

# Reconstruction and Innovation of Health Communication under Network Environment

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**Abstract:** In the era of new media, the use of traditional media for health publicity work encounters a bottleneck, and the communication pattern under the integration of media presents new challenges to health work. The use of new media reduces the trust in doctors and increases the difficulty of public access to health information to a certain extent, but does not promote the occurrence of healthy behaviors and effectively improve the quality of information dissemination between doctors and patients. The related factors affecting health behavior and the quality of doctor-patient communication are presented, and suggestions for future development and improvement of health communication are put forward. Taking health communication as the research object, based on the analysis of the practical difficulties of public communication such as "information droplet" "decentralization of communicators" and "social media of mass life" and starting from the recognition of the classic paradigm of health communication - "knowledge, faith and action", this paper puts forward a plan to meet the challenge, which is to realize the transformation from publicity to dialogue, from information flow to relationship network Concept innovation and paradigm transformation from interest community to value community.

## 1. Introduction

Driven by big data and cloud storage technologies, knowledge engines, social networks, and self-media have deeply penetrated into every link of health communication, such as health information search[1]. public health services, and doctor-patient relationship building[2]. Correspondingly, the virtual society is no longer a simple projection and extension of the real space[3]. When people's thinking, speech and actions can be freely traversed between "online" and "offline" the boundary between virtual and reality becomes blurred At that time, a holistic and brand-new field of human life began to take shape[4]. The frequent occurrence of major epidemics has made public health the focus of the whole society. At the same time, with the development of economy and the improvement of living standards, health problems have attracted widespread attention[5]. Information about human health is widely disseminated through various media platforms, especially new media platforms, which has a far-reaching impact on people's ideas and behavior. Public health cognition, the communication effect of health information, and the investigation and analysis of important factors affecting public health behavior have become important topics in front of communication scholars.

At the moment when the relationship between doctors and patients is tense, some media lack objective and balanced reports, which further aggravates the contradiction between doctors and patients. Especially with the help of new media, the impact of medical malpractice will be infinitely magnified. Because it is more sympathetic to patients, it inevitably reduces people's trust in doctors. The changes in the audience's acceptance habits have challenged the traditional communication methods of health work. With the rapid development of new media communication technology, health communication presents new characteristics and trends: new media has become an important way to spread and obtain health information, Social media and mobile medical services provide audiences with rich and fast information and services in a new way of communication, and the health communication system is being restructured; the communication trend is more fragmented and targeted; different health communication subjects are using a variety of Media innovation to achieve integrated development.

## **2. The use of new media and the quality of doctor-patient communication**

### **2.1. The use of new media has not improved the quality of doctor-patient communication**

The self-assessment of the quality of doctor-patient communication is mainly composed of the following questions: "I will take the initiative to ask the medical staff some health questions", "The medical staff will explain the problem in a way that I can understand", "The medical staff has taken care of my feelings and emotions" ", "The medical staff will keep me fully informed about the health care information I need", "The medical staff will let me decide on the health care plan according to my own wishes". Wikipedia explains the specific content of health communication: health communication includes information release activities to promote health, and information exchange on health issues between people at different levels. For example, public health publicity activities, health education, doctor-patient communication, etc. Relevant theories provide valuable ideological resources and the basis for the implementation of the research topic. The theoretical concern is not to repeat the theorem described by the test theory, but to critically analyze the existing theory and the research results based on the theory, and find the limitations of the theory and the shortcomings of the past research.

