

# Conference Proceedings of the 6<sup>th</sup> International Conference of "Medicine, Humanity and Media"

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# **Intergenerational Differences in Health Information-Sharing Behavior: An Experimental Study on the Mediation of PAD Emotional Structure and the Moderation of Risk Framework**

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**Abstract:** Family is the basic unit of society and is usually where the communication of health information starts. Thus, intergenerational communication and persuasion of about health information has been an important topic in the field of health communication. This study examines intergenerational differences in health communication and explores the causes of these differences from the perspective of the structure of feeling. An interaction experiment shows that generational differences, as a single physical connection, may not be the only cause of the audience's emotional structure; rather, a dual social connection consisting of both intergenerational differences and the information framework may be the primary cause. The emotions of pleasure and dominance play intermediary roles between generational difference and users' behavior of sharing health information. However, the degree of arousal is not an efficient intermediary. By understanding the cognitive path of microbehaviors and providing empirical evidence, this study hopes to reduce "inefficient public information" in intergenerational health communication and to facilitate more precise communication.

**Keyword:** Health Communication; Generational Difference; PAD Model; Risk Framework

## **Linking the pathway from social media health information seeking to health misinformation sharing: A moderated serial mediation model**

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**Abstract:** Seeking health information from social media has become prominent in recent years. Meanwhile, the proliferation of online health misinformation keeps abreast of this tendency and sparks grave concerns. Drawing upon the S-O-R (Stimulus-Organism-Response) model and the cognitive load theory, the current study aims to clarify the relationship between social media health information seeking and health misinformation sharing with a focus on the Chinese middle-aged or above group, which has been deemed particularly susceptible to online misinformation. Results of structural equation modeling based on an online survey (N = 388) disclosed a serial mediation process with health information overload and misperceptions as sequential mediators. Interestingly, while health misperceptions were positively related to misinformation sharing intention, health information overload was not. Furthermore, as a critical

information processing predisposition, the need for cognition only buffered the positive association between information seeking and information overload. Overall, besides proposing a moderated serial mediation model to better comprehend the psychological mechanism underlying health misinformation sharing, this study highlights the importance of zooming into the organism part and distinguishing between information overload and misperceptions in the context of health misinformation. Theoretical implications for unraveling online health misinformation sharing and practical implications for boosting immunity against health misinformation among at-risk groups are discussed.

**Keywords:** Health misinformation; information seeking; misinformation sharing; information overload; misperceptions; need for cognition

## **Analysis of Supportive Communication Based on TVDM Social Network Information Propagation Dynamics Model: A Case Study of Weibo HIV Online Support Groups**

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(1. National University of Singapore)

**Abstract:** Utilizing digital health technologies for mental health and medical knowledge during HIV/ADS prevention becomes an emphasis proposed by the Joint United Nations Programme on HIV/AIDS (UNAIDS), and supportive communication within HIV online support groups can be its cutting point. Although previous research has delved into the social network structure of HIV online support groups and the content effects on support information, there remains a dearth of exploration about support information propagation within HIV online support groups. This research collects posts (n=1401), comments (n=2402) and reposts (n=1415) from December 2nd, 2016 to August 11th, 2023 within HIV online support groups on Sina Weibo and classes them into emotional and informational support information by SVM model, aiming at quantifying support information propagation probability based on the Time-Varying Damping Motion (TVDM) social network information propagation dynamics model, clustering each type of support information's propagation patterns based on T-SC time series clustering algorithm, and exploring factors of propagation probability with principal component regression. It is found that emotional support information has one propagation pattern while informational one has two. In particular, emotional support information tends to hold a higher propagation probability than informational one, while informational support information likely propagates multiple times. Furthermore, besides network-structural positive effects, the time interval between user posting and

user encountering information is negatively associated with information propagation probability. This research provides insight into HIV digital prevention and caring for HIV patients' mental well-being.

**Keywords:** Supportive communication, HIV online support groups, Information propagation dynamics, Social network analysis

## **Emotion contagion on social media and simulation of intervention strategies after a disaster event: a modelling study**

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**Abstract: Background:** Global warming may increase the frequency of flooding events due to rising sea levels. There has been a recent surge of reports about natural disasters on social media. Creating a positive online emotion-oriented environment for public opinion is one of the means to effectively avoid social problems caused by the contagion of negative emotions. This study aimed to take a natural disaster event involving avoidable deaths and child casualty as an example to identify emotion contagion and conduct simulation intervention.

