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How news agencies' Twitter posts on COVID-19 vaccines attract audiences' Twitter engagement— based on the Health Belief Model

Authors

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Abstract

Based on the Health Belief Model (HBM), this study analyzed 1,162 news tweets related to COVID-19 vaccines published by the three major international news agencies (Associated Press (@AP), Reuters (@Reuters), Agence France-Presse (@AFPespanol) in the first two months after the vaccines were approved for use, to explore how news agencies disseminate vaccine-related health information on Twitter, as well as the impact of using the HBM constructs on audiences' Twitter engagement.

Although HBM was originally proposed as a psychological model to predict people's health behaviour, it has been used to guide the information design of various health intervention

plans and activities. In this study, we content analyzed the six constructs in HBM and test their impact on Twitter engagement. While traditional research using content analysis can only study the health information itself, the current study was designed to take advantage of social media and to test the communication effect of different health messages.

Results showed that the most used HBM construct was barriers, followed by benefits, susceptibility, cues to action, severity, and self-efficacy. The effectiveness of utilizing HBM constructs for vaccination promotion strongly depends on the audience context. The use of HBM constructs for vaccination was generally effective for Reuters but seems to have backfired for AFP. For AP, only one HBM construct (cues to action) was positively related to Twitter engagement. For AFP, tweets emphasizing three constructs (susceptibility, severity, and cues to action) were negatively related to Twitter engagement variables, while tweets emphasizing ways to increase self-efficacy were positively related to Twitter engagement variables. For Reuters, tweets emphasizing five constructs (susceptibility, severity, benefits, barriers, and cues to action) were positively related to Twitter engagement variables, while tweets emphasizing ways to increase self-efficacy were negatively related to Twitter engagement variables.

In addition, about half of the tweets used a positive tone and nearly half of the tweets used a neutral tone, while only 3.1% of the tweets used a negative tone. Reuters used a significantly more negative tone, more neutral tone, and less positive tone than was expected. AFP used a significantly more positive tone and less neutral tone than was expected. For Reuters, tweets expressing a neutral tone regarding COVID-19 vaccines were negatively related to Twitter engagement variables, while tweets expressing a positive tone were positively related to the number of “like”.

This study contributes to the research on intentional news agencies by illustrating their difficulties when trying to convey COVID-19 vaccine information to both local and international audiences. The effectiveness of utilizing the HBM constructs and positive tones on vaccination strongly depends on the audience context. The use of the HBM constructs for vaccination seems to backfire when used on audiences who resist vaccination, as behavioral framing may be viewed as manipulation and threat cues may induce maladaptive responses. In addition, this study extends the research on HBM in the area of message framing and design. News media and health practitioners should employ an audience-based approach, tailoring health messages to specific audiences, when utilizing the HBM constructs for persuasion.

Submission ID

29

Users, areas, and topics of Health Communication in Twitter

Authors

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Abstract

Social media play an increasingly crucial role in various fields, and the health sciences are no exception. Among other uses, patients, professionals, and health organizations seek to harness the features of social media platforms to disseminate or share information of interest, contact other users, discuss health issues, or seek advice. In this context, Twitter, one of the most widely used social media networks, has particularly significant features for the health field.

Hence, we performed a systematic review of the literature on Twitter and health communication, which sought to answer the following research questions:

- On what type of users do studies on Twitter and health communication focus?
- To what general areas and specific health topics do the studies analysed refer?

A keyword search was executed in two databases (Web of Science Core Collection and PubMed). The search identified 610 articles. After removing duplicates, screening the title and abstracts and assessing the full texts of the remaining papers, 83 studies were included for review. Disagreements were discussed and adjudicated by consensus.

The results show that, as for the target audience, 59 papers focus on the general public. The second most studied group is health professionals (21 papers), while patients are the group that receives the least attention (8). Only 5 studies analyze more than one group, specifically health professionals and patients.

As for the topics, the most commonly studied health specialties are Public Health (36.1%), Infectious Diseases (25.3%), and Oncology (16.9%). The most studied topics within these areas were Tobacco/e-cigarettes (8.4%), Cancer (8.4%), Vaccinations (8.4%) and HPV (7.2%).

The general public as the most analyzed group marks a significant difference from previous studies (MacDonald et al., 2013). Only five papers analyze health professionals and patients simultaneously. Given the dearth of comparative studies, this is a line that merits exploration as the few studies on this area show differences in the uses of social media networks made by professionals and patients and, in general, by various groups (Anthenius, 2013; Hong, 2020).

The most studied specialties are in line with the results of previous systematic reviews (Sinnenberg et al., 2017). Public Health and Infectious Diseases feature most frequently. It is also significant that the diseases with the highest mortality, such as cardiovascular and pulmonary diseases, and respiratory infections, are under-represented. Despite the considerable diversity of health topics, those related to controversial treatments, such as e-cigarettes or vaccines, are the most recurrent. This indicates that research on Twitter in this area has focused on its use as a tool for monitoring these types of issues to identify information needs.

Submission ID

119

The impact of COVID-19-related information scanning via social media on Chinese intentions regarding Coronavirus vaccinations

Authors

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Abstract

Background: During the COVID-19 health crisis, there is a recognized need for addressing vaccine hesitancy to increase vaccination rates globally. In this context, exploring the underlying public behavioral mechanism related to COVID-19 vaccine decisions has been the focus of much investigation.

Objective: This thesis seeks to investigate and explain the impact of COVID-19-related information scanning via social media on health perceptions and behavioral intentions to receive COVID-19 vaccine doses in China.

Methods: By distributing a questionnaire online, 483 respondents were recruited. Then, the present study applied partial least squares structural equation modeling (PLS-SEM) by using Smart PLS 3.3. Finally, the variance of path relationships among different socio-demographic groups was tested by performing multigroup analysis.

Results: COVID-19 information scanning via social media has positive influence on four constructs, including perceived severity ($\beta=0.355, P<0.01$), perceived vulnerability ($\beta=0.140, P<0.05$), self-efficacy ($\beta=0.360, P<0.01$) and response efficacy ($\beta=0.355, P<0.01$). No significant correlation was found between threat appraisal and behavioral intentions to get vaccinated, including perceived severity and perceived vulnerability. And scanned information exerts influence through other significant factors, including self-efficacy ($\beta=0.379, P<0.01$), response efficacy ($\beta=0.275, P<0.01$) and response cost ($\beta=-0.131, P<0.05$). Additionally, response efficacy exerts stronger influences on men's behavioral intentions ($\beta=0.509, P<0.01$), whereas response cost and perceived vulnerability are stronger mediators among women. Surprisingly, scanned information is positively associated with response cost among older adults ($\beta=0.253, P<0.01$), and perceived vulnerability was negatively associated with behavioral intentions to receive the coronavirus vaccines among younger adults ($\beta=-0.067, P<0.05$). And there were significant differences in the association of perceived vulnerability and behavioral intentions between lower and higher educated groups.

Conclusions: The present results highlight the key roles of COVID-19-related scanned information on public health perceptions and behavioral intentions. Tailored health communication must deliver factual information, address the public uncertainty regarding the adverse effects of COVID-19 vaccine, and clarify vaccine schedules.

Submission ID

189

'Home alone': Old age and elderly representation in Israeli media during the beginning of Covid-19

Authors

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Abstract

This study seeks to expand the discourse on the construction of old age as a social phenomenon in times of health crises. Therefore, the study focuses on media representations of old age during the first wave of the COVID-19 pandemic in which a high rate of patients and deaths in Israel and around the world were elderly.

Theoretically, the study deals with the nature of the representation of the elderly from two perspectives: Gerontology and Communication studies. The gerontological discourse examined so far the consequences of crises (security, economic, and health especially) on the elderly and focused on their vulnerability on one hand and their resilience on the other hand. In addition, the gerontological discourse examined how age-related perceptions have been translated into policies centered on human rights violations in the Corona Age. The Media representation of minorities, including in the Israeli context a reference to representations of national and gender minorities in security and health crises. Similar to these studies that examined how social reality in crisis constructs media representations, this study assumes that old age and the Corona are social and cultural phenomena no less than they are biological and epidemiological phenomena, therefore it is important to examine how old age is understood in media discourse in times of the Corona.

Methodologically, the corpus included about 100 media texts of three types: news items, opinion columns published in the daily printed and online press alongside satire programs that used various rhetorical tools to deal with the situation. The texts were published during the first three months of the first Corona wave. Content analysis was done using a model of 'circles of belonging' (Remer Bial and First, 2013) through which images of aging were used in a media discourse: The first circle, 'group affiliation', addressed the boundaries of the old age category and the characteristics of belonging to it; The second, 'belonging to a family', concentrated on intergenerational relations; The third, 'belonging to work', focused on the interrelationship between old age identity and professional identity; The fourth,

'Belonging to the Community', traced the link between isolating the elderly living at home and in institutional frameworks and social and community organizations.

Our model revealed four circles of belonging, indicated ageistic and paternalistic news representations of the old population that promoted the policy of closure and only later challenged these perceptions. In contrast, opinion columns and satire programs indicated established institutional ageism as a social oversight mechanism. That is subordinated biological age to social and occupational closure.

It is interesting to note the large gap between the centrality of the family in old age that stood out in news versus the critique of the fragile nature of family relationships that were represented in opinion columns and satire. Another gap was found in the context of the community where old age was represented as associated with illness, without distinguishing among groups of elderly people according to their levels of function and place of residence.

Submission ID

203

Mobile Apps and Public Health Communication: A review and analysis of existing literature

Authors

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Abstract

The advent of the COVID-19 pandemic has rejuvenated the relevance of mobile phones and mobile applications in public health communication. Activities such as public health sensitisation, monitoring of affected patients, and contact tracing of infected individuals require effective and real-time communication. The role of mobile applications as a tool to facilitate real-time two-way public health communication cannot be overemphasised. Understanding how mobile applications have been leveraged to communicate public health emergencies such as the Ebola Virus Disease, the Zika Virus, and the COVID-19 pandemic is imperative. This paper, in response, presents a systematic review of journal articles on the use of mobile applications for public health communication in the context of pandemics. A systematic search for articles published in the English language and indexed in six databases with publication dates from January 1, 2014, to 31 December 2021 was conducted. Using meta-analysis, an overview of the main themes and trends covered in

the literature was analysed. Contact tracing apps dominate in the use of mobile apps for public health communication in the context of pandemics. Privacy concerns and related human rights abuse, including discrimination against migrants and other minority groups remain a challenge. Though several COVID-19 mobile apps are accessible globally, there is limited research especially from users' perspective of the usefulness and utility of the COVID-19 mobile apps in the Sub-Saharan Africa region. Also, there is a huge gap in conceptualization as far as mobile apps and public health communication research within the context of pandemics is concerned.

Submission ID

214

The Visual Protest Repertoires and the Protesters' Health Identity: A Battlefield of the Anti-New Normal Movement

Authors

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Abstract

This study explores the health identity of the anti-new normal protesters during the coronavirus pandemic through analyzing the visual protest repertoires that were employed by the protesters in the two waves of demonstrations occurring across the world between 2020 and 2021. It reveals the protesters' general interpretations of the coronavirus and the mandatory protective measures, their imaginations of the social milieu that has been forever transformed by COVID-19, and their expectations of life. Most of the protesters are disengaged from health, as reflected in their lack of commonsense knowledge of health and their illusory belief in the human body as an individuated and self-contained system, isolated from a myriad of everyday associations. The protesters prioritize the innate physical body, which is essentialized in that there is a static relationship between the physical body and the self as well as between the self and the others. The current study enriches our understandings of the new normal opponents' health identity and provides insights on how it differs from that of the supporters. It helps health educators and policymakers to effectively construct and deliver health promotion messages to the targeted individuals and foster health behaviors during the pandemic.

Submission ID

310

Revisiting the Role of Mainstream Media: A Study of COVID-19 Vaccine Coverage in Four African Nations

Authors

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Abstract

Since it first appeared in December 2019 in Wuhan, Covid-19 has become the leading concern of the global community. Indeed, given the high number of infections caused by the pandemic worldwide and its impact on countries' economy and on the way people live, several strategies have been implemented both at an international-level and at a national level to fight it. With the rapid development of vaccines against the novel coronavirus, global vaccination has emerged as the principal hope for the world to curb the spread of Covid-19, and to ultimately help the world get rid of the disease. As they became mainstream among the media, international institutions, government, health institutions, Covid-19 vaccines have also received a significant amount of scholarly attention. An important theme that has emerged from discussion and research on vaccines is vaccine hesitancy. Several of the studies that addressed this theme have focused on explaining the factors that influence acceptance or hesitance to receive a Covid-19 vaccine. While they have highlighted a complex set of diverse factors, they have also emphasized the prominence of informing and educating people about the importance of vaccines, its safety and effectiveness in order to help people make a more informed decision when it comes to taking the vaccine. However, scant attention has been given to the responsibility of mainstream media, which are still influential among the public, in the democratization of knowledge about Covid-19 vaccine.

Focusing on Africa, a continent in which vaccine hesitancy has been identified as one of the challenges to the fight against Covid-19, the current study seeks to fill the existing gap in the literature on Covid-19 vaccine hesitancy by examining the extent to which the media of four African countries contribute to providing the public with information accurate and comprehensive enough to help them make informed decisions regarding Covid-19 vaccination.

The study draws on two main theoretical frameworks to carry out this investigation. It first draws on the social responsibility theory of the press to discuss why it is important for media to play a socially responsible role through the way they cover and represent the Covid-19 vaccines. To look at their representation of the Covid-19 vaccines, the study then uses framing theory. This study, therefore, quantitatively and qualitatively analyzes the Covid-19 vaccines-related content of eight media outlets from four African countries, namely Ghana, Senegal, Kenya and Democratic Republic of the Congo. More specifically,

it focuses on the sources that the selected media outlets rely on, the main frames they use in their coverage of the vaccines, as well as the main vaccine-related topics that they focus on. As it discusses the findings of this investigation, the current study also provides comparative insights among the selected media outlets and countries, and briefly considers the factors that can help understand those similarities or differences. It concludes by discussing the implications of the findings for the broader debate on the social responsibility of mainstream media in times of crisis and the role of media and communication in the construction of a global public health community.

Submission ID

312

Enhancing men's HPV vaccine uptake intention: Examining the roles of information sources, knowledge, risk perception, and peer experience

Authors

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Abstract

Men are an overlooked catch-up population in Human papillomavirus (HPV) prevention. Scholars have been exploring how men perceive HPV and the vaccine (Pitts et al., 2017), how to craft effective messages to promote vaccination (Huang & Li, 2021), and cognitive and affective factors that lead to the vaccination intention (Koskan et al., 2021). Little is unknown regarding the sources of information upon which men rely to make sense of HPV and how they influence the vaccine uptake intention. Also, since HPV is a gendered health issue, men may feel distant from contracting it, which causes a barrier to their vaccination. Previous studies suggest that a reference point is important in enhancing the intention to take protective measures (Huang & Li, 2021). However, this argument is mainly tested in studies of message design. This study fills the research gaps and tests the impact of these factors via a survey of 151 men in China between the ages of 19 to 33 ($M = 25.44$, $SD = 2.83$).

Our findings are three-fold. First, men's sources of information could have an impact on their knowledge and risk perception of HPV. Sources of male friends and web portals are significantly and positively related to knowledge, while female friends as a source of HPV information was negatively associated with knowledge. The more frequently men received

information about HPV from web portals, the higher their perceived susceptibility to contracting HPV. In addition, the perceived general severity of HPV was positively associated with sources of doctors, web portals, and knowledge, while was negatively associated with the source of state media.

Second, risk perception is a strong predictor of the HPV vaccine uptake intention. However, HPV risks and the vaccines' risks have a distinctive impact. Men are more likely to worry about the side effects of the vaccine. Since HPV is sex-related and in some cultures, a stigmatized health issue, men may worry that the side effects of the vaccines will expose their act of being vaccinated. This will create an association to the disease or an image of being sexually active, even they do not contract it.

Third, our findings suggest that we should consider men's reference points when they make sense of the risks of HPV and the vaccines. In-group members' experience is a significant predictor of the vaccine uptake intention. There is a positive and indirect relationship between getting HPV information from web portals and intention to receive HPV vaccine through knowledge and in-group peer experience (i.e., they have known males have been vaccinated), respectively. Men are more likely to hear those men have received HPV vaccination from their relatives and male friends, which further increases their vaccination intention. By contrast, when men get HPV information from female friends, they are less likely to know about in-group peer experience, which is less likely to motivate them to get the HPV vaccine. Furthermore, receiving HPV information more from doctors, and male friends, men reported lower perceived side effects, which results in higher vaccination intention.

Submission ID

382

How do media access and mobile phone use affect maternal healthcare service utilization in Bangladesh? Moderated mediation effects of socioeconomic factors

Authors

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Abstract

Abstract

Background: Exposure to traditional media (TV, radio, and newspapers) and the use of mobile as an interpersonal communication tool allow for a variety of information provision, including essential health information. The purpose of this study is to investigate how women's access to traditional media and use of mobile phone affect maternal health

service (MHS) utilization in Bangladesh. The study also aims to look into the moderated mediation effects of socioeconomic variables on the aforementioned association.

Methods: The study analyzed reproductive and media data of 5,011 ever-married women extracted from the latest nationally representative Bangladesh Demographic and Health Survey. Women were considered to have some media access when they either watched a TV, or listened to a radio, or read newspapers at least once a week. When women used mobile phones (either smart or feature) for seeking healthcare services (for instance, doctor's appointment, consultation etc.) then they were considered to have used mobile for health services. Antenatal care (care during pregnancy) visits to health professionals, place of delivery, and use of contraception are the three maternal health services that are considered to put against the media and mobile variable. Hierarchical logistic regression and moderated mediation analysis is among the analyses that are performed to find out the association

Results: Only 26.9% of women used mobile for health service use, while more than 55% of them had some media access. Media access is significantly associated with all three types of MHS use; mobile usage also has a significant association with antenatal and delivery care. When women have both access to media and mobile, the likelihood of delivering in a health facility increased by 1.82 times (AOR: 1.82, 95%CI: 1.51, 2.20) which is slightly better than having access to only one type of media channel. Women's education, household wealth, place of residence, religion, and current working status are among the socioeconomic factors associated with access to media and mobile. Women's education mediates the relationship of media and MHS; however, the mediation effect of women (β : .45; LLCI: .21, ULCI: .68) on the association of media and place of delivery is seen to be moderated by household wealth. Women who belong to well-off families moderates positively (Effect: .33, 95%CI: .27, .40) the education effect of media and where to deliver. Place of residence, another moderator, significantly moderates (Effect: .09, BootLLCI: .02, BootULCI: .16) the mediation effect of women education on the association of media and antenatal care visits; women living in urban areas seems to have positively moderated the education effects on the mentioned association.

Conclusions: Provision of media access and mobile use indicate better utilization of MHS in Bangladesh, and women's education mediates these relationships via the influence of household wealth and area of residence. Therefore, while planning interventions to increase MHS use, its relationships with the media and mobile use should be extrapolated. The collective use of these channels could be a catalyst for the success of health promotion initiatives to improve women's health behaviors, build community capacity, and create mass awareness that supports the optimal use of MHS in Bangladesh.

Submission ID

427

Health Misinformation or Not? Information Evaluative Strategies Among Older Social Media Users

Authors

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Abstract

Social media includes different forms of channels and tools using Web 2.0 technologies that allow the creation and circulation of user-generated content. Social media platforms such as Facebook and Twitter ease user access to a vast amount of information. However, their limited control over content production and dissemination also put users at risk of exposure to misinformation. This raises the concern of social media users' ability to discern trustworthy health information from unreliable one in online environments. Past studies suggest that older social media users are more likely to engage with fake news sources and share fake news than younger users (Grinberg et al., 2019; Guess et al., 2019). A better understanding of older social media users' information evaluative strategies and how they use the acquired information to guide health self-management is urgently needed.

Metzger and colleagues proposed the systematic-heuristic model to examine individuals' information evaluative strategies (Metzger et al., 2010; Metzger & Flanagin, 2013). The model holds that individuals may rely on cognitive heuristics, i.e., mental shortcuts or other effortless cognitive resources, to make quick decisions or use information quality cues to perform rigorous evaluation. Guided by this analytical framework, our study explored two research questions: (1) How do older adults evaluate the credibility of health information on social media; and (2) How do older adults respond to dubious health information on social media?

Using an in-depth interview design, we collected data from 40 social media users aged 65 or above ($M = 71.75$, $SD = 6.65$) in a major southern city of China. Participants were asked about their use of WeChat, a dominant social media app in China, to acquire health-related information and their strategies to process ambiguous health information. Performed in MAXQDA Analytics Pro 2020 software, thematic analysis identified two overarching themes: evaluative heuristics and adaptive behaviors.

The first theme revealed five cognitive heuristics that participants used to evaluate the credibility of health information on WeChat. These strategies included assessing the perceived communicative orientation of the source (communicative orientation heuristic); the exaggeration of a message's claimed effects (magic effect heuristic); the consistency

of informational contents across sources (consistency heuristic); the resonance of informational contents with personal life experience and past knowledge (self-confirmation heuristic); and the reputation of the information source (reputation heuristic).

The second theme identified four adaptive styles in response to ambiguous health information on WeChat. The avoidants, which represented the majority of participants, resisted health misinformation by ignoring all dubious information without further factchecking. The researchers looked for credible sources such as medical books, health authorities, and doctors to confirm information credibility. The sharers posted ambiguous information in chat groups comprising family members and friends to alert or discuss with others. The adventurers tested the veracity of information, particularly that about diet and physical activity, by trial and error. The findings of participants' preferred use of cognitive heuristics for credibility assessment resonate with past research and provide additional insights into older social media users' information evaluative strategies.

