utilization process can present continual evidence about how EMRs as health information technology is associated with privacy concerns and clinical factors. The arguments are what factors have an influence on the frequency of EMRs use, and how the factors change over time to impact EMRs adoption. Due to filling in the research gaps, this study postulates information holding, information safety, information maintenance, patient-centered communication, quality care rating, frequency of going health providers in predicting the frequency of using EMRs.

This research not merely analyses information privacy-related sides of EMRs objectively but also investigates the perceptions of patients with chronic diseases of online health information technology and offline patient-provider interaction as clinical factors to understand the frequency of EMRs adoption across HINTS data of 2014(N=2415), 2017(N=2253), and 2018(N=2443). Of greatest importance, what the paper found is that the rate of information holding as the manifestation of information privacy and security concerns kept decreasing through three waves. By contrast, the frequency of using EMRs is continually increasing, at three assessment points.

Additionally, information safety, information maintenance and frequency of going health providers are significant predictors for the frequency of EMRs utilization over time. This study concluded that with no effects of privacy breach concerns presented as withholding behavior, the effectiveness of information safety toward technological safeguards and patient-provider interaction can buffer information privacy and security concerns. By comparison, advanced electronic health technology, as well as clinical factor referring to visiting health care providers, should work together in order to transform the healthcare system as a whole.

Electronic health system needs an integrated approach from appropriate measures. This study is a significant reference for improving the quality of healthcare via online electronic health system as well as offline clinical factors.

## **Submission ID**

2352

# **Debunking misinformation about coronavirus through fact-checking and information visualization.**

## **Authors**

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Xosé López - Universidade de Santiago de Compostela

## **Abstract**

Fake news and misinformation are a common practice in every informative environment (Park, 1940). Their spread reduces society's trust in news media outlets. Current communicative landscape, starring by the speed in both news dispersion and consumption and the growing importance of content dissemination through social media, is a fertile ground for the circulation of misinformation (Zubiaga et al, 2016). Through spaces like Facebook or Twitter it is possible to access audiences that could even be higher than those reached by renowned media outlets (Fletcher et al., 2018).

Recently, we have attended to the development of many fact-checking initiatives, both independent and linked to distinguished journalistic brands (Stencel and Griffin, 2018). These projects are of the greatest importance in significant events like elections or referendums, where a higher circulation of fake news has been detected (Graves, 2016).

Regarding this, information visualization has proven to be a very useful tool for complex data communication (Langer and Zeiller, 2017). Furthermore, this could be a clear and appealing way for transmitting facts about the epidemic crisis by revealing patterns and relationships between data, and for showing molecular processes, biological cycles or the spatial spread of the disease to the general public (Alcíbar, 2017).

One of the greatest examples in the spread of misinformation its being the current coronavirus epidemic. Since the beginning of 2020, information and misinformation about this disease have experienced an exponential increase, causing some episodes of hate speech or a general alarm in many cases. Therefore, examples like this show us how fake news can be seriously detrimental for the normal development of the society.

This research highlights how three journalistic brands specialised in information verification — Snopes.com, BBC Reality Check and Les Décodeurs— are publishing their fact-checking works for verifying misinformation on coronavirus. Moreover, the authors are reviewing the information visualization projects published in three flagship media outlets —The New York Times, El País and The Guardian— in their home countries and all over the world. Thus, it will be possible to display what is the strategy of these renowned journalistic brands in their effort for spread accurate data about this scourge.

The research method used is the content analysis of all the news pieces published by these six media outlets between 1<sup>st</sup> of January and 15<sup>st</sup> of May 2020 —for showing the most updated data at the Conference—. The authors are using an analysis card for each discipline— whose objective is to discover the techniques, methods and formal elements of the fact -checking and information visualization pieces in terms of narrative structure, verification systems, elements that make them up, graphic forms, and so on. Secondly, case study is also being used, in terms of studying the case of how each media outlet is covering this issue.

This presentation, part of a national research project about online media outlets, tries to understand how these six journalistic brands are debunking falsehood on coronavirus epidemic. This work will serve to analyse and understand the development of the informative communication of this phenomenon.

## **Submission ID**

2367

## **General Considerations on Biomedica: Discursive process, media materialities and new patterns of health**

### **Authors**

Wedencley Alves - Federal University of Juiz de Fora

Alexander Marchenko - Saint Petersburg State University

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## **Abstract**

This study aims to discuss, from the perspective of Discourse Analysis (PAVEAU, 2017, ORLANDI, 2001), the process of biomediatization in contemporary societies which arises from two cases of biomedica: health-related applications for mobile devices and the expansion of diagnostic imaging. By biomedica we mean the spectrum of media devices used for the purposes of (a) diagnosing, detecting and identifying somatic and mental dysfunctions and disorders; (b) tracking patterns of normality, either by means of monitoring performed by specialists or by the State, either by the lay users themselves; (c) effective medical intervention on the body of contemporary subjects; (d) implementing security policies, generally with the use of surveillance sensors – as biometry or face tracking. The term “biomedica” is not new. It was used by Bithaj Ajana (2017) and Eugene Thacker (2004), but the way we develop it here is wider than that conceived by these authors. Since the advent of "big-data", these devices began to constitute a broad media ecosystem applied to health (our emphasis) and security. Given its amplitude in our society, we can consider it as an emerging field of practices and knowledge, power relations, configurations and reconfigurations of ways of sociability. We call this process “biomediatization”, which is also an already used concept (BRIGGS and HALLIN 2016), but in another sense. This process, which is biopolitical (LEMM and WALTER, 2014; LEMKE, 2011; ROSE, 2001), produces effects on how we read and deal with our bodies, on the development of healthcare public policies, and on how the experts conceive knowledge and medical practices. Furthermore, it has effects on the modes of subjectivation involved in the setting of values about what is normal and pathological, suffering and resilience, expectation and self-realization, just as other biomedicalization processes (BURRI and DUMIT, 2007; ROSE, 2007; RABINOW and DAN-COHEN, 2005; ROSE, 1997) and mediatization processes (HEPP, HJARVARD and LUNDBY, 2015; HJARVARD and PETERSON, 2003). The development of biomedica and the process of biomediatization will result in significant economic, political and ethical impacts in contemporary societies, bringing risks and opportunities, which require to be critically understood. The emergence of biomedica is due to the crossing of diverse historical series, such as: (i) the imperative of the visual in our societies (WALDBY, 2000; CASPER and MOORE, 2009); (ii) algorithmization of the culture by the ICTs (GILLESPIE, 2014) and (iii) the rise of biotechnology as a hegemonic pattern of diagnosis and treatment of diseases (DUMIT, 2012; BRAUN, 2007; RAJAN, 2006; RABINOW, 1996). A key to the understanding of biomediatization is to perceive it as a discursive process, precisely because it constitutes ways of production of meanings and ways of subjectivation and reconfiguration of power relations, which requires a careful examination of materialities at stake.