**Methods:** Data derived from Chinese Sina microblog about the aftermath of the 8-13 flash flood in Longcaogou Scenic Area, Sichuan province, China. We developed an emotion-based post-susceptible-comment-removed (PSCR) model according to the emotion transmission mechanism to simulate the process of emotion contagion on social media. This study also conducted three intervention scenarios to analyze the appropriate measures to create a better online community after a flood disaster occurs. **Results:** The overall sentiment of posters after this flood was negative, with three epidemic peaks. Negative emotions are more persistently existing and contagious than positive emotions. The abundance of negative emotional comments is mainly caused by neutral and negative post transmission. Reducing the size of negative posts from 100% to 50% can effectively reduce the quantity of negative comments by 14.97% and reduce the quantity of positive comments by 7.17%. Reducing the number of negative blog posts and increasing the number of positive posts simultaneously are beneficial to reducing the relative ratio of negative to positive comments. **Conclusion:** This study applied a PSCR model to explain the transmission process of posts to comments and simulated interventions that changed the proportion of positive and negative original posts to better explore guideline strategies for public opinion.

**Keywords:** Emotion contagion, dynamic model, intervention simulation, natural disaster, intervention simulation

# **Social, Media and Personal Factors on the Elderly's Intention of Health Protection**

—During China's COVID-19 Control Release Period

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**Abstract:** This study examines the intention of older adults to protect themselves and the influencing factors after the release of China's Covid-19 restrictions. Drawing upon the structural influence model of communication (SIM), this paper tests the potential mediating roles of three different types of media exposure between cognitive and structural social capital and protective behavior intention, as well as the moderating role of negative emotions between social capital and media exposure. The results find that newspaper and radio exposure and television exposure mediated the influence of structural social capital on protective behavior intention. By contrast, cell phone exposure is an additional way in which cognitive social capital impacts the protective behavior intention, and negative emotions play a moderating role in cognitive social capital and cell phone exposure. Therefore, this study highlights the significant roles of media communication, individual-level and social-level elements in increasing health behaviors among older adults, within the context of the post-epidemic era.

**Keywords:** Covid-19, Health protection, Social capital, Media exposure, Negative

## **The segmentation strategies for social media-based smoking education in China: based on health belief model**

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**Abstract: [Objectives]** The current study set out to examine the effects of unintended exposure to anti-smoking-related information during the routine of social media use on actual anti-smoking behaviors based on the health belief model. And it aims to determine the smoking characteristics of the social media users as well as ascertaining the choice of social media platforms of smokers. In addition, this research was conducted to identify the differences in path coefficients among different subgroups. **[Methods]** An online survey provided quantitative data from 921 social media users, including 466 smokers and 455 non-smokers. Chi-square tests were utilized to identify the differences in smoking characteristics and the choice of social media platforms. Then, partial least squares structural modeling (PLS-SEM) was employed

using Smart PLS 3.3.5 to test hypotheses and the multi-group analysis (MGA) was conducted to quantitatively describe the differences in path coefficients. **[Results]** Firstly, social media users who are male, or elder, or with higher monthly income are more likely to be addicted smokers and reported using regular cigarette more frequently, while the female smokers tend to use e-cigarette. Second, smokers who reported higher monthly income or higher education level or using e-cigarette rely on Sina microblog to obtain antismoking information. And the smokers who reported using regular cigarette prefer TikTok. Thirdly, there was empirical evidence that anti-smoking information scanning via social media platforms exerts a positive effect on smokers' anti-smoking behaviors ( $\beta = 0.149, p < .001$ ) by directly influencing their perceived barriers ( $\beta = -0.254, p < .001$ ), perceived severity ( $\beta = 0.196, p < .001$ ) and self-efficacy ( $\beta = 0.347, p < .001$ ). And the anti-smoking information scanning via social media platforms is positively associated with non-smokers' self-efficacy ( $\beta = 0.421, p < .001$ ), thereby promoting their anti-smoking behaviors ( $\beta = 0.421, p < .001$ ). Finally, there was no significant difference in the direct and total effect of anti-smoking information scanning on smokers' perceptions and actual behaviors among subgroups (age, gender, income, CPD, TTF). And anti-smoking information scanning exerts a more decisive influence on perceived barriers of female non-smokers than male nonsmokers (Diff.= 0.219,  $p < .001$ ). **[Conclusion]** The present results highlight the effectiveness of anti-smoking information dissemination via social media on public anti-smoking behaviors and put forward the segmentation strategies targeted to various users and tailored to three social media platforms.

