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The health information attention of different media platforms focuses on the influence of adolescents' health protection behavior

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Abstract

Using cognitive mediation model, this paper studies how media attention on different platforms influences adolescents' health protection knowledge and ultimately health protection behavior through different information processing strategies. This study adopted the method of questionnaire survey, and finally obtained 281 valid questionnaires. The results show that media attention enhances an individual's knowledge through elaboration and interpersonal interaction. Knowledge acquisition increases health protection behavior. In addition, regression analysis was used to determine that the choice of different media platforms would have a different impact on adolescents' health protection behavior. Finally, the theoretical and practical contributions are discussed.

Keywords

Short video platform; cognitive mediation model; media attention; adolescent health.

1. Introduction

In the recent past, the user base of China's emerging media platforms has witnessed a consistent surge. Notably, by September 2023, the cumulative count of active users across the five prominent new media outlets had surpassed 1.088 billion, signifying a network penetration rate of 88.9%, indicating a widespread adoption of these platforms.Data survey found that the penetration rate of vertical content such as health, sports and fitness ranked Top5 in Tiktok Kwai[1]. Take Tiktok platform as an example. As of March 2023, 21,000 new health science content is added to the platform every day, and 200 million users get related content from the platform [2]. It can be seen that the share of health science in the short video market is getting heavier and heavier, and the audience affected by health information based on short videos is also growing. New media technology has become a powerful driving force for health propaganda, and short video platforms have become an important position for science popularization. According to the user profile, users aged 24 and below account for the heaviest proportion in the user group, accounting for 22.5% of Tiktok. Micro-Blog 33.3&; Kwai 29.9%; Bilibili 39.7%; Little Red Book 33.0%. Young people are the backbone of all platforms, and young people have become one of the main audience groups of short video platforms.

However, the unique positioning between platforms determines the different development directions of platforms. For example, as far as the target of communication is concerned, the audience positioning of Tiktok is mainly concentrated in the young fashion crowd with higher education level and income in the first and second tier cities, while the audience positioning of Kwai is concentrated in the grassroots class with lower education level and income in the third and fourth tier cities [3]. Due to differences in theme types, screen forms, title content and video types within platforms, the communication effects of the same mainstream media on different

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video platforms may be different [4]. At present, most relevant research has only pointed to studies based on a single platform (Tiktok in particular). However, the use of multiple platforms is a common behavior of users, and the user overlap rate of typical new media platforms has been on the rise in the last year. For example, the overall overlap rate between Tiktok and Micro-Blog users is 36.4% . User interaction behaviors of different platforms also exhibit different characteristics due to the existence of interest segmentation [5].

The cognitive mediation model assumes that media attention will affect the process of knowledge learning, in which various motivations will affect individuals' attention to and processing of news information. [6]. By influencing this communication, public knowledge can be increased [7]. Although some studies have discussed the dissemination of health information and its impact on the audience based on short video platforms, the differences between different existing short video platforms and the interactivity of the impact have been ignored. When studying the relationship between the health information concerns of short video platforms and adolescents' health protection behaviors, it should not be ignored that adolescents' health protection behaviors are actually affected by multiple and different platforms. The difference of platform is the blank of this kind of research. Therefore, based on the existing literature, the research purpose of this study is twofold. First of all, it makes up the gap of the difference of information of different platforms in the study of short video platforms. Secondly, based on the cognitive mediation model, this study attempts to test the causal relationship between the attention to health information of different short video platforms and adolescents' health protection behaviors, so as to provide reference research for the development of health science popularization of short video platforms and the mechanism of social health protection for adolescents.