## **Submission ID**

2387

# **Reducing Family Stigma and Motivating Support for Societal Solution: The effect of message format with narratives or statistics on Alzheimer's related destigmatization and policy support**

## **Authors**

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Xuerong Lu - University of Georgia

Jiaying Liu - University of Georgia

RUI ZHAO - Renmin University of China

## **Abstract**

### **Conceptual Background**

Alzheimer's disease (AD), an emerging public health concern worldwide, become a new socially discussed topic, especially in aging societies such as the U.S. and China (United Nations, 2017). In recent years, improving medical care and service for the aged and enhancing their health in the aging society become a new topic by the government's policymaking. Since the critical role of news media in educating and acknowledging the public on health issues, it is important to develop AD-related health literacy for the complete or balanced knowledge of AD and its society-based caregiving.

By a content analysis of Chinese newspaper coverage of AD over the past decade, Lu and her colleagues found that the adoption of thematic framing was decreasing while the use of episodic framing was increasing greatly from 2008-2018. Accordingly, the presence of family stigma induced by episodic framing, including negative severity attribution and negative aesthetic attribution, was found to increase (Lu, Sun, Xie & Jin, 2019). Besides, although the attention of societal solution was increasingly emphasized over the year, the mentions of it were still lower than the individual solution (Lu. et al., 2019). According to previous studies, the perceived burden might contribute to family stigma, which might lead to the caregiver's mental illness (Ali et al., 2012). In addition, perceived responsibility of caregiving for the elders might make people reject societal-based caregiving solutions (Aroian et al., 2005). Thus, echoing scholars' call for the attention to family stigma caused by family burden among caregiver of AD disease (Werner et.al., 2010), this study is designed to understand how to destigmatize AD caregivers and how to communicate societal solution of AD caregiving to involved and potential AD-affected families, through different news message. In addition, since the strong role of users' comments on the online news platform (Lee & Jang, 2010), this study also discusses how comment moderate the effect news framing on (de)stigmatization.

## **Method and Preliminary Results**

Based on the idea that message formats (narrative vs. statistical) differ in the ability to delivering complex information such as family burden of AD caregiving and call for societal solution, and that related (in)congruent comments made by other unknown internet users might influence individuals' engagement with message (Oliver et.al., 2012), this study is going to explore how message format and comment work together to affect one's level of perceived caregiving burden, responsibilities, and stigma, which might later influence one's agreement towards the recommended behavior, accordingly different level of stigma towards Alzheimer's patients and caregiver.

The preliminary results found out that narrative framing generated more perceived stigma ( $M=4.42$ ,  $SD = .84$ ;  $M=4.16$ ,  $SD = .82$ ;  $p = .008$ ) and perceived burden ( $M=5.41$ ,  $SD = .76$ ;  $M=5.23$ ,  $SD = .73$ ;  $p = .040$ ) towards caregiver than statistical framing. The results indicated a marginally significant difference between the influence of narrative framing and statistical framing on participants' favorable attitude toward public policies to support Alzheimer's and their family ( $M = 5.11$ ,  $SD = 1.02$ ;  $M = 5.35$ ,  $SD = 1.05$ ;  $p = .059$ ).

## **Submission ID**

2392

# **Social Media and Cancer Communication in Ghana: Application of the Information Processing Model**

## **Authors**

Barikisu Issaka - Kansas State University

Nancy Muturi - Kansas State University

## **Abstract**

Cancer continues to be one of the leading causes of death in Africa. Although infectious diseases are prevalent in sub-Saharan Africa, the proportion of the overall burden in the region attributable to cancer has been on the rise (Morhason et al., 2013). Ghana, with an estimated 16,000 cases of cancer occurrences each year has among the highest incidence of cancer-related deaths in Africa (Stefan, et al 2013). The high mortality in Ghana, like in other African countries, has been associated with poor awareness and education, attitudes about the disease and prevention interventions, as well as cultural values, beliefs, and practices that oftentimes become barriers for screening and treatment.

With the increasing need to educate and motivate people to take action in cancer prevention, social media has become a tool for cancer communication in Ghana and other African countries where internet access and mobile phone penetration has increased rapidly in the past two decades. Social media not only inform and educate but provide online platforms for interactions around a health issue (Hamm et al, 2013) , as members engage in content development, sharing, and commenting.

Although many studies have focused on understanding the effect of media in health communication in Ghana, (e.g. Klokū, 2015) limited research exists on social media effectiveness in cancer communication.

This study is an analysis of social media cancer communication in Ghana. It is a case study of non-governmental health organizations' social media intervention. Using McGuire's Information Processing Theory that focuses on the input and output matrix in the process of persuasion in communication, the study analyzes the source and message variables (credibility, content) and the audience variables (knowledge, attitudes, and level of involvement).