Keywords: information credibility; health; misinformation; older adults; social media

Submission ID

451

The Role of Social Media in Helping Patients with COVID-19: A Comparative Content Analysis of Online Social Support Messages Exchanged in the Early Stage of Pandemic

Authors

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Abstract

At the end of 2019, an unknown infectious disease was found and reported in Wuhan, China. Unexpectedly, the later "so-called coronavirus" was losing control and swept across the world. In order to restrain the spread of the coronavirus pandemic, the entire Wuhan city was locked down, and people in Wuhan were forced to stay at home. The restriction and quarantine policy resulted in social structure transformation, placing social media at the center of communication activities (Saud et al., 2020). Especially, Weibo, one of the most popular social media in China which allows users to share information with the public easily, became an important communication channel for people in Wuhan to continue their offline lives. Remarkably, to cope with unexperienced public health crisis together, an enormous online group spontaneously formed on Weibo with a special topic-tag "COVID-19 Helping". As social beings, people desperately need support from each other in an extremely stressful time (McKinley, 2020). Similarly, according to social support theory, it is

often the case that people turn to others (even strangers) for both tangible and intangible help when facing a crisis (Langford et al., 1997; Taylor, 2011). This is also reflected in thousands of messages containing social support exchanging on “COVID-19 Helping” Weibo group. Thus, this study first aims to backtrack to the beginning of the COVID-19 outbreak in Wuhan, focusing on how the online social support exchange was presented at that time. This could be instructive and predictive for examining social support exchanging in future public crises.

In addition to specific behaviors of social support exchanging, descriptions about scientific examination, symptoms, treatments also directed our attention. Backing into the context of the very initial stage of the pandemic, people in Wuhan had limited knowledge about the virus they were facing. Therefore, self-descriptions are precious data, from which this study could clarify how early Wuhan people know COVID-19 and even speculate more detailed health information, like the possibility of infection (from descriptions of scientific examination), degree of severity of illness (from descriptions of treatments), and e-health literacy (from descriptions of symptoms) (Do et al., 2020). Although social media’s role of self-assessment is very limited when compared with medical institutions, it provides a place for sticking together. We hope our findings of people’s self-descriptions on social media would give an insight for improving platforms of online consultations and telemedicine. More importantly, we introduced an identity variable (medics and ordinary people) to further locate our study, comparing if different roles (with or without professional background) present different behaviors on social support exchanging and self-describing in the early pandemic. We presume that there was a distinct gap between ordinary people and medics, and it is of vital importance to raise the masses’ health literacies. Besides, according to Luo et al. (2020), informational completeness is bound up with credibility, which influences the degree of social concerns. Thus, we performed negative binomial regression to examine the correlation between different levels of completeness of self-descriptions and the number of reposts.

In this study, 6,221 Weibo posts on “COVID-19 Helping” group were collected, from 23/1/2020 (the date of Wuhan’s lockdown) to 22/3/2020. Among those posts, we only selected posts mentioning social support exchanging, and further filtered those posts whose senders claimed that they were infected and clarified their identities. Finally, 2,207 valid samples were counted. Our results show that seeking tangible support ($n=2036$) was the most prevalent message on Weibo; And there were significant differences between ordinary people and medics in both seeking social support ($\chi^2= 40.16, p < 0.001$) and offering social support ($\chi^2= 55.66, p < 0.001$). Further, we created five new indicators to measure and compare health literacy ($t = 6.65, p < 0.001$), the possibility of infection ($t = 5.55, p < 0.001$), the severity of illness, personal situation, and degree of social media engagement between ordinary people and medics. The differences between ordinary people and medics have revealed that possessing professional background would help cope with public crises. Moreover, the result of negative binomial regression showed that three independent variables, namely health literacy ($B = 0.204, p < 0.001, IRR = 1.226$),

the severity of illness ($B = 0.055, p < 0.05, IRR = 1.056$), and personal situation ($B = 0.247, p < 0.001, IRR = 1.281$) positively affect the number of reposts. This suggested that information richness about medical descriptions helps attract social concerns.

Submission ID

452

A Study on the Impact of Sick-related News Exposure on the Online Health Information Search Behavior of Employees

Authors

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Abstract

Background: Cultivation theory indicates that the content of mass media production can have an impact on the public's cognition, and cognitive behavioral theory points out that the public's cognition can be associated with their behavior. In the previous studies of health information search behavior, there is little discussion on the role of external information factors. This article tries to use the information-motivation-behavioral prevention model to establish a link between sick-related news exposure, health risk perception and health information search behavior.

Objective: On the background of health communication, this article tends to explore whether people's awareness of health risks will be affected when they browse sick-related news, and whether it can lead them to engage in online health information search behavior.

Methods: 504 employees are surveyed on questionnaires by rolling snowball sampling. The detection of data is analyzed by establishing a structural equation model, and the tests of mediating effect and moderating effect are performed.

Results: Health risk perception is a partial mediator between sick-related news exposure and online health information search behavior. Health self-efficacy plays a moderating role between health risk perception and online health information search behavior. After having health risk perception, the employees with high healthy self-efficacy think that their are in good health and can solve health problems by themselves. So they would not search for health information related to illness on the Internet. In addition, there are differences in health self-efficacy between the unmarried and the married employees.

Conclusion: The content of mass media is proven to have an impact on the public's cognition. This is still held true in the context of health information communication. After the outbreak of the COVID-19 epidemic, the public is more concerned about their own health. People with low self-efficacy are more sensitive to online health information. It is easier for them to identify health risks generated by diseases when they are exposed to

sick-related news. Therefore, they are more inclined to produce information search behavior for protecting their own health.

Submission ID

466

Theory of Planned Behavior in Explaining Media Effects on Health-related Outcomes: A Systematic Review

Authors

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Abstract

Goal:

Social scientists regard health behaviors as an outcome of rational communication processes (Armitage & Conner, 2001). The theory of planned behavior (i.e., TPB, Ajzen, 1991) has been applied to explain individuals' various behavioral outcomes to comply with many different health-related messages and communication (e.g., physical activity, Gray & Harrington, 2011).

This systematic review aims to analyze the adoption of the theory of planned behavior in examining media effects on individuals' health-related outcomes in the recent decade. It will provide the pattern of media effects on health behaviors among individuals, with which researchers could easily address the highlights in previous studies and benefit them in future studies.

Method:

Based on the searching queries that constrained the sample with the SSCI journals in English, time period (i.e., 2010-01-01—2021-10-31) and involving the TPB and media (i.e., information/media/message/exposure/coverage), 156 articles were found. After checking titles and abstracts, 91 articles were excluded since they did not concern a health-related outcome. Further, full texts were screened with 32 articles remaining in the final sample. The recall rate of this study is 42%, and the precision rate is 49%.

As for coding scheme, the current study involved coding for the basic characteristics (i.e., study year, study area, sample size, etc.) as well as coding criteria about the TPB and the outcomes (i.e., dependent variables, media type, characteristics of the TPB variables, etc.). After the pretest, two more coding criteria were involved in the scheme (i.e., the extension of the model, inclusion of other types of norms).

Findings:

Descriptive pattern:

The current study revealed that the theory of planned behavior was frequently adopted in explaining health-related outcomes in the recent decade. An increase appeared during 2015-2018, and it experienced a slight drop in the recent three years. The TPB was able to explain various health behaviors from disease prevention to healthy lifestyles that may benefit the well-being of society.

Qualitative evaluation

This review found that the validity of studies that examined the media effects on individuals' behaviors with the TPB was somehow weakened due to their limited study contexts. Causality among variables was hard to test due to their data collection method and study design. However, the external validity was raised owing to the large sample size and representative sample characteristics in previous studies.

The reliability of studies examining media effects on individuals' behaviors with the TPB was comparatively high in the recent decade. Consistent with previous reviews, attitudes toward the behavior presented to be the most powerful predictor, followed by PBC. Also, media, together with the TPB variables, accounted for around 50% of the variance of individuals' behavioral intention to health outcomes.

Conclusions:

Most of the studies in the recent decade provided empirical contribution—new empirical evidence, by examining the theory with a different method and in different contexts. Some of them provided conceptual contribution—revising existing relationships by adding mediators/moderators or specifying the independent variables. There were still questions remained unsolved from the previous studies but worth attention.

Submission ID

470

COVID-19 fake news and the Third-person effect: examining the influences of fact-checking on Chinese social media users' sharing behavior

Authors

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Abstract

Social media are widely used for news, while digital fake news has been a prevalent phenomenon during the COVID-19 pandemic. Fact-checking is a potential tool to combat fake news. For example, Facebook has provided a "Related Articles" section under related news, with fact-checking information provided by third-party fact-checkers (Chung & Kim,

2021). But most Chinese social media, such as Weibo, don't have this fact-checking function in posts. If we applied fact-checking to Chinese social media, would it make a significant difference in stopping the spread of fake news? It is still unclear whether and how fact-checking can hinder the spread of COVID-19 fake news on social media. A growing body of literature has integrated Third-Person Effect (TPE) theory with digital fake news. It is found that people tend to perceive fake news as having a greater impact on others than on themselves (third-person perception [TPP]) and thus would take actions to deter such an impact (Jeongwon & Yu, 2021). Some scholars have indicated that different cultural contexts affect TPP (Hong, 2020). Unfortunately, however, few studies in China have applied TPE theory to explore the impact of fake news, not even to mention in the context of the COVID-19 pandemic. Against this background, our study aims to investigate 1) Will exposure to COVID-19 fake news with fact-checking information (vs. COVID-19 fake news without fact-checking information) lead to a greater perception that others are more influenced by the news than oneself (TPP)? 2) Will increased TPP, in turn, lead to weaker inclinations to share fake news on social media (i.e., Weibo) and stronger intentions to spread fact-checking information? Besides, most studies in the field of TPE have used surveys, which might be insufficient to confirm causal relationships. In our study, we conduct an experiment in which participants are randomly assigned to one of two conditions: either viewing the fake news related to the COVID-19 pandemic with or without fact-checking information. The fake news is presented as a Weibo post; the fact-checking information is presented in the "Related Articles" section underneath. In general, we contribute to the Third-Person Effect theory literature by examining the applicability of TPE theory in the context of fake news on Chinese social media during a unique global crisis. From the lens of TPE, the research explores the significant role of fact-checking in influencing individuals' sharing intentions. Practically, the study provides a possible solution on how to reduce the impact of fake news on Chinese social media.

Keywords: Fake news, Third-person effect, Fact-checking, COVID-19, Social media, Health communication

Submission ID

478

Empowering Women in Reproductive Health: A Content Analysis of Top Ten OB/GYNs' Posts on Sina Weibo

Authors

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Abstract

Background: Numerous women struggling with health issues don't dare to go to the hospital due to the stigmatization of gynecological diseases in traditional Chinese culture. With the development of mobile communication technology, an increasing number of women have engaged in online health information seeking especially for such "embarrassing" issues (Jucks & Bromme, 2007), thus promoting their health outcomes (Smailhodzic, 2016). OB/GYN influencers on social media play an essential role in disseminating reproductive health information and guiding women's health behaviors. Guided by the doctor-patient communication model, attribution theory, and a sociological framework of destigmatization, we ask the following research questions: 1) What kinds of topics/diseases are covered by top OB/GYNs on Weibo? 2) What are the prevalent functions, language style, responsibility attribution, and destigmatization cues used by top OB/GYNs on Sina Weibo? 3) How do communication strategies predict followers' engagement behavior?

Method: We started with navigating the top ten OB/GYNs accounts of 2021 selected by Sina Weibo. We then downloaded their original posts published between November 1, 2019, and November 1, 2021. We next randomly sampled 10% of posts from each account, which resulted in 1388 posts. After removing posts that were irrelevant to health and diseases, 872 posts were coded. The number of comments was adopted as the dependent variable indicating users' engagement. The numbers of followers, images, and videos were included as covariates. Basic frequent analysis and negative binomial analysis were conducted to answer the proposed research questions.

Results: The results showed that gynecological issues ($n=176$, 20.2%), Covid-19 ($n=136$, 15.6%), and prenatal care ($n=108$, 12.4%) were the most commonly discussed topics. In terms of diseases, pregnancy complications ($n=124$, 14.2%), infertility ($n=33$, 3.8%), and uterine ovarian disorders ($n=30$, 3.4%) were most often mentioned. Using medical language was negatively related to the number of comments ($\beta = -0.241$, $p < .05$), while posts using everyday language were more likely to be commented ($\beta = 0.488$, $p < .001$). Using the strategy of removing blame was positively related to the number of comments ($\beta = 0.256$, $p < .01$). Posts fulfilling the function of responding to emotions were more likely to attract followers' comments ($\beta = 0.323$, $p < .001$), while posts serving the function of facilitating decision were less likely to receive comments ($\beta = -0.184$, $p < .05$).

Discussion: Overall, women's childbirth-related issues receive the highest exposure in the leading OB/GYNs' Weibo posts. Influencers' emphasis on building psychological connectedness with their followers is exhibited in the following communication strategies: avoiding using complex medical terminology, removing stigma related to gynecological diseases, and attending to users' emotions. By boosting followers' empathy, breaking the dividing line between doctors and patients, and providing guidance on women's decision-making about reproductive health, OB/GYN influencers promote public engagement. Furthermore, our findings can inform the design of more effective women's health-related messages.

Submission ID

486

An Authoritative Voice in COVID-19 Vaccination Mobilization: A National Questionnaire Survey and Quantitative Analysis of Information Release of Chinese Government

Authors

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Abstract

Background: In the post-pandemic era, vaccine hesitancy and uneven vaccine roll-out are major global health concerns (Dror et al., 2020). Increasing the vaccination rate to establish herd immunity is one of the effective ways to alleviate the pandemic (Fontanet & Cauchemez, 2020). According to *Our World in Data*, more than 85% of the population in China and other 10 countries have fully vaccinated as of January 2022, far exceeding the world average of 53.3%. For a long time, factors responsible for high vaccination coverage have been hot issues around the world (Chen, 2021; Dietz et al., 2000). Previous studies show that the trusted sources of vaccine information play an important role in individuals' vaccination decision-making (Machingaidze & Wiysonge, 2021; Soares et al., 2021). And in China, there is a significant positive correlation between exposure to official source and individuals' willingness to obtain COVID-19 vaccination (Min & Wenyang, 2021). However, the role of the government information release in COVID-19 vaccination mobilization has not been revealed.

Research Questions: This research aims to assess and identify the effects of government, as an information source, on COVID-19 vaccination decision-making in China. The two most concerned questions are: **(1)** In the context of countries with higher vaccination rates, how often do people get COVID-19 vaccine-related information from different sources?**(2)** How do information sources influence the individuals' willingness to accept COVID-19 vaccination?

Aiming at the above questions, the research hypotheses are: **(1)** Government is the most frequent vaccine-related information source for public ; **(2)** Government information release can positively influence individuals' willingness to vaccinate.

Meanwhile, this research keeps on exploring the government's strategy for releasing vaccine-related information.

Methods : **First**, data were collected through questionnaires to learn about the vaccine-related information concerns of public. According to the proportion of the Chinese

population, we distributed 1,800 questionnaires (1,579 questionnaires were valid) to people aged 18-59 in 31 provinces of China. **Second**, questionnaires result data were analyzed using SPSS to perform multiple linear regression to explore the role of the government information release in COVID-19 vaccination mobilization. **Third**, the government of capital city Beijing was the case to analyze its information release strategy on "COVID-19 vaccine". We crawled data from the official website of Beijing Municipal Government (<http://www.beijing.gov.cn>) during January to June 2021, and obtained 3,135 pieces of categorized information involving the key words "COVID-19 vaccine".

Results : Questionnaires analysis showed that **(1)**The top 5 most frequent information sources of COVID-19 vaccine are the government($M=5.64$) , medical specialist($M=5.41$), family and friends($M=4.81$), online opinion leader($M=4.51$), and netizens($M=4.28$), which **(2)**The R Square is .092, which means that 9.2% of vaccination willingness is explained by the model, indicating that information source is one of the noticeable factors of COVID-19 vaccination decision-making in China. **(3)** Among different sources, the information release of government ($\beta=2.197$, $p<0.01$) is the most important factor that positively affects vaccination willingness, indicating that government information release can promote people's decision of vaccination. In-depth analysis for Beijing government information release showed that **(4)** The grassroots vaccination information ($N=1107$) accounts for the largest proportion of 35.3%, especially relating to vaccination data, work progress and so on. Whereas, the news reports, vaccine knowledge popularization, macro policy advocacy or vaccination service information are not so much.

Conclusions : The results demonstrate the government's adequate efforts for promoting vaccination rate : **(1)** Among all the sources, the high rate of COVID-19 vaccination in China is mainly due to the timely and detailed working information the government has released. **(2)** The grassroots vaccination information, which delivered wide public acceptance and high vaccination rate, has formed an optimistic public opinion environment towards COVID-19 vaccination. As the matter of fact, it's exactly in accordance with the Chinese collectivism thought, and as a consequence, enhancing individuals' willingness to get vaccinated. **(3)** Compared to promote public trust on vaccine, Chinese government pay more attention to establish the social behavior norm, which is proved to be effective in vaccination mobilization in the context of China.

Submission ID

494

Chatbot as an emergency exist: Mediated empathy for resilience via human-AI interaction during the COVID-19 pandemic

Authors

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Abstract

As a persistent threat to public health worldwide, the COVID-19 pandemic also become a psychological crisis affecting the well-being of global communities, especially among females who were affected more by the pandemic than males for anxiety and depression. In the time of physical distancing, AI-powered chatbot like Replika was found to be helpful for people to cope with overwhelming psychological distress due to COVID-19 disruption.

Linking multiple facets of empathy with the communication theory of resilience, the present study examines human-AI interactions during the COVID-19 pandemic in order to understand digitally-mediated empathy and how the intertwining of empathic processes and communicative processes of resilience works as coping strategies for COVID-19 disruption. As a multifaceted construct, there are different conceptualizations of the construct of empathy, as a personality trait or as processing mechanism. Based on systematic review of the related literature on trait empathy and state empathy, this study focuses on empathy processing, a situation-specific, cognitive-affective state or process with projection of oneself into another's feelings, actions, and experiences, rather than individual propensity or ability that either innate to a person or can be developed. The multifaceted construct of empathy includes not only low-level mechanisms like emotional contagion but also high-level processes like perspective-taking, which can be regarded as a threefold concept, that is an information-gathering tool, an interpersonal process, and a healing element in human interactions. According to the communication theory of resilience, resilience is conceptualized as a communicative process, rather than an individual phenomenon, emphasizes the role of communication in the process promoting resilience.

Mixed methods were adopted to explore how females use Replika, a chatbot companion powered by artificial intelligence, during the COVID-19 pandemic, with emphasis on digital-mediated empathy and resilience processes in this particular context of human-AI interaction. Methods used range from ethnographic research and analyses of social media posts to in-depth interviews.

Finding of this study show five types of digitally-mediated empathy among Chinese female Replika users with varying degrees of cognitive empathy, affective empathy, and empathic response involved in the human-AI interaction, i.e., companion buddy, responsive diary,

emotion-handling program, electronic pet, and tools for venting. Facilitated by the multiple facets of mediated empathy, Chinese female Replika users engaged in the five classic communicative processes of resilience, i.e, crafting normalcy, affirming identity anchors, maintaining and using communication networks, putting alternative logics to work, as well as downplaying negative feelings while foregrounding positive emotions. The intertwining of empathic processes and communicative processes of resilience in human-AI interaction worked as coping strategies for COVID-19 disruption.

This study fills the research gap by going beyond human interactions and exploring digitally-mediated empathy and resilience processes in human-AI interactions. The intertwining of empathic processes and communicative processes of resilience further enrich the conceptualization, theoretical framework and empirical research of empathy and resilience for health communication.

Findings of this study may offer insights for global communities, health professionals, technology designers, and policy makers to better understand human-AI interaction and its influences on individuals' well-being.

Submission ID

551

Patients as Actors: The Life Narrative Writing and Visibility Construction of Individual Memory

Authors

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Abstract

The transformation in media technology is accelerating the convergence of media scenarios and changing the way people interact, while digital platforms are transforming the patient into an active 'teller of life stories' instead of merely a passive 'experiencer of illness'. Previous research has focused on health narratives and the singular orientation of medical science in health communication. Yet, it is critical to address the discursive connotations behind individual memory writing, health promotion mechanisms, and the construction of identities through digital media platforms.

In this study, we explore why the patient's own visible expression as an actor is referred to as "Sick Hope". Individual memories will be analysed in relation to how they craft life narratives on digital media platforms, how they participate in health communication, and how their life narratives serve as science popularisers and health promoters. We will also explore the role played by doctors in this context. Using content analysis and textual analysis along with a three-stage health promotion model, we propose analyzing it through the lens of actor-network theory. The narrative texts from 2019 to 2021 were culled from

the "Guoke bingren" public website, a digital media platform, and all reports and public articles were evaluated. First, the entire corpus was read repeatedly in order to analyze the discursive function of life narratives in personal memories by relating them to the content of the texts, and to understand how they participate in science popularisation activities as a means of participation. Then, through the analysis of the health promotion content and interactive texts in these texts, we examine how each life narrative functions as both a science populariser and a health promoter, as well as a way to understand the role of doctors in this context.

By doing so, researchers are able to gain a better understanding of the role of patients in the process of health communication and widen their understanding of actor networks and visibility.

Submission ID

562

Mapping Cancer Prevention and Treatment on Social Media: Text Mining and Content Analysis Approach

Authors

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Abstract

Background: Nowadays, new media play an important role in providing information about cancer prevention and treatment. A growing body of work has been devoted to examining the access and communication effects of cancer information on social media. However, less is known about the overall presentation of cancer prevention and treatment on social media. Further, there are still few concerns on comparing the differences between medical social media and common social media.

Objective: Based on big data analytics, this study aims to comprehensively map the characteristics of cancer treatment and prevention information on medical social media and common social media, which is promisingly helpful in cancer coverage and patients' treatment decision.

Methods: We collected all posts ($N = 60,843$) from 4 medical WeChat official accounts (classified as medical social media in this paper), and 5 health and lifestyle WeChat official accounts (classified as common social media in this paper). By applying the Latent Dirichlet Allocation (LDA) topic model, we extracted cancer-related posts ($N = 8,427$) and obtained 6 cancer themes in common social media and medical social media separately. After manually labeling posts according to our coding schedule, we adopted a neural-

based method to label different articles automatically. More precisely, we defined our task as a multi-label task and chose different pre-trained models, say, Bert and Glove, to learn document level semantic representations for labelling.

Results: The results showed that: (1) themes in common social media were more related to lifestyle, while medical social media were more related to medical attributions; (2) early screening and testing, healthy diet, and physical exercise were the most frequently mentioned preventive measures; (3) compared with common social media, medical social media mentioned vaccinations to prevent cancer more frequently; (4) both types of media rarely mentioned radiation prevention (including sun protection) and breastfeeding; (5) surgery, chemotherapy, and radiotherapy were the most mentioned treatment measures; (6) medical social media discussed treatment information more than common social media.

