The Journal of Medicine, Humanity and Media
2025, Vol. 3, No. 4, 276-279
https://doi.org/10.62787/mhm.v3i4.256

Intelligent Empowerment and Humanistic Integration: A Review of South China University of Technology Doctoral Research Forum University

Shupeng Li[a*]

[a*]*School ofJournalism and Communication, Peking University*

Abstract: On July 10, 2025, the South China University of Technology session of the 8th International Conference on "Medicine, Humanity, and Media" (MHM2025) was held at Peking University's School of Journalism and Communication. Led by Professor Rui Jian, the forum focused on "Intelligent Empowerment and Humanistic Integration: AI in Health Communication—Innovations and Audience Insights." Five scholars presented their latest studies. Topics included the role of social support in AI health communication, the effects of chatbot communication styles on persuasion, predictors of older adults ' technology adoption, the persuasive limits of AI-generated health content, and media portrayals of AI-assisted medicine. Employing methods such as experiments, systematic analysis, and surveys, these studies revealed that evaluation support enhances self-efficacy more effectively than emotional support, politeness in chatbot interaction strengthens persuasion, subjective age predicts adoption among older adults, AI-generated content lacks solutions for behavioral barriers, and media coverage tends to overstate technological utopianism. The findings offer new insights into the psychological and cultural mechanisms of AI-driven health communication.

Keywords: Health Communication, Artificial Intelligence, Audience Insight, Digital Media, Technology Adoption

CONTACT Shupeng Li heydongdong@qq.com

On the afternoon of July 10, 2025, the South China University of Technology (SCUT) session of the 8th International Conference and PhD Symposium on "Medicine, Humanity, and Media" (MHM2025) was held at Room 113, School of Journalism and Communication, Peking University.

The session, led by Professor Jian Rui, was themed "Intelligent Empowerment and Humanistic Integration: AI in Health Communication—Innovations and Audience Insights." Professor Rui and four scholars presented a series of studies that combined theoretical exploration with practical concerns. Their work examined the social support functions of AI, the communicative style of chatbots, technology adoption among older adults, the persuasive power of AI-generated content, and media portrayals of AI in healthcare. Together, these studies offered forward-looking insights into health communication in the digital intelligence era.

Professor Jian Rui opened with a study grounded in social support theory, proposing that AI health communication should be understood not merely as information transmission but also as relationship building. Findings showed that while emotional support from AI chatbots did not directly alleviate negative emotions, evaluative support significantly enhanced users' self-efficacy. Moreover, the perceived closeness of human–AI relationships amplified the positive impact of evaluative support.

Doctor Yao Yao examined the art of communication in AI persuasion. His experiments revealed that aggressive communication styles triggered psychological reactance and reduced intentions for healthy behaviour, whereas polite communication fostered more harmonious relationships. Importantly, the degree of AI anthropomorphism moderated these effects: when

highly anthropomorphic chatbots used aggressive language, the violation of social interaction norms provoked even stronger resistance.

Doctor Chun Long focused on older adults' technology adoption, challenging the stereotype of older adults as "technological refugees." Introducing the concept of subjective age, her research showed that the combination of objective and subjective age better predicted adoption. Notably, those with both younger objective and subjective age were more likely to become early adopters and exert a demonstration effect within their peer groups.

Doctor Sixia Quan analysed AI-generated health content using DeepSeek as a case study. Drawing from health communication theory, she built a framework with four dimensions: threat perception, efficacy perception, behavioural barriers, and cultural context. Applying this framework to 77 AI-generated health science articles, she found that AI excelled in knowledge delivery but lacked strategies for behaviour change, such as addressing barriers or providing normative guidance. Experimental results showed that although higher framework scores correlated with stronger persuasiveness, they did not significantly increase intentions to adopt healthy behaviours.

Finally, Doctor Fangzhou Zhou investigated media portrayals of AI-assisted medicine. Content analysis of 1,632 news articles revealed a strong "technological utopianism" bias: 85.7% of reports adopted a positive tone, 76.5% omitted potential risks, and 63.8% failed to explain underlying technical principles. A nationwide survey further confirmed that greater media exposure increased positive attitudes directly and also indirectly by reducing perceived risks. Media effects were moderated by AI literacy, with individuals of lower literacy being more susceptible to influence.

The session concluded with a lively discussion between presenters and attendees. Questions were raised about whether chatbot communication styles and relationship building may follow non-linear patterns, what the “optimal level” of anthropomorphism might be, and whether experimental materials risk triggering uncanny valley effects. The SCUT session demonstrated both theoretical depth and practical relevance, expanding perspectives on AI’s role in health communication and pointing toward more inclusive and effective strategies for the digital era.

Note: This article is based on paper abstracts and presenters’ summaries. Please contact the authors directly for citation permissions.