Data for this study are gathered through an online survey that is distributed through cancer communications organizations' Facebook and WhatsApp pages, the two most commonly used social media platforms in Ghana. Results will show a relationship between knowledge about various cancers and prevention methods and the level of social media involvement in cancer communication. Attitudes toward the message and source are also associated with the level of involvement and source credibility. Furthermore, the participants' assessment of the message will be associated with their attitudes towards cancer prevention and treatment services available. The study will make recommendations for cancer communication through social media that are specific to Ghana as several health organizations adopt the eHealth strategy.

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#### **Submission ID**

2424

## **The trivialization of fear: the coronavirus epidemic in the Brazilian media**

#### **Authors**

Raquel Paiva - INTERCOM

Igor Sacramento - INTERCOM

## **Abstract**

Este artigo tem como objetivo analisar os significados propostos para o surto mundial de coronavírus nas versões online dos jornais O Globo e Folha de S. Paulo. Uma análise considera a construção do medo em duas dimensões: no nível de produção e recepção. O primeiro refere-se ao estudo dos discursos presentes na cobertura, tendo como marcos ou pronúncias da Organização Mundial da Saúde, apresentando o primeiro caso na China em 31 de dezembro de 2019 e confirmou o risco de surto global em 30 de janeiro de 2020, a construção do medo por meio da cobertura participa do processo de produção de histórias, motivações e significados sobre a doença e seus riscos para a vida humana em escala global. O medo faz parte de uma estratégia de sujeição e controle social que atravessa o tempo, as classes e os grupos sociais. Faz parte dos relacionamentos e representações de ameaças e dos modos de proteção. No nível de recepção, o artigo procura compreender os aspectos discursivos e políticos do medo em relação aos coronavírus em sua singularidade histórica, desde a exposição ao sofrimento em escala global. Nos comentários, há uma presença de diferentes representações e imaginários: a China e os chineses como ameaças, como formas de proteção e prevenção no curso pelo Estado brasileiro, uma política científica sobre as mulheres brasileiras na China como ameaças, uma seleção de estados e condições de uso para uma dada época histórica como sofrendores relevantes e evitados por ação política e com a responsabilidade de sofrer por sofrer. Buscamos identificar como essa cobertura e os comentários feitos nesses relatórios constroem uma narrativa sobre o vírus da doença coronariana global, quais são os sentimentos mobilizados e as possíveis demandas levantadas. Identifica que um dos principais sentimentos encontrados é "medo", devido ao caráter de "novidade", "imprevisibilidade" e uma forte expectativa de letalidade. Outro ponto importante estava ligado ao papel das autoridades públicas em enfrentar a pandemia, onde o medo servia de justificativa para as ações das autoridades ou era a base para sua desqualificação, aparecendo como a mesma fonte de insegurança. Outros sentimentos foram associados, como falta de proteção e indignação, gerando demandas de ação. Como presente, especialmente nos comentários, O medo construiu uma barreira invisível que separa e isola as pessoas, criando tudo e todos e nunca mais, complexificando a solidariedade com os chineses no Brasil e os chineses na China. Observamos que, através da lógica do medo, houve um processo de marcação de identidade expresso na oposição entre "nós" e "eles", promovendo uma resposta à diferença como marcador de risco à saúde.

## **Submission ID**

2537

## **Interpreting Rumors on the Internet: A Content Analysis of COVID-19-related Rumors**

### **Authors**

Xixi Wang - the hong kong polytechnic university

## Abstract

In this information age, the Internet provides an effective channel for the dissemination of health-related information, facilitating individual efforts in obtaining and sharing health information. However, some health-related information can be ‘misstated, misquoted, or exaggerated’ (Pearson, 2003, p.4), which may generate the spreading of rumors. Rumor refers to information that is unverified and lacks clear evidence (Allport & Postman, 1965). When Corona Virus Disease 2019 (COVID-19) first started in 2019 in China, rumors about the coronavirus spread quickly on the Internet, especially on social media platforms, and captured the attention of Internet users. Based on the empirical evidence collected by Sommariva et al. (2018) who examined Zika virus, rumors are more likely to be shared among Internet users compared to verified sources.

The prevalence of rumors is likely to cause ‘infodemic’, further posing challenges for public health authorities to adapt effective risk management strategies (World Health Organization, 2020).

Previous studies examining epidemic-related rumors chose western social media platforms such as Twitter and Facebook as their research point (e.g. Wood, 2018), with few studies dedicated to examining the characteristics of rumors appearing on Chinese Internet-based platforms. In addition, rumors in extant literature were mostly examined from its transmission perspective, which failed to consider what are the characteristics of these rumors. To address the research gaps, this study aims to draw on the rumor data retrieved from Chinese Internet-based platforms and leverage content analysis as the analytical approach to explore the characteristics and patterns of COVID-19-related rumors.

*Dingxiang Yisheng* (‘丁香医生’ ; English, ‘Doctor Clove’) is a popular Chinese medical website that has been frequently used by Chinese Internet users. This website was established by Chinese healthcare professionals, with the purpose of disseminating health-related information to patients. During the outbreak of COVID-19, *Dingxiangyisheng* website has been acting as a tool of rumor detection and correction.

This study will examine rumors listed on *Dingxiangyisheng* website and explore what are the characteristics of these rumors. Rumor data will be first retrieved from this website, and then content analysis will be applied to analyze themes and key words, which help define the characteristics of COVID-19-related rumors. This study intends to provide insights into the features of rumors spread during the COVID-19 outbreak period, and to inform public health authorities in how to implement relevant policies on dispelling health-related rumors, which lead to individuals’ positive health outcomes.

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## **Submission ID**

2724

# **“Hey Siri, I’ll Have What You’re Having”: Chatbot Peer Pressure and Food Choices**

## **Authors**

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Jessica Tarin - New Mexico State University

## **Abstract**

The purpose of this study is to examine the effect of chatbot peer pressure on healthy food choices of young adults.

The rise of technology in artificial intelligence (AI) has reached the field of life advises and health counseling. People are building personal relationships with AI and the influence of AI on people’s life and health choices is growing rapidly.