Through research we can supplement the explanatory power of the theory, or correct the deficiency of the past research on theoretical confirmation. Many doctors have built self-media platforms with the help of Weibo and WeChat, such as Dr. Zhang Silai, a child-care expert. In 2013, Weibo had more than 900 million hits, and she was the champion of the National Child-care Big V[6]. She operated the WeChat subscription number with 60,000 hits of a single article, forming a self-media platform with multiple sections, including "Grandma Zhang said", "online question and answer", "parents' class" and "public welfare activities". The concept of dialogue requires the existence of a "common space of meaning" between the interlocutors, where "meaning" refers not only to things that both parties are familiar with, but also to values and beliefs that transcend specific things, such as happiness, beauty, kindness, respect, Compassion, harmony, etc. Dialogue without shared beliefs cannot be lasting, stable and in-depth. The research topic of health communication can be simply health-related information communication and exchange, including specific health-related problems and practical activities, such as important factors affecting doctor-patient relationship and psychological and social factors affecting personal health behavior; It can also be cross domain health-related social problems, such as the impact of public health crisis on interpersonal mutual assistance and social collective action willingness[7].

### **2.2. Content aggregation realizes information classification**

The WeChat public platform of mobile medical enterprises, hospitals and individual doctors is constructed as a micro-site structure to realize functional classification and content aggregation. For example, the WeChat public platform of "Good Doctor Online" can realize online light inquiry through the columns of "Find a Doctor" and "Ask a Doctor". Diagnosis, disease knowledge is divided into aggregated sections such as "Mummy Classroom", "Neck, Low Back Pain", "Hepatitis B Alliance", "Our Parents", "Dr. Seeing Guide", etc[8]., and content retrieval of keywords can also be provided. The radio stations in Beijing focus on gender and emotional health, and the radio stations focus on gender and emotional health tonight. Based on the new media of health communication, the Internet is the starting point. When the mobile Internet is in the presence of new terminals, it quickly takes advantage of APP and official account on different media platforms[9]. The changes of technology-oriented communication behaviors such as social interaction, mobile, scene and intelligence have deeply affected the media category of health communication practice and research. In fact, the media platform supported by the traditional "knowledge, belief and action" paradigm has completely changed[10].

With China's rapid urbanization rate, large-scale migration of urban and rural population, aging and environmental deterioration, health communication in the 21st century puts forward new requirements for professionals and researchers. The basic value of the network even exceeds the value of the information attached to it. The basic role of new media in health communication is not highlighted in China's health practice, and to some extent, it is "insufficient construction and

excessive destruction". For example, it reduces the trust of doctors, but fails to promote the acquisition of health information and the occurrence of health behaviors. Based on the transnational flow of health information and information services based on social media platforms, the promotion of cross-media, scenario-based and synchronic promotion of health education has become a new normal. Driven by emerging technologies, the medical technology revolution and the reshaping of mobile, social and intelligent media ecology are occupying the core position of health communication practice and research. Focusing on disseminating industry information and sharing ideas, its information product series includes vertical portal websites, mobile clients, Weibo, WeChat, etc., and conference products and book training business are also in a leading position in the industry.

### **3. Public welfare micro film -- a new trend in the dissemination of health work**

Public welfare micro-movies are "micro-movies shot for the purpose of starting from the vital interests of the public and improving social morality, to remind the public of the responsibilities and attitudes that they should perform for the society, so as to contribute their own strength to the society."

#### **3.1. New media combination of traditional media**

Faced with the rapid speed of communication brought by increasingly novel communication methods, the lag of traditional communication methods can no longer meet the needs of the audience in the information age, and the audience is no longer willing to acquire health knowledge through traditional methods such as television, radio, newspapers, etc., but keeps pace with the times and adapts to fragmented communication forms. They are more inclined to use new media channels such as Weibo, WeChat, and web client to obtain information. Traditional media dedicated to health communication have their own advantages in originality, credibility and authority, and they are also exploring their best combination in the application of emerging media.