Conclusions: This study concluded that cancer prevention and treatment information on social media showed a lack of balance. The focus on cancer prevention and treatment information is mainly limited to a few aspects. The cancer coverage on preventive measures and treatments in social media needs to be further improved. This study also revealed that applying machine learning to content analysis is a promising research paradigm in mapping the key dimensions of cancer information on social media. The findings provided methodological and practical significance in future study and health promotion.

Submission ID

648

Pathways from health information exposure to epidemic preventive behaviors: Insights from the general social survey in Macau

Authors

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Abstract

Media are considered to play an important role in mobilizing the public to take preventive measures in pandemics and epidemics, whereas the lack of effectiveness of mediated or communicative strategies is widely seen as the key problem to address. There is plenty of research that has examined the relationship between health information exposure and individual reactions to prevention strategies among the general public in the Western

countries, Hong Kong SAR, and mainland China, however, to our knowledge, research in the context of the Macau SAR is rare. Under the “one country and two systems” principle, the media environment in Macau SAR that is different from the mainland provides residents with easy access to information that is from diverse sources and free from censorship, which might cause contradictory views in the public on how China and the West deal with certain issues.

In the context of COVID-19, health information circulating in the media has also demonstrated the characteristics of politicization. Due to the geographical proximity and the economic dependence on the mainland, Macau SAR adopts strict epidemic prevention policies that are in conformity with the mainland, which laid the groundwork for our research questions: How do residents in Macau SAR, who are exposed to the less censored but more diverse media environment, perceive the Chinese socialist style of epidemic control measures, and whether such media exposure would lead to disagreement and fragmentation among residents in Macau?

To address the research questions, we conducted a survey among residents in Macau by using quota sampling based on occupation groups and eventually collected 1,477 valid responses. In general, our findings revealed that the intentions of residents in Macau to cooperate with the epidemic control measures largely depend on to what extent they are exposed to health information from different media channels. More specifically, health information obtained from media in mainland China ($\beta = .26, p < .001$) and Macau SAR ($\beta = .18, p < .001$) is likely to positively increase Macau residents' cooperative intentions, whereas exposure to health information from foreign media tends to significantly decrease their intentions to cooperate ($\beta = -.09, p < .01$). Moreover, the moderation model ($R^2 = .35, R^2_{change} = .03, F_{change} = 9.13, p < .001$) shows that the relationship between Macau residents' exposure to health information and their intentions to cooperate with the epidemic control measures tends to be moderated by their level of political trust in the central government and local government of the Macau SAR. Therefore, our research findings suggest that exposure to health information from diverse sources accessible in Macau may result in group differentiation among Macau residents in terms of cooperative intention and understanding of the epidemic prevention policies. The findings also suggest that health information conveyed by different media is not purely constructed in line with scientific discourse, but rather politicized due to ideological, social and cultural differences. This research contributes to the knowledge about the politicization of COVID-19 related health information and polarization in a multi-channel media context; in the meantime, it also provides practical implications for gaining public support for control measures in coping with COVID-19.

Submission ID

692

The power of algorithms in the context of travel policies - a Bourdieusian perspective on *xingchengka*

Authors

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Abstract

Xingchengka, or travel code, is a Chinese application developed during the COVID-19 pandemic in order to manage and facilitate domestic travels around the country. Fueled by data and run by algorithms, it shows personal travel history and whether an individual has been to a risk area. *Xingchengka* has been widely referred to as a means to control the spread of the pandemic in China, as many public places require showing the travel code. Moreover, this application is necessary when travelling to other cities and regions, and local policies are made with regards to *xingchengka* – some places refuse entrance or ask for additional requirements in order to grant entry should travel code indicate that the person had previously been to an area where the local cases of COVID-19 appeared. This research study argues that algorithms, which are an essential part of the travel code, are deployed as an important actor in regulating travel policies during the pandemic, thus obtaining a certain level of power. We use Bourdieu's theorization on meta-capital (Bourdieu, 1991; Bourdieu & Wacquant, 1992) to develop framework for our argument.

In order to analyze meta-capital, we first need to look at Bourdieu's notion of a field, which is understood as a social arena, such as consumption, education, science, politics, etc., consisting of different agents competing for their position (Bourdieu & Wacquant, 1992). Different fields have different systems of values and status, as well as distinctive modes of functioning, and having skills to succeed in one field does not guarantee success in another. The concept of meta-capital proposes possession of resources and merits (i.e., capital) to make accomplishments in various fields. In doing so, agents that have meta-capital obtain power to distribute power in different social fields, which gives them monopoly over constituting new norms and regulations in society (Lundahl, 2020). Thus, these agents exercise power that Bourdieu defines as symbolic power which can construct a reality (Bourdieu, 1991). Following this thread of reasoning, we argue that algorithms are new agents that possess symbolic power which is used in making a new reality. We use the example of *xingchengka*, an algorithm-based application that is deployed to facilitate cross-city travel in the times of "new normal" during COVID-19 pandemic, and raise the following research questions:

RQ1: How do citizens experience the effects of algorithms on their travel plans during the COVID-19 pandemic in China?

RQ2: How do citizens perceive the use of *xingchengka* in the context of travel policy?

The methodology that we use for our study is in-depth interviews with the citizens in Shanghai who have taken at least one inter-provincial trip during the COVID-19 pandemic in China and used *xingchengka*. We select *xingchengka* users who are familiar with the concepts of big data and algorithms. In-depth interviews are a suitable method for this study because our aim is to investigate the effects of application of algorithms in creating travel policies, for which other methods may not provide more insightful results. The preliminary results that we have obtained so far from observations and informal interviews suggest that people feel the growing power of algorithms as they have become an indispensable part of travel policies. This echoes Bourdieu's notion of symbolic power (Bourdieu, 1991), which put in the context of algorithms, translates as a creation of a new social reality where algorithms are deployed for important tasks. Further data collection and analysis will be conducted to investigate in more depth above-mentioned research questions.

Submission ID

703

Reporting on doctor-patient conflicts: the citizen journalism landscape and public understanding in China

Authors

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Abstract

Media reporting is an essential way to disseminate public stories and information to citizens (Dutta and Zoller, 2008). Citizen-media platforms create virtual spaces for citizens to express and exchange their opinions. Citizen journalists' participation in the construction of health issues affects the development of health communications and the decisions on health policy made by the nation (Dutta, 2011).

China's marketisation healthcare reforms have reshaped the identities of healthcare providers and recipients. During the doctor-patient relationship, patients actively take part in self-empowerment while doctors pay attention to protecting medical professionalism. At the same time, the development of citizen journalism has opened an effective way for doctors and patients to engage in health communications (Jian, 2014). However, the effects of both the healthcare reforms and the changing media landscape have also made the contradictions between doctors and patients increase sharply (Yang, 2010). Especially in the past ten years, the Chinese mainstream media and citizen media have become full of stories about doctor-patient conflicts, including medical disputes and violent attacks on doctors (Tang, 2012).

This research draws on the concept of the media-mediated public sphere (Dahlgren, 2009) as the theoretical framework, combining it with the previous studies: eHealth (Neuhauser &

Kreps, 2010), digital health engagement (Vicari and Cappai 2016) and citizen health journalism (Davis, 2017) to explore the interaction between citizen journalism and the doctor-patient relationship in China. It uses content analysis, corpus linguistics analysis, and a focus group approach to discuss citizen journalism reporting on doctor-patient conflicts and how doctors and patients understand this reporting.

This research argues that citizen journalism is an important media channel for creating understanding of the doctor-patient relationship. The intense discussion of doctor-patient conflicts in the online public sphere is usually triggered by citizen journalism. Citizen journalism focuses on moral and ethical thinking, and humanitarian care reflected in the doctor-patient conflict reporting. It also pays attention to judgments of the correctness of the behaviour of the main participants such as doctors and patients, and the potential social impact of their performances. Citizen journalists engage in a form of critical thinking when they describe the actions of doctors and patients to identify who is the perpetrator or victim of a conflict. Citizen journalism reporting on doctor-patient conflicts has affected doctors' and patients' (as key audiences') perceptions of the doctor-patient relationship. These effects are differentiated based on the doctor's working hospital, their medical experience, the patient's income level and patient's age. Although stereotypes, a spectatorship of suffering, subjective anxiety, and other attitudes exist in doctors' and patients' perceptions of citizen journalism, most respondents taking part in this research believe that the tension between doctors and patients has eased in the years since 2015. Citizen journalism has become an important platform for mediating conflicts between doctors and patients and promoting harmony in the doctor-patient relationship in China. This research tries to contribute to the field of citizen journalism studies by explore digital health communication and its audience's perceptions in the Chinese context.

Submission ID

742

Social Media Commerce pattern : Increase the Risk of Alcohol Consumption among Teenagers and Women in China

Authors

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Dr. Zhang Rudong - Vanke School of Public Health, Tsinghua university

Abstract

Keywords: alcohol marketing, social media commerce, women and adolescents, Tik Tok.

1. Introduction

The isolation caused by the pandemic has made the social media commerce model more popular. In 2021, the market size of the alcohol social media commerce in China expands continuously. Tik Tok is a short video community platform and typical social media commerce platform for all ages.

As of 2021, Tik Tok has more than 600 million daily active users (DAU) and more than 400 million daily video searches. With a large and stable daily activity, Tik Tok has formed a platform model of short video + live broadcast + e-commerce.

The number of alcohol contents published, views and other contents on social media were analyzed by monitoring the data on Tik Tok. **Fig.1**

Fig.1 Daily View of #tipsy on Tik Tok(11/01/2021-12/01/2021)

In the meantime, the sales size, marketing and sales chains of alcohol products on social media were studied **Fig.2-4. The specific user profiles and Target Group Index (TGI) of alcohol consumers were obtained by checking and mining data of Tik Tok users.** Influencers on Tik Tok can participate in marketing and sales through videos or livestreaming.

Fig.2 Alcohol Sales Volume on Tik Tok (09/01/2021-11/30/2021)

Fig.3 Alcohol Sales Volume on Tik Tok by Promoting types (09/01/2021-11/30/2021)

Fig.4 Age Distribution of Tik Tok Alcohol Consumers (09/01/2021-11/30/2021)

The case study was also made on Meijian, a kind of plum wine with outstanding sales to discuss the features of influencers-based marketing of alcohol brands on social media.

Fig.5

Fig.5 Age distribution of consumers of Meijian (11/01/2021-11/11/2021)

We focused on the consumers' alcohol drinking habits, especially the alcohol preference of the young group aged from 15 to 25 and female consumers.

2.Purpose and Method

The conclusions are drawn by combining the quantitative research and qualitative analysis. **We took alcohol marketing data from Tik Tok in the fourth quarter of 2021, focusing specifically on alcohol sales on the platform during Singles' Day.** Through data mining and analysis, relevant topics and contents in this period are analyzed. We selected Meijian plum wine for case analysis and found the trend of women and teenagers buying alcohol through social e-commerce platform.

3. Main Findings

Social media help to cover the complete chain from branding, marketing to sales, generating great sales that are comparable to those from traditional alcohol retailing channels. The social media further improve the exposure and views of alcohol content, and help to cover more consumer groups. Moreover, the boundary between the content by users and those placed for brand promotion gets increasingly blurred, making the alcohol marketing on social media more obscure on one hand, but more efficient on the other hand.

Young and female groups attract increasingly attention from alcohol brands in both advertising placement contents or channels for their increasingly obvious alcohol drinking behaviors.

Alcohol marketing and sales on social media focus more on user data analysis. In addition to proportion of different groups, TGI is an index directly related to consumers' willingness, which is increasingly concerned by alcohol brands.

Young alcohol consumers feature higher TGI and stronger willingness to consumer alcohol despite of moderate proportion on social media. According to "Feigua", a third-party platform extensively used and approved by the advertising sector, among the alcohol consumers, adolescents account for at least 5%.

4. Significance and Contribution

At the methodological level, this research can provide an effective way to explore the alcohol marketing on social media platforms and advertising target groups.

At theoretical level, the study is expected to provide examples for theoretical research on health communication using big data and social media in the future.

While at the practical level, the overexposure of alcohol marketing content on social platforms may cause harm to teenagers and women, and we should pay attention to this trend and take measures accordingly.

Submission ID

761

Acknowledging Race-Related Stressors in Health Campaigns: A Proposed Approach Targeting Black Americans

Authors

Ms. Anne Rivera - Florida State University

Abstract

Racial discrimination is a key mechanism whereby race impacts health (Williams & Mohammed, 2013). Black Americans' lived experiences (past and present), socioeconomic status, and sociopolitical environment (Wallace, 2012; Williams, 2018) are impacted by race-based discrimination. These areas of life not only shape survival but also impact livelihoods as they operate as mental health stressors (Williams, 2018). In addition to influencing life outcomes, social status, and social environmental factors, racial discrimination has historically and traditionally been a part of the U.S. healthcare system (e.g., Tuskegee Syphilis Study, the case of Henrietta Lacks). Consequently, for Black Americans, healthcare in addition to medical treatment in the U.S. operate as stressors in and of themselves (Gaston, Earl, Nisanci & Glomb, 2016). Therefore, it is critical to address race-related stressors when designing health campaigns. Otherwise, segments of the population most susceptible to racial discrimination (i.e., persons of color) will continue to be vulnerable to preventable poorer health outcomes.

Mental health is a burgeoning area of study and health concern, especially considering the COVID-19 pandemic. Evidence suggests that mental health has a significant impact on one's physical health and vice versa (Pearson et al., 2021; Rose & Soundy, 2020). Given that racial discrimination influences physical and mental health, it is critical to address race when developing health campaigns targeted at improving the mental health of Black Americans.

Although Black Americans tend to have lower rates of lifetime psychiatric disorders compared to White Americans (Card, 2017; Williams, 2018), when Black Americans suffer from mental health conditions, the condition is often more severe, persists for a greater length of time, and more debilitating than for other racial or ethnic groups (Breslau et al., 2005; Card, 2017). Literature argues that these consequences are related to Black American's prolongment in seeking medical attention and treatment (Campbell & Long, 2014; Gatson et al., 2016).

Reluctance to seek medical care and hesitation with treatment relates to financial and structural race-related roadblocks (e.g., access to services, providers, facilities, health coverage, poorer living conditions) (Ro, Casares, Treadwell, & Braithwaite, 2006) and historical and generational race-related medical malpractice and cultural beliefs surrounding mental health (Adewale, Ritchie, & Skeels, 2016; Card, 2017; Gaston et al., 2016). Black Americans' deferral of Western medicine reflects distrust of the medical community and stems from cultural norms relating to (1) the conceptualization of illness,

(2) stigmas associated with mental health conditions, and (3) the racialization of medicine (Campbell & Long, 2014). Despite distrust and different conceptualizations of mental health, social support has been shown to improve mental health (Catabay et al., 2019; Mushonga & Henneberger, 2020; Nguyen et al., 2017).

In sum, health campaigns need to acknowledge race-related stressors and highlight the benefits of social support to prompt changes in health and help-seeking behaviors. This paper proposes a theoretical and empirically driven campaign approach targeting Black Americans mental health (and similar vulnerable groups). This approach incorporates crucial racial, cultural, and social support elements needed when striving to improve mental health and other help-seeking behaviors of Black Americans (e.g., vaccination).

Submission ID

769

Exchanging Social Support via Cancer vlogs: the Interaction between Vloggers and Viewers.

Authors

Mr. Yuanming Guo - Macau University of Science and Technology

Mrs. Xiao Yang - Macau University of Science and Technology

Abstract

User generated content (UGC) video platforms give cancer patients and their family members more opportunities to exchange information and display the illness experience through producing and posting video-blogs (vlogs). Previous studies have shown the positive impact of illness-related vlogs on patient education (informational support) and comfort (emotional support). However, we know little on the interaction between vloggers and viewers on social support of cancer vlogs.

This study used quantitative content analysis to examine 59 randomly selected cancer-related VLOGs and 3415 corresponding comments on the UGC video platform Bilibili. This study built the coding scheme: social support request (emotional, informational, instrumental) was the variable for coding vlogs; social support provision (emotional, informational, instrumental) and social support request (emotional, informational, instrumental) were 2 variables for coding corresponding comments. The results demonstrated that only a few vloggers requested social support (n=17, 28%) and most of them requested the emotional support (n=7) while viewers provided a large amount of emotional support in the comments (n=2541, 74.4%), and triggered a certain number of social support requests in the comments (n=211, 6.2%), especially the emotional support requests (n=130, 3.8%). The study showed a unique communication structure of social support exchange via cancer vlogs and provided implications to health practitioners to

understand the social support needs of patients with terminal chronic illness and their families to facilitate them better manage their illness.

Additionally, we were curious about why few vlogs requested instrumental support on the online UGC video platform and we are doing in-depth interviews with vloggers to collect more empirical evidence for further exploration. We aim to open up a broader space for chronic disease patients to obtain more social support for severe terminal illness management.

Keywords: *Cancer vlogs, Social support, Interaction of vloggers and viewers.*

Submission ID

814

Different strategies for different images: a comparison of crisis communication in Macau SAR and Guangzhou during COVID-19 epidemic

Authors

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Mr. Yuanming Guo - Macau University of Science and Technology

Abstract

COVID-19 has had a significant impact on the world. Benefited from the policy of “pursuit for zero COVID” , the social aspects of mainland China and Macao SAR have been running smoothly. However, under the background of “One Country Two System”, may the governments of the city in mainland China and Macao SAR adopt different communication strategies for sporadic epidemic prevention and control? And given the frequent exchanges between cities in Guangdong-Hong Kong-Macao Greater Bay Area, could such differences lead to asynchronous policies and information among cities?

This study collected official news of a round of sporadic COVID-19 epidemic in Guangzhou (the provincial capital of Guangdong which represents the city in mainland China) and Macau which started on May 21 and September 24 in 2021 separately to do quantitative content analysis. We identified the sub-themes emerging from these epidemic-related coverage and analyzed the agenda setting based on the Framing theory then found the coverage from Macau SAR government focused on Causal Interpretation and Treatment Recommendation, especially appeals for vaccination, while the news from Guangzhou government concentrated on Definition and Moral Evaluation with great amount of news displaying the hard work of medical staff. Further we used Image Repair Theory (IRT) of crisis communication to provide a qualitative thick description of the coverage. Facing the familiar accusations of ineffective epidemic prevention and control, Macau SAR took strategies of Denial, Evasion, Reducing Offensiveness, Corrective Action to repair the

image meanwhile Guangzhou government used Bolstering, Defeasibility, Transcendence as dominant communication strategies to manage the crisis.

Both Framing and IRT provided the perspectives for analyzing the communication strategies that were taken to structure the image of city during emergencies. During the sporadic outbreaks, Macau SAR was more flexible but with misleading decision making sometimes while Guangzhou government was so definitive but not always instructive enough. For citizen who have to cross borders every day, the asynchronous of communication strategies between Macau SAR and the city of mainland China increased the uncertainty of epidemic. So the more smooth connection is expected .

KEYWORDS: COVID-19 epidemic, crisis communication, Framing Image Repair Theory (IRT)

Submission ID

818

The difference between Chinese official news on domestic and imported HPV vaccines: A topic modeling analysis

Authors

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Abstract

Introduction :

Human papillomavirus (HPV), the primary cause of cervical cancer and other fatal diseases, threatens people's health and lives worldwide. Despite 55% of WHO Member States have introduced HPV vaccination to improve vaccination rates until June 2020 (Colzani, E. et al., 2021), China is facing challenges including low HPV vaccine rate and "anxiety intrigued by the shortage of HPV 9-valent vaccine" (Deng, C. et al., 2021; Yin, Y, 2017). Regarding the perception and acceptance of vaccinations, there is an emerging trend that news contents such as frames and topics are concerned. Xu, Z. et al.(2022) provided evidence that news frames are relevant to flu vaccination uptake.

However, the official news's difference on domestic and imported HPV vaccines is not known in China, which is vital to improving vaccines rates. So, we propose the research question: Does the difference exist between reports on two kinds of vaccines? What is it?

Methods and results :

This study used the Latent Dirichlet Allocation (LDA) topic model to extract two groups of topics from news about domestic and imported HPV vaccines (The 9-valent HPV vaccine was selected as a case of imported vaccines considering the news sample size).

In the news database WiseSearch, we firstly selected news covering HPV vaccine from May 2020 (when the first domestic HPV vaccine came on the market) to Jan 2022 on People's Daily APP. Then, we got news related to domestic HPV vaccines (N=155) and 9-valent HPV vaccines (N=72) separately as the final sample after cleaning data. Finally, we conducted topic modeling and identified the optimal number of topics according to the perplexity index for two data groups.

Results show the topics exist in 2 kinds of vaccines reports:

1) 6 topics of domestic vaccines include professional knowledge and advice (29.68%), free vaccine policy (28.39%), market fluctuation (16.77%), vaccine coverage (14.84%), entrepreneurs' information (7.74%), research process (2.58%);

2) 7 topics of 9-valent HPV vaccines include illegal sales (31.94%), professors' advice (26.39%), global market (15.28%), medical knowledge (9.72%), vaccine channels (6.94%), short supply (5.56%), consumers' right-protection (4.17%).

A noticeable difference is found except for the common concern on professional knowledge. Topics of domestic vaccines are focused on political and economic levels from a macro national perspective in a positive tone. In contrast, news about 9-valent HPV vaccines discusses difficulties and challenges economically from the micro individual view that may arise negative perception, which commercializes HPV vaccines simultaneously.

Discussion and conclusion :

The study provides new insights in understanding Chinese news characters and frames about HPV vaccines, especially under domestic and imported vaccines' competence. At the theoretical level, this study sheds light on news analysis and comparison using big data and computational methods. Practically, findings can contribute to developing a comprehensive and balanced health news report strategy and frame for official media under the Chinese proceeding plan of nationwide free HPV vaccinations. In the future, further research can be continued to improve the analysis method and explore effects on the audience.

Keywords: HPV vaccines, News, Topic modeling, Chinese vaccines

Submission ID

835

Health Communication during a pandemic: Newspaper's coverage on Omicron variant of Covid 19

Authors

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Abstract

The role of media in health communication was never more profound than it was during the Covid-19 pandemic. It serves as a crucial link between the government, health experts, institutions, and the public. The ongoing pandemic demands the timely dissemination of scientific and accurate information through mass media sources. Media houses have risen to the occasion, giving high priority to health communication and adopting various strategies to disseminate information about the pandemic. However, as the pandemic still progresses with mutant variants, proper and sustainable communication through the media can be a daunting task. It is imperative that media content be objectively evaluated to help media organizations provide credible information to the public. In this context, the current study tries to focus on the coverage of the latest variant of Covid 19 (Omicron) by newspapers in India. A mixed-methods study involving both content analysis of the daily newspapers and expert interviews were conducted to meet the study objectives.