**Keywords:** scanning information acquisition; anti-smoking behaviors; health belief model; social media; tobacco education; segmentation strategies

## **The Impact of Tie Strength and Message Framing on Intention to Participate in Medical Crowdfunding: Based on the Perspective of Social Capital**

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**Abstract:** Medical crowdfunding plays an important role in promoting the development of medical public welfare, but the public enthusiasm for charitable donations is not high, so it is necessary to understand the relevant factors affecting the intention of medical crowdfunding. Based on the perspective of social capital, the study uses WeChat Moments as a research scenario to explore the influence of tie strength, message framing on medical crowdfunding intention, and the moderating effect of social capital through experimental methods. The study found that under the scenario of strong relationship, the donation and sharing intention of participants was significantly higher than that in the scenario of weak relationship, and structural and cognitive social capital had positive moderating effects on donation and sharing

intention, respectively. When faced with loss-framed message, donation intention of participants was significantly higher than when they faced gain-framed message; When in a strong relationship scenario, participants were more willing to donate to projects that also used loss frame. This study provides practical guidance for fundraisers on how to better seek financial support and provides reference for promoting the development of "Internet+" medical public welfare.

**Keywords:** Social capital; Medical crowdfunding; Tie strength; Message framing

## **The role of generative AI in mental health care and implications: A scoping review**

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**Abstract: Background:** Generative AI (GAI) represents a novel and exciting technological advancement with immense potential in the domain of mental health care. However, limited research has attended to inform the technological landscape of GAI in mental health care. **Objective:** The objective of this scoping review is to synthesize available literature describing the use of GAI for mental health to inform the current state of knowledge in this area. The review consists of two parts: an in-depth review of research that leveraged advanced generative techniques and a brief review of research that relied on traditional pattern matching or retrieval/rule-based techniques. **Methods:** The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) extension for Scoping Reviews was followed to facilitate the review process. Records were searched within eight reputable sources including Web of Science, PubMed, IEEE Xplore, MedRxiv, BioRxiv, Google Scholar, CNKI and Wanfang databases between 2013 and 2023 with inclusion and exclusion criteria established. **Results:** A total of 147 articles are eligible for scoping review, with 44 meeting the inclusion criteria for in-depth review. Six key use cases were identified: detection of mental problems; counselling support; therapeutic assistance; clinical training; facilitation of clinical decision making; and goal-driven optimization. Data sources and types of GAI techniques varied by use case. Although the in-depth review in our research revealed numerous instances of conversation generation, more opportunities and possibilities have emerged with the advancement of technology which include delivery of more personalized conversation in counselling session; data augmentation for accuracy improvement; image generation for therapeutic purpose. The search also identified 103 articles that reported on traditional GAI approaches, which highlighted additional fields where advanced GAI can be applied to maximize the benefits of GAI implementation in mental health care delivery. The findings of this review can be used to inform various stakeholders, including researchers, clinicians, and support seekers, about the potential applications and implications of GAI in the field of mental health.



**Keyword:** generative AI; mental health; ChatGPT; chatbot; depression; anxiety

## **What drives the public engagement of COVID-19 vaccine information on TikTok? A configurational approach based on content analysis**

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**Abstract:** Understanding the underlying mechanism of public engagement of COVID-19 vaccine information in social media platforms is important for forming effective health communication strategies and improving vaccine information campaigns. Situated in the TikTok health communication context, the study proposed an extended framework by incorporating the behavioral and processual perspectives and integrating two models (i.e., the health belief model and communication process model) to analyze the underlying mechanism of public engagement with COVID-19 vaccine information on TikTok. Specifically, the study used the crisp-set qualitative comparative analysis (csQCA) approach based on content analysis to explore the configurational patterns of factors derived from the extended framework we constructed. Results from csQCA revealed four configurational patterns for both higher and lower public engagement and drew seven propositions regarding the patterns of vaccine information dissemination on TikTok. The study discussed theoretical contributions to the literature of health promotion mechanisms in the social media context and practical contributions to vaccine information campaigns from both enabling and inhibiting perspectives.

**Keywords:** public engagement; COVID-19 vaccine; QCA; content analysis; health belief model; model of communication process

## **Rethink the cognitive mediation model in the social media environment: The impact of media attention on multidimensional health knowledge and the moderating role of perceived familiarity**

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**Abstract:** The accelerated pace of modern life and the exacerbation of many risk factors have made breast diseases a common and prevalent disease threatening women's health. Social media is a vital way for the public to obtain knowledge of breast health. Based on the cognitive mediation model, a total of 236 females in China were recruited to participate in an online survey in June 2023. The results showed that social media attention indirectly influenced individuals' operative knowledge level through the mediating effect of elaboration and interpersonal communication, and the

effect of social media attention on elaboration was negatively moderated by perceived familiarity. Moreover, we did not find a significant predictive effect of elaboration and interpersonal communication on individuals' factual knowledge levels. The authors conclude that the cognitive mediation model in health contexts should incorporate the mediating role of interpersonal communication and explicate knowledge into different dimensions. It helps to extend the cognitive mediation model in the social media environment and provides practical guidance on health information dissemination to enhance female's knowledge acquisition of breast health.