Studies have shown that humans not only have personal relationships with AI but also feel peer pressure from it. For example, a study revealed that robots create social pressure among children and influence their healthy food choices. Moreover, another study found that remote peer pressure significantly affects children’s food choices. These studies imply the possibility of robot peer pressure and its effect on health choices however, more general implications could not be reached since these studies limit its effectiveness to children.

In this study, we examined whether robot peers can create social pressure to increase the level of conformity to robot peers’ healthy food choices. In total of 92 university students were assigned to three different groups including robot peer pressure condition (Group A), human peer pressure condition (Group B), and no pressure condition (Group C). General food preferences and hunger status were measured prior to the main experiment for all three groups. For the main experiment, participants in Group A were first asked to answer some general questions unrelated to health choices while having conversation via computer to computer voice call with a researcher in another room with computer generated voice. While answering the non-health-related questions, the participants were asked to choose from snack options. The computer-generated voice made a choice

first and then the participants were asked to choose fruits vs. chocolates, water vs. soft drink, etc. Group B and C went through the same procedure, but the only difference was that Group B had a conversation with a researcher with a human voice and Group C wrote down answers on a paper. At the end of the experiment, students were asked if they knew what the purpose of the research was and two students who correctly assumed the actual purpose were eliminated from the analysis.

According to the results, the difference in the level of social pressure between Group A (robotic voice) and Group B (human voice) were not significant, in that the participants in both groups showed similar amount of conformity to the robot and human instructors' healthy food choices. On the other hand, both Group A and B's levels of conformity were significantly higher than Group C's (with written questionnaire).

The implications of this study include that it 1) extends the effect of the robot peer pressure from children's behaviors to young adults' by using between-subjects design rather than within-subjects design and by redesigning the experiment to conceal the actual purpose during the procedure, 2) adds to the health communication literature by highlighting the role of chatbot counseling, and 3) offers evidence of robot peer pressure.

## **Submission ID**

2745

# **Exploring people's attitude toward online medical treatment: An LDA analysis**

## **Authors**

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## **Abstract**

Online medical treatment refers to the use of the Internet to provide users with health information services (Deng, &Hu, 2019). In China ,45 million users of online medical treatment in 2019, with a penetration rate of 6.6%. Affected by the 2020 COVID-19 virus, it is estimated that the penetration rate of them will reach 7.9% in 2020 (iimedia, 2020). The main advantages and attractions for it have been found to include access, anonymity, potential for interactivity, and social support (Cline, & Haynes, 2001). However, the Internet is a technology-based medium, and there is no moral obligation involved, people are less likely to trust in the Internet as a source of health information (Ye, 2010). Most studies in the field of social network have focused on people share health information online (Newman, Lauterbach, Munson, Resnick, & Morris, 2011) or Patient–doctor interactions (Bosslet, Torke, Hickman, Terry, & Helft, 2011). At the same time, users will show their attitudes towards online medical treatment to express their emotions. Traditional audience researches are generally done by questionnaire surveys or experiments, but in the digital era, more representative conclusions can be inferred from big data analysis, which can collect and analysis mass data rapidly, especially when public opinion breaks out. This study wants to use a new model

on people's attitude by Computer aided information analysis to explore how to use the online public opinion big data to infer the attitude toward online medical treatment of Chinese web-users, and whether there are differences in types of users.

Opinion leaders are essential for users' intentions, health campaigns are no exception (Rogers, & Kincaid, 1981). They usually play an important role on previous studies of healthcare topics (Valente, 2010; Han, & Wang, 2015). Sina Weibo has the largest social media user in China. In Sina Weibo, some people with social awareness, such as scholars, actors, writers, etc. will be shown as "authenticated users" (V-users). On December 7, 2019, the Chinese official media People's Daily post two tweets on Weibo that reflected false information about the cheat of online medical treatments.

By analyzing the all data from the simple sentiment analysis (by snowlp in python) and the LDA classification (by LDAvis in python), it is judged the emotion for distinguishing rate of negative words (<0.3), neutral words (0.3-0.8) to positive words (>0.8) through comparing with the emotion corpus. It found that 43.3% of all users' attitudes towards online medical care were negative, and the four themes formed at the same time were all negative. After distinguishing between different types of users, emotion negative rate of V users' comments (35.2%) is nearly 10% lower than non-V users' (44.9%). It means that influencers in social networks send comments tend to use more neutral words than general users. Professional healthcare websites (eg: www.Dingxiangyuan.com) were found receive better reviews than search sites (eg: www.Baidu.com). We also discuss the implications of applying public opinion big data in health information research.

## **Submission ID**

3092

# **Using Social Media to Counter Misinformation: Applying Situational Crisis Communication Theory in the Health Context**

## **Authors**

Sayyed Fawad Ali Shah - Jacksonville State University

Zia Ullah - Solent University

## **Abstract**

Pakistan is one of the three countries where polio remains endemic. In particular, UNICEF has declared ethnic Pakhtun communities that live in northwestern Pakistan a high-risk population for polio with high resistance to polio vaccination. Social media, especially Facebook, has emerged as a medium of choice of religious groups in the country who oppose polio vaccine to spread misinformation about the vaccine in these communities. In April 2019, during a polio vaccination campaign misinformation that polio vaccine had resulted in the deaths of school children in Peshawar city created unrest in the area. More than 100,000 parents refused to vaccinate their children and people who had vaccinated their children rushed their children to the hospital. In some

areas, people even burnt hospitals during protests against the polio vaccination campaigns. Using Situational Crisis Communication Theory, our paper aims to examine the content of messages issued by the “Emergency Operations Center” established by the government of Pakistan to provide polio related information to the communities and to counter misinformation. We conducted a qualitative thematic analysis of the content on the official Facebook page of the “Emergency Operations Center”. The findings show that the messages did not directly address the concerns of the communities. The messages did not have features or content that would have made them effective. We offer suggestions for the improvement of the messages in the light of Situational Crisis Communication Theory.