Newspaper content related to the Omicron variant of Covid-19 appeared for a period of three months during the peak of the third wave of the pandemic in the state of Kerala, India was analyzed. Prominent local language (Malayalam) newspapers namely *Malayala Manorama* and *Mathrubhumi* were chosen for the analysis. Further, expert opinions on health communication are also sought. On analysis, it is clear that the press has given enough importance to information about the Omicron variant and its effect on pandemic and related health ailments. The expert columns and interviews included in the editorial and sectional pages of the newspapers have received appreciation from health experts. A few shortcomings were also noted in the coverage such as incomplete facts accompanied with speculative narrations. According to the experts, such reports or articles must have created confusion among the public. They also pointed out that newspaper coverage has at times confused readers about the difference between Covid 19 and its Omicron variant. It has also created a misconception that the Omicron variant of Covid 19 infection is spreading rapidly with the arrival of international travelers to the state.

Keywords: *Health Communication, Covid 19, Communication Strategies on Covid 19, Mediated Communication on Omicron*

Submission ID

850

The Influence of Online Social Support on Health Self-Management among Gay Men Living with HIV in China

Authors

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Mr. Hongzhe Xiang - Macau University of Science and Technology

Mr. Yongkang Hou - Macau University of Science and Technology

Abstract

People living with HIV/AIDS (PLWHA) tend to suffer the loss of self-esteem and social interaction due to the stigmatization of HIV/AIDS. Comparing to PLWHA, besides the social stigmatization of the disease, gay men living with HIV/AIDS (GMLHA) in the Chinese context also suffer the marginalization of sexual minority, causing them to face more obstacles when seeking social support, especially in offline society. With the prevalence of online social communities, virtual networks have become an increasingly important channel for GMLHA to cope with the disease, seek and share health information. Different from the offline environment, the online environment allows people to discuss HIV-related issues and express their repressed state of mind more comfortably and safely, and therefore, it is easier to obtain peer social support that is similar to the traditional type via online communication.

The current study conducted a survey on online social support exchange among GMLHA in China, which focuses on both the receipt and the provision of social support, and examined the impacts of online social support on health management of GMLHA. Our data were collected from 303 GMLHA who explicitly marked their identities as gays who are HIV-positive in a community on *Weibo*. Results of correlation analysis first showed that both online social support acquiring and offering were positively correlated with GMLHA's offline self-management of physical ($r_{acquiring} = .29, p < .01$; $r_{offering} = .34, p < .01$) and psychological health ($r_{acquiring} = .41, p < .01$; $r_{offering} = .49, p < .01$). Results of ANOVA suggested significant differences regarding online social support offering (OSSO: $F(3, 299) = 3.59, p < .05$), physical ($F(3, 299) = 4.18, p < .01$) and psychological health management ($F(3, 299) = 5.19, p < .01$). Meanwhile, post hoc analysis suggested that GMLHA who prefer being bottom in sexual practice are more likely to exchange social support (both acquiring and offering) and are better in managing psychological wellbeing than those who prefer being the top, verse and undefined. For physical health management, GMLHA who prefer bottom and verse showed better performance in health management than those who are top and undefined. Furthermore, results of hierarchical multiple regression showed that online social support offering will positively predict GMLHA's perceived level of their management of physical ($\beta = .27, p < .001$) and psychological ($\beta = .40, p < .001$) health. In contrast, online social support acquiring is only positively associated with GMLHA's management of psychological health ($\beta = .14, p < .05$). The current study sheds new light on how the Chinese GMLHA group exchanges social support in online community and how their behaviors interactively influence each other, which can address the limitation of prior studies that investigated this group via content analysis but neglected the influence of online social support exchange on offline health behaviors.

Submission ID

888

Self-perception of Empowerment: A Study of Health Decision-making in Male Vaccination against HPV

Authors

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Dr. Hongyan Liang - Shanxi University

Ms. Jiahui Du - Shanxi University

Mr. Fuqiang Li - Shanxi University

Abstract

With the public's significantly increasing attention to gender health, some social media, no matter medical professional media or marketing accounts, have been engaged in promoting the knowledge and communication about male vaccination against HPV. Starting from the infection routes, then to the infection hazards and prevention methods, most of the media comprehensively popularize the necessity of HPV vaccination for men at the appropriate age. The necessity for men to be vaccinated against HPV is also pointed out because they generally have more sexual contacts than women of the same age, and are more active in transmitting the HPV virus (Hausen, 2020). However, most male audiences at the appropriate age in China, especially the male college students, have a very low feedback and perception rate for relevant information. From the theoretical perspective of empowerment, which is seen as a way and feedback from others, that enables individuals to make more informed decisions and take actions, this research will focus on the following questions addressed: (1) How the male audiences at the appropriate age perceive the empowerment, for example, what are the information sources or channels, and what communication strategies are most effective at generating attention and bringing about change? (2) Do these sources of information influence the change or self-emotional confirmation? (3) Do the male audiences believe the vaccination is good for their lives? (4) What are the reasons for taking or not taking actions and influencing others? Adopting the combined methodology of in-depth interview and discourse analysis, this research will explore and discuss the effective communicative strategies, the key roles of media and interpersonal communication in healthy awareness and healthy behavior, and the importance of self-interest or altruism in health decision-making. It is recommended that awareness should come first and the vaccines should be shot as soon as possible even if the vaccines cannot meet the satisfactions of all the population of the appropriate age.

Submission ID

916

Science Communication in Brazil: Twitter as a tool to publicize the Covid-19 vaccine

Authors

Ms. Renata Gomes - Universidade de Brasília

Abstract

Access to information and public communication of science is essential for a government to ensure society's trust and promote economic development. This issue is especially important in times of public health crisis such as the Covid-19 pandemic. Also, the production and sharing of scientific knowledge can incorporate social, political, and economic issues that overpass the limits of science (Brandão, 2006). The concept of accountability can relate to this as it concerns the right to receive information and is also perceived as an obligation from the government to release public content (Schedler, 1999).

This paper seeks to understand how social media can be used by local governments in Brazil to promote the communication of science. To this end, a content analysis was carried out on posts about the Covid-19 vaccination campaign on the official Twitter account of two Brazilian state governments: Federal District (N=240) and São Paulo (N=344). The time frame studied is set between November 19th, 2020, and January 17th, 2021 – the period in which the first doses arrived in Brazil until the vaccines were officially approved by the National Health Surveillance Agency (Anvisa). The tweets were collected using Python and the web-scraping software TWINT Project. It is important to notice that the two governors in office – Ibaneis Rocha (Federal District) and João Doria (São Paulo) have opposite relationships with President Jair Bolsonaro. While Rocha is close to Bolsonaro and follows strictly the guidelines of the Health Ministry, Doria stands as a political opponent to the President and is currently running against Bolsonaro in the 2022 Election.

The analysis showed that only 1.25% of the tweets collected from the Federal District's government's account mentioned the Covid-19 vaccine. And the ones that did reinforce the government's alignment with the President and his anti-vaccination policies. During the studied period, new announcements about the vaccination on a local level were only made after explicit authorization from the Federal Branch. In São Paulo, 28.2% of the tweets mentioned the campaign. It can also be noticed that João Doria tried to establish himself as a "savior" and a pro-vaccination actor from the beginning. The production of the Coronavac vaccine by the Butantan Institute since December 10th, 2020, demonstrated how Doria planned to oppose himself politically against Bolsonaro.

It is noted that the conversations around the vaccine on the official Twitter accounts did not occupy the entire communication agenda. While the communication of the vaccine in the

Federal District lacked governmental presence, in São Paulo, the governor stood out as the source of health information concerning the matter. However, the lack of online presence from Rocha's leadership is still a choice and can mean much for its accountability (Oliveira, 2018). In conclusion, the communication of science by governments during public health crises and a global pandemic is crucial and should surpass political ambitions and relationships. However, that is not what happened and continues to develop in the Brazilian political and mediatic landscape.

Submission ID

927

Media and Social Factors Influencing Stigma towards Eczema Patients: A Survey Study in Singapore

Authors

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Mr. Christopher Wen Jie Chia - National University of Singapore

Abstract

In Singapore, eczema is a major skin health problem, with 1 in 10 individuals being treated for this disease. A salient challenge eczema patients face is the stigma towards them, which has been relatively unacknowledged. Due to the obvious appearance change in the skin, many eczema patients have experienced stigmatizing behaviors. It is critical to lower stigma towards them. Thus, the main objective of this study is to explore through what underlying mechanisms stigmatizing behaviors towards eczema patients can be reduced.

The Integrative Model of Behavioral Prediction (IMBP) serves as the theoretical foundation for our study. The IMBP demonstrates three stages that result in a health-related behavior. Specifically, Stage 1 focuses on individuals' background factors, such as media usage and personal experience with the health issue, which influence their health beliefs, such as attitude and self-efficacy (Stage 2), which finally affect their intention and actual performance of the health-related behavior (Stage 3). Based on and expanding the IMBP, we propose that one's media exposure to eczema content, and personal connection with eczema patients (Stage 1) influence stigmatizing attitude towards eczema, and health literacy (Stage 2), which in turn affect the intention of and the actual stigmatizing behavior towards eczema patients (Stage 3).

We conducted an online survey in Singapore in November 2019. Our sample was recruited via the online panel of a survey company, Rakuten Insights. The sample size was 300. The mean age of the sample was 38.6; 40.2% were male; about half (51.5%) had college education or above; and the majority (74.4%) had the monthly income below \$4,000. Despite the use of convenience sample recruited from online panels, our respondents' age and education level generally fit with the population in Singapore.

The results showed that media exposure to eczema information did not have significant relationship with stigmatizing attitude or health literacy. This result is inconsistent with the tenet of IMBP that indicates that media use can influence health-related beliefs. One plausible explanation might be that in Singapore, eczema content has not been frequently covered by media. Without sufficient exposure to relevant media content, one's attitude and knowledge about a health issue are hard to change. Different from media use, personal connection with eczema patients was negatively related to stigmatizing attitude towards eczema, and positively associated with health literacy. This finding suggests that individuals who know others in their social networks having a health issue tend to evaluate this group of patients less negatively. They also have more health information-seeking behaviors and share useful information, resulting in higher health literacy. Besides, stigmatizing attitude increased the intention of and the actual stigmatizing behavior towards eczema patients, while health literacy reduced intention and stigmatizing behavior. Many people are biased in their views about eczema, and the subconscious attitude would influence how they perceive and respond to eczema patients. However, with more comprehension of the disease (e.g., eczema), people were less likely to show stigmatizing behavior or attribute blame on the individuals who have the disease.

Submission ID

989

Can people hear others' crying?: A computational analysis of help-seeking on Weibo during COVID-19 outbreak in China

Authors

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Ms. Miao Rong - Fudan University

Ms. Danting Jiang - Fudan University

Ms. Lingyun Zhang - Fudan University

Abstract

Social media has become an important platform for people to ask for help during public crises including public health crises (An & Mendiola-Smith, 2020; Andersson & Sundin, 2021). While many studies focus on the role of social media during COVID-19 (Abbas et al., 2021; Wong et al., 2021), there are no systematic analysis on help-seeking during this pandemic. This study serves as a systematic investigation on help-seeking on Weibo during the outbreak of COVID-19 with a large-scale dataset ($N=3,705,188$). It aims to map the dynamics of help-seeking over time, identify major help-seeking themes, analyze their relationship with the epidemic development, and examine the influential factors to determine whether and to what extent the help-seeking crying could be heard by other netizens.

In terms of predicting the diffusion of help-seeking posts, extant studies focus on the content and author factor to explain the diffusion of messages on social media (Luo et al., 2020; Stieglitz & Dang-Xuan, 2012; Zhang et al., 2014). While several important factors such as the temporal and spatial context, which are essential from the view of attention competition (Zhu, 1992), as well as network features like cascades which has been argued as a key factor to predict diffusion (Cheng et al., 2014) haven't been included in the previous studies. Furthermore, less has been known about the role played by diffusion and comments of these help-seeking posts in promoting the probability of being helped at last. So in this study, we propose an integrated model of "4C"—Content, Context, Connection, and Cascade to explain the diffusion of help-seeking on social media and further investigate whether the diffusion indices of these posts perform as mediating variables between 4C and the fulfillment of requests for help they receive.

Based on the literature review, we propose three research questions about the basic characteristics of help-seeking posts on Weibo during the outbreak of COVID-19, whether there exists a Granger causality relationship between help-seeking on Weibo and the development of the epidemic, and the main contents of the requests for help on Weibo. Then we develop a series of hypotheses to test whether content (involving theme, negative sentiment and length of text), context (including the temporal dimension referring to when the post was sent within different periods of lock down and spatial dimension focusing on whether the post was sent from Hubei province), connection (meaning the ability to reach out to people by measuring the number of followers, mentioning others in text, verified status of authors and sharers), and cascade (referring to the structural and temporal features of the first k retweets using peeking strategy) have significant influence on the various dimensions of diffusion (including size, depth, max breadth, and structural virality) and also helping results.

A large-scale dataset of help-seeking posts on Weibo during the COVID-19 outbreak in China was collected using various expressions of "help" in Chinese between 1st December 2019 and 15th March 2020. A supervised pre-trained Bert model was used to clean the data with a sound performance (precision=0.94, recall=0.92, F1=0.93) and the final $N=3,705,188$.

The results suggest that, the number of help-seeking posts on Weibo Granger causes the number of confirmed COVID-19 cases with a time lag of eight days, for both nation-wide and Hubei province. As argued, not all help-seeking posts on social media ask for hospitalization (only accounting for 38.2% of help-seeking posts) during COVID-19, reminding the various help-seeking voices deserve being heard. As predicted, all 4C factors have significant impact on the information diffusion process, though differently on retweet, comment and possible assistance received at last. The length of text, spatial feature, verified status of sharers, and diffusion cascades in early stage each has a significant impact on the assistance help-seekers might receive, mediated by both the numbers of retweets and comments.

This study thus contributes to the existing literature by systematically examining help-seeking on Weibo during COVID-19 using computational methods with a large-scale dataset. The 4C theoretical model could also help better understand the diffusion and effectiveness of help-seeking messages on social media and could be further developed in later studies on public health crises.

Submission ID

1062

Be alert to online health information seeking: A study of the effect of online and offline medical consultation among Chinese men at risk of HIV/AIDS infection

Authors

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Abstract

Human immunodeficiency virus (HIV)/acquired immunodeficiency syndrome (AIDS) continues to be a severe public health issue in China. By the end of 2021, more than 700,000 people are living with HIV/AIDS in China, the increased HIV/AIDS new infections remain a rate of 60,000 persons per year, and the main route of HIV transmission is sexual intercourse. It is worth noting that HIV/AIDS in China is not only a medical issue but also a stigmatized disease due to the conservative sexual cultures in China. Meanwhile in this home to the world largest digital community, medical consultation in China has been revolutionized with the dramatical increase in Internet access. Besides the channels for seeking medical help with doctors in hospitals, individuals who had high-risk sexual behaviors can communicate with medical professionals by participating online medical consultation. However, regarding the quality of medical consultation, online medical consultation is criticized for lacking enough emotional support for individuals who suspect they might have a serious disease. It may hinder medical consultation and decrease the intentions of accepting HIV tests among people who had high-risk sexual behaviors. It is indicated that excessive use of online medical consultations may also increase the users' negative emotions that may consequently result in the happening of cyberchondria, which is defined as individuals' excessive concerns about illness due to online health information seeking and tends to cause negative cognitive, psychological and behavioral consequences. As far as we know, previous studies have mainly focused on HIV/AIDS infected population in China but considered less the associations between online and offline medical consultation and the impacts on cyberchondria among people who are not

diagnosed but suspect themselves of being infected with HIV. Therefore, the current study attempts to illustrate the relationship between online and offline medical consultations and cyberchondria among Chinese males who are at risk of HIV/AIDS infection. We focus on “*kongai ba*,” a BBS known for users’ communication about their fear of AIDS. Data were collected from 309 male users, who are actively participating in the online forum and had high-risk sexual behaviors in the past six months. Results showed a positive correlation between excessive online health information seeking (OHIS) and cyberchondria. Moreover, online medical consultation played a positive mediating role between OHIS and cyberchondria. However, the offline medical consultation did not show significant role in mediating the relationship between OHIS and cyberchondria. Findings of this study may shed light on the understanding of interactive mechanisms between online and offline medical consultations and provide practical implications for the prevention of HIV infection in China.

Submission ID

1079

Keep scrolling and guilt away: Exploring factors influencing guilt over presleep TikTok use

Authors

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Ms. Min Ge - Renmin University of China

Abstract

Literature review and research questions

Scrolling through TikTok before sleep has become a common nightly routine and has prompted public concerns about its addictive risk due to endless recommendation contents and potential conflicts with sleep. Perceiving media use around bedtime as a compulsive procrastination results in guilt. This feeling of self-control failure turns entertaining media from resource-providing into resource-consuming, triggering additional psychological problems (Reinecke et al., 2014). Previous research has established guilt over SNSs use as a psychological phenomenon, whereas factors leading to it are not well explored.

Focusing on ‘technology addiction’, considerable research has investigated media's negative effects on mental health. Media use around bedtime is particularly associated with increased sleep disturbance. This over-pathologizing framework will be problematic when applied to popular new media since habits appear addiction-like but without serious impairments for most users (Meier, 2021). The Media Habit approach shifts the focus from excessive screen time to unconscious regular usage. The frequency of media use proved to be inversely correlated with depression (Exelmans & Van den Bulck, 2021). Hence we

proposed hypotheses below:

H1. The frequency is negatively associated with guilt over pre-sleep TikTok use.

H2. The duration is negatively associated with guilt over pre-sleep TikTok use.

H3. Sleep quality is negatively associated with guilt over pre-sleep TikTok use.

'Guilty pleasure' occurs when media use (1) perceived as meaningless and less cognitively challenging; or (2) conflicts with other tasks and obligations (Reinecke & Meier, 2020). Although taken as recreational, motivation for TikTok before sleep differentiates among people. It evokes users' comparison between immediate gratification and long-term benefits, and further impact psychological well-being. Motivation is used to explain why certain users get tempted by media (Orzech et al., 2016), yet little research connected it with guilt. Therefore, we raised the following question and hypotheses:

RQ. What are the motivations for using TikTok before sleep?

H4. Escapism motive is positively associated with guilt over pre-sleep TikTok use.

H5. Information-seeking motive is negatively associated with guilt over pre-sleep TikTok use.

Method

After a pilot study of 49, a total of 320 participants were recruited from wjx.cn, a Chinese online survey website. Participants were asked how often and how many hours per day they used TikTok before sleep in last 3 months. Sleep quality was measured by Chinese version (Liu et al., 1996) of the PSQI. Motivation was measured by 22 items ($\alpha = .87$) developed from Meng & Leung (2021) to fit pre-sleep usage. State guilt was measured by 11 items ($\alpha = .93$) adapted from Panek (2014) and Jones et al. (2000).

Results

52.5% of the participants used TikTok before sleep every day. The motives varied from escapism, information seeking, sleep-aid, sleep procrastination and etc. Stepwise linear regression analysis shows that in the final model (adjusted $R^2 = .26$), sleep quality ($\beta = -.27$, $p < 0.01$) remained the strongest predictors for guilt over pre-sleep TikTok use, followed by escapism motivation ($\beta = .19$, $p < 0.01$), frequency ($\beta = -.16$, $p < 0.01$) and information seeking motivation ($\beta = -.12$, $p < 0.05$). Besides, demographic variables occupation ($\beta = -.12$, $p < 0.05$) and income ($\beta = -.10$, $p < 0.05$) were also significant.

Discussion

These preliminary results confirm our assumptions about influencing factors on guilt over pre-sleep TikTok use. **First**, the frequency of pre-sleep TikTok use is negatively associated with guilt (H1). It is noteworthy that meanwhile H2 was rejected, disconnecting so-called

excessive/addictive use from negative media effects. It echoes the media habit approach that emphasizes effects of deficient self-regulation and diversity of users' psychological processes. **Second**, sleep quality has negatively predicted guilt over pre-sleep TikTok use (H3), indicating that self-awareness of physical health affects psychological issues. **Last**, users driven by escapism motivation are more likely to feel guilty (H4), whereas those by information seeking are less (H5). This seesaw practice highlights goal conflict as a source of poorer mental health and is highly relevant to the social norms that advocate utilitarianism while denouncing escapism. Users experience greater guilt when realizing their nighttime gratification a halfway escape and irrational delay of long-term goals.

Overall, our study makes two contributions: providing (1) empirical evidence that negative media emotion is highly individualized and contextual, and (2) insights into a specific psychological process behind media habit. Limitation has to be admitted that since it is a cross-sectional survey, causality cannot be strictly inferred.

Submission ID

1118

Model Construction and Theoretical Criticism: Analysis of Health Beliefs Model in China's COVID-19 Vaccine Reports

Authors

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Ms. Junyan SONG - School of Journalism, Communication University of China,

Mr. Qiming Song - Television School, Communication University of China

Abstract

Amid the global pandemic of COVID-19, vaccine problems have become the hotspot of public debate and media discussion, among which, mis-and-dis information prevail, accompanying public confusion. Through 26 in-depth interviews and content analysis of 679 news reports on COVID-19 vaccines from several major Chinese official media, both traditional and online, the authors find that (1) based on the traditional Health Belief Model (HBM), Chinese media highlight the perceived benefits of vaccination and eliminate perceived barriers in their coverage of the COVID-19 vaccine, emphasizing its effectiveness, safety, and social benefits. Perceived threats and inter-personal persuasion are scarcely reported; (2) the bandwagon effect, organizational mobilization, opportunity cost, and reversed mobilization become key issues in the analyzed reports, which provide space for critique and reconstruction of the traditional HBM. In addition, new issues, such as global availability and equitable distribution of vaccines emerge as prominent issues in this study. These findings preliminarily extend the theoretical boundaries of the HBM,

which is always based on individual belief measurement, and bring topics such as global health and safety into future HBM research.

