



Department of
Media and Communication
香港城市大學
City University of Hong Kong

Department of Media and Communication
Research Seminar Series Semester B 2023/2024

The Impact of Expert Opinions in COVID-19 News Coverage on Vaccination during the Fifth Outbreak in Hong Kong: A Time Series Analysis

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19 FEBRUARY 2024

4:00 P.M. - 5:30 P.M.

**Multimedia Laboratory (M5055),
5/F, Run Run Shaw Creative Media Centre**



Please register **HERE**
by 18 February 2024.

Language: English

ABSTRACT

This talk will share a study that explore the influence of expert opinions covered in the news on the public's response to public health crises. By adopting a macro-level framing perspective, we investigated how framing consistency, a macro-level concept indicating the agreement between expert opinions in news coverage and government policies or among peer experts, evolves over time and its temporal causal relationship with public behavior. Specifically, this study collected all press news coverage in Hong Kong over four months during the fifth outbreak, including 1,416 articles with 2,066 expert opinions, as well as the vaccination data that paralleled with this period. We constructed time series of expert opinions and vaccination behavior, and then conducted Vector Autoregressive (VAR) models with Granger causality analysis to examine how framing consistency of expert opinions in news coverage influenced vaccination. The results indicate that the consistent framing between expert opinions and government policies increased COVID-19 vaccination during the fifth outbreak in Hong Kong, while conflicting opinions responding to government policies had no significant effect on vaccination.

SPEAKER



Prof. Li Crystal JIANG is an Associate Professor in the department of Media and Communication at City University of Hong Kong. Her research focus on cognitive processing and interpersonal dynamics in the contexts of health communication, persuasion, and new media. Her work has been published in journals including the *Journal of Communication*, *Communication Research*, *Human Communication Research*, *Health Communication and Telematics and Informatics*.



Miss Yiqian GAO is a second-year PhD student at City University of Hong Kong, under the guidance of Prof. Li Crystal Jiang. She obtained her bachelor's degree from Shandong University and master's degree from Xiamen University. Her research interests revolve around health and risk communication, strategic communication, and interpersonal communication.