### **Submission ID**

3140

## **News Framing of COVID-19: Portrayal of Global Health crisis from an Indian Panorama**

### **Authors**

Rachel Jacob - Madras Christian College

### **Abstract**

“COVID-19”. Coronavirus is spreading its tentacles to various parts of the world. Started from China, it has reached in parts of India, US, South Korea, France, Iran, Singapore, Australia, Japan, and the United Arab Emirates. World Health Organization had declared a ‘global public health emergency’, setting a plan of action to contain the disease, which originated from Wuhan, China. The first case of coronavirus was reported from China on December 31, 2019, and on January 30, the first case was reported in Kerala, a southern state of India. Setting the platform, this paper tries to understand the framing and agenda-setting of ‘coronavirus’ from a national perspective and how news is portrayed from crisis management and health risk perspective.

The study compared two national dailies in India – The Hindu, The Times of India, which are the leading English newspaper in India, according to the Audit Bureau of Circulation. The study intends to do micro and macro-level framing analysis. The study tries to address: a) categorizing the frequency and percentage of coverage given for the crisis, b) how newspaper have framed the health crisis, c) to classify the similarities and difference in both newspapers in the framing, and d) to understand the risk communication and crisis management perspectives. The study was conducted during the outbreak of the virus – from Dec 31, 2019, to Feb 19, 2020, which was considered as the peak of the global health crisis. The study adopts framing, agenda-setting and risk communication as a framework to understand the underlying meaning of ‘informing people about risks’ and thereby lead them to modify their health behaviour to decrease risks. Further, the study looks at the health crisis from a crisis management approach – prodromal stage, crisis breakout stage and chronic stage and resolution stage to delineate the thematic and episodic salience of health crisis.

The results suggested that newspapers had framed news from the perspective of economic consequences, prevention and health education, and health risks. However, the coverage of health-related news is scarce and minimal. The global crisis needs to be addressed at a larger scale.

## **Submission ID**

3149

# **Hand washing hot buttons: A barrier & influencer study among rural primary school children in Ballabgarh, India.**

## **Authors**

Vibha Gupta - University of Delhi

Dr. Sarita Anand - Associate Professor, Department of Development Communication & Extension, Lady Irwin College, University of Delhi

## **Abstract**

**Background:** The critical need for early adoption of WASH strategies as effective preventive health behaviour could not be stressed enough. Hand washing with soap at specific times is the simplest protection against communicable diseases. To this effect Government of India and UNICEF have identified school sanitation as a key area of collaboration, recognising that improved hygiene practices and a clean school environment are contributory factors to ensuring that children can enjoy an acceptable standard of health. Several hygiene and sanitation brands have taken this up as their corporate social responsibility agenda. Yet children in school going age continue to suffer from diarrhoea and other preventable illnesses.

**Objective:** The intent of the study was to spot barriers to hand washing among children while simultaneously recognising the influencing factors to build the solutions narrative for effective WASH strategies. The study had two-fold objectives: a) To identify the barriers coming in the way of children learning the habit of hand washing; and b) to identify source of information & influence among children on the subject of hand washing.

**Methods:** The school based cross-sectional, mixed method study was carried out in five randomly selected rural government primary schools from Ballabgarh block of Faridabad district in the state of Haryana, India. A pre-designed, pre-tested structured questionnaire was administered to 106 class V students after taking due permissions, consent and ethical clearances.

**Results:** The most common barrier to hand washing was surprisingly not lack of access or availability, it was children's attitude towards hand washing. Majority (>91%) children had very low illness threat perception and hence were not keen on washing hands. The invisibility of germs came out as one the biggest barriers (46%) that was preventing children from practicing regular hand washing. The study also found that family, teachers & peers were the most important sources of influence on children and not any media channel. In fact, peers were found to play a unique role

as 72% children said that they would wash hands if their friends were washing hands. This finding has strategic implications for future behaviour change interventions making a case for peer to peer behaviour modelling.

**Conclusion:** While the advantages of leveraging digital technologies in field of health cannot be stressed enough, this study indicates that the human channel of communication is still the most relevant when it comes to public health in rural heartlands. Despite 100% penetration of mobile phones and significant presence of television, it is parents, teachers and peers that still are the most trusted sources of information and influence for children as found in this study. This learning has wider implications for designing effective WASH strategies in future. Additionally, children's need of visible proof of germs and associated casual attitude towards illness threat is a hitherto unidentified barrier to hand washing. We need more studies and community interventions to overcome this barrier in order to convince kids to wash hands regularly.

### **Submission ID**

3186

## **East–West Disparities in Sex Information Access, Value, and Behavior inside China: A Sociocultural Perspective**

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### **Abstract**

Although compared to other countries and regions, mainland China has a relatively low rate of sexual activity among young adults, the consequences of unsafe sex are becoming more significant. As sexual behaviors are deeply embedded in social and cultural contexts, this study responds to the increasing rate of HIV/AIDS and the high rate of unplanned pregnancies among Chinese college students from a sociocultural perspective, aiming to investigate the influences of various sociocultural factors in shaping the sex-related beliefs and acts of Chinese college students. The

effects of three sociocultural factors of economic development, cultural values, and the influence of sexual evolution are examined by comparing the sexual behavior and knowledge of female college students from eastern and western China, two distinct geographical regions in terms of those factors.

An online survey was conducted on a purposive sample of 1,286 female college students in four cities: Shanghai and Nanjing representing east China, Chongqing and Chengdu representing west China. Significant differences have emerged in the rate of sexual intercourse experience, rate of safer sex, traditional Confucian views of sex, sex education from authority, unofficial access to sex information, and knowledge of sex between the sampled students in the east and west. The results indicated the experience of sexual activity was significantly associated with local culture, as those in eastern China had a lower rate of sexual intercourse experience. The rate of sexual activity was lower if more traditional Confucian values regarding sex were held. As Confucianism originated in eastern China, it obviously has more influence there than in the west. The influence of ethnic minority cultures regarding the initiation of sexual intercourse experiences in the west is not negligible. However, a different pattern was found for safer sex. The level of consistency of condom use was significantly higher among students from the east than from the west. The consistency level was positively predicted by sex education from those in authority but negatively associated with the knowledge level. A higher level of sex knowledge was found to encourage the initiation of sexual experience but reduce safer sex behavior.

