

Editorial

What about the information?

Zhenyi Li

When faced with a major decision, we ask ourselves: what should we do? In the field of health communication, the most "headache" question in the past two years is: what should we do with health communication? More precisely, what should we do with information?

Why? Before the pandemic, most research on health communication focused on the exploration of transmission channels and the evaluation of communication effectiveness. During the pandemic, we have seen all kinds of misinformation and disinformation flying all over the place, and these bad information are "self-taught", especially using traditional, modern, high-tech, and even artificial intelligence channels to disseminate. This makes us deeply realize that in the past, we thought that information was correct, accurate, scientific and reliable in the field of health communication, and this should be a question mark for granted.

In other words, what we need to seriously study now is not how to make good use of multimedia and integrated media to do a good job in health communication, but how to push truly high-quality information to the people in need through various channels and technical means, especially when people are almost entertaining in the consumption of media, how to disseminate high-quality, truly "people-oriented" and truly "caring for life" information?

Although the topics of our articles in this issue are different, they are actually discussing the core issue of "what should be done with information?", because eye care, quitting smoking, vaccination, using condoms, overcoming sleep disorders, prevention and treatment of mental illness, and even the dissemination of health information between generations all involve a key question: how to deliver quality information, and how to let "Li Kui" regain the right to speak when "Li Gui" is rampant?

The answer to this question is actually to return to the "people-oriented" humanities MHM model to find, no matter how rapid medicine and media are advancing, human nature itself has not changed, from the various papers in this issue, it is not difficult to see that the message with sincere care can eventually be accepted by the public.

编者按

信息该怎么办？

李臻怡

面临重大抉择的时候，我们会问自己：该怎么办？在健康传播领域，这两年最“头疼”的问题也是：健康传播该怎么办？更准确地说，是：信息该怎么办？

为什么这么说呢？因为疫情前，大部分健康传播的研究着眼于传播渠道的探索和传播果效的评估。而疫情中，我们看见，各种错误信息和虚假信息满天飞，而且这些不良信息“无师自通”，特别会利用传统的、现代的、高科技的、甚至人工智能的渠道来散布。这让我们深切体会到，过去我们认为信息在健康传播领域是正确的、准确的、科学的、靠谱的，这样的理所当然其实应该加个问号了。

换句话说，现在我们要认真研究的，不是如何利用好多媒体、融媒体来做好健康传播，而是如何将真正有质量的信息通过各种渠道和技术手段推送到需要的人群中，特别是如今人们对媒体近乎娱乐化地消费的时候，高质量、真正“以人为本”、真正“关爱生命”的信息该如何传播呢？

我们这一期的文章，虽然议题不同，其实都在讨论“信息该怎么办？”这样一个核心问题，因为护眼、戒烟、施打疫苗、使用避孕套、克服睡眠障碍、对精神疾病的防治、乃至代际之间健康信息的传播，都涉及到一个关键的问题：有质量的信息如何送达？在“李鬼”横行的时候，如何让“李逵”重新得到话语权？

这个问题的答案其实还是要回到“以人为本”的MHM模式来找，不管medicine和media多么日新月异，人性本身没有变，从各篇论文中，不难看出带着真诚关爱的信息，终究能够被大众接纳。