We cannot simply copy the usual practice in the practice of Western health communication, and use data deterrence strategy or threatening advertising to influence the public's health cognition and behavior change with the help of images and concepts such as death, disaster and personal terminator; We should also properly cool down the over repeated research topics, the analysis of surface structure and the comparison and evaluation of communication effects. The research tries to examine the subject of the research from the dimensions of philosophy and culture. Communication at the communication scholar's side is not only a specific information circulation process, but also the operation of the whole social information system. Education is only one of the basic functions of communication; Without effective communication, even the truth knowledge may be lost. A significant change brought about by social media in the cultivation of social ethnic groups is that an active group of opinion leaders is being formed between the power subject and the public. Through the dissemination of health and wellness content, public welfare microfilms make the audience familiar with health and wellness knowledge, thus changing their cognition and attitude towards health and wellness mistakes in life. Moreover, public welfare microfilms vividly depict and pave the way for the emotions of the story characters by using their communication characteristics of coexistence of sound and image, which also makes the audience have emotional resonance with health and wellness content, and are more willing to accept health and wellness knowledge, and give certain emotional attitude feedback. A sound and reliable social relationship network is the relationship basis for healthy communication As shown in Figure 1.

The characteristics of the model are concise, rigorous and logical, highlighting the role of the theory in explaining the important relationship between things, and it is a summary statement of the research topic under the framework of applicable theory As shown in Figure 2.