Submission ID

1143

Muslim Responses to the COVID-19 Pandemic in Western Sydney: Understanding the Role of Cultural Communication Infrastructure

Authors

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Dr. Tanya Notley - Western Sydney University

Abstract

In Australia, the COVID-19 pandemic has rendered visible – and exacerbated – socioeconomic inequalities and divides. Migrant and minority communities in Australia faced particular challenges during the pandemic when government responses were not made culturally accessible, appropriate, or relatable. By drawing on semi-structured interviews with Muslims in an area hit hard by the pandemic – Western Sydney – we consider the role Muslim cultural infrastructures played in combatting misinformation by providing up-to-date information, and in creating spaces for locally and culturally informed responses to be developed. We find that communication infrastructures that were developed and maintained by Muslim community organisations were particularly critical to Muslims during this time, especially when they were seeking to address information gaps or access advice and resources. In this way, the findings highlight the way religious cultural infrastructure contributed to addressing the needs of a minority community in Australia, while building the capacity and resilience of this community in the fight against COVID-19. The analysis underscores that religious community organisations can and do play a vital role in delivering culturally-specific and timely information during a crisis and can improve public health outcomes for minority and migrant communities. We conclude that it is important to consider the role of religious cultural infrastructure and culturally-specific communication infrastructure in any public health crisis while building this into future planning will ensure communities are not faced with dangerous information gaps and voids. The findings also offer insights relevant to migrant and religious communities, not-for-profits, and governments seeking to develop effective strategic plans that can be used to address future health issues and crises.

Submission ID

1169

Digital Twinning and Quantified Self: The Mediated Body Transformation for Youth Facelifters in the Digital Age

Authors

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Ms. Qian Qiu - Guangming School of Journalism and Communication, China University of Political Science and Law

Abstract

Introduction

As the media environment develops and changes in the direction of visualization and pictorialization, human society has gradually fallen into a logical system of examining the self and gazing at the other. In this context, the modern medical aesthetic plastic surgery industry has flourished. Today, China ranks as the second largest country in the world in terms of medical aesthetic plastic surgery, and the number of medical plastic surgeons in China continues to surge. Digital medical cosmetic applications have won the favor of people. More and more people use digital media to quantify their bodies, where new aesthetic concepts are being formed. Our research focuses on the phenomenon of body modification of young people, and explores how young people transform and manage their appearance through digital technology platform, so as to re-examine the relationship between digital media and body under the issue of cosmetic surgery.

This study asks the following questions:

RQ1: What changes have occurred in young people's body perceptions in the digital age? What are the reasons for their body transformation?

RQ2: what role does the digital media play in the process of body modification among young people? How do young people transform and manage their appearance with the intervention of digital technology platforms?

Method

We selected 20 young cosmetic consumers aged from 18 to 28 to investigate their experiences, by the qualitative methods of participant observation and in-depth interviews.

Findings

The study considers that The logic of digital media technology colonizes young people's body modification practices, in the process of which media are present.

Digital technology, as the "meta-medium" that ends all media, does not only integrate with the human body at the material level, but also embeds its logic deeply into the subject, influencing and regulating the way of thinking and living habits of individuals.

Motivation for Body Transformation: Changes in Body concepts

The digital media has deepened the self-gazing of youth, and the increasing presence of the body not only drives young people to pay more attention to their body image, but also affects the interaction practice between young people and their own bodies, and constantly manages and creates the "perfect body image" that matches it, that is to say, to achieve a sense of control over their bodies. In other words, it is the "marriage" of digital media and youth groups that can shape the body concept of today's youth groups. Driven by the new concepts, young people's body modification practice presents dual aspects of empowerment and oppression.

Mediated Body Transformation: The Empowering Side

To be specific, as to the empowerment of the media technology, carrying massive and scientific body knowledge, the digital media provides people with personalized and accurate body portraits in the form of data, which becomes a basis for platform users to control their bodies. As a result, young people have changed their previous situation of obeying the authority of professional medical and cosmetic doctors, and made full use of digital authoritative technology to fight against the authoritative discourse of cosmetic surgery structures. In the process, young people can independently make scientific body management decisions and take corresponding actions.

Mediated Body Transformation : The Oppressive Side

On the other hand, the increasing digitization and precision of digital media also regulates the body thinking of young people to a certain extent. They make full use of applications such as Keep, Fit, and Neo-Oxygen to accurately measure their bodies and compare them with the body standard norms constructed by digital media. In this process, digital media catalyzes the appearance anxiety of young people and constructs new needs of young people for body modification. Driven by their own bottomless desires, they shape their bodies according to standard beauty, and make themselves constantly tend to the "perfect beauty" shaped by digital technology through cosmetic surgery and other medical & aesthetic means. However, the body after plastic surgery has not escaped the discipline of digital media. Young people with plastic surgery still use media technology to quantify themselves repeatedly, realize self-monitoring, and construct new needs for body transformation. This process seems to reflect the subjectivity of the individual, but the cosmetic surgery is actually the product of the continuous discipline of media technology.

Conclusion

The research attempts to call the essence of the interaction between cosmetic practice and digital media as "digital self-transformation" or "intermediation of self-transformation", and gradually form a "digital twin self" in another dimension of time and space through continuous long-term interaction .

Submission ID

1173

Revisión bibliográfica de la relación entre ansiedad, depresión y prácticas artísticas

Authors

Mr. William Grigsby - Universidad Iberoame

Abstract

El siguiente artículo analiza los enfoques de investigación que se han desarrollado a partir de la relación entre ansiedad, depresión y prácticas artísticas entre el año 2000 y 2021. Para tales efectos se realiza una revisión bibliográfica de las investigaciones a partir de dos disciplinas en particular: la pintura y la literatura. Se identifican tres líneas de investigación dominantes: (1) ansiedad, depresión y prácticas artísticas desde los talleres de creación, (2) ansiedad, depresión y prácticas artísticas desde la representación en la pintura y (3) ansiedad, depresión y prácticas artísticas desde la representación en la literatura. A partir de las líneas anteriores se hicieron búsquedas especializadas en diferentes bases de datos: Google Scholar, ACADEMIC SEARCH COMPLETE y Web Of Science. Algunas de las palabras claves que se emplearon en la búsqueda fueron “ansiedad, depresión y arteterapia”, “ansiedad, depresión y creatividad”, “ansiedad, depresión y comunicación”, “ansiedad, depresión y literatura”, “ansiedad, depresión y pintura”, entre otras. Se decidió trabajar con búsquedas en inglés y en español dado que la mayor parte de la literatura sobre el tema de mi investigación se encuentra en estos idiomas. Después se clasificaron los estudios seleccionados en las tres líneas de investigación ubicadas anteriormente. La literatura que existe hasta la fecha sobre el tema gira en torno a las terapias ocupacionales que se realizan en los centros especializados para apoyar a los pacientes psiquiátricos desde un enfoque psicosocial. Se ha podido observar también que la práctica artística acompaña los procesos creativos de muchos pacientes con problemas de salud mental que encuentran alivio en la expresión de sus estados anímicos. Desde Van Gogh hasta Brian Lewis Saunders, la literatura respalda que la relación entre ansiedad, depresión y prácticas artísticas es muchas veces fructífera gracias al poder terapéutico del arte. Sin embargo, también existe la necesidad de llenar el vacío que existe en torno al vínculo entre ansiedad, depresión y prácticas artísticas desde un enfoque de comunicación que permita entender cómo se manifiesta el fenómeno de expresión subjetiva en los pacientes psiquiátricos. De igual manera, el presente estudio expone la necesidad de esclarecer los aportes concretos de la literatura y la pintura a los procesos comunicativos desde la representación de la ansiedad y la depresión.

Palabras clave: Comunicación; Representación; Ansiedad; Depresión; Literatura; Pintura.

Submission ID

1297

Knowledge construction in an online health community: A Process-Oriented and constructivist Perspective

Authors

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Abstract

Since the Internet offers an abundance of websites that provide information on alternative medicine or allow users to exchange relevant knowledge (Kimmerle et al., 2012), online environments play an increasingly significant role in knowledge construction and sharing. Although there are numerous studies focused on negotiation of medical expertise in online communities (Arksey, 1994; Campbell, 2021), few studies have examined the formation of pseudoscientific knowledge produced by the users in the health-related forums. Accordingly, the objective of this study is to examine the creation and development of knowledge in health-related forums outside the mainstream.

This study was conducted on the basis of a 16-month digital ethnography that involved participant observation of online discussion at abstention websites in China and 12 interviews with members of the online community. There was a study investigated on Baidu Tieba (the Chinese version of Craigslist) in China. The Baidu Jiese Bar has a population of more than 6 million users. The organization identifies itself as a Public Interest Organization with the mission of assisting young men to stop harmful sexual behavior, take care of their weak bodies and improve their cultivation. Furthermore, this organization has developed a unique set of knowledge about abstinence, including that masturbation negatively impacts health and fortune, and that abstinence is the best remedy for many physical symptoms and life problems.

By combining knowledge creation theory and constructivism, this study examined how lay people develop knowledge in relation to masturbation abstention and porn abstention. We concluded that knowledge construction in an outsider community were four phases in the formation and development of abstention knowledge:

- Externalization: Through sharing embodied experiences and lived experiences in the forum, the private feelings experienced in daily life are externalized into posts for discussion and reposting.
- Combination: The administrator of this web forum compiles other sources of abstinence-related information, including Chinese traditional medicine, Buddhist culture, and Scientific research, and articulates such existing explicit knowledge into a systemic knowledge on abstinence.

- Internalization: Integrating abstinence knowledge into daily life practices, managing the body through self-techniques, and consistently posting in forums about the changes abstinence has made to oneself as a self-care practice. This process reinforces the legitimacy of abstinence knowledge.
- Socialization: The knowledge of abstinence in the forum is not only a code of conduct, but also an ideology and attitude towards life. In a medically oriented cultic milieu (Salmon, 1984), it is easier for members to attribute their failures in life to pornographic habits.

Through this study, we contribute to a theoretical reflection on knowledge construction and development in a community despite the absence of evidence of pornographic addiction. Additionally, compared to studies of similar online communities in the western world, this study can provide a perspective on how ordinary people's health perceptions and experiences in China can be influenced by Chinese cultural foundations and ways of thinking, thus achieving the construction of lay health knowledge by existing social-cultural practices.

Submission ID

1298

From Intention to Behavior, What Influences Chinese Residents' COVID-19 Vaccination Behavior?

Authors

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Abstract

Research background: The COVID-19 vaccine is regarded by the WHO as an effective tool in the fight against the pandemic. 194 countries and economies, including China, have carried out vaccine rollouts. Scholars have discussed the factors that may affect vaccination behaviors, but previous studies mainly focus on vaccination intention, which is considered as a precursor of behavior, rather than actual vaccination receipts. In fact, certain gaps exist between self-reported vaccination intention and the final vaccination receipts, but there has been little research on the barriers between intention and behavior and the factors that may influence COVID-19 vaccine acceptance. China's mass vaccination campaign has provided an opportunity to further explore the barriers to vaccination from intention to behavior and factors that influence vaccination behavior.

Research method: This research employs a TPB model with both personal and cultural perspectives, and the questionnaire method is applied to measure Chinese residents' COVID-19 vaccination intention, behavior and possible influential factors. A total of 929 questionnaires are returned, among which 885 are valid, with an effective rate of 95.26%. After testing, the Cronbach's of the questionnaire is 0.849, and the KOM and Bartlett tests are 0.901 ($p < 0.01$), indicating a good reliability and validity of the questionnaire.

Research findings: 1. In China, norms play a critical role in individuals' COVID-19 vaccination acceptance, which promote both the vaccination intention and behavior, but the influence norms have on young people are weakening. 2. Self-efficacy is conducive to individuals' vaccination intention but obstructive to the final vaccination receipts. 3. Individuals' attitude towards COVID-19 vaccination is affected by both the negative reports on foreign COVID-19 vaccines from Chinese media and the negative reports on Chinese COVID-19 vaccines from foreign media. It suggests that the traditional way of international news reporting is no longer applicable for global public health issues, and that a global communication perspective should be introduced to reporting common health challenges faced by all human being. 4. Although COVID-19 vaccination intention is positively correlated with vaccination behavior, there are still some unpredictable obstacles from intention to behavior. Factors that predict vaccination intention are not necessarily useful in predicting behavior, therefore, factors that influence behavior should be investigated more comprehensively under possible conditions. 5. The theoretical value of this study lies in that TPB model is employed to analyze the vaccination intention and behavior of residents in the context of China, and that this research highlights the role of norms in such context. This provides a new way of thinking for further exploring vaccination behavior and vaccine hesitancy in the future.

Submission ID

1323

Linking Vaccine Hesitancy with Media Discourse Intertextuality

Authors

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Dr. Theodosia Demetriou - University of Nicosia

Abstract

Since the outbreak of COVID-19 was declared by the World Health Organisation a Public Health Emergency of International Concern, and then a pandemic, our lives had never been the same. COVID-19 has been the dominant topic in conversations and according to Martikainen and Sakki (2021:388), had also been the dominant topic in media discourse since the outbreak of the virus. In 2021, vaccination and, more specifically, ending the pandemic through vaccine distribution were the dominant topics in worldwide press. Even though population vaccination remains one of the best strategies for pandemic control

(Khalis et al, 2021), there are people who are still hesitant about getting vaccinated. Vaccine hesitancy is a leading global health threat according to the WHO and it is important to investigate what leads to or enhances this hesitancy. This study draws on the theoretical and empirical suggestion that media discourse is an essential element in understanding the aforementioned phenomenon. Media discourses promote varied portrayals of the pandemic and the vaccination process (Khan, & Satti, 2021) by associating them with various institutional and individual actors and narratives and by (re)contextualising them within specific sociocultural contexts. In this sense, the media's involvement and power may impact on the (non-) mobilization of societal action that creates and improves the conditions for public health. Thus, the aim of this study is twofold: first, to explore the media narratives on the pandemic and in particular the vaccination process against COVID-19; and second, to discuss these media constructions in relation to the vaccine hesitancy phenomenon.

The analysis is based on a sample of 121 news articles published online in 6 different Cyprus news portals during the peak of the vaccination process (May 2021). The data comprise also secondary materials, that is public opinion polls of the same period. Reappropriating Fairclough's (1992) operationalization of the concept of intertextuality in studying texts, the study applied intertextuality as the main analytical category for the news analysis: the various modes in which 'direct text-to-text relations' (Laak & Viires, 2004:290) such as quotations and allusions operate within media discourse to construct the argument for or against vaccination. Precisely, the data was coded into different intertextuality subcategories (positioning, enunciation, actors, scare quotes etc) and was then scrutinised in a qualitative and quantitative manner to find patterns and draw conclusions.

The results revealed that (a) the main positioning of the articles was in favour of the vaccination process (b) the majority of the pro-vaccine articles used elite sources and (c) the emotive language and the scare quotes were evident as argumentative elements. These results highlight the advocacy role of the media during the pandemic and in particular the media's attempt to shape public opinion regarding vaccination. However, the pro-vaccine argument was largely associated with elite actors of the political field which are mistrusted by an important part of the citizens. This may explain the fact that a significant percentage of the public was not convinced to get vaccinated.

Submission ID

1440

Reorienting health campaigns towards inclusion for people with invisible disability

Authors

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Abstract

People with disability have often been an excluded target audience from health promotion media campaigns due to the population approach taken by public health (Williams-Piehota, 2010). Furthermore, people with invisible disability are an often-overlooked sub-group who are particularly vulnerable to health concerns as many invisible disabilities cause ill-health (Wendell, 1996). Yet there is a lack of research that examines how to make health campaigns more inclusive of people with invisible disability as a sub-group, despite that they account for an estimated 90% of people with disability (Attitude Foundation, 2018). This lack of research perhaps reflects how the diversity of invisible disabilities make it difficult to tailor health advice to address specific invisible disabilities. This paper offers a solution by posing that health campaign managers can move towards achieving the inclusion of people with invisible disability by reorienting how this sub-group is imagined as an audience. That is, by recognising them as an active audience who willingly adapts health information to suit their own situation and acknowledging their potentially complex relationship with biomedical health information.

Considering social media's increased uptake in health campaigns (Jeyapalan, Vassallo & Freeman, 2017), the study draws on the results of a creative method that was inspired by photovoice which involved 12 participants with invisible disability making their own inclusive social media post for a health campaign. Participants later took part in a Zoom interview during which they were asked about their reception of two Australian health campaigns and about their health information seeking behaviours. A thematic analysis was then conducted on the interview transcripts and social media posts. To read the results, I look to Briggs and Hallin's (2016) models of biocommunicability which help assess health information's production, circulation and/or reception. Health campaigns often follow the biocommunicable model of biomedical-authority which entails campaign managers presenting biomedical health information as objective truth to an imagined passive audience. The model also reinforces biomedical professionals' authoritative place in health contexts. Thus, I draw on the biomedical-authority model as a heuristic to analyse the reception of the health campaigns.

The results illuminate how people with invisible disability do not always expect tailored health advice for their disability, but that many have a desire for reliable biomedical information. For some, however, their trust in biomedical knowledge is fractured for reasons including unsatisfactory experiences with health professionals and/or a lack of knowledge available about their invisible disability. Such reasons reflect complex histories of medical denial. I pose that the results – while not generalizable – suggest that people with invisible disability may want health campaign managers to offer reliable biomedical health information and even debates and to imagine them as an active health consumer audience. For campaign managers, the latter suggestion means that while some invisible disability-specific health advice should be included in campaigns, some health advice can also reflect broader experiences of ill-health (e.g., pain and/or fatigue). For some people with invisible disability

this dual approach may even help restore the tumultuous relationship with biomedical health advice.

Submission ID

1503

Exploring China's Online Vaccination-Themed Narrative Strategy: towards an intermestic communication effort?

Authors

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Abstract

Introduction ;

The global health crisis that has spread since the spring of 2020 has redefined the meaning of public diplomacy. Since July 2020, Beijing has been conducting vaccine aid diplomacy to developing countries through international cooperation (Huang 2021), and as of September 2021, China has provided domestically produced vaccines to 106 countries and 4 international organizations (Global Times, 2021). The current "vaccine hesitancy" caused by the uneven geographic distribution of vaccines and public perceptions of vaccine efficacy and safety issues are the main reasons for the growth rate of vaccination.

Scholars conventionally use public diplomacy to conceptualize a series of strategic national communication actions taken by the government (Pamment 2012) with the aim to influence, in subtle ways, target audiences and their political participation through long-term, day-to-day, and durable communication practices (Huang and Arifon 2018).

The emergence of social media technologies has redefined public diplomacy in contrast to the one-way vertical information flow, digital public diplomacy embraces the interaction and dynamics of various actors to achieve mutual understanding and engage target audiences as stakeholders (Manor 2019). For China's current public diplomacy, in particular, Xi Jinping (2021a) defines China's new pneumonia vaccine as a "global public good" and vaccine diplomacy as a new diplomatic tool for China to rebuild its international reputation. While social media is seen as a "public health stance" to stimulate vaccination and promotion of vaccines and vaccines within China, its goal is to "promote Chinese stories and Chinese voices" through "visual representation" and dynamic narratives. It aims to "promote the global, regional and decentralized expression of China's story and voice through visual representation" and dynamic narratives, and to "enhance the affinity and effectiveness of international communication".

Therefore, this communication purposes to analyze China's vaccination-themed narratives published by its state-owned media on both domestic and international social media platforms (Weibo and Twitter). It aimed to examine Beijing's *intermestic* online communication strategy to promote its domestic vaccines, motivate global vaccination and increase people's confidence in domestic vaccine's quality and efficiency.

RQs and method :

we adopted a semio-discursive perspective to analyze the textual information and visual content (e.g., stable image, gif, and video) in vaccine diplomacy-themed posts (Alexis et al. 2016; Magdi Fawzy 2019). Second, we used a method of multilingual discourse and rhetoric analysis developed by Huang and Wang (2021) and Huang and Hardy (2021), We selected all vaccination-themed posts made by Chinese state-owned media on national and international social media platforms (Weibo and Twitter) one month after President Xi Jinping's speech at the 2021 Global Health Summit (from May 21 to June 20, 2021). After screening, a total of 119 valid tweets and 171 valid Weibo posts. Two research questions guided the analysis:

RQ1: What are the narrative strategies of Chinese state-owned media regarding vaccine diplomacy on two social media platforms: Weibo (domestic) and Twitter (international)?

RQ2: Addressing the public at home and abroad, how does Beijing use coordinates and intertextualises narratives on Weibo and Twitter?

Significance and Contribution:

In terms of research implications, this chapter continues the analysis of China's online engagement strategies in digital public diplomacy by exploratively reviewing and categorizing Chinese state-owned media's vaccine-themed narratives on cross-border social media platforms (Weibo and Twitter), discovering how Chinese state-owned media inform global communications and employ different narrative techniques and rhetoric to implement domestic communication directives and the international construction of Chinese political claims.

Keywords: public diplomacy, COVID-19, communication strategy, intermestic, vaccination-themed narratives

Submission ID

1505

TikTok analysis of covid vaccine narrative at the peak of the Delta outbreak.

Authors

Dr. Susan Grantham - Centre for Social and Cultural Research

Abstract

TikTok has grown in popularity and has become a platform where users engage with health information in diverse and playful ways. It has also added a layer of complexity to the COVID media sphere, where users engage in visibility labor on a platform that cultivates and demands performativity, interactivity, relatability, authenticity, and entertainment from its content creators (Abidin, 2016; Abidin, 2020; Southerton, 2021).

In the first half of 2021, the Delta variant of COVID-19 was spreading globally, and the public health narrative turned the focus on vaccinations. When we explored videos about COVID vaccines on TikTok in July 2021 the trending hashtag #covidvaccine appeared as the most prominent, having received 1.4B views at the time of collection. Although the algorithms of TikTok are complex, a user seeking information on the COVID vaccine would likely be displayed TikToks that use this hashtag. Therefore, to analyse the global TikTok narrative about vaccinations being delivered concurrently with the public health narrative we analysed a sample of the top 100 TikTok videos using #covidvaccine. We collected the metadata (date, likes, follows, views) for each video, then coded the intonation towards COVID vaccination, the type of rhetoric on display in the video, and themes that emerged during the coding process. Intercoder reliability was substantial at ($k=0.79$).

