

Editor's Note

Vol. 3 No. 2 (2025): Health Communication at the Crossroads of Technology and Society

The *Journal of Medicine, Humanity and Media* is honored to present its second issue of 2025, marking the final collection of exceptional scholarship from the 7th International Conference on "Medicine, Humanity and Media" (MHM2024). This edition encapsulates the vibrant discourse on health communication in an era defined by rapid technological advancement and complex societal challenges, offering a synthesis of empirical rigor, theoretical reflection, and actionable insights.

Navigating Digital Frontiers

This issue brings together a diverse array of studies that interrogate the transformative role of digital technologies in health communication. Key themes include the ethical dilemmas posed by AI-driven health chatbots, the global-local dynamics of e-cigarette regulation on platforms like Douyin and TikTok, and the dual-edged potential of social media in amplifying public health messages while perpetuating misinformation. Researchers also explore innovative approaches to mental health interventions, emphasizing the need for culturally responsive strategies in digital spaces where marginalized populations often navigate invisible barriers.

Technological integration emerges as a recurring motif. One study examines how urban youth engage in embodied practices of digital health literacy, challenging conventional paradigms of health education. Another investigates the interplay between media narratives and public perceptions of chronic diseases, revealing how storytelling shapes collective health consciousness. Together, these contributions underscore the necessity of grounding technological innovation in ethical frameworks that prioritize equity and accountability.

Announcing the 8th MHM Conference

As we conclude the MHM2024 scholarly journey, we are excited to announce the 8th International Conference on "Medicine, Humanity and Media" (MHM2025), hosted by Peking University from July 6 to 11, 2025. Under the theme "Reconstructing Health Communication Knowledge Systems in the Digital-Intelligent Era", the conference will confront pressing questions such as: How can generative AI redefine health communication while addressing ethical pitfalls like algorithmic bias and data exploitation? What innovative strategies can leverage multimodal technologies for crisis communication and behavioral interventions? How might interdisciplinary collaboration dismantle digital divides to foster global health equity? Sub-themes include:

- Health intervention and behavior change in the digital-intelligent era
- Digital-intelligent technologies and multimodal health message design/dissemination
- Public health emergence and digital-intelligent communication
- Case studies on digital divides and health inequalities
- Strategic health advocacy and communication promotion in the digital-intelligent era (e.g., tobacco control, cerebral stroke, weight management, etc.)

-Theoretical/methodological development and paradigmatic shifts in health communication research driven by digital-intelligent technologies

-Other related topics

Submissions for individual papers (5,000–8,000 words in Chinese; 3,000–5,000 words in English) and panel proposals (4–6 papers per panel) are invited by May 15, 2025. Selected contributions will be published in the Journal of Medicine, Humanity and Media and recommended to leading academic platforms. For submission guidelines, visit <http://mhmjournal.net> or contact mhm_office@163.com.

A Catalyst for Change

This issue reaffirms the journal’s mission to bridge academic inquiry and societal impact. From debunking health misinformation to advocating for stroke prevention strategies, the studies herein illuminate health communication’s pivotal role as both a scholarly discipline and a driver of public health transformation.

We extend our deepest gratitude to the authors, peer reviewers, and MHM2024 participants whose dedication enriches this volume. As we navigate the uncharted waters of the digital-intelligent era, may these insights inspire bold, ethically grounded innovations in pursuit of a healthier, more equitable world.

编者按

2025 年第 3 卷第 2 期：技术与社会交汇处的健康传播

《医学、人本与媒介》2025 年第二期圆满呈现第七届“医学、人本与媒介”国际学术会议（MHM2024）的收官研究成果，聚焦数智技术重塑下的健康传播前沿议题。本期以实证探索与理论为双翼，勾勒技术赋能与伦理挑战并存的学术图景。

数智前沿的多元探索

本期研究涵盖健康传播领域的核心关切：人工智能健康聊天机器人的伦理争议、短视频平台电子烟监管的全球本土化张力、社交媒体健康谣言治理的双刃剑效应，以及数字技术介入心理健康干预的文化敏感型策略。学者们亦通过都市青年数字健康素养的实践研究，解构传统健康教育范式；借由慢性病媒体叙事的分析，揭示公共认知塑造的深层机制。这些成果共同指向一个核心命题——技术创新必须与伦理责任并重，方能在变革中守护健康公平。

第八届 MHM 会议征稿启事

值此学术传承之际，我们隆重宣布，第八届“医学、人本与媒介”国际学术会议（MHM2025）将于 2025 年 7 月 6 日至 11 日在北京大学召开。本届会议以“数智时代健康传播知识体系的重构”为主题，探讨健康传播如何构建适应技术变革的知识体系？如何通过跨学科协作应对数据伦理、算法偏见与健康公平的挑战？如何利用智能工具赋能公众健康素养提升？聚焦以下分议题：

1. 数智时代的健康干预与行为改变

2. 数智技术与多模态健康讯息设计与传播
3. 公共卫生危机中的数智传播与舆论引导
4. 应对数智鸿沟与健康不平等的个案研究
5. 数智时代的健康传播策略与方法（控烟、体重管理等）
6. 数智时代健康传播理论与方法创新及范式转型
7. 其他相关议题

现开放个人论文（中文 5000-8000 字；英文 3000-5000 词）与分论坛提案（每论坛 4-6 篇论文）投稿，截止日期为 2025 年 5 月 15 日。入选论文将发表于本刊并推荐至权威学术平台。投稿细则详见会议官网 <http://mhmjournal.net> 或联系 mhm_office@163.com。

致谢与展望

本期成果凝聚了 MHM 与会学者、匿名审稿人及编辑团队的心血，在此谨致谢忱。面对数智时代的澎湃浪潮，本刊将持续搭建跨学科对话平台，推动健康传播研究扎根理论、服务实践，为全球公共卫生事业注入学术智慧。