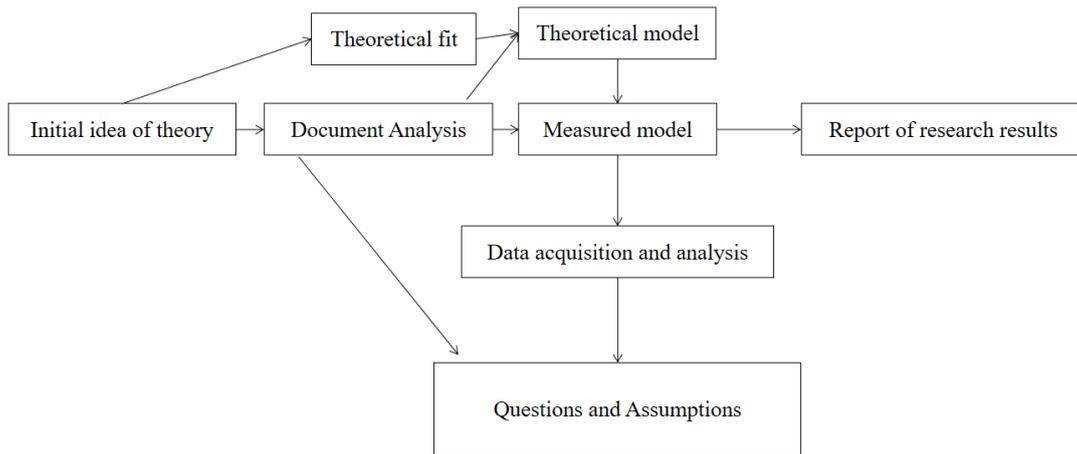


Figure 1 Position and function of model construction in social science research

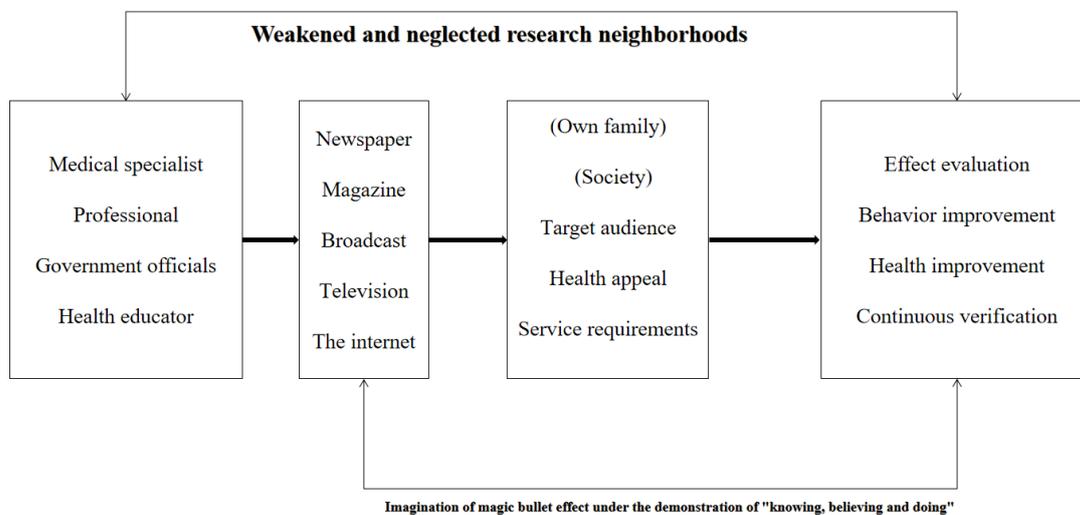


Figure 2 Imagining the magic bullet effect under the paradigm

The research trend of mass media and the magic bullet effect imagination under the paradigm of "knowing, believing and doing" have achieved many successful cases in the field of health communication practice, and made "health communication" a key word in the field of Global Journalism and communication.

### 3.2. Health Communication Research and Related Theories

Looking at the current domestic research in the field of health communication, some scholars have divided it into individual level, interpersonal communication level, social organization level, community communication level and public policy level. The specific research topics involve recipient analysis, adolescent disease prevention, media Reporting framing, marginalized groups, crisis management, communicator analysis, social support, health crises, and more. To examine the value of social science research, the evaluation criterion of "knowledge increment" is usually adopted, that is, whether the researcher's investigation of important aspects of human social behavior, important issues in social activities, and important processes of social development has increased our understanding of Knowledge and understanding of the relationship between things, influencing factors and the law of development. Compared with the practice of health communication in the United States, the absence of social organization is also an important factor causing the dilemma of health communication. In this paradigm, the flow of health information between "self, interpersonal, small groups, organizations, the public and the public" requires the joint cooperation of effective and accurate media (carriers, platforms) and communication strategies to become the basis for promoting the public to form correct health beliefs and positive behaviors.

It has become a constant theme of health communication research that how health information can be widely disseminated, advertised and effectively influenced by mass media. This not only contributes to the more scientific development of health communication practice and research, but also provides an opportunity to test the external validity of the related theories of communication and psychology. When media contact is the regulating variable, previous studies have shown that in the field of health communication, people can use media information to protect themselves to reduce health risks. Therefore, the more people receive media information, the greater the perceived influence of media on themselves and others. Through the entertaining expression of concepts such as traditional Chinese medicine, health preservation, and health care, the social media official account presents a mysterious circle of friends, breaking through the barriers of information, and it will be difficult to quantify with the mode of circle-level and anthropomorphic communication. Daily presentation and dissemination of traditional Chinese medicine knowledge fragments and pan-health information that cannot be quickly and accurately evaluated.

#### **4. Conclusions**

Health communication covers a wide range. The research objects include various health-related activities and the dissemination of information, the exchange of information on health problems at different levels of different people, and coping with the health crisis of the whole society. The continuous innovation of new technology and new media in the 21st century has created countless possibilities for the interdisciplinary and interdisciplinary relationship model of health communication, and provided conditions for us to find a more equal and diversified communication strategy and public health service model with Chinese characteristics among many possibilities facing the future. Microfilms for public welfare have laid a solid foundation for publicizing the mainstream values and positive energy of health and health work, and opened up a new world for health and health communication. Traditional media should not only do well in health communication, public opinion orientation, and coordination of doctor-patient relationship, but also in the environment of mixed health communication, good and bad, clearly define their own positioning, give play to the competitive advantages of credibility, authority, and universality, and innovate content. products to enhance the effect of health communication. The dual system structure of urban and rural areas has contributed to the dual system structure of medical insurance and the knowledge gap brought about by new media technology. Under the premise that basic medical insurance cannot be taken into account, in the future practice of health communication, attention should be paid to different treatment of urban and rural objects.

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