The findings show an overwhelming number of the trending videos were created by citizens who did not identify themselves as professionals or experts, with a low contribution from mega-influencers compared with other influencer types (Ruiz-Gomez, 2018). No official organisation accounts appeared in this sample, despite a campaign running on TikTok with the World Health Organization, encouraging vaccinations. Personal commentaries, monologues and skits dominated the sample. Content was largely positive in tone towards COVID vaccines (59%). Although blatantly negative (6%) and even mixed tone (5%) videos were infrequent, we found the content coded as neutral (30%) provided something of an 'agnostic' space towards COVID vaccines; a playful and ambiguous space dominated by macro-influencers, social commentary, and comedy. We argue that the frequent use of humour found in these neutral videos could work to satirise vaccine anxieties amongst TikTok audiences, as well as stir and exacerbate such anxieties. The use of ironic humour or satire relies on the interpretation of the audience which can be lost between the 'said' and the 'meant' (Gal, 2019).

Whilst TikTok provides links to guide its users to official COVID public health information, the lack of presence of COVID vaccine advocacy content creators, certainly in terms of visibility and prominence on the algorithm, means that much of the COVID vaccine information that audiences will encounter on TikTok comes from unofficial sources. There is also a distinct language that health communicators must use, and a certain type of visibility labor, to gain the attention of TikTok audiences. Our study highlights some of the challenges for health communicators who need to better understand TikTok and its

audiences and find creative ways to communicate vaccine advocacy on such a pathos-centric, ambiguous, storytelling platform.

Submission ID

1597

A study of the preferences to e-mental health services among teenagers and its implications for effective mental health support

Authors

Dr. Wai Sing Tsen - Hong Kong Baptist University College of International Education

Dr. Janet W. H. LO - Department of Journalism, Hong Kong Baptist University

Abstract

Social media has become an increasingly important tool of social interaction in which the users can actively shape their experience of usage. Social media users perceived information with higher authenticity and credibility than that of traditional media (de Vries, Gensler, and Leeftang, 2012). With the above characteristics, mental health intervention via electronic and mobile platform has been increasingly prominent for depression and anxiety, and other mental health issues (e.g. Beintner, Jacobi, & Taylor, 2012).

Due to the quarantine measures during the Covid-19 pandemic, the online psycho-therapy and mental health interventions are becoming more important than ever. E-mental health offers opportunities to overcome the obstacles of conventional psychological therapies. Despite the fact that there is an increasingly evidence base for the positive effect of e-mental health service, it is still unclear what factors influence individual's decision on usage (Musiat, Goldstone, & Tarrier, 2014). Therefore, this study aims to 1) identify the dimensions used by teenagers to choose and evaluate e-mental health services; 2) determine the impact of emotional state, social media experience, and self-disclosure behaviors to their attitude and preferences to e-mental health services.

A multistage method is adopted in this study. In-depth interviews to twenty-one users of a mobile app of e-mental health supportaged between 19 and 21 were first conducted to explore teenagers' stressors, self-disclosure in social media and experience in e-mental health services. We then conducted a survey with a questionnaire developed from the interview results. We used convenience sampling and administered the questionnaire to 297 participants in a university, and 704 participants in a local secondary school in Hong Kong.

The results of factor analysis revealed several dimensions used by teenagers to evaluate e-mental health services. The salient dimensions were credibility of service provider, confidentiality of personal information, feedback quality and autonomy in modes of

communication. The results also show that social media experience and self-disclosure behaviors had an impact on these evaluative dimensions. This study will inform e-mental health service providers regarding the features of e-mental health service platforms they should develop and improve in the future.

Submission ID

1655

The COVID-19 Infodemic on Chinese Social Media, Misperceptions, and Behavioral Influences

Authors

Ms. Bingyan Wang - School of Social Sciences, Tsinghua university

Dr. Kaiping Zhang - School of Social Sciences, Tsinghua university

Abstract

The outbreak of the COVID-19 pandemic alongside an “infodemic” has pushed human society to the brink of unrest. According to the World Health Organization, the wide spread of misinformation through the Internet and social media has increased public panic and may lead people to ignore scientific advice and engage in risky behaviors. This paper examines the infodemic on Chinese social media at the outbreak of the pandemic and influences by combining social media data and survey evidence. We collected misinformation from multiple digital platforms including Sina Weibo, *Dr. Dingxiang*, and *Quanmin Jiaozhen*. By conducting content analysis and text-mining, we estimated that about 5.6% of the total information circulated on Chinese social media was inaccurate, and 19.4% of the total information was rebuttal. The infodemic broke out in stages. In the early days of the outbreak, pseudoscientific knowledge, and misinformation about the infectious disease accounts for the majority of misinformation. Then the misinformation is rapidly politicized with targets at local governments, NGOs, other countries, and specific groups. As the epidemic being controlled, rumors about the normalization of life spread rapidly.

By inserting rumors into a national online survey (N = 5982), we further find that only 51% of all respondents were able to identify all misinformation correctly. The impact of the information epidemic on the public is heterogeneous in terms of educational background, occupation, age, and media channels. Those who are less educated, the middle-aged and the elderly, and those who rely on social media for information consumption are more likely to believe in misinformation. Higher levels of information overload – measured by one’s COVID-related news browsing duration and the amount of media usage – are associated with higher degree of misperception ($p < 0.01$). The more one trusts in acquaintances and gossips, the more likely one holds misperceptions and possess less health knowledge ($p < 0.001$).

We further find that misperceptions influence people's cognition and behaviors. In particular, misperceptions about the coronavirus reduced one's health knowledge, while misperception of politicized misinformation affects their political attitude. The higher the level of one's misperception, the more likely one is to engage in risky behaviors such as visiting patients in the hospital, and the weaker the cooperation and obedience to the government epidemic prevention measures ($p < 0.01$). By describing the information epidemic during the Covid-19 pandemic and empirically testing its cognitive and behavioral impacts, this paper aims to advance understandings of infodemic on the Chinese social media. Our findings shed light on the spread of misinformation during public health crises and urge the improvement of public health literacy.

Submission ID

1679

The Impact of Traditional and Social Media News Consumption and Mental Well-Being: Testing the Reinforcing Spirals Framework During COVID-19 Pandemic

Authors

Ms. Yixi WANG - Renmin University of China

Dr. Edmund W. J. Lee - Nanyang Technological University, Singapore

Dr. Zhanghao Goh - Nanyang Technological University, Singapore

Dr. Edson C. Tandoc Jr. - Nanyang Technological University, Singapore

Abstract

The Impact of Traditional and Social Media News Consumption and Mental Well-Being: Testing the Reinforcing Spirals Framework During COVID-19 Pandemic

The COVID-19 global pandemic has been ongoing for more than two years, and as of February 4, 2022, more than 383.5 million people worldwide are infected with COVID-19, of whom more than 5.6 million have died. Singapore has the highest cumulative number of cases in Southeast Asia (about 360,000 as of early February 2022).

While previous studies have shown that the pandemic has far-reaching health, economic and political consequences, scholars have highlighted that the need to examine COVID-19's impact on mental health. On one hand, policies on home isolation and social distancing may have negative psychological effects, such as increasing levels of stress, anxiety, and depression, as people become isolated. At the same time, the consumption of news on traditional and social media and news media may impair people's mental health

during times of crisis (Hargrave , 2020 ; Mertens et al.,2020) due to amplification of risk perception.

While there are a plethora of studies examining media's impact on COVID-19, many are cross-sectional in nature and as a result, it is unknown what is the relationship how past news consumption influenced future news consumption, and how news consumption patterns over time influenced mental health outcomes.

The objective of this study is to test and extend the reinforcing spirals model (RSM) framework, which states that media use's impact and attitudinal / behavioral outcomes are mutually reinforcing over time. In our study, we postulate an extended RSM model and argue that traditional/social media news consumption, loneliness, and mental health outcomes—defined as emotional, social and psychological well-being are mutually reinforcing over time .

To test our model, we examined the cross-lagged effects of news consumption on loneliness and mental health during the COVID-19 pandemic using a three-wave panel survey data (N = 427) collected in Singapore from December 2020 to December 2021 using path analyses.

The results of our lagged panel analysis showed that, in addition to the strong and significant autoregressive effects, traditional/social media news consumption had consistent and positive effects on emotional well-being across the two time periods (i.e., from t1 to t2 and from t2 to t3). Emotional well-being (t1) leads to more news consumption (t2), which, in turn, leads to more positive emotional well-being (t3). Loneliness reduces emotional well-being (t2) which could reduce future loneliness (t3). Consistent results for psychological well-being and social well-being.

While current research suggests news consumption may be associated with poorer mental health outcomes (Bridgman et al., 2020; Thakur & Jain, 2020), our study extended the RSM framework by demonstrating that traditional and social media news consumption can have a positive impact on emotional well-being. In a practical sense, research has been done to show that applying positive psychology principles in journalism is value, especially in time of global crisis like the covid-19 pandemic. Future journalistic practice should give more consideration to reporting positive elements in negative events to promote mental recovery and mental health in health crises.

Submission ID

1769

Healthy or Skinny? The Battle Between Fear Appeals and Barrage in Anorexia Introductory Videos

Authors

Ms. Mengsu Shi - The School of Journalism and Communication, Tsinghua University

Dr. Kexin Wang - College of Media and International Culture, Zhejiang University

Abstract

Background. The fatal psychological disease, anorexia nervosa, has a higher incidence rate among young females than males. Researchers and practitioners have tried multiple ways to combat this disease by increasing its visibility and the public knowledge, for instance, by making and releasing online introductory videos. However, the ‘pro-ana’ communities regard anorexia as a cool lifestyle rather than a fatal disease and even preach getting anorexia to remain “an ideal thin figure” that has been advocated by the mass media. Normally, introductory videos may caution the viewers through inducing fear by showing them (terrifying) anorexics’ skinny figures. By doing so, viewers are likely to lower levels of pro-anorexia tendency because they tend to perceive the anorexics’ figures more negatively. Thus, this study investigated how different terrifying levels of anorexics’ figures in the videos impact the viewers’ *pro-anorexia tendency* through *the perception of anorexic’s figure*. Besides, viewers may perceive the same video differently about the terrifying levels, so we included viewers’ *perceived fear* as a moderator. Further, barrages prevail on nowadays video websites and impact the viewers together with the videos’ content. Notably, the tendency of the barrages, i.e., conveying a pro-anorexia information or combating pro-anorexia is likely to change viewers’ mind. *According to its tendency on pro-anorexia*, we included *type of barrages* as a moderator as well.

Method. We conducted an experiment applied a 3 (terrifying level of video: *low vs. medium vs. high*) × 4 (type of barrages: *none vs. positive to anorexia vs. negative to anorexia vs. mixed*) between-participants design. To avoid being influenced by gender, anorexics in the videos and participants are all females. Female participants ($N=715$) aged between 18-36 years ($M=25.82$, $SD=3.16$) were randomly exposed to one of the twelve videos. After that, participants reported on the *perceived fear*, *pro-anorexia tendency* and *perception of the anorexic’s figure* scales.

Results. A more terrifying video induced a lower level of pro-anorexia tendency and this impact is due to evoking a more negative perception of the overly skinny figures (index = $-.34$, bootstrap $SE = .04$, $95\%CI [-.43, -.26]$). The *perceived fear* moderated both the direct ($b = -.26$, $SE = .06$, $95\%CI [-.37, -.14]$) and the indirect relationship ($b = .75$, $SE = .20$, $95\%CI [.36, 1.16]$) that the subjective perception may amplify the effects. A three way interaction among *terrifying level of video*, *perceived fear* and *type of barrages* ($b = -.17$, $SE = .07$, $95\%CI [-.31, -.03]$), and the moderated moderated mediation were also

significant (index = -.06, bootstrap *SE* = .03, 95%*CI* [-.14, -.01]), suggesting that barrages that containing the pro-anorexia information diluted the fear-caution effect,

Conclusion. Results suggest that viewers have lower pro-anorexia tendency after watching an anorexia introductory video because they perceive the anorexic's overly skinny body more negatively and the more viewers subjectively perceived the figure as terrifying, the stronger this effect will be. Therefore, anorexia introductory videos are suggested resort to inducing higher levels of fear and especially not contain factors that may glorify the anorexics' bodies. Practitioners should also give special attention to the barrages that admiring or even advocating anorexia because they will nullify the efforts promoting a healthy body concept.

Key words anorexia nervosa; fear appeals; barrage; thin ideal; social media

Submission ID

1770

MPS Overview - Media, Communication, and the Construction of Global Public Health

Authors

Prof. Eliza Govender - University of KwaZulu Natal

Abstract

This panel session will bring together interdisciplinary research perspectives from five scholars from the countries of India, South Africa, Canada, and Australia who are investigating various dimensions of the COVID-19 communicative landscape. The purpose of this panel is to share perspectives on pandemic communication from a diversity of research fields, including public health, community radio, political communication, journalism, and development communication.

Panellists will cover topics that range from:

- the role of community radio across the globe to keep communities informed during the pandemic and the challenges and opportunities facing this sector in the post-pandemic world;
- the necessity of culture-centred communication and engagement strategies that harness the strengths of communities in pandemic response efforts
- the role of social media in divisive and polarising debates about key public health measures such as vaccination through a case study of the radicalisation of the anti-vaccination movement;
- the shifting dynamics of government pandemic narratives through an analysis of highly mediatised press conferences; and

- an exploration of how the roles and performance of journalists has been studied, understood and evaluated during this global health crisis.

The papers in this panel adopt a shared interest in the communication and media environments in which pandemic narratives and preventative measures have been constructed, understood and experienced. In doing so, they draw upon the perspectives of a variety of actors with a view to address one of the key questions for this conference: What are the roles of media and communication in the construction of a global public health community? For this we explore our interdisciplinary perspectives and how COVID-19 has prompted us to rethink, revisit and reconstruct our global health perspectives and the influence of media and communication in this neo-globalised world.

This offering from our panel members arises at a time when we are trying to make sense of increasingly complex and far-reaching pandemic narratives and mediations emerging in an era of neo-globalisation. As the most highly mediatised health event in world history, COVID has continued to wreak havoc in our social and cultural lives, disrupt our organisational structures and economies, and challenge us to consider the sustainability of health inequities.

Chair: Dr Kate Holland

Papers:

PAPER 1: Perceptions of risk and self-efficacy about COVID messaging in three geospatial locations in South Africa

PAPER 2: Far-right political extremism and the radicalization of the anti-vaccine movement in Canada

PAPER 3: Community Radio in the Covid-19 Crisis: Lessons from Global Dialogues

PAPER 4: Meta-journalistic discourse and the COVID-19 pandemic

PAPER 5: From suppression to “Living with COVID”: The narrative turn in Australian government press conferences

Submission ID

1821

Scoping Review: A methodological framework in critically reviewing the discourses on eating patterns and nutrition in the wake of Covid-19

Authors

Ms. Rajshri Gaur - Manipal University, Jaipur

Dr. Rayaz Hassan - Manipal University, Jaipur

Dr. Subhash Kumar - Manipal University, Jaipur

Dr. Saurabh Das - Manipal University, Jaipur

Abstract

The WHO declared a global pandemic on March 11, 2020, after over 118,000 cases were reported across 110 countries (World Health Organization, 2020). The pandemic created fear among the world population. Governments announced states of emergency, and citizens huddled in their houses, frightened even to open their doors. In the past during the lockdown times individuals restricted themselves, then at present the fear of Covid-19 still exist and, individuals and communities are guided by health communication campaigns, which aid in raising public awareness and educating people on how to live a healthy lifestyle (National Cancer Institute (U.S.), 2001). Preparing the recipient to resist the virus is crucial for preventing Covid-19 severity. In mitigating the consequences of severity, the recipient needs to have a robust immune system. The link between eating habits, nutritional requirements, and their effects on immunity is vital to discuss in this review paper. By recognizing relevant literature and media narratives, we are addressing the new mediatized reality that discusses living a healthy lifestyle among the population.

The researchers were unable to identify any systematic method to study health and nutrition issues in media and research. In the conquest of providing a solution to the problem, we have incorporated a methodological framework known as scoping review to understand this aspect (Arskey & Malley, 2005). This framework provides a holistic mapping of literature review to gain in-depth knowledge based on the study's objective. Further, we selected research articles on empirical studies done on Covid-19, and nutritional needs to create a better immune system has been critically reviewed. Articles were selected based on the search done by using keywords "Covid-19" and "Nutrition" OR "Diet" OR "Media" on the research databases, viz. Scopus, PsycINFO and PubMed. The time frame of article selection is from the virus outbreak in January 2020 to January 2022. From the analysis of 73 empirical research articles and media narratives, the study's significant findings were unhealthy eating habits, malnutrition, and deficiencies of micronutrients in the recipients. In addition, many studies also suggested the prevention and mitigation of Covid-19 through specific nutritional diet regimens, dietary supplements, and regular physical activities.

Keywords: Covid-19, Diet, Food, Scoping Review, and Media Narratives

Submission ID

1827

PAPER 1: Perceptions of risk and self-efficacy about COVID messaging in three geospatial locations in South Africa

Authors

Mrs. Mpume Gumede - University of KwaZulu-Natal

Prof. Eliza Govender - University of KwaZulu Natal

Abstract

In the second year of the COVID-19 pandemic, global efforts to curb the spread of the virus continue in the absence of a cure and amidst low vaccine access and uptake rates in the African continent. In South Africa, COVID-19 prevention communication remains focused on the promotion of non-pharmaceutical efforts of physical distancing, mask-wearing, and hand hygiene, with a high dependency on public acceptance and adoption of these preventative measures. Historically, research into health and behaviour change efforts suggests that there is a strong correlation with public perception of risk with one's self-efficacy to adopt prevention strategies and reduce infection.

This paper presents empirical results from a qualitative study where perceptions of risk and self-efficacy were explored from a culture-centred perspective to understand positive, existential, and negative perceptions that influence decision-making around COVID-19 prevention in a South African setting.

Data was collected in two rounds: after the South African 2nd wave in April and after the 3rd wave in November 2021, with communities in three geo-spatial locations (informal settlement, township and rural area) in KwaZulu-Natal, South Africa. A total of six online WhatsApp community dialogues and six face-to-face focus group discussions (54 participants) were conducted to explore local interpretations of Covid-19 prevention messages and how these can form pathways for the development of locally relevant Covid-19 communication.

The results demonstrate that perceptions of risk and self-efficacy are influenced by cultural context and the physical environment, pointing to a need for risk communication and community engagement at a more granular level. The paper argues for a participatory communication process that amplifies community voices and reveals context-specific perceptions that impact on decision-making around COVID-19. This culture-centred exploration ensures that health communication interventions are developed from a positive system strengthening perspective, that extends beyond highlighting the negatives, but rather focuses on enhancing the positive through a recognition of the unique and indifferent aspects of culture.

Submission ID

1842

PAPER 2: Far-right political extremism and the radicalization of the anti-vaccine movement in Canada

Authors

Prof. Eliza Govender - University of KwaZulu Natal

Dr. Siboniso Chen - School of Professional Communication at Ryerson University

Abstract

The ongoing COVID-19 pandemic is one of the most serious health crises that humanity has ever encountered. As of January 2022, more than 300 million cases and 5 million deaths have been linked to the virus. Along with the rapid spread of this devastating virus, the world is also witnessing rising political tensions sparked by how people with divergent ideologies perceive and respond to the pandemic. Notably, vaccine passports and similar measures encouraging COVID-19 immunization have been a major source of public contention.

For decades, vaccine hesitancy has been a closely studied subject in the science communication literature. The radicalization of recent anti-vaccine movements, however, necessitates additional theoretical and empirical scrutiny. Given how these movements worldwide are increasingly hijacked by far-right groups, a distinction must be made between the current “vaccine denialism” and the “vaccine hesitancy” concept discussed in previous studies. It is in this context that some scholars have resorted to the solution aversion model to account for the growing political division around vaccination. According to this model, individuals with divergent political ideologies perceive social issues differently because of their inherent aversion to specific solutions. In the case of vaccine passports, its implementation depends on stringent government regulations, which are deeply unpopular among many far-right individuals.

This presentation offers an analysis of the role of social media in radicalizing the anti-vaccine movement. It presents a case study of #CanadaHasFallen, a trending Twitter hashtag used by Canadian anti-vaxxers back in October 2021. The study identifies key discursive tactics propagating the radicalization of anti-vaccine protests in Canada by examining topics, trends, and sentiments under this hashtag.

Using a combination of computational and manual coding, the study analysed tweets with the hashtag #CanadaHasFallen posed during October 2021. Twitter data was collected via CommuAnalytic. The dataset was first analyzed in terms of its keywords, sentiments, and communication network. Then, based on these quantitative results, I qualitatively analyzed the top 100 most retweeted messages to gain further insights into the discourses associated with the hashtag.

The analysis suggests that when the #CanadaHasFallen tweets initially emerged, they foregrounded issues such as mask-wearing and vaccination. Yet, as more and more twitter

accounts joined this thread of online debates, messages with positive meanings (e.g. love and get vaccinated) reversed the hashtag's intended connotations. Overall, the discursive battles over #CanadaHasFallen serve as a stark reminder that reconciling the divided public opinions on pandemic policies is not a simple task. As long as social media platforms continue to ignore misinformation out of concern for their click-through rates and governments continue to ignore structural injustices fuelling political radicalization, vaccine denialism is unlikely to be reduced without increasing polarization.

Submission ID

1848

PAPER 3: Community Radio in the Covid-19 Crisis: Lessons from Global Dialogues

Authors

Prof. Eliza Govender - University of KwaZulu Natal

Prof. Vinod Pavarala - University of Hyderabad

Abstract

The UNESCO Chair on Community Media at University of Hyderabad, India organised a series of online Global Dialogues on Community Media in the Post-Pandemic World, focusing especially on community radio, over a six-month period at the height of the COVID-19 pandemic in 2020. The 11 dialogues, with the participation of over 70 panellists and moderators from 45 countries in South and Southeast Asia, Australia, UK and Ireland, Continental Europe, Eastern and Southern Africa, West and Central Africa, North America, and South America, ran for more than 20 hours. Practitioners, academics, and advocates of community radio from around the world deliberated on grassroots communication work being done during the current pandemic crisis and reflected on the future of community radio in the region.

Based on an analysis of the transcripts of these dialogues, in this presentation, I propose to address the following questions:

- What roles did community radio play during the current pandemic crisis?
- What are the possibilities and constraints for community media in the post-pandemic world?
- Is there a need for reform/transformation within the community media sector to adapt itself to the post-pandemic world?

The presentation will provide evidence of the active role being played by community radio stations across the world in tackling the ongoing coronavirus pandemic. Facing lockdowns, restrictions on movement, Internet problems, and declining human and financial resources, these community media outlets have been ably demonstrating the value of locally relevant

information being shared in local languages, of being a soothing voice against the panic, and of being a credible community connection in times of crises. The Global Dialogues draw our attention to the achievements and challenges of community radios and highlight the relevance of these local media during these times.