Our study demonstrates that in a large country such as China, regional disparities in the economy, social development, and culture are salient enough to influence the development of different beliefs and acts regarding sex. Although the east-west dichotomy has long been acknowledged in cross-cultural comparisons, the cultural differences inside China have only recently been examined. This study contributes to this line of research. Practically, the findings point to potential solutions to the HIV/AIDS epidemic among the Chinese younger generation. As gaining knowledge does not necessarily encourage safer sex, we may need to re-consider the specific sex knowledge that educators offer to protect young students. Given the sensitive nature of such knowledge, authorities may not be the most suitable educators for all sex-related issues. Peer and other types of education tailored to fit the local cultures and communities may be more appropriate in delivering sex-related information.

**Keywords:** East–West Disparity, Safer Sex, Chinese college students, Sociocultural perspective

## **Submission ID**

3329

# **Creating a Repertoire of Support: How Young Adult Cancer Patients and Their Relatives Use Communication and Media**

## **Authors**

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## **Abstract**

Young adult cancer patients are in need of various forms of support. Potentially, a wide social network of formal and informal supporters provides emotional, informational, and instrumental forms of support. Instead of relying on one source, young adult cancer patients are searching for help in various digital and non-digital communication channels. Thus, also research and treatment measures should pay attention to this diversity. Based on the concept of media repertoires and ego-centered network analysis, we therefore developed the concept of support repertoires.

The support needs of young adult cancer patients significantly differ from the needs of children or older adults suffering from cancer. Their social structures are not yet well established (e.g. separation from parents, independent strong ties, long-term partners). The coping of a severe disease is a very untypical development task among peers, which additionally hinders the provision of social support in the personal social network of young adult cancer patients. Existing research already shows that adolescent and young adult cancer patients (AYA) frequently use digital forms of media, such as online cancer groups. However, studies often neglect the overarching perspective on the various forms of social support, including interpersonal contacts within the existing social network, online support groups, support by health professionals, and support from many other sources.

Against this background, six qualitative interviews including social network maps were conducted with male and female cancer survivors aged 20 to 40. A qualitative ego-centered network analysis was used to identify support repertoires of AYA cancer patients. Results confirm that the concept of support repertoires allows for a complex and wider perspective on support sources, because it includes media- and non-media-related ties and actors. On the one hand, we found actors or entities, who provide the support (i.e. the alteri). In addition to the known providers such as health professionals, parents, partners, and friends, the young adult also reported about the central role of online and para-social supporters. Furthermore, media activities such as gaming, music streaming, or picture watching often provide emotional or esteem support. On the other hand, different digital and non-digital media constitute the tie to the provider of support (i.e. the ego-alteri-relationship). The results indicate that mobile and social media significantly improve the connection to various (mostly informal) providers (e.g. via text messaging or social media) and improve the autonomy of the patient. Beyond the clarification of relevant alteri and ego-alteri-relationships, network analysis also provides information about alteri-alteri-ties. It seems that health professionals and informal

sources are not well connected, while digital media improve the connections between informal support groups.

Our results have several theoretical, methodical and clinical implications. Some forms of support that we identified (such as parasocial supporters), are often ignored or considered as troublesome in research and therapy, although they might be very helpful for the patient and should be integrated in (tele-)medicine.

## **Submission ID**

3452

# **Examining the Effectiveness of Fear Appeal Message about Influenza of Different Sources on Social Media among College Students**

## **Authors**

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## **Abstract**

Objective

Every year, there are more than 290,000 to 650,000 flu-related mortality globally. Students in universities are proximate to a crowd of people daily which makes influenza transmit quickly and widely in campus. However, the vaccination rates among college students still remain low because of their underestimation of the flu's threat. Given the above milieu, this study aims to examine the persuasive effectiveness of different sources on social media in flu vaccination promotion.

Method

In the social media arena, source is considered as one of the predictors of the credibility of online information. It is assumed that sources with higher credibility can motivate message sharing by increasing perceived value and empirical studies have examined the persuasive effects of different senders. But a wider range of sources are understudied. Based on fear appeal theory, the current study incorporates sources of three categories, namely visible, receiver and technological. The first

refers to sources seen by the receiver to be delivering the message or content, the second means heuristic cues (eg.like, retweet, comment) posed by receivers themselves and the third is the two diverse publicness of sending message. Based on the above conceptualization, this study proposes research questions: To what extent do different visible/receiver/technological sources affect the effectiveness of fear appeal message on flu vaccination? And to what extent do different visible/receiver/technological sources interactively affect the effectiveness of fear appeal message on flu vaccination?

Thus, a two-by-three-by-two factorial online experiment is designed to investigate the the effects of perceived threat and efficacy level of stimulus from different sources on behavioral intention.

### Sample

The sample includes 600 college students aged from 18 to 24 years old, all participants were randomly assigned into twelve groups with different experimental conditions.

### Expected results

The results are expected to reveal that there are significant main effects of both threat and efficacy on the intention to seek flu-related information and get vaccinated. Visible source reaches the highest level of both threat and efficacy while receiver source reaches the lowest level of both threat and efficacy. Results also indicate that individuals who had received fear appeal messages from verified-verified-private source had a stronger intention to engage in flu vaccination than those had received messages from unverified-unverified-public source.

Theoretical implications for message design and practical implications for health promotion on social media platforms are discussed.

