



College of Liberal Arts  
and Social Sciences

香港城市大學  
City University of Hong Kong

# ONE HEALTH

## Risk and Communication

# Seminar

**9 November 2020**  
**Monday | 4 pm**

Conducted  
via  
Zoom

Enquiries | [OH.seminar@cityu.edu.hk](mailto:OH.seminar@cityu.edu.hk)

Register in advance for this zoom meeting:

[https://cityu.zoom.us/joining/register/tJcoceyurj0qHNZAKIH\\_yB5hQsk4LIFzpIS6](https://cityu.zoom.us/joining/register/tJcoceyurj0qHNZAKIH_yB5hQsk4LIFzpIS6)

After registering, you will receive a confirmation email containing information about joining the meeting.



### Dr HUANG Guanxiong

*Using Messaging Strategy to Reduce Optimistic Bias in Health and Risk Communication*

#### Abstract

Optimistic bias is individuals' cognitive tendency of perceiving the risks to a hazardous event or disease for themselves lower than for others. Put it simply, "It is a serious issue, but it is someone else's issue." Optimistic bias has been observed with various health and risk issues, such as H1N1 flu and climate change, and may have a negative impact on people's willingness to take preventive measures. I will present my research on message design strategy that can effectively reduce optimistic bias and in turn persuade people to take action against the hazardous event or disease.

#### Bio

Dr. Guanxiong Huang is Assistant Professor of Advertising in the Department of Media and Communication of City University of Hong Kong. Her research investigates the information processing and decision making processes in consumer responses to advertising and social marketing campaigns.



### Dr KIM Ji Won

*From Risk Butterflies to Citizens Engaged in Risk Prevention in the Zika Virus Crisis*

#### Abstract

Social media have become an important venue for communicating information about health risks during public health crises. Despite that individuals not only receive risk information but also actively share it within their social networks, little is known about how the bidirectional use of social media would influence their risk perceptions and subsequent health behaviors. Hence, in this talk, I will present a study which examines how two-way social media communication (i.e., posting and receiving risk information on social media) are linked to different levels of risk perceptions, and in turn, this leads to information seeking and preventive behaviors. Implications of the findings will also be discussed in light of communication strategies that motivate users to share accurate risk information during the pandemic.

#### Bio

Dr. Ji Won Kim is an Assistant Professor in the Department of Media and Communication at City University of Hong Kong. Her research interests include interactive media effects, media effects on health and risk behaviors, and misinformation. Her works have appeared in peer-reviewed journals such as *New Media & Society*, *Computers in Human Behavior*, *Journal of Health Communication*, among others.



### Dr DAI Yue

*Observing Interactions in Online Mental Health Support Groups: A Masspersonal Perspective to Social Support*

#### Abstract

Common mental disorders are a pressing global public health issue. Although prior research has revealed invaluable insights on the benefits of online health support groups, it focused more on active posters in these groups while neglecting the lurkers. This seminar presents two studies on how observers of interactions in online support communities relate to the interactants in the conversations and experience the interactions vicariously. The results shed light on passive use of online support groups and guide the design of online support communities.

#### Bio

Dr. Yue (Nancy) DAI is an assistant professor at the Department of Media and Communication, City University of Hong Kong. Her research examines impression formation, social support, and social influence processes that either take place in mediated communication environments or involve the use of technology. Her research has received the top paper award from the National Communication Association and has appeared in *Human Communication Research*, *Communication Research*, *Health Communication*, *Media Psychology*, *Computers in Human Behavior*, and *Journal of Language and Social Psychology*, among others.