**Keywords:** social media attention; elaboration; interpersonal communication; factual knowledge; operative knowledge; perceived familiarity

## **The Media Representation of Doctor-patient Communication in Chinese Context: A Case Study of Documentary Life Matters**

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**Abstract:** The establishment and maintenance of a harmonious doctor-patient relationship is of great significance to the implementation of the Healthy China strategy in the new era. Widely disseminated media content will guide the public's perception of the relationship between doctors and patients. By recording real medical stories, Chinese medical documentaries play a humanistic mission of promoting dialogue between doctors and patients to resolve conflicts. The medical documentary "Life Matters", which focuses on doctor-patient communication, constructs the "media reality" of Chinese-style doctor-patient communication through multiple-faceted real stories and using hospitals as the main scene. From the analysis of discourse strategies and discourse framework, it is found that "Human World" presents vivid media images of doctors and patients full of contradictions, and the media discourse of doctors and patients is influenced by the cognitive structure of producers and social and cultural context. The media image promoted the shaping of the public discourse on the doctor-patient relationship, and contributed to the harmonious development of the doctor-patient relationship.

**Keywords:** Medical documentary; doctor-patient communication; media discourse; health communication

## **Research on health communication strategy of chronic diseases in youth under KABP Model**

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**Abstract:** Under the background of "Healthy China", the health literacy of the youth group is worthy of attention. At present, the chronic diseases in our country have the tendency of becoming younger, and the health communication has a positive effect on the prevention of the chronic diseases in the youth group. Based on the KABP Model

this paper analyzes the present situation of chronic disease health communication and the media preference of young people, especially for obtaining health information, This paper will also put forward the communication strategy of youth health information from three dimensions of knowledge, attitude-belief, practice, which can provide reference for the construction of healthy China in the communication aspect.

**KeyWords:** KABP Model; youth group; chronic disease; health communication strategy

## **Research on Hospital Issues in China's Health Communication Discourse: A Framework Based on Knowledge Archaeology**

Xingyuan Du<sup>1</sup>

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**Abstract:** Health communication research that integrates multiple academic discourses has been introduced from the Western academic community and has undergone theoretical travel and discourse migration in the Chinese context, thereby revitalizing the field with new theoretical perspectives. Based on this background, this study utilizes a framework rooted in knowledge archaeology to conduct an academic history review of the discourse system in China's health communication research. It argues that the discourse transformation of hospital issues in China's health communication research reflects the process of theoretical travel and the achievements and challenges of gradually constructing an independent knowledge system in Chinese health communication research. Building an independent knowledge system for health communication research in China requires two essential steps: enhancing awareness of local issues and breaking down disciplinary barriers. By focusing on these steps, researchers can develop a robust and comprehensive understanding of health communication in the Chinese context. This knowledge will not only contribute to the academic field of health communication but also help address specific challenges and improve health communication practices in China.

**KeyWords:** Health communication, Knowledge archaeology, Hospital issues, Independent knowledge system

## 健康类博主传播力关键组合路径研究——基于 HSM 模型的定性比较分析

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**摘要：**本文在启发式—系统式模型的基础上，结合意见领袖的内容生产与传播逻辑建立分析框架，并使用 fsQCA 对 100 个健康类微博博主的案例进行组态分析。研究发现：（1）以医疗内容多、媒介丰富度低、更新频次较高；公共诠释高、媒介丰富度低以及更新频次高；医疗类内容多、公共诠释高和更新频次高为核心条件的 4 种路径驱动高水平传播效果（2）系统式线索中的医疗内容多、公共诠释高等内容要素为不同组合中的核心条件，公共诠释低、信息原创高为不同组合中的边缘条件；启发式线索中媒介丰富度低、更新频次高等情境要素为不同组合中的核心条件，对话循环低、对话循环高为不同条件组合中的边缘条件。