Submission ID

1862

PAPER 4: Meta-journalistic discourse and the COVID-19 pandemic

Authors

Prof. Eliza Govender - University of KwaZulu Natal

Dr. Kate Holland - University of Canberra

Dr. Monique Lewis - Centre for Social and Cultural Research

Prof. David Nolan - University of Canberra

Abstract

Journalism about the COVID-19 pandemic has been the topic of criticism and debate in both academic and public discourse. Many such commentaries rest on and reproduce assumptions or expectations about the proper role for journalists to play during a public health crisis. This study draws upon published research analysing media reporting of the pandemic and the experiences of journalists, and selected commentary about journalism ('metajournalistic discourse') during the pandemic. This includes online commentary by a variety of actors within and outside of journalism about COVID-19 journalism and a 2021 panel discussion 'Covering COVID: Media in the age of the pandemic', which included academics and journalists discussing analyses of media reporting and personal reflections and experiences of reporting on the pandemic. Drawing on Carlsons' (2016) theory of metajournalistic discourse and literature on journalistic role performance, we will explore how questions of authority, credibility, performance and expertise figure in debates about and attempts to assess the quality of journalism about the pandemic.

Submission ID

1866

PAPER 5: From suppression to “Living with COVID”: The narrative turn in Australian government press conferences

Authors

Prof. Eliza Govender - University of KwaZulu Natal

Dr. Monique Lewis - Centre for Social and Cultural Research

Abstract

Media narratives that evolve and proliferate during pandemics can be very powerful at a number of levels: they can influence our health beliefs and behaviours, they can engender or dismantle trust, summon a sense of solidarity or fragmentation, and they can legitimise and delegitimise pandemic responses. They can have a highly political function, activated and articulated in government public communications. This presentation will explore COVID narratives and frames that played out in Australia during government press conferences, which became highly mediatised and ritualised events that not only captured the attention of journalists, but citizens as well (Villegas, 2020). Indeed, in the state context, watching the daily press conference became part of the daily ritual for many. Press conferences are highly performative events that provide leaders with a level of control over message delivery and interaction with journalists, offering key messages that are readily translatable into sound bites that carry into news and social media platforms (Craig, 2016). These staged events offer their audiences a range of main actors and protagonists, who articulate existent and pending problems, suggestions of causality, and prescribed solutions (Morgan, 2020; Villegas, 2020). Of particular interest in this study is the observable turn in the narrative from these Commonwealth Government press conferences, which gradually shifted the discourse from ideals of suppression and ‘zero COVID’ in the community to ‘living with COVID’ (or what some critics have referred to as #letitrip). Based on a research project with my colleagues at the Griffith Centre for Social and Cultural Research, in this presentation I will identify and unravel some key moments in the press conference discourse that signalled this narrative turn, the main actors involved, the processes that led to the embracing (and resistance) of the new ‘living with COVID’ narrative, and the consequences of this new narrative.

Submission ID

1873

An analysis of stigmatization of TCM International Communication — Taking Twitter platform as an example

Authors

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Prof. Chengzhang Zhu - 1.The College of Literature and Journalism, Central South University 2、 Center for Intelligent Media and Communication Research, The College of Literature and Journalism, Central South University

Mr. Hao Feng - 1、 The College of Literature and Journalism, Central South University 2、 Center for Intelligent Media & Communication Research, The College of Literature and Journalism, Central South University

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Abstract

In recent years, in order to inherit and develop traditional Chinese medicine and Chinese traditional culture, the state has given more and more policy support. However, there is a big resistance in the process of its international dissemination: under the cross-cultural background, because TCM itself has a long and rich history, and is closely related to ancient Chinese philosophy and astrogeography , it can easily be mistaken in the West as unscientific or even wizarding (Cao, 2019) . At present, many countries do not recognize the legal status of Chinese medicine, Chinese medicine skills and medicines are not recognized, Chinese medicine is difficult to market, domestic and foreign Chinese medicine prescription, and other qualifications are restricted, and many folk Chinese medicine even do not have the right to practice medicine (Jun Zhong, 2021) . In order to help explore more pertinent suggestions on the international communication of TCM, this study studies the international image and communication issues of TCM, and explores the content of the international communication stigmatization of TCM. This paper selected the Twitter platform as the research object, crawled the tweets about traditional Chinese medicine on the platform, extracted and named the topics of traditional Chinese medicine by using the LDA model, and analyzed the emotions of the tweets under the topics. The study found that, issues related to Chinese medicine mainly focus on the six aspects of the exchange and integration of Chinese medicine and overseas, the harm of Chinese medical treatment to Africa, the use of Chinese medicine, the development of Chinese medicine during the new crown epidemic, the harm of Chinese medicine to African biodiversity and the global expansion of Chinese medicine, and negative emotions make up most of it. Further analysis of the opinion leaders and the specific content of the tweets revealed that

the stigmatization of TCM on the Twitter platform mainly exists in two aspects: on TCM itself and on China's international image, therefore, the international propaganda of traditional Chinese medicine should also explore targeted strategies from these two aspects.

Keywords: International Communication of TCM, stigmatization, Twitter, LDA model

Submission ID

1922

CHILD VACCINATION AGAINST COVID-19: BRAZIL-INDIA IN THE CONTEXT OF DISINFORMATION, A COMPARATIVE STUDY

Authors

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Abstract

Childhood vaccination is an important goal in health systems around the world; however, disparities in vaccination coverage expose sociodemographic accessibility gaps, social inequalities, lack of knowledge, misinformation, disapproval of certain doctors and specialists, and incomplete adherence by parents, reflecting insufficient trust in public providers of public health. In Brazil, according to data collected and published by the G1 news portal on February 7, 2022, only 18.8% of children aged 5 to 11 years in Brazil have received the first dose of the immunizer against Covid-19 so far. There are just over 3.7 million immunized, out of a total of about 20 million children in this age group.

One of the main reasons for the slow pace of childhood vaccination against Covid-19 is misinformation. In Brazil, part of the misinformation about vaccines was stimulated by the federal government itself, according to experts. The current president has already publicly positioned himself against age group immunization several times. Instead of encouraging childhood vaccination, the Ministry of Health raised doubts about the safety and effectiveness of the immunizer. Between the end of 2021 and the beginning of 2022, the Ministry held a consultation and a public hearing to assess public manifestations about childhood vaccination. Experts have criticized the initiatives, saying they could promote vaccine hesitancy, as well as delaying the start of immunization. The proposal was widely rejected by civil society (72% of respondents were in favor of childhood vaccination against Covid-19), and the federal government abandoned it when presenting the national childhood immunization plan in early January.

India approved, on October 12, 2021, the emergency use of Bharat Biotech's Covaxin vaccine in children from 2 years of age. With this, the manufacturer is the first in the

country to obtain such approval after a review of its test data for the age group of 2 to 18 years. In India, vaccine hesitancy is not new. It faces similar challenges with immunizing children in the past. The government has campaigned intensively in rural and urban areas on the importance of getting the vaccine to prevent and reduce the spread of the virus. These campaigns included talks on local channels, radio and webinars with experts in local languages, posters, awareness programs in villages and campaigning through local village councils or Dorbars. The government also appealed to religious leaders to urge their members to get the vaccine. Preliminary results reflected religious perspectives, inaccessibility to the nearest health facility, and the waiting time for a vaccine to be administered.

We are interested in analyzing the discursive construction of fear and trust in health authorities and in the recommendations on vaccination of children. With this guiding thread, we follow the plot woven since the authorization of vaccination in children in Brazil and India and the competing discourses points in circulation, especially through digital media in the months of September 2021 to January 2021. We conclude that disinformation, due to its resonance and potential for affectation, is a vector of fear, hatred, indignation, but also of hope, even if falsified or not based on scientific evidence. Putting this issue under analysis is an important step for public communication policies and strategies that are guided by the search for dialogue with the segments that expand the capillarity of these discourses.

Submission ID

1986

Framing of Covid-19 messages in pop culture: A case of selected Kenyan pop songs

Authors

Dr. Susan Mwangi - St. Paul's University

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Abstract

Covid 19 is a global pandemic that has affected Kenyans in diverse ways. Kenya has been fighting the Covid-19 pandemic since March 2020 when the first case was reported. Confirmation about the existence of the disease in Kenya caused panic and distress among citizens. Before the announcement of the first case, Kenyans had been glued to their screens watching as the disease ravaged havoc in other countries. However, the initial shock was followed by skepticism about media reports on the pandemic. Some Kenyans were doubtful about the Covid-19 figures given by government. Others felt that the disease was not as serious as portrayed by the media. As a result, a number of Kenyans were reluctant to adhere to the Covid-19 protocols. In efforts to contain the

pandemic, some celebrities collaborated with the government and other health partners to promote social change through their talent. A number of musicians composed songs to advocate for adherence to the Covid-19 protocols. These songs exemplify an attempt to influence behaviour change through pop culture. This research will examine three popular songs produced and disseminated as part of the fight against the pandemic. The songs will be purposively selected based on their viewership on YouTube. The paper will employ semiotic analysis to examine the symbols used in the lyrics and the videos of the songs to determine the kind of social change messages in the song. Semiotic analysis will also be used to examine the framing of health messages in the selected songs. The paper seeks to answer three research questions. These are: How were the Covid-19 messages framed in Kenyan pop culture?; What images were used?; What dominant health frames were used? The aim of the paper is to interrogate the role of popular culture as an enforcer of social change during the Covid-19 pandemic.

Key words: semiotics, pop culture, Covid-19, framing, social change, health frames, health protocols,

Submission ID

2002

Content and Perspectives of COVID19 Infodemic in Nigerians' WhatsApp Communities

Authors

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Dr. Binakuromo Ogbemor - The University of Sheffield

Abstract

This study examines the content and perceptions of communications on emerging infectious diseases (EID) within the closed communication spaces of a major Black people-group in the world, Nigerians. The aim is to contribute to knowledge of how a closed social media space is used by a Black people-group in times of Public Health Emergencies (PHE); the users' perceptions on the content; as well as their views on its impact on consumers. On content, the study reveals the dominant themes and voices in the debate on EID and the characteristics of frequently shared EID communications within this space. Our study of perceptions promotes an understanding of the views of this people-group on EID; some of such views may not be shared in open communication spaces due to social desirability. The findings of this study will be useful to efforts at designing an effective communication strategy of information on EIDs for the people-group examined. This is very important due to the devastating impact of EIDs as evidenced by the COVID19 pandemic, and the fact that due to globalisation risks to one people-group can become a danger to all. This study examines COVID19 infodemic (rapid spread of

huge amount of accurate and inaccurate information about the virus) in the closed communication spaces of Nigerians. Since over 90% of Nigeria's 33 million active social media users are on WhatsApp (Kamer 2022), we decided to investigate COVID19 infodemic on WhatsApp. Therefore, our central research question is, "What are the contents and perceptions of Nigerians' WhatsApp communications on COVID-19, and what are the implications of this for the fight against emerging infectious diseases?".

The theoretical framework for the study includes risk communication theory, the concept of globalisation, previous literature on public health emergencies, and studies on social media sharing behaviour. To analyse the perceptions of Nigerians about COVID-19 infodemic on WhatsApp, we employed media audience theories including the concept of encoding and decoding by Stuart Hall (2003), the two-step flow model of communication, and the Uses and Gratification theory. The research methods used for the study are content analysis, critical discourse analysis and interviews. The WhatsApp infodemic data collection period is from 18 January 2021 to the 30 June 2021. Participants consist of Nigerians from two Universities, one in the UK (Global North) and one in Nigeria (Global South). The University of Sheffield was used as the sample University in the UK while the University of Maiduguri (UNIMAID) was used as the sample University for Nigeria. Other participants are Nigerians from diverse walks of life from the research list of the investigators. 88 participants, 18years and above, participated in the study. 432 WhatsApp communications on the coronavirus were examined. The data was analysed using SPSS. 24 Nigerians (12 from each location, UK and Nigeria) were interviewed to understand the perceptions of the consumers of COVID19 infodemic. The findings of this study will be beneficial to stakeholders of public health emergency; journalism, media, and communication scholars; and policymakers amongst others.

Submission ID

2021

What influences Generation Z perception of risk in China? -- Based on the Reciprocal Interaction Model of Social Cognitive Theory

Authors

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Ms. Yuhan Li - School of Journalism and Communication, Tsinghua University

Abstract

As a global pandemic and health crisis, the outbreak of COVID-19 had a profound impact on people's psychology and social mentality. In China, the general public cognition of the virus is dependent on various media and has formed their risk perception through

comprehensive information. However, info-demic is also prominent due to the rapid and convenient share of information in the Internet environment.

As the main users of online social media, Generation Z has a strong ability to acquire information resources. They are not only the disseminator of cyberspace information, but also the transformer from online narration to real action, and thus we need to pay attention to their behavior of searching and spreading risk information during the epidemic.

Guided by the Reciprocal Interaction Model of Social Cognitive Theory, this study aims to explore the risk perception and information search and share behavior of Generation Z during the initial outbreak of Covid-19 in China.

In this topic, risk information search-and-share as a behavioral activity conforms to the judgment that individual cognition and environmental effects have an impact on human behavior., so this theoretical model can be better applied to the study. Through the questionnaire survey, this study studied the influencing factors of users' health information seeking behavior and revealed the relationship between personal factors and social environment factors and health information seeking behavior (Figure 2). Finally, the factors affecting personal health information searching behavior are summarized and analyzed by interview method.

The research adopts the method of combining quantitative questionnaire survey with qualitative interview. Firstly, quantitative data (N=6423, male=2876, female=3547) were obtained from July 20, 2020 to October 20, 2020 through questionnaire to explore the causal relationship and correlation between variables from the macro level. Then the interview method was used to obtain in-depth understanding of the psychological activities and ideas of respondents from the micro level.

The results show that in terms of risk perception among Generation Z, the average level of perceived threat of women is generally higher than that of men; people with isolation experience was generally higher than that of people without isolation experience and the degree of risk perception of people living in towns and rural areas is generally higher. Besides, individual confidence in dealing with risks, information retrieve ability, media trust, information ease-of-use, and information quality will have a great positive impact on their behavior of risk information search and share.

Based on social cognition theory, this study provides conclusions and empirical evidence for understanding the influencing factors of health information searching behavior among Generation Z, which has certain theoretical significance and is also conducive to the improvement of the government's social governance efficiency.

Submission ID
2024

"Emphasizing Risk Is Counterproductive" : A Study of Information Exposure and Bedtime Procrastination Testing the Mediating Role of Perceived Threat and Efficacy

Authors

Ms. Ge Zhu - Shanghai Jiao Tong University

Ms. Tianyi Yang - Shanghai Jiao Tong University

Abstract

Bedtime procrastination is the most predictive factor of sleep deprivation and daily fatigue (Kroese et al., 2016). The tendency to procrastinate has become a common phenomenon. Current studies mostly focus on the effects of personal factors and media use on bedtime procrastination (Kroese et al., 2016). But few studies focused on how exposure to risk information through media channels improves bedtime procrastination. Based on the Extended Parallel Process Model (EPPM), external stimuli can enhance the perceived threat and perceived efficacy of the recipient, thereby promoting protective behaviors (Witte & Allen, 2000). Therefore, this study uses perceived threat and perceived efficacy as mediating variables to investigate: what are the effects of exposure to risk information in traditional media, new media and interpersonal communication on improving bedtime procrastination? What is the difference between them? What are the roles of perceived threat and perceived efficacy?

This study conducted a questionnaire survey among 557 Chinese college students from May 10, 2021 to June 2, 2021. Based on the survey, the study explores the mechanism of risk information exposure on bedtime procrastination.

This study draws the following three conclusions. First, among the three exposure channels to risk information, new media and interpersonal communication can significantly affect bedtime procrastination. Interestingly, the greater exposure to risk information leads to the greater sleep procrastination, which may be related to the avoidance aroused by the risk information overload. Previous studies have found that risk information overloaded makes individuals avoid information (Chae, 2016). Secondly, through the test of mediating effect, it is found that perceived susceptibility is the mediating variable between exposure to risk information in new media and bedtime procrastination. The result demonstrates that exposure to more risk information on new media leads to greater perceived susceptibility, which in turn leads to severer bedtime procrastination. This may be due to the lack of self-control. Although people are able to perceive threat, they have poor self-control and are unable to promote behavior (Szabo et al., 2019). In addition, perceived self-efficacy is a mediating variable between exposure to risk information in interpersonal communication and bedtime procrastination. The result shows that exposure to more risk information in interpersonal communication leads to stronger perceived self-efficacy, which reduces bedtime procrastination behavior. The enhancement of self-efficacy can make people more

actively arouse subjective initiative and improve bedtime procrastination (Strecher et al., 1986). Furthermore, although exposure to risk information in traditional media can not directly influence bedtime procrastination, it can change bedtime procrastination through the mediation of perceived susceptibility or self-efficacy. The mediating effect of the two variables is consistent with the previous two conclusions. In the future, health communication research needs to pay more attention to self-efficacy at the personal level, which is the key to improving health behavior. In reality, when disseminating risk information in order to improve bedtime procrastination, instead of blindly convey hazard, media organizations should provide specific solutions to help the audience enhance their self-efficacy.

Submission ID

2053

Challenges in Maternal and Neonatal Healthcare Facilities During Covid-19 Pandemic

Authors

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Abstract

One of the world's largest and densely populated countries, India has aimed for Maternal Mortality Rate at 70 per 1,00,000 live births by 2030 as per the UN's latest Sustainable Development Goals (SDGs). Globally, India records one-fifth of the world's annual childbirth with almost 25 million children per year born annually in India. But every minute one of the newborn losses to life. Most of the deaths take place either at the time of labour, of which nearly half are maternal deaths and about 40% are neonatal deaths ensue during labour or within 24 hours of birth (UNICEF Report, 2019). Prominent reasons behind such a high mortality rate of newborns are pre-mature birth, neonatal contagion, birth asphyxia and inborn disorders. There is a dire need for corrective measures and upgradation in the quality of healthcare to further reduce the mortality rates. For it is necessary to inquire into the present quality of healthcare before executing any interventions. The present research study was carried out to investigate the challenges faced by patients and healthcare providers about the quality of maternal and neonatal healthcare services during the Covid-19 pandemic. It also explores the satisfaction level of the patients about the MNH care from government hospitals in Gurugram. The study applied a mixed-method by using both qualitative and quantitative methods. The government hospitals of Gurugram including the civil hospital, CHC and PHC were the areas of study. The data was collected by conducting in-depth interviews with the health providers while questionnaires were used to collect the data from the patients and their attendants from maternity, labour, and neonatal wards in the hospitals. The study identified that there is a shortage of human resources and types of equipment, the staff needs to be trained as if the equipment is available but

the staff is not trained to use it. Doctors are less in the hospitals with the number of patients stepping in specifically during the pandemic. The patients and their attendants are more or less satisfied with the services but demand more cleanliness and facilities. The quality of maternal and neonatal healthcare improving with the times but still, there is a lack of healthcare personnel and logistic support. A unified quality development approach is the primary requisite to upgrade the maternal & neonatal health care service in Gurugram as the challenges increased during Covid-19 pandemic.

Keywords : Challenges, Maternal, Neonatal, Healthcare, Covid-19

Submission ID

2109

Whether or Not to Engage in Casual Sex: An Application of the Prototype Willingness Model among Chinese Young Dating Apps Users

Authors

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Ms. Suhui Dai - School of Media and Communication, Shenzhen University

Dr. Yan Zhang - School of Media and Communication, Shenzhen University

Abstract

The development and prevalence of dating apps, such as Momo and Tan Tan, has afforded a convenient and casual way of “hooking up” or “getting laid” (Liu, 2016). Although dating apps may gratify the needs of users for love and sex (Solis et al., 2019), the robust association between dating apps usage and sexual risk behaviors suggested that engaging in casual sex may be risky for users (Choi et al., 2016). Despite sexual risk behaviors related to mobile dating has been concerned, little is known about the relation between dating apps usage and casual sex behavior in the non-western context, especially in China which is a sexually relative-conservative country.

By drawing on the prototype willingness model (PWM; Gibbons & Gerrard, 1995; Gerrard et al., 2008), the current cross-sectional study among Chinese emerging adults ($N = 341$, $M_{age} = 23.21$, $SD = 2.45$, 53.1% female) aged 18-30 years old examined the relation between dating app use and young users' casual sex behavior. The PWM is a dual-process model including a reasoned and social reaction path to explained adolescents' health-risk behaviors (Gibbons & Gerrard, 1995; Gerrard et al., 2008). This framework illuminated some cognitive factors (i.e. attitudes, descriptive norms, subjective norms, and prototype perceptions) that mediated an individual's social environment (e.g., dating apps use) and their risk behavior (e.g., casual sex behavior; Gerrard et al., 2008; Chen et al., 2019). The meta-analysis (e.g., Todd et al., 2016) and previous relative studies, such as

mobile dating and sexting (Schreurs et al, 2020), sexual media use and willingness to engage in casual sex (van Oosten et al., 2017), suggested the PWM is a well-supported predictive model to explain offline and online risk behaviors. Accordingly, it is hypothesized that attitudes, descriptive norms, subjective norms, and prototype perceptions mediated the relations between dating apps usage and users' willingness to engage in casual sex and actual behaviors.

Following the study of Schreurs et al. (2020), we took age, gender, education level, sexual orientation and relationship status as control variables. A structural equation model indicated that more frequent dating app usage was negatively related to emerging adults' sexual risk attitude (higher scores indicate a stronger risk attitude) and positively related to norm beliefs about peers' casual sex behaviors (i.e., descriptive norms) as well as favorable evaluations of a typical person who has sex with unknown dating app matches (i.e., prototype perceptions), but not associated with norm beliefs about peers' approval of having sex with matches (i.e., injunctive norms). In turn, attitudes toward potential sex risks were negatively while descriptive norms and favorable prototype perceptions were found to positively related to emerging adults' willingness to engage in casual sex. Moreover, individuals' willingness was positively associated with their actual casual sex behavior.

This study sheds light on the underlying mechanisms of how dating apps usage linked to young users' casual sex behavior by applying the PWM in China. The results have both theoretical and practical implications.