### **Submission ID**

3640

## **Social Support Gaps and Problem-focused and Emotional Reappraisal: A Case Study of the Outbreak of 2020 Chinese Coronavirus Pandemic**

### **Authors**

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## **Abstract**

China is the first country to report Coronavirus in the world. On January 23, China closed off the city of Wuhan, the capital of Hubei Province in the central part of China. Following the close-off of Wuhan, China urged its people to stay within their city, condominiums and apartments. During the outbreak of the Coronavirus pandemic in China, people were fearful of the unknown infectious disease, and uncertain about their health safety. With the strict quarantine policies in place everywhere in China, Chinese people were restricted within their condominiums and apartments, and lived boring and dull lives. Against such a background, social support from various sources are critical for people to maintain their subjective well-being and maintain positive over the future development of the situation. This pandemic takes place in the age of social media, and Chinese people consume and share, in both online and offline venues, information related to the disease including preventive measures, the development and relief works related the pandemic, opinions pieces over the various aspects of the disease and relief efforts, and touching stories of the medical workers who worked in the anti-virus frontlines. All these activities have the potential to provide social support for people to go through the crisis.

Therefore, the Coronavirus in China provides an ideal context to examine to what extent social support from various sources influences people's cognition and affect related to the disease. Specifically, this study intends to examine how the gaps (see High & Steuber, 2014; Matsunaga, 2011; McLaren & High, 2015) between received and desired informational and emotional support from family members and close friends, social media "friends", and professional media influence Chinese people's problem-focused (cognitive) reappraisal and emotional reappraisal related to the Corona virus pandemic in China. Since support gap is a relatively new concept in the literature of social support, this study can contribute to our understanding of the relationship between the quantity of social support and its positive or negative outcome. Previous such studies often focus on people coping with stresses such as taboo marital stressors, but this study examines support gaps in a life-threatening setting, which can also offer valuable practical guidance for practitioners.

To answer the research questions above, the researchers collected a quota sample of 1072 respondents from five Chinese provinces including Hubei, Beijing, Guangdong, Henan and Liaoning (roughly 200 in each province), using online panel services. The major independent variables include desired and received informational and emotional supports. They are evaluated for three sources including family members and close friends (strong ties), social media "friends" (weak ties), and professional media. Support gaps are constructed by subtracting desired support from received support. The major dependent variables include problem-focus and emotional reappraisals. A polynomial regression will be conducted to examine the association between support gaps and reappraisal.

## **Submission ID**

3740

# **A study of youth social media usage characteristics, and mental health status**

## **Authors**

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## **Abstract**

The use of social media has become increasingly enormous for teenagers and young adults. However, it is unclear that whether the online mediated communication in social media may affect human interactions and cause aversive influences to mental health. In the past, some researchers have associated online social networking with mental health problems such as depressive symptoms, anxiety and low self-esteem (e.g. American Academy of Pediatrics, 2011). On the other hand, some researchers suggest research results from different studies possess mixed conclusion on the impacts of social media to mental health. For example, Grieve & Watkinson (2016) suggest the authentic self-presentation on social media can help the user to develop positive self-esteem.

The mixed result may be addressed by examining the characteristics of social media experience (e.g. active and passive usage), and its relationship with mental health. Most prior research focused on the relations between individual aspects of social media experience (e.g. quantity), and mental health without exploring the social media usage characteristics. To the best of our knowledge, only one study sought to identify the pattern of social media use characteristics and how this pattern is associated with mental health (Shensa, et al, 2018). However, the range of social media use characteristics pinpointed by this research were neither exhaustive nor representative, and the data were collected in 2014. Our study therefore contributes to the literature by exploring the patterns of social media use with 1) an extensive range of usage characteristics based on in-depth interviews and theoretically informed research, and 2) an examination of the relationship between those patterns of social media usage characteristics and mental health status.

The exploratory study was first conducted through in-depth interviews aiming to uncover the relationship between the characteristics of social media experience and mental health. The targeted participants were adolescent and young adults aged between 19 to 25, as this age group is the heaviest social media users on average and access the internet daily. The preliminary findings suggest that motives (social vs. non-social) for using social media, features of social media, and response (trust vs. non-trust, feeling intimate or distanced) to social media use may be associated with the effects of social media use on the mental health of users.

## **Reference**

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### **Submission ID**

3826

## **Entman Framing Analysis of COVID-19 News — A comparative analysis of the New York Times and the Wall Street Journal**

### **Authors**

Heying Yang - Communication University of China

### **Abstract**

This study selected two articles as examples on COVID-19 and Chinese economy from the New York Times and the Wall Street Journal, aimed to understand why they both choose COVID-19 and Chinese economy as a topic, and find how these two examples framing the news related to COVID-19's impact on Chinese economy using Entman Framing Analysis. This report used news values as theoretical concept, deployed framing analysis (Entman, 1993) as the method of the study. The result shows that these two media both employed financialization frame, but the Wall Street Journal also adopted a politicization frame and a discrimination frame.

### **Submission ID**

3981

## **Latino Fathers' Content Validation of Padres Activos (Active Fathers), An Experiential Learning Obesity Prevention**

### **Intervention**

### **Authors**

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Jessica Wendorf Muhamad - Florida State University

Maritza Concha - Covian Consulting

### **Abstract**

Establishing healthy eating and physical activity habits early in life is important for the prevention of obesity and other related health complications. Within the overall obesity epidemic in the United States, the prevalence of overweight and obesity is highest in Hispanic/Latino (hereafter referred to as 'Latinos') men. Approximately 79% of Latinos are overweight compared with 71% of non-Hispanic White men and 69% of non-Hispanic Black men (Ogden, Carroll, Kit, & Flegal, 2014).

Various theories have emerged in an effort to identify factors that might impact obesity among the Latino population (e.g., Centrella-Nigro, 2009; Perez-Escamilla, 2011). Most of these studies have centered solely around the process of acculturation and the correlation between duration of residency in the United States and increased weight gain, thus leaving a significant gap in understanding. However, studies have evidenced other factors that might contribute to obesity among Hispanics. For example, Branscum and Sharma (2011) found that Latino children are more often obese and/or overweight than other racial groups indicated a relationship between family systems and the on-set of obesity.