**关键词：**健康传播；定性比较分析；组合路径

## 数说获益：护眼保健品广告信息框架与证据类型对购买意向的影响

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**摘要：**随着“健康中国战略”的实施、居民健康意识的日益提升以及健康焦虑的蔓延与年轻化，保健品市场迅速发展，护眼保健品更是实现了较大的增长幅度，保健品广告的说服策略以及年轻群体的保健品消费成为值得关注的问题。本文以年轻群体为研究对象，探究护眼保健品广告信息框架与证据类型对购买意向的影响以及感知风险、感知利益在其中的中介作用和心理距离的调节作用。研究采用在线实验法，进行了 2（信息框架：收益 v.s. 损失）× 2（证据类型：统计 v.s. 叙事）的分组实验。研究发现，相较损失框架和叙事证据，收益框架和统计证据更能促进年轻群体的购买意向；感知收益在证据类型对购买意向的影响中起中介作用；心理距离在信息框架对购买意向的影响中起调节作用。这丰富了信息框架的应用情境及其对健康信念与健康行为的影响研究，也为构建一个更能影响消费者健康行为与购买意愿的广告框架提供可参考的依据。

**关键词：**保健品广告；信息框架；证据类型；购买意向

## 广州市青年女性的媒介接触与 HPV 疫苗接种意愿分析--基于 EPPM 理论

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**摘要：**作为一种高发性疾病，高风险人乳头瘤病毒（HPV）的持续性感染是宫颈癌形成的主要原因，而接种 HPV 疫苗能够有效降低感染宫颈癌的几率。目前，宫颈癌患者呈现年轻化趋势，最小患者年龄仅在 18 岁，预防宫颈癌疾病，降低患病人数成为了国家政府以及大众的关注点。然而，在女性群体中，对于 HPV

及其疫苗的认知率不足,接种意愿不强烈,使得许多青年女性尚未开始接种 HPV 疫苗。随着媒介多样化发展,青年女性可以通过各种媒介接触、获取及传递各类健康资讯。有研究表明,媒介接触行为(接触渠道、频率和主动性)会对个体的健康行为意愿产生一定影响。本研究基于 EPPM 理论,借鉴相关变量概念构建研

究模型,并对青年女性群体(18-35 岁)进行了问卷调查,研究发现媒介接触行为和风险感知均可以影响 HPV 疫苗接种意愿,而恐惧情绪则会影响受众对 HPV 及疫苗的恐惧控制行为。这在一定程度上丰富了内涵,通过利用媒介进一步传播健康信息,提升 HPV 疫苗的接种意向,从而降低患病率,同时延伸了 EPPM 理论在健康传播上研究的维度,和丰富了 HPV 及其疫苗的研究成果。

**关键词:** HPV 疫苗; EPPM 理论; 接种意愿; 媒介接触

## 基于健康信念模式的大学生安全套使用意向研究

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**摘要:** 国家计生委发布的报告显示,我国青少年初次性行为平均年龄为 15.9 岁。然而,性观念的开放并没有带来安全性行为意识的提高。青少年面临着不安全性行为带来的健康风险(例如,性传播疾病感染、意外怀孕等),会影响个体未来发展、人际关系和家庭关系。始终坚持并正确使用安全套可以减少性传播疾病感染和意外怀孕的风险。现有研究表明,安全套和生殖相关知识、性别不平等的态度与青少年的避孕行为息息相关。本研究基于健康信念模型,探究大学生群体安全套使用意向的影响因素及影响机制。N = 239 名在校大学生完成了在线问卷调查,结果显示,健康信念模型可以显著预测大学生的安全套使用意愿;性安全知识水平通过感知益处、感知脆弱和感知严重性间接影响大学生安全套使用意向;平等性别角色态度会直接影响安全套使用意向,同时也通过感知益处和感知严重性间接影响安全套使用意向。研究结果为媒体更好地进行安全套使用相关科普提供了建议,对于减少大学生意外怀孕和人流率、提高社会总体生活质量和健康水平具有重要意义。

**关键词:** 安全套使用; 健康信念模型; 性安全知识水平; 性别角色态度

## 抖音平台女性健康科普中的身体展演研究

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**摘要:** 随着女性社会地位的提升和个人意识的增强,女性健康科普得到更多的重视,女性群体对于自身息息相关的健康知识有了更多的需求。本文以抖音短视频平台为例,综合运用内容分析法和深度访谈法,援引身体社会学理论、社会性别与媒介传播理论视角,归纳女性健康科普中的身体展演呈现形式,探讨身体展演背后反映出的自我、身体与社会的关系,分析女性健康观念受到何种影响又是如何形成的等问题。通过梳理与总结,研究得出短视频平台女性健康科普中身体展演存在的问题,以及其不容忽视的丰富意义:对女性健康观念的塑造有重要影响;赋权更多女性掌握身体的主动权,完整地认知、高度地重视和充分地享受自己的