Submission ID

2189

From action to behavior: Examination of mask-wearing behaviors during crises from a self-determination perspective

Authors

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Dr. Jessica Wendorf Muhamad - Florida State University

Abstract

The onset of coronavirus pandemic in 2019 introduced an individual-level measure i.e., mask-wearing – singularly one of the most effective techniques to slow the spread of COVID-19 (Howard et al., 2021), even if it does not prevent it completely.

As health communicators, we seek to understand why individual actions translate into habitual practices or behaviors that are sustained over time and across situations. Such as when the original intervention that triggered the change is no longer salient, by existence or by accessibility. Use of emotional appeals such as fear (Nabi, 2002; Witte, 1993) in health message design enhances the role of media to change norms. However, we argue

that it is the continued practice of an action that leads to internalization of behavior, and forms “personal normative beliefs” (Bicchieri, 2016) that are not influenced by newer changes in contextual factors (e.g., media, incentives, or legislation).

Bicchieri (2016) proposed an integrated approach to using legislative interventions, economic incentives, and media and collective deliberation. Interestingly, while United States recommended mask-wearing in public spaces, Colombia, India, United Arab Emirates, many European and African countries mandated masks when outside home, even in private vehicles. Few countries also enforced a monetary fine against non-adherence (Al Jazeera, 2020). This exemplifies the synergistic efforts of multiple interventions, but that also includes coercive messaging.

In this context, fear-framed masking messages may explain onset of attitude/behavior change (irrespective of the source), but not maintenance of behavior. The question then becomes: how does this individual-level internalization take place without normative reinforcements?

Self-determination Theory (SDT; Deci & Ryan, 1985) posits that individuals driven by a *sense of self* are more likely to make externally regulated behaviors a part of themselves. The premise of SDT is that individuals exercise control over choice, but not the consequences or outcomes. Thus, even the knowledge of incomplete preventive power of masks should still give them an opportunity to choose their masking behaviors without their institutionalization at the societal level. Expanding the seminal work on health locus of control beliefs (Lau, 1982; Rotter, 1975) that emphasizes on experiential and reinforcing nature of beliefs, public health recommendations about mask-wearing could capitalize on this aspect of autonomous behaviors.

According to SDT, feedback when coupled with anticipated motivation moderates individual behavior. Feedback mechanisms, if negative, would undermine intrinsic motivation to continue wearing masks, and reinforcements only work well with externally regulated factors. It is only when external motivators are transformed into internal regulators that one no longer needs to regulate their behaviors in accordance with the environmental cues (e.g., policies, penalties, fear appeals). Gagne and Deci (2005) called it as “integrated regulation” when behavior becomes part of one’s own sense of self-identity. In the context of mask-wearing, we speculate that the regularity and consistency of behavioral performance (as compared to irregular actions related to vaccines, or temporary engagement with exercise routine) is critical.

Thus, masks not only serve as a preventive health accessory, but an extension of one’s physical self – one that signifies the *sense of self*.

Submission ID

2234

Social Network Public Opinion Dissemination Model of Policy Issues Research in Public Health Events Based on SEIR Model

Authors

Ms. Ge Zhu - Shanghai Jiao Tong University

Abstract

After the COVID-19 broke out in 2020, the Chinese government published epidemic prevention and control policies to protect people's lives and ensure their basic needs through the social network. In crisis communication, the susceptible-exposed-infected-recovered (SEIR) model of infectious diseases has gradually become the primary method of network public opinion communication research (Xu & Qian, 2020). The previous study, based on the SEIR model, simulated the dissemination mechanism of rumors on the social network during the COVID-19 pandemic (Xu & Qian, 2020). As for policy communication in terms of public health events, it has been founded that communication efficiency can be improved by changing the communication behaviour of different disseminators, such as the government, key opinion leaders (KOL), and audiences (Wan, 2020). However, such studies lack both the support of actual data and comprehensive consideration of realistic influencing factors. Therefore, due to the theoretical gaps and practical significance mentioned above, this study firstly analyses the characteristics of network public opinion dissemination on policy issues of public health events. Secondly, the study in-depth discusses the impacts of three communication strategies of the network public opinion dissemination model, such as government intervention, KOL guidance, and interpersonal communication reinforcement. Finally, the differences between three strategies are compared.

The study takes the topic of "China Approving of COVID-19 Vaccines" as an example and uses the discussion data from *ZhiWeiData*, a Chinese Internet social hotspot aggregative platform for analysis. Based on the SEIR model, the experimental parameter is designed with optimised algorithm of the Back Propagation neural network on Analogic8.5.2 to simulate the public opinion dissemination model. Besides, the study analyses the changes of user nodes that are susceptible, exposed, infected, and removed during the process. In addition, the experiment simulates the dissemination model with the three different communication strategies. The study also involves the analysis of their characteristics and differences under each circumstance.

According to the results, the dissemination model in reality is featured by quick explosions, long-term perseverance, and limited participation. Nevertheless, all the three communication strategies enable more efficient dissemination of policy-related issues. Interpersonal communication reinforcement, in particular, is the most effective approach in improving public participation and communication speed. KOL guidance and government intervention also help, but they have fewer impacts on improving public participation. In fact, the current model is in line with the "Closed-door Mode", a primitive policy

communication, in which policymakers do not strive to pool the public support after an issue is proposed (Wang, 2006). All the three strategies can make information more exposed with more public attention, so the communication is accelerated. However, the previous studies have shown that discussion was sparked either by the coordination of the government and KOLs or by the internal explosion within the public (Wan, 2020). Therefore, it is difficult to motivate the public broadly only by strengthening government intervention or KOLs' guidance while ignoring the participation of other disseminators. Instead, if public interaction is reinforced through more interpersonal communication, wider social discussions will be realised under the social reinforcement effect (Bandura et al., 1963). In the future, multiple communication strategies should be adopted, especially to mobilize the public to improve the communication effect of policy issues in public health events.

Submission ID

2269

Exploring Culture-centered Narratives of Running Practices based on Social Media among Migrant Workers

Authors

Dr. Ang Cao - China Agricultural University

Abstract

Joining in online running groups based on social media platforms is emerging to be a popular way to promote physical activities among migrant workers in China. Migrant workers are people who domestically migrate from rural areas to cities to earn a living. By employing culture-centered approach (CCA), this manuscript aims to study what are the meanings of mediated running practices for health and social adaptation among migrant workers?

Literature Review

In academic research, the relationship between sports and class has been basically confirmed (Bourdieu, 1978; Wilson's, 2002). The involvement of new media platforms has made it easy for migrant workers to establish their own sports organizations. Through investigating the logic of health practices, the living conditions of the subaltern groups as well as personal identification could be reflected.

This research attempts to go beyond the media-centered research perspective and explores this social phenomena from perspective of CCA that emphasizing the access to health resources. There are three interrelated principals for co-constructing the meaning of health, which are structure, culture and agency (Dutta, 2008). Combining the above-mentioned theory structure, this article proposes specific research questions:

R1. Under what social structures or backgrounds do migrant workers choose to join in online running groups?

R2. How to understand the cultural characteristics of this community behind the narrative of “running for health”?

R3. How do migrant workers exert agency to get involved in middle-class’s running culture.

Method

This article adopted a qualitative research method. On the one hand, a 21-day participatory observation was carried out in the “Urban Village” in Longgang District, Shenzhen, China in December 2019. At the same time, the interactions of 3 Wechat running groups for migrant workers were observed for 3 months. On the other hand, 27 runners (male=13, female=14) were interviewed in depth using snowball-sampling during the survey period. Participants ranged in age from 28 to 63 years old. They earned \$300~1600 per month on average, and spent \$80~ 350 on running gear.

Potential Findings

The results are consisted of three parts:

Firstly, running was considered a panacea that could cure all the intractable illness. Behind the narrative of “running for health”, migrant workers expressed their concern of how to prevent from going to hospital under the reason of saving money to raise the family.

Secondly, the social activities of running groups continuously produced collective culture values that combine political discourses. The mostly recognized values were positive energy, healthism and public service spirit. The values were not just a reflection the the dominant ideologies, but were a recreation to cope with the structural barriers and to serve the need of urban adaptation.

Thirdly, the media rituals in online running groups reflected the needs of migrant workers for organizational lives. Moreover, social capitals in online running group could help migrant workers to attend marathon competitions, which strengthened their sense of citizenship.

Submission ID

2386

Malnutrición infantil y Comunicación para el Cambio Social. Participación de las comunidades indígenas de Chimborazo y Bolívar (Ecuador) en la fase de diagnóstico previa a la implementación de acciones para erradicar la malnutrición infantil

Authors

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Ms. Rosa Elena Vallejo Castro - Consultora independiente

Abstract

La malnutrición de la primera infancia es considerada como una de las principales causas de la mala salud de la población en el mundo. Este fenómeno no solo afecta el desarrollo infantil, sino que también acarrea graves consecuencias económicas y sociales para las sociedades. (CEPAL&PMA,2017) (FAO&OPS, 2017) (OMS, 2020) (OMS, 2021b) (UNICEF, 2013b) Pese a los esfuerzos realizados, poco se ha avanzado en la erradicación de la desnutrición crónica y otras enfermedades asociadas a la malnutrición como la obesidad: “la malnutrición en todas sus formas sigue siendo intolerablemente elevada en todas las regiones del mundo”. (Development Initiatives, 2018, p.30)

Por otro lado, desde los estudios de la Comunicación para el Cambio Social se ha resaltado la importancia del diálogo, el debate, y la participación activa y recurrente de los integrantes de una comunidad para mejorar su vida desde sus propias expectativas (Communication for Social Change Consortium, 2003)(Gumucio-Dragón, 2011)(Kaplún, 1998). Este enfoque teórico, permite concebir a la comunicación como un proceso permanente en el cual los conocimientos, las experiencias, las prácticas y los intereses individuales y colectivos inciden en las intervenciones ejecutados, como programas o políticas públicas, para solucionar un problema público.

Con respecto a lo anterior, el siguiente artículo presenta los resultados obtenidos de un estudio de línea base realizado en Ecuador para diagnosticar las condiciones nutricionales de la primera infancia. Como parte de este estudio, se realizaron grupos focales y conversaciones grupales entre las personas integrantes de las comunidades participantes donde expusieron las prácticas y los conocimientos individuales y comunitarios que configuran hábitos que inciden en el estado de desnutrición crónica de las niñas y los niños. De esta manera, en este trabajo se presentará una experiencia en la cual la comunicación para el cambio social puede ofrecer delineamientos clave previo a la ejecución de programas por parte del gobierno o instituciones privadas para reconfigurar contextos a través de la acción colectiva.

La información fue relevada en varias comunidades indígenas de las zonas rurales de dos provincias ecuatorianas: Cotopaxi y Bolívar. En estos lugares las niñas y los niños presentan un alto índice de desnutrición infantil de acuerdo con información del gobierno ecuatoriano (ENSANUT, 2018). El estudio fue realizado a través de una metodología basada en el análisis de la información cuantitativa y cualitativa recabada mediante la aplicación de encuestas, mediciones de talla, peso y hemoglobina de niñas y niños menores de 5 años, entrevistas a actores claves, así como la realización de grupos focales y reuniones de discusión colectiva en las comunidades indígenas tras la definición de una muestra estadística y la selección de informantes clave en las comunidades.

Submission ID

2472

Influence of Media Exposure on College Students' Body Image

Authors

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Abstract

[Introduction and assumption]

Under the influence of mass media that advocates women to be thin and men to be muscular, unfavorable perceptions, emotions, and corresponding behaviors caused by negative body image are commonly shared among the youth. It has been regarded as a severe public health issue since it may lead to a series of detrimental conditions. The current study hopes to examine young people's perception about the desirable images on the media and their corresponding reactions by exploring the internal mechanism that media exposure affects their attitudes towards the audience's body shapes in the sociocultural theoretical framework.

[Method]

This study surveyed college students in China. A questionnaire was developed based on some existing feasible scales and modified according to the results of pre-tests. A combination of targeted sampling and snowball sampling approaches was used in this study to select samples in some large cities. The questionnaire was posted on *Sojump*, the largest online survey platform in China, and disseminated via social media. This study sets four polygraph items in the questionnaire. After all, a total of 388 valid questionnaires were obtained.

A path analysis was conducted with SPSS Process to explore the mechanisms and pathways from individuals' body-related message exposure to their body image. Afterward, 15 respondents were randomly selected for in-depth interviews as a supplement to explain the research results.

[Results]

The results showed that the internalization of thin-ideal and body-related social comparison mediated the relationship between body-related media exposure and one's body image. People exposed more to body-related information will be more likely to internalize the thin-ideal standards transmitted by mass media. In the process of media thin-ideal internalization, the social comparison should be an essential means for information collection and evaluation. It helps individuals accept and recognize their bodies and appearance to seek self-satisfaction and social identity. The most exciting and surprising finding is that the body comparison with others makes people more satisfied and confident in their body, which is opposite to our thoughts. It may echo the theory of self-enhancement, which is a branch of the third-person theory.

In addition to the enrichment and extension of the classical theoretical framework, this research also has practical guiding significance. It helps provide clues for the prevention and intervention of body image disturbance among college students. For example, the mass media should utilize their power to promote a diversified aesthetic, like hiring models with diversified body shapes in advertisements.

Submission ID

2475

Amplifying the voices of young women - A community engagement approach to reduce PrEP stigma among adolescent girls and young women in South Africa

Authors

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Abstract

Despite significant efforts to combat HIV in South Africa, with the recent rollout of oral PrEP among key and vulnerable populations, such as adolescent girls and young women, stigma related to HIV and prevention interventions such as oral PrEP remains a driver of the epidemic acting as a severe barrier to prevention, care, and treatment efforts. The scaling up of antiretroviral treatment particularly the implementation of oral PrEP has restored hopes to the lives of AGYW who record the highest rates of new HIV infections. Not only is oral PrEP highly effective for HIV prevention. It also functions as a user-controlled method. However, evidence reveals that stigma poses a challenge to uptake and adherence. Stigma dissuades AGYW from accessing health care services, HIV counselling and testing, and subsequently enrolling into oral PrEP uptake and adherence

programmes. To address this problem, it is important to understand the structures and contexts that strengthen PrEP stigma. A lot of PrEP stigma emanates from within the community. Hence, community engagement interventions have become imperative in addressing and reducing PrEP stigma.

This study explores how PrEP related stigma influences uptake and adherence to PrEP among adolescent girls and young women. It also explores how community engagement can be used to reduce the stigma associated with PrEP uptake and adherence among adolescent girls and young women in the rural community of Vulindlela in South Africa.

Adopting a qualitative approach, this study uses purposive sampling to select participants and, also uses community dialogue to collect data from community leaders and adolescent girls and young women in rural South Africa.

This study seeks to offer a nuanced understanding of the factors that contribute to PrEP stigma among adolescent girls and young women and how stigma can be addressed and reduced as there is a paucity of research on PrEP stigma among this population. Despite advances in research on uptake and adherence to PrEP, issues of stigma must be explored specifically with understanding the role of community engagement to advance PrEP uptake and adherence and reduce stigma among adolescent girls and young women.

Submission ID

2513

Narratives of health information-seeking behaviour and hypochondria: A culture-centred approach

Authors

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Abstract

The current study aims to employ Illness narratives as a tool to investigate online health information-seeking behaviour (OHISB) of hypochondriacs and other communicative practices for coping employed them to negotiate within the complexities of the healthcare system. The site for the study is the Thiruvananthapuram district in Kerala, the southernmost state in India. The Travancore kingdom has records of western medicinal practices in the early 1800s and argued to have a well-established health care system in the popular discourse.

Studies have shown that OHISB has a positive correlation to illness anxiety, and these studies should be understood in the context of the reciprocal relationship between increasing cases of hypochondria and the democratisation of information technologies. This problem should be located in the context of the ongoing pandemic and the political

economy of health and wellness care. The ongoing Covid-19 health crisis has created a mass hysteria where hospitals are perceived as contagious and unsafe, which throttled a rise in the political economy of online healthcare services. This circumstance is made complex with algorithms of search engines and popular health journalism websites like WebMD, which have various allegations of conflict of interest by promoting the big pharmaceutical companies.

Belling (2012) do not see hypochondria as a physiological problem rather a consequence of modern medicine itself. She argues that everyone participates in the narrative of hypochondria by living in a "medicalising society" where one is continuously subjected to public health messages that regularly subject us to medical gaze and promote preventive medicine policies. Dutta (2008) argues that public health messages aimed at promoting positive health practices can adversely affect the vulnerable population, and the role of communication in creating health disparities is well established in various disciplines (Ashton et al., 2003).

The research questions which will guide the study are a)How do hypochondriacs and caregivers conceptualise and communicate about their experience with the disorder? b)What are the inherent gaps and contradictions in the dialectical tensions in their stories? c)What do these gaps reveal about access and agency for hypochondriacs in their experience with the disorder?

The proposed study demands theoretical explorations of hypochondria in the discourse of illness narratives and health communication. Primary data will be collected by conducting in-depth semi-structured interviews of hypochondriacs and healthcare providers. Illness narratives on hypochondria published on the internet and local publication will form the secondary data. The participants of the study will be identified using snowball sampling. The study will employ Dutta's (2008) culture-centred approach to investigate the structural inequalities in the communication process for managing uncertainties and dialectical theory of Hegel (1969) and Bakhtin (1981) to analyse the individual illness experiences and understand how people negotiate themselves in this healthcare system.

Keywords: hypochondria, illness narratives, health information seeking behaviour, culture-centred approach, dialectics

Submission ID

2518

La infodemia de la COVID-19 en artículos publicados en WOS y SCOPUS de enero de 2020 a enero de 2022. Revisión Sistemática

Authors

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Abstract

Epidemias y pandemias han sido materia de estudio no solo desde la salud pública, sino también desde la forma como la comunicación opera, bien como contención o como caja de resonancia de su expansión. En comunicación en salud es clara la importancia de proveer explicaciones a la ciudadanía sobre lo que está sucediendo, sus riesgos, así como también implicarla en soluciones, para lo cual la comunicación constituye una importante aliada para la gestión política, social, institucional y sanitaria (Costa-Sánchez & López-García, 2020).

Con la propagación de la COVID-19, declarada pandemia por la OMS en 2020, no sólo se afectaron millones de personas con la enfermedad, también en un mundo interconectado por grandes redes de información y telecomunicaciones, se ha generado un gran despliegue de datos, noticias y en general una gran marea informativa sobre el coronavirus (Chakravorti, 2020).

Si bien se puede encontrar información pertinente para generar medidas de contención, también, este exceso puede tener consecuencias como la desinformación (Ahinkorah, Ameyaw, Hagan, Seidu, & Schack, 2020) y la información falsa (Pulido, Villarejo-Carballido, Redondo-Sama, & Gómez, 2020).

La desinformación y las noticias falsas constituyen una amenaza en la sociedad actual (Allcott, Gentzkow & Yu, 2019). La información falsa sobre la COVID-19 va creciendo rápidamente e incluye referencias a curaciones fingidas, mitos sobre el origen de la enfermedad y teorías conspiratorias (Chakravorti, 2020) (Del Vicario, Bessi, Petroni, Scala, Caldarelli, Stanley & Quattrociocchi, 2016).

La amplia recepción de mensajes puede generar percepción de estar informado, pero esto no implica que se tomen medidas de autocuidado (Igartua, Ortega-Mohedano, & Arcila-Calderón, 2020). Ante estas circunstancias, la OMS considera que se está viviendo una infodemia, es decir, el alto impacto de información falsa y no comprobada que circula en internet.

La cantidad de publicaciones sobre el tema (Aleixandre-Benavent, Castelló-Cogollos y Valderrama-Zurián, 2020) (Vicente Domínguez, Beriain Bañares & Sierra Sánchez, 2021) (Cheng, C., Ebrahimi, O.V. , Luk, J.W., 2022), motivó la realización de una revisión con el

objetivo de rastrear la forma como se ha abordado la infodemia sobre la COVID-19 en los artículos publicados de enero de 2020 a enero de 2022 en el Web of Science (WOS) y Scopus, a partir de las siguientes preguntas de investigación: ¿Cómo asumen infodemia (temas, énfasis) y su relación con la COVID-19 los artículos científicos publicados en WOS y Scopus en el período de enero de 2020 a enero de 2022? ¿Qué abordajes metodológicos fueron usados en estos estudios? ¿Cuáles son los principales hallazgos sobre comunicación y Covid19 (fuentes, medios, contenidos, públicos) y desafíos para futuras investigaciones sobre infodemias?

Se incluyeron palabras de búsqueda (inglés y español) como infodemia- COVID-19, desinformación – COVID-19, noticias falsas – COVID-19, información falsa – COVID-19, se revisó la colección principal de WOS y Scopus por el período enero de 2020 a enero de 2022, y se excluyeron las cartas al editor y editoriales.

Siguiendo el modelo de revisión sistemática de literatura (Denyer & Tranfield, 2009) la información se procesó con una matriz de extracción y síntesis de datos (cuantitativos y cualitativos), a partir de las preguntas de investigación. Los resultados se presentan con tablas y gráficas, y en la discusión se sintetizan las principales tendencias, conceptualizaciones, abordajes metodológicos y resultados en la comprensión de las infodemias.

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2557

Developing a Global Data Utilization Framework

Authors

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Abstract

The COVID-19 Trends and Impact Survey (CTIS) and the COVID Preventions Survey are large, global cross-sectional, internet-based surveys implemented continuously since April 2020. Funded and distributed through Meta (Facebook), this survey has captured data on knowledge, attitudes and practices around COVID-19 and vaccine acceptance from 30 million+ respondents from over 200 countries. For nearly two years, Johns Hopkins Center for Communication has visualized and communicated the results of this survey via an online platform called the COVID Behaviors Dashboard (covidbehaviors.org) and developed a framework for promoting data utilization.

Central to this framework is the dashboard, which orients users to the data in an interactive and actionable way. Designed with public health practitioners, WHO officials and policy advocates in mind, it provides embedded tools such as the Insights Icons, which describe the graphics, explain their public health significance and inform the users how to interact with the graphic so they can incorporate their learning into risk communication and/or advocacy efforts. Access to robust and timely data varies across countries and in many LMICs, data from the CTIS is the only data available on behaviors related to COVID. In order to bring data users to the dashboard, communication efforts included numerous webinars and speaking engagements, regular, direct outreach to constituents around data updates and the creation of a feedback loop with users. This presentation will provide an overview of the data utilization framework developed through this project that includes the design of the dashboard and complementary activities, while also providing examples of how these data were utilized in practice around the world.

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2606