Indeed parents often play a critical role in their children's eating and physical activity habits by developing a home environment that fosters or inhibits healthful eating and physical activity (Gruber & Haldeman, 2009; Zecevic, Tremblay, Lovsin, & Michel, 2010; Beets, Cardinal, & Alderman, 2010; O'Connor et al, 2010). Latino youth (first generation) born to immigrant parents are twice as likely to be overweight (than other foreign born youths), and second and third generation Latino youth are likely to be obese (Branscum & Sharma, 2011). Overweight Latino children/teens (youth) are at greater risk for diseases such as heart disease, high blood pressure, hypertension, cancer, and diabetes – in fact, half of Latino born today will develop diabetes in their lifetime (Croyle, 2009) Based on these figures, the development, evaluation, and implementation of obesity-targeted interventions for Latinos is critical. As such, this study examines culturally adapted experientially-based intervention for obesity prevention. *Padres Activos* (Active Fathers), a community behavioral intervention program focused on educating Latino fathers on healthier decisions related to food consumption, ways to increase physical activity, and ways to alleviate stress. Research has shown that, among Latino fathers, personal characteristics and experiences (e.g., cultural values and beliefs, immigration experience, motivation to parent, and financial, social, and human capital) and quality of his relationships are important correlates of involvement with their children (Cabrera & Bradley, 2012). Accordingly this study aimed to increase involvement of fathers in the wellness of their children, which is culturally in line with Latino parental norms, as an effective means of intervening. Findings from this study provide insight on Latino fathers' perspectives and parenting experiences regarding early adolescents and families' eating habits and patterns, physical activity, and mental health – particularly self-care related activities.

## **Submission ID**

4043

# **The role of formal social support in promoting health-related messages to middle-aged and elderly adults: a case study during the COVID-19 outbreak**

## **Authors**

Biying Wu - The Chinese University of Hong Kong

Jiayu Qu - The Chinese University of Hong Kong

Jindong Liu - The Chinese University of Hong Kong

## **Abstract**

Although the media has been proven powerful on influencing public intentions to overestimate or underestimate the risk of health issues, its effects on different age groups are distinct. The differences are further widened by the digital divide, which is partially caused by the development of information and communication technologies and particularly evident among youngsters and people over 45 years old. Compared with younger people, people over 45 years-old generally have less and lower access to online information and are less likely to learn health issues.

Previous studies have been aware of the significant role that media plays in providing social support on people and promoting better health results, but elder people have received less attention (Pettegrew, 1982; Leist, 2012). Social support, as a pattern of mutual assistance, can come from formal agencies and informal sources (Cantor, 1980). Previous discussions about the social support among them mainly shows that they can acquire more information through the individual and friendship informal support, while few studies focus on the influence of the formal information support from traditional and new media (Nussbaum & NetLibrary, 2000), especially when online social support is more prevalingly used (Oh et al. 2011).

In order to fill the gap, this research explores the use of formal social supports on health communication by applying the Communication Enhancement Model from Ryan et al., (1995), which promotes health on elderly people by adjustment of communication to satisfy their needs, highlighting acknowledgment of individualized cues, and empowerment of their social support and themselves. To specify, this study uses the case of COVID-19 outbreak in China to further elaborate how do the formal and informal social support on media influence middle-aged and elderly people.

The outbreak of COVID-19 has caused a severe health crisis worldwide especially in China. According to the WHO-China Joint report, people aged over 60 are at the highest risk for severe disease and death. Despite their weak physical health conditions, their lack of health and proper messages cannot be ignored.

In the early stage of the COVID-19 outbreak, young audiences swiftly realized the severity of the virus and took active preventions by capturing the increasing virus-related messages online. In comparison, most middle-aged and elderly people disregarded the situation even though they received enough information from informal support of their family members. However, when the formal media agency started to announce the significance of the virus, their attitude did a dramatic U-turn and they even persuaded their family members to take serious prevention. This dramatic change highlights the importance of formal information support on health communication and invites us to reconsider **whether formal support is more helpful for elderly people in the public health crisis for old people**. After having in-depth interviews with middle-aged and elderly adults (N=50) in China, this study supports the significance of formal support and makes contributions to the media strategies on promoting health-related messages to middle-aged and elderly adults.

**Submission ID**

4067

**How do Homeless People Access Epidemic Information in a Public Health Emergency****Authors**

Mengmeng Guo - Sichuan University

**Abstract**

Immediate access to epidemic information can improve people's awareness of epidemic prevention and reduce the potential risk of infection. Homeless people are vulnerable groups separated from the mainstream groups in society. The acquisition of epidemic information will directly affect their perception of major epidemic risks. Up to now, the relevant research on homeless people, a vulnerable group, is mostly focused on governance and social assistance. There is little research in the field of communication of homeless people. Being different from homeless people in the United States, most homeless people in China lack electronic communication equipment, resulting in narrower access to epidemic information. In this study, we conducted follow-up observation and in-depth interviews on 26 homeless people in Chengdu to understand their access to epidemic information during the epidemic. The average age of respondents was 43.41. The average duration of homelessness is 4 years. 21 respondents do not have electronic devices such as mobile phones, while 5 respondents have mobile phones. Very few respondents said they did not know about the epidemic. Almost all the respondents said that they know neither the severity of the epidemic nor the precautions should be taken. They could only obtain information about the epidemic in urban public spaces. The most popular way for the homeless to obtain information is by talking to other homeless. Those who have mobile phones received free text messages from the government. Some youth homeless went to an unauthorized internet cafe and read epidemic information online. What worth noticing is that almost half of the respondents access information from the newspaper board on the street. More in-depth interviews show that compared to many other urban public cultural spaces, the newspaper board is more inclusive as open space. Besides, relief station staff, community and square broadcasts, banners and posters also play important roles in spreading epidemic information. The study further shows that, as a vulnerable group in society, homeless people are less likely to get access to basic needs and fall into dire straits due to the epidemic. Although the government has paid more attention to the homeless in recent years, the homeless cannot enjoy the right to obtain information, especially relevant information about the epidemic, so as to seek social support as soon as possible to avoid risks.

**Submission ID**

4109