身体；促进女性健康科普话题在社交媒体平台、家庭和社会公共空间中更多的可见性，营造一种充满科学与人文关怀的公共交流环境。

**关键词：**抖音；女性健康科普；身体展演

## **传达、调试与互信：智能传播时代下患者沟通适应性水平研究**

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**摘要：**在智能传播时代不断重塑各种社会关系并改变以往关系模式中的主客体结构与位置。本文观照的医患关系既受到泛在融智式的关系重构影响，又同时可能因为沟通过程中存在着的专业智识知差出现关系风险、信任危机，甚至造成在医患沟通过程中极端情绪与行为的发生。与此同时，智媒平台成为智能时代介入新型医患关系建立过程中的“关键因素”。基于上述，本研究试图通过患者沟通适应性水平测量工具的建立来回应医患间沟通的信任机制在智媒介入的场域变迁、知识赋能双重作用下是否对医患关系从建立到维系形成良好的调试效果。

**关键词：**智能传播时代；患者沟通适应性；多元主体；信任

## **新冠疫情背景下中医网络舆论形象变化研究——基于微博平台用户评论的实证分析**

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**摘要：**新媒体语境下,中医媒介形象的建构不仅取决于媒体组织的新闻文本,也受到网民评论文本的影响。近年来,伴随着我国政府对中医事业的肯定与扶持,以及各大主流媒体对抗击疫情中的中医贡献进行报道,中医的热度也不断攀升,而网络上有关中医的评论却是褒贬不一。为进一步了解网民口中的中医形象,本文以微博平台用户评论为研究样本,利用 python 对 2017 至 2023 年间有关中医的微博文本进行数据挖掘与处理,按照文本来源、发布时间、发布者身份、议题等对文本进行编码后,通过内容分析法对新冠疫情背景下中医网络舆论形象的现状与变化进行了研究。研究发现,疫情后中医网络舆论热度显著提高,除了中医医疗机构议题外,网民对其他议题的态度均有好转,并且发现大 V 博主在传播中医方面比普通博主效果更好。结合研究结果和舆论形成过程,本文提出营造良好舆论环境、建设中医网络传播队伍、针对不同议题细分传播策略、培养中医传播意见领袖等建议,希望能够帮助改善中医网络舆论形象。

**关键词：**中医；舆论形象；微博评论；内容分析

## 海外社交网络社群中的中医传播研究——以波兰脸书（Facebook） 社群“全民中医”为例

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**摘要：**国家高度重视中医的国际传播，作为“一带一路”沿线重要战略支点国，波兰是中国进入欧盟的中转站。社交媒体逐渐成为中医药海外传播的重要渠道，了解中医网络社群的传播特征，能为加强海外中医传播的针对性和有效性提供参考。本文以社交媒体平台脸书上的波兰网络社群“全民中医（TCM Medycyna Chińska dla każdego）”为研究对象，通过分析社群发帖内容梳理中医在网络社群中的传播特征与社群用户受众对中医的需求特征。研究发现，“全民中医”社群发帖主题主要包括中医培训、寻求帮助、中医知识和推荐方案，社群用户的需求主要关注信息需求、转发分享、社交活动、自我表达和职业发展。基于对波兰中医社群的考察，本文认为海外社交媒体中的中医网络社群是重要的中医海外传播渠道，但存在社群传播主体缺乏专业性，传播内容缺乏多样性，国内中医资源连接弱等问题，将海外中医社群纳入中医海外传播战略规划，结合一带一路战略规划资源，不仅可改善上述问题，也为中医海外传播的渠道创新提供了新的思路。

**关键词：**中医；海外传播；网络社群

## 全球健康促进的过去、现在与未来：基于十届全球健康促进大会的 回顾与分析

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**摘要：**自1986年以来，世界卫生组织举办10届全球范围的健康促进大会，涵盖了多个与健康促进和可持续发展相关的议题，形成了一系列共识与行动计划。本文通过对10届全球健康促进大会的宣言、报告及新闻等材料进行分析，研究了全球健康促进大会的关键领域、健康议题、行动者、影响力等重要成果；探讨了大会对全球健康促进共识与行动的建构与推进。第一届大会定义了健康促进内涵，确定了全球范围健康促进的五大关键领域，为后续会议及健康促进行动奠定了基础。后续历届大会不断拓展健康促进的定义与内涵、发展合作伙伴关系、发展健康促进公共政策、呼吁健康促进行动等，形成了全球共识，促进了集体行动。后期的大会具有很高的关注度和影响力。大会的成果为后疫情时代的全球健康促进工作提供重要指引，也为健康中国建设提供了国际化的视野与路径。

