Stigmatized and Damaged: Public Health Challenges from Stigmatization to Disinformation： A Review of Shanghai University Presentation

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Abstract

On the afternoon of July 9, 2025, the 8th "Medicine, Humanity and Media"Health Communication International Conference & PhD Symposium — Shanghai University Presentation: "Stigmatized and Damaged: Public Health Challenges from Stigmatization to Disinformation" was held at Peking University. The presentation was led by Associate Professor Qijun He of Shanghai University, who, together with three doctoral students, reported on disease stigma and social context, the impact of naming type and picture type on public stigma in Alzheimer's disease, identity dilemma and coping strategies of elderly male AIDS patients, and the threat of disinformation posed by AI-generated in-depth falsified content for health, respectively. Hongliang Chen, a Research Fellow at Zhejiang University, as a reviewer affirmed the research and made suggestions, and Professor Jing Xu of Peking University expressed her sincere gratitude to all the presenters and participants.

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Keywords

The content of the paper comes from Shanghai University Presentation of the 8th "Medicine, Humanity and Media" Health Communication International Conference & PhD Symposium.

On the afternoon of July 9, 2025, the 8th "Medicine, Humanity and Media" Health Communication International Conference & PhD Symposium: "Shanghai University Presentation: Stigmatized and Damaged: Public Health Challenges from Stigmatization to Disinformation" was held in the Lecture Hall of School of Journalism and Communication, Peking University.

The presentation was led by Qijun He, an associate professor at the School of Journalism and Communication of Shanghai University. Her presentation was entitled "'She Jing Bing" and "Yu Yu Zheng": Disease Stigmatization and Social Context"', in which she explored the naming patterns of diseases and the stigma they entail. She also examined the complex impacts of such internet slang as "She Jing Bing" and "Yu Yu Zheng," and revealed the connection between the formation of disease stigma and the social context.

Xin Xu, a doctoral student at Shanghai University's School of Journalism and Communication, delivered a presentation entitled "Do Naming and Symptoms Lead to Public Stigma? An Experimental Study Based on Alzheimer's Disease". Through experimental methods, the report explored the impact of Alzheimer's disease naming types and image types on public stigma, and also revealed the mediating and moderating effects involved.

Yuemeng Lu, a doctoral student at Shanghai University's School of Sociology and Political Science, delivered a presentation entitled "Nowhere to Speak: Identity Dilemmas and Coping Strategies of Elderly Male AIDS Patients". Based on in-depth interviews with 10 elderly men with AIDS, the study analyzes their identity struggles across psychological, social, and familial dimensions including sociocultural conflicts and information isolation, and the coping mechanisms they adopted, such as self-adjustment, privacy management, and seeking social support.

Linna Kong, a doctoral student at Shanghai University's School of Journalism and Communication, presented a study titled "Understanding the Hidden Tensions of Deepfakes in Health Fact-checking: A Mixed Method Study". The research analyzes the threat of disinformation posed by AI-generated health deepfake content, pointing out that fact-checking pays insufficient attention to health risks while focusing on technical features, and that responses vary across regions and institutions, calling for the integration of risk communication and public education.

As a reviewer, Hongliang Chen, a Research Fellow at the College of Media and International Culture of Zhejiang University, recognized the research of the presenters. At the same time, he put forward some suggestions combined with the characteristics of the research, which provided ideas for the deepening of the subsequent research. The organizer of this conference, Professor Jing Xu

at Peking University's School of Journalism and Communication, participated in the whole forum and expressed her sincere gratitude to all the presenters and participants.

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