What Drives Policy Compliance? The Protection-Motivated Mediating Model of Institutional Trust, Risk Paradox, and Zero-Covid Policy

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This study examines public attitudes toward Zero Covid policy in three Chinese societies using protection motivation theory (PMT). The study surveyed 4,812 respondents in Mainland China, Taiwan, and Hong Kong. A three-wave panel survey was conducted to investigate the influence of gain-loss framing and context appeals on attitude and compliance behavior toward cultural beliefs. The results show that gain- and loss-framed messages have no effect on captured responses and their compliance behavior, but health appeals induced higher compliance of public attitudes than environmental appeals. The results suggest that gain-loss framing and context appeals do not influence users' compliance behavior toward cultural beliefs. Instead, health appeals appeared to be more effective in influencing users' compliance behavior toward cultural beliefs. This study contributes to the compliance field by being one of the few studies examining the nuanced role of health appeals and context appeals in shaping users' compliance behavior.

Impact of Message Framing and Appeals on Attitude and Consumption Behavior Toward Cultured Meat

CHANG Bo, Department of Media and Communication, CityU

This research examines the effects of message framing and appeals on perceived attitudes and consumption behavior toward cultured meat. A three-wave online experiment designed to examine the effects of gain-loss framing and context appeals on attitude and consumption behavior toward cultured meat was conducted. The results show that gain and loss-framed messages have no effect on captured responses and their consumption behavior toward cultural beliefs. Instead, health appeals induced higher compliance of public attitudes than environmental appeals. The results suggest that gain-loss framing and context appeals do not influence users' compliance behavior toward cultural beliefs. Instead, health appeals appeared to be more effective in influencing users' compliance behavior toward cultural beliefs. This study contributes to the compliance field by being one of the few studies examining the nuanced role of health appeals and context appeals in shaping users' compliance behavior.

Do Socially Anxious People Feel More Engaged toward a Chatbot? Effects of Agent Identity, Social Anxiety and Message Interactivity on User Engagement

HU Bo, Department of Media and Communication, CityU

This study aims to address this research gap by examining the nuanced role of message framing and appeals on users' compliance behavior toward cultural beliefs. Instead, health appeals induced higher compliance of public attitudes than environmental appeals. The results suggest that gain-loss framing and context appeals do not influence users' compliance behavior toward cultural beliefs. Instead, health appeals appeared to be more effective in influencing users' compliance behavior toward cultural beliefs. This study contributes to the compliance field by being one of the few studies examining the nuanced role of health appeals and context appeals in shaping users' compliance behavior.

Understanding Public Diplomacy in the Social Media Era: A Typology and Review

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While immersive journalism has gained widespread acceptance among media organizations, systematic evidence exploring the effects of its news consumption is scarce. This systematic review offers a synthesis of evidence concerning the perceptual and cognitive outcomes of immersive journalism exposure. The results indicate that immersive journalism positively influences users' perceptions and enjoyment. However, the effects are not significant on users' perceptions and knowledge acquisition. The influence on engagement and empathy is inconsistent. The theoretical and methodological considerations for future studies are discussed.

The Relationship between Misinformation Belief and Political Consumerism: Evidence from Hong Kong

SHI Weiyong, Department of Media and Communication, CityU

This paper aims to extract the representative scenarios of ChatGPT, exploring differences in user perceptions for each scenario, and to provide a policy support model. We extracted five scenarios by collecting 50 open-ended questions from Mturk, including “Scenario 1: Daily life tasks,” “Scenario 2: Enhance efficiency (work and education purposes),” “Scenario 3: Replace manpower (work and education purposes),” “Scenario 4: Browing and general information seeking,” “Scenario 5: Enjoyment.” Subsequently, we identified four key variables to be tested: (1) information quality, perceived attitude, and policy support; and classified usage scenarios into different categories according to the perception variables measured via an online survey (n = 534). Finally, we built a model including the four variables and tested it for each scenario.

Does usage scenario matter? Investigating user perceptions, attitude and support for policies towards ChatGPT

YAN Wenjia, Department of Media and Communication, CityU

The study aims to investigate how social media exposure affects users' mental health during the COVID-19 pandemic, with a particular emphasis on age differences. Drawing on the protection motivation theory (PMT), the study demonstrates the indirect effect of social media exposure via threat and coping appraisals. In particular, the study considers age as a contextual factor, examining the unique patterns observed within different age groups, including middle-aged, middle-aged, and elderly. The study used a two-wave panel survey data in Hong Kong (N = 1,262) to test the research question. For the major findings, the utility of two appraisals (i.e., threat and coping appraisals) as mediators is supported. In particular, the young generation tends to adopt the coping appraisal to enhance mental health, while middle-aged and elderly individuals employ threat appraisals to the detriment of mental health.