2. Literature Review

2.1. Cognitive mediation model

The cognitive mediation model was first proposed by Eveland in 2001, explaining how individual media attention affects the process of news learning and emphasizing the important role of cognitive process in the process. In the hypothesis of the cognitive mediation model, monitoring as an individual's motivation to use news media will lead individuals to engage in information processing strategies - attention and refinement - to achieve their learning goals. The cognitive mediation model was early applied to political news [8][9], and subsequent related studies have applied CMM to multiple contexts, such as health. In 2013, in examining the factors that influence the public's knowledge of the H1N1 pandemic and willingness to take preventive actions, the cognitive mediation model (CMM) was extended by including interpersonal communication as a new mediating variable and emphasising the importance of interpersonal communication in the learning process. These extensions contribute significantly to our understanding of the public's perceived and behavioral willingness to respond to H1N1 [10]. In their research on Singaporean women's knowledge of breast cancer, scholars such as Edmund W. Lee proposed an extended cognitive mediation model, which takes risk perception as a motivating factor for health information seeking. Structural knowledge is also regarded as an additional knowledge dimension [11]. In order to explore the impact of attention to health information from different platforms on adolescents' health protection behaviors, this study will adopt a newly expanded cognitive mediation model, which includes interpersonal communication as another driving factor in the experiment.

2.2. Short video platform

In recent years, the short video industry has gained new development opportunities under the general trend of media convergence, showing strong vitality and vitality for development [12].

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As the five typical new media platforms, Tiktok, Kwai, RED, Bilibili and Micro-Blog, the competition has been very prominent . It also presents flexible communication characteristics and forms. There are two reasons for platform differentiation: On the one hand, the positioning tendency of platforms creates the possibility of differences among platforms . For example, Tiktok and Kwai have slight differences in the object, content and effect of communication. In general, Tiktok users are mainly concentrated in the southern region, while Kwai has a large number of users in the north, especially in the Eastern Triangle region. The tendency of civilianization makes the users of Kwai also ordinary people. A large part of the users of Kwai come from rural areas. These people often have low cultural level and their content is easier to understand. Most of the users of Tiktok are young people from cities with active thinking and strong innovation ability. Compared with their higher education level, the short video works they shoot will be cooler and more interesting and younger . The development direction of Station B itself is more inclined to quadratic, so the overall user group is younger and shows a strong sense of identification with quadratic culture and bullet screen culture. On the other hand, due to the need of commercial differentiation competition, each platform continues to strengthen tonality to gather user communities, so that the public's aesthetic taste is constantly differentiated; At the same time, the taste formed by platform users due to their own cultural capital is also strengthened by the platform competition environment. In other words, the differentiation of platform users due to the differentiation of platform users' interests. For example, the recipient user attributes (number of followers and number of fans) of the three platforms of Tiktok, Kwai and Bilibili are significantly different. The number of users' attention and followers is affected by the number of active users. Among them, the users of station b are more careful about other users' attention behavior; Kwai users will be widely concerned, considering that Kwai is more grounded content, the recipient's participation will be improved; The attention of Tiktok users is more casual .

In summary, based on five typical new media platforms such as Tiktok, Kwai, RED, Bilibili and Micro-Blog, this study explores the influence of health information attention on short video platforms on adolescents' health protection behaviors. Considering the differences among different platforms, the following five hypotheses are proposed:

1. The attention to health information on Tiktok platform is positively correlated with the health protection behaviors of adolescent users on the platform;

2. The health information concern of Micro-Blog platform is positively correlated with the health protection behavior of adolescent users on the platform;

3. The attention to health information on Kwai platform is positively correlated with the health protection behaviors of adolescent users on the platform;

4. The health information concerns of Bilibili platform are positively correlated with the health protection behaviors of young users of the platform;

5. The health information concerns of RED platform are positively correlated with the health protection behaviors of young users on the platform.

And a question:

What factors have caused the differential impact of health information attention on the platforms of Tiktok, Micro-Blog, Kwai, Bilibili and RED on adolescents' health protection behavior?

3. Method

This survey relied on the questionnaire Star platform and received 281 valid samples through the Internet. 52.78% of the participants were female. 34.62% were over 18 years old and under 19 years old. Respondents came from all over China (eastern 62.96%; 13.07% in central China;

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9.69% in western China; Northeast 14.28%). 45.23% of the respondents had a junior high school education. The proportion of respondents who live in cities and towns is 83.38%.

