

# College of Liberal Arts and Social Sciences - One Health Seminar

## New Trends in Health Communication

**Date:** 28 April 2022 (Thursday)

**Time:** 8:00 pm – 10:00pm (HKT)

**Moderator:** Dr. Crystal Jiang, Associate Professor, Department of Media and Communication, City University of Hong Kong

Topic	Speaker
Conversion narratives and COVID-19 vaccination attitudes	Professor Fuyuan SHEN, Donald P. Bellisario Professor of Advertising and Head of the Department of Advertising and Public Relations, Pennsylvania State University
<p><b>Abstract</b></p> <p>In this presentation, I will discuss a study we did recently to examine conversion narratives in relation to advocacy messages in reducing vaccine hesitancy related to COVID-19 vaccine uptake. The study found that vaccine-hesitant participants, conversion narratives increased pro-COVID-19 vaccination attitudes and behavioral intentions. For high vaccine-hesitant participants, the relationship between conversion messages and attitudes toward COVID-19 vaccinations was mediated through source credibility. For low vaccine-hesitant participants, mediation occurred through counterarguing. These findings have important implications for COVID-19 vaccination campaigns.</p> <p><b>Biography</b></p> <p><b>Professor Fuyuan SHEN</b></p> <p>Dr. Fuyuan Shen is the Donald P. Bellisario Professor of Advertising and Head of the Department of Advertising and Public Relations at Pennsylvania State University. His research focuses on advertising, health communication and media effects. His research papers have appeared in the journals such as Health Communication, Journal of Communication, and Journal of Advertising. He recently served as the editor-in-chief of Mass Communication and Society. He received his Ph.D. from the University of North Carolina at Chapel Hill.</p>	
Topic	Speaker
When Facts do not Persuade and Misinformation Persists: The Processing of Health Misinformation	Professor Lijiang SHEN, Professor of Communication Arts and Sciences, Pennsylvania State University

**Abstract**

Epistemic egocentrism and self-confirmation bias are proposed as the mechanism in which individuals defensively process health information that is inconsistent with their existing beliefs/positions/behaviors. It is argued that such defensive information processing is almost ubiquitous and results in affective/attitudinal polarization. The target audiences in health communication are those with beliefs/positions/behaviors to be modified. The defensive processing of information means that they are more influenced by attitude-consistent misinformation and evidence-based information fails to persuade and may even boomerang. Data from two studies on the topic of vaccine-autism link and climate change are presented and discussed.

**Biography**

**Professor Lijiang SHEN**

Lijiang Shen (PhD, University of Wisconsin-Madison) is a professor of Communication Arts and Sciences at Pennsylvania State University. His primary area of research considers the impact of message features and audience characteristics in persuasive health communication, message processing, and the process of persuasion/resistance to persuasion as well as quantitative research methods in communication.

Topic	Speaker
New Directions for Health Communication Research	Professor Hyunyi CHO, Professor, School of Communication, Ohio State University

**Abstract**

This talk will present recent research suggesting new directions for health communication research. These new directions include the examination of social media implications on public health and racism effects on mental and physical health. Approaches to addressing these effects will also be discussed.

**Biography**

**Professor Hyunyi CHO**

Her research engages a wide range of theories and methods, focusing on the examination of communication about health, risk, and race. This work has appeared in journals including Communication Monographs, Communication Research, Journal of Communication, New Media and Society, Ethnicity and Health, Health Communication, and Journal of Health Communication. She edited the SAGE Handbook of Risk Communication and Health Communication Message Design: Theory and Practice.