**关键词：**健康促进大会；世界卫生组织；全球健康；健康中国

## 社交媒体健康睡眠类信息在大学生中的传播效果研究——基于拓展的平行过程模式

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**摘要:** 统计数据显示,中国超3亿人存在睡眠障碍,国人睡眠平均时长十年间减少近1.5小时,19-35岁青壮年是睡眠问题高发年龄段。既有研究表明,疫情之后社交媒体在健康传播中的作用逐渐凸显,但现有健康传播研究多以传染病防治为题而对日常的健康话题缺少关注。本研究以拓展的平行过程模式为理论基础,通过问卷调查的方式探究影响社交媒体健康睡眠类信息在大学生中传播效果的因素。研究发现,社交媒体健康睡眠类信息媒体途径接触频率、不同媒介种类接触频率、人际交往/互动频率与感知效能呈现显著正相关,但与感知威胁无显著相关性,这与以往的研究有所不同;接触不同媒介类型的健康睡眠类信息对感知威胁和感知效能的影响存在差异,不同人口统计学因素也影响着大学生对于相关信息的威胁和效能的感知。

**关键词:** 健康睡眠; 健康传播; 拓展的平行过程模型

## 大学生在线健康信息替代搜寻行为影响因素研究

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**摘要:** 健康信息替代搜寻是老年人获得健康支持的重要方式。本研究以曾为家中老年人进行在线健康信息替代搜寻的大学生为研究对象,以扩展的信息寻求综合模型(CMIS)为理论框架,通过问卷调查法(N=321)探讨大学生为家中老年人进行在线健康信息替代搜寻的行为特征及影响因素,以期为老年群体健康信息传播提供新思路。研究发现,大学生群体为家中老年人进行健康信息替代搜寻的内容和搜索平台都相对基础;健康意识压力对健康信息替代搜寻行为影响并不显著,可能存在其他潜在情绪中介以及行为内驱力不足的情况;在孝文化牵动下显著性通过信息载体效用影响大学生的健康信息替代搜寻行为;自我效能感作为代际反哺的内在动力亦是影响在线健康信息替代搜寻行为的重要因素。

**关键词:** 在线健康信息; 替代搜寻行为; 信息寻求综合模型; 老年人

## 发达城市公众新冠疫情中的社交媒体参与研究

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**摘要:** 在因新冠肺炎疫情扩散导致的城市封锁时期,发达大城市的物理障碍影响了长期以来依靠互联网技术维持社会秩序运行的市民生活。在这种困境中,在社交媒体的帮助下,以社区为单位的个体或团体自发地进行集体购买商品、部署防疫控制、公民之间的互助。在微信集体聊天所建立的半公共领域中,存在着非利



益获取公民意见领袖和被动参与公民个人的相互交织。公民舆论领袖在半公共领域扩大了临时、微观和自发公民行为的产生和延伸。公民行动和公民互助缓解了新冠肺炎疫情中公众的物质短缺和心理焦虑。然而，社交媒体所呈现的数字排他性使许多数字接触较少的人(老年人、残疾人等)难以接触。在公民行为实践中获得维护自身利益的权利在一定程度上受到限制。虽然社交媒体依靠数字技术和大数据算法可以准确地获得不同用户的个性化需求，但新冠肺炎封锁造成的物理空间障碍进一步阻碍了低数字接触者学习社交媒体的机会，扩大了数字鸿沟，进一步加剧了半公共领域公民参与的不平衡和非普遍性。

**关键词：** 社交媒体； 市民生活； 新冠疫情； 公民权益

### **基于 2023 年微博平台案例的健康传播策略研究**

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**摘要：** 随着“健康中国”成为国家战略，健康传播受到越来越多的公众关注。在智能互联时代，得益于传播技术、方式的发展变革，健康传播呈现出不同以往的特点。本文通过对 2023 年健康传播案例网络传播数据的统计，提取出公共舆论高度关注且具有典型性的十大案例，以多维度数据为基础分析数字化进程下健康传播在内容主题、传播策略、传播方式、关注用户四个层面的特征，总结健康传播策略以推动健康信息的传播和推广，提高公众健康素养，助力健康、医疗主体应对数字化传播中的风险和挑战。