4. Measure

Four exogenous variables were included: age, level of education (years of formal education), sex, and place of residence. Teenagers are defined as those between the ages of 10 and 19 [13], and in China, adults reach the age of 18. Therefore, the age information of the interviewees was divided into two grades: 10-17 years old and 18-19 years old. The level of education is divided into five levels: primary school, junior high school, ordinary high school, vocational high school, university. Residence is divided into three levels: rural, ordinary town, first-tier city or provincial capital city.

4.1. Media attention

Measurement of Media Attention uses two projects, adapted from beaudoin&Thorson . Respondents indicated how much they pay attention to health information on Tiktok, Kwai, RED, Bilibili and Micro-Blog. The answers were averaged to obtain a media attention score, with higher scores indicating higher attention to health information in that media. (M=6.335; SD = 2.677)

4.2. Elaboration

Precision refinement uses three items from beaudoin&Thorson on a seven-point scale (1= strongly disagree, 7= strongly agree). Participants were asked how much they agreed with several statements about the detailed processing of health information on a short video platform. For example: "While using Tiktok, I carefully watched content related to health information." The higher the score, the deeper the refinement. (M = 3.356; SD = 1.710; Cronbach α=0.903)

4.3. Interpersonal communication

Based on William P. Eveland, Tiffany Thomson [14], the respondents were asked to indicate that they had communicated with (a) family members/roommates within six months; (b) fellow students/colleagues; (c) How often friends discuss health information on a new media platform. Take the average of the three items and establish a score. The higher the score, the higher the frequency of interpersonal communication on the health information content of a new media platform. (M = 2.629; SD = 1.167; Cronbach α=0.850)

4.4. Knowledge

The knowledge project uses five questions selected from the knowledge questionnaire developed by the official Third Health Science Popularization Competition for measurement. Respondents are asked to answer whether a given statement is true or false. Knowledge statements include: (a) Is it right to look up immediately when you have a nosebleed? (b) Is it healthy and healthy to drink health tea every day? (c) Smoking is bad for the lungs, and it is OK to switch to "e-cigarettes"; (d) People who laugh often don't get depressed. (e) The pill is not easy to swallow. The number of correct questions for each of these five expressions is calculated, and each correct answer counts for one point. The higher the score, the higher the degree of knowledge acquired through the platform. (M = 0.437; SD = 0.215)

4.5. Behavior intention

The behavioral items were measured with reference to nine behavioral items in the Adolescent Health Promotion Scale [15]. A 5-point response format was used to obtain data on the frequency of reported behavior (never, rarely, sometimes, usually, always), rated on a scale of 1 to 5. The higher the score, the more deeply the health information of a new media platform

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affects the health protection behavior. Project statements include: (a) Eating breakfast every day; (b) Each meal consists of five food groups; (c) Including dietary fibre; (d) try to choose foods that do not contain too much oil; (e) Drink at least 1,500 ml of water a day; (f) Exercise for 30 minutes at least three times a week; (g) Weekly participation in school fitness classes; (h) Warm up before strenuous exercise; (i) Stretch every day. (M = 2.616; SD = 1.077; Cronbach α=0.925)

5. Analysis

5.1. Correlation analysis

Before regression analysis, this study first analyzes the correlation between variables to make a preliminary analysis of the research hypothesis. This study mainly analyzes the relevance of elaboration and interpersonal communication in five aspects: First, it analyzes the correlation between independent variables and mediating variables. The second is the correlation analysis between elaboration and interpersonal communication between mediating variables. Third, the relationship between mediating variables and dependent variables, namely the correlation analysis between elaboration and interpersonal communication and knowledge and behavior; Fourth, the analysis between dependent variables, that is, the correlation analysis between the audience's knowledge and behavior; Fifth, the correlation analysis between independent variable and dependent variable.