**关键词：** 健康传播； 微博平台； 案例研究； 策略

### **新媒介环境下重大突发公共卫生事件的舆论引导机制研究**

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**摘要：** 重大突发公共卫生事件以其事件发生的紧迫性、影响范围大、造成损害后果严重等特点引起了公众的广泛关注。随着网络技术的不断更迭和媒介环境的变化，舆论格局也呈现出新的特征，重大突发公共卫生事件的舆论引导对我国政府、媒体而言更是举步维艰。在 2020 年新冠肺炎疫情期间，疫情的突然爆发，对我国政府、媒体而言在危机状态下的舆论引导是一次重大的考验。因此在突发公共卫生事件中建立健全的舆论引导机制十分必要。

**关键词：** 重大突发公共卫生事件； 舆论引导； 困境； 机制

### **1911 年保定防疫宣传研究**

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**摘要：** 清末东北鼠疫爆发，保定因其特殊的政治地位以及交通地位，其疫情防控格外受清廷重视。1911 年 1 月，直隶出现疫情之后，保定迅速建立起以防疫局为

核心的防疫机制。直到 1911 年 4 月 13 日，保定临时防疫局正式裁撤，近三个月的防疫工作宣告结束，在此期间，保定城内都未出现染疫之人，可见保定的防疫宣传政策总体上取得了良好的效果。本文以 1911 年保定鼠疫防治宣传为研究对象，使用报刊作为主要资料，通过对保定防疫宣传手段、内容等情况的考察，具体探讨清末地方政府在重大卫生事件中对舆论宣传的考量，以及如何实现与普通民众的有效沟通，从而达到防疫政策顺利开展的目的。

**关键字：**保定；东北鼠疫；防疫宣传；白话文

## 中国针灸在美国的传播特点及其知识特征

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**摘要：**针灸是中国传统医学体系中的一个重要组成部分，具有简便验廉的特点。针灸从两千多年前的黄帝内经中的记载开始发展至今，经历了一代代的变革与发展，同时也走出了国门，传播到了远洋彼岸。目前，欧美的多个国家已经承认针灸的合法性与有效性，将针灸列入了国家医保范围，成为普遍医疗方式的一种。针灸在美国的传播有以下特点：1.美国针灸治疗适应症较国内区别较大，以精神疾病治疗为主。2.针灸理论体系结合了西医理论体系。3.美国的教育体系流派较多，也较具有本土化特色，以实践教育为主。基于这样的传播特征，美国针灸知识有以下特征：1.将中国传统理论与现代医学理论相结合。2.医、药、针相分离，将三者分割研究。3.流派较多，缺少标准统一的理论体系。

**关键词：**针灸；教材；美国；针灸教育

## 近代牙科知识的传播与话语建构

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**摘要：**牙齿作为人体器官的重要组成部分，其健康状况有着重要意义。明清以来，在医学理论方面，人们对牙齿问题论述比较详尽，但在日常实践中，普通民众对牙齿的关注却不尽人意。19 世纪下半叶，西方牙科学传入中国，与以往不同的近代牙科知识逐渐进入人们的视野。在社会和国家的双重推动下，近代牙科知识的传播手段不断丰富，传播范围也愈加广泛。通过大众传媒、学校教育和国家宣传等传播方式，近代牙科知识得到进一步传播，提示民众照顾牙齿健康、重塑卫生观念。与此同时，近代牙科知识在传播中也逐渐被构建成科学、健康、资本和政治的综合性话语。

**关键词：**近代；牙科知识；医疗社会史；知识传播

# 社交媒体情境下老年用户太极拳健康信息分享的形成机理与概念模型

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**摘要:** 太极拳作为实施全民健身战略的重要运动项目在健康传播中发挥着重要作用。本研究以学会使用社交媒体且有过太极拳健康信息转发经历的老年用户为研究对象,通过半结构化访谈获取数据并使用扎根理论这一具有探索性的质性研究方法对老年用户太极拳健康信息转发行为的形成机理进行探讨,共归纳出了 30 个概念、12 个范畴以及 4 个主范畴,构建了社交媒体情境下老年用户太极拳健康信息转发行为形成机理的概念模型。以环境因素、信息因素构成的外部因素和以心理因素和行为条件因素构成的内部因素以不同程度影响微信老年用户转发行为。其中,心理因素是直接影响因素,老年用户对个人偏好、价值感知、社会关系期望与社会规范的考量会直接产生太极拳健康信息的转发行为;环境因素、信息因素在行为条件因素的调节下,影响用户心理进而引发转发行为。

**关键词:** 社交媒体; 老年用户; 太极拳; 信息转发; 形成机理