Independent and intermediate variables are analyzed, namely media attention and interpersonal communication(a=0.713, p<0.01),media attention is positively correlated with elaboration(a=0.755,p<0.01) and is significant at the 0.01 level. The specific table is as follows:

Table 1:The Pearson Correlation between independent variable and intermediate variables

	media attention
elaboration	0.755**
interpersonal communication	0.713**
* p<0.05 ** p<0.01	

It is analyzed that there is a positive correlation between the intermediate variable interpersonal communication and elaboration (a=0.880,p<0.01), and it is significant at the 0.01 level. The specific table is as follows:

Table 2:The Pearson Correlation between the intermediate variables

	elaboration
interpersonal communication	0.880**
* p<0.05 ** p<0.01	

The relationship between the intermediate variable and the dependent variable is analyzed, namely elaboration and knowledge (a= 0.243,p<0.01),elaboration and behavior (a=0.904, p<0.01), and interpersonal communication and knowledge (a=0.198,p<0.01)), interpersonal communication and behavior were positively correlated (a=0.875,p<0.01), and were significant at the 0.01 level. The specific table is as follows:

Table 3:The Pearson Correlation between intermediate variables and dependent variables

	elaboration	interpersonal communication
knowledge	0.243**	0.198**
behavior	0.904**	0.875**
* p<0.05 ** p<0.01		

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In the analysis of the dependent variables, there is a positive correlation between the knowledge and behavior of the audience (a=0.257,p<0.01), and it is significant at the 0.01 level. The specific table is as follows:

Table 4:The Pearson Correlation between dependent variables

	knowledge
behavior	0.257**
* p<0.05 ** p<0.01	

By analyzing the correlation between the independent variable and the dependent variable, that is, media attention and behavior on different media platforms, it is concluded that there is a positive correlation between the health information attention on Tiktok, Kwai, Micro-Blog, Bilibili and RED and the user behavior is significant at the level of 0.01. The specific table is shown in the figure below. Therefore, H1: the health information concerns of Tiktok platform are positively correlated with the health protection behaviors of adolescent users on the platform; H2: the health information concerns of Micro-Blog platform are positively correlated with the health protection behaviors of adolescent users on the platform; H3: the health information concerns of Kwai platform are positively correlated with the health protection behaviors of adolescent users on the platform; H4: The health information concern of Bilibili platform is positively correlated with the health protection behavior of the platform's adolescent users, and the health information concern of H5: RED platform is positively correlated with the health protection behavior of the platform's adolescent users.

Table 5 :The Pearson Correlation between media attention and behavior in Tiktok

	media attention
behavior	0.736**
* p<0.05 ** p<0.01	

Table 6:The Pearson Correlation between media attention and behavior in Kwai

	media attention
behavior	0.661**
* p<0.05 ** p<0.01	

Table 7:The Pearson Correlation between media attention and behavior in Micro-Blog

	media attention
behavior	0.749**
* p<0.05 ** p<0.01	

Table 8:The Pearson Correlation between media attention and behavior in Bilibili

	media attention
behavior	0.814**
* p<0.05 ** p<0.01	

Table 9:The Pearson Correlation between media attention and behavior in RED

	media attention
behavior	0.854**
* p<0.05 ** p<0.01	

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5.2. Regression analysis

After verifying the correlation between the variables, the option of media attention and the most commonly used media platform is normalized to generate new variables: media attention of different short video platforms, and then linear regression analysis was used to explore whether the attention of health information on different media platforms would have different impacts on adolescents' health protection behaviors. The results are as follows:

Table 10:The Parameter Estimates (n=281) of the liner regression analysis

	Unstandardized Coefficients		Standardized Coefficients	t	p	Collinearity diagnosis	
	B	Std. Error	Beta			VIF	Tolerance
Constant	1.093	0.146	-	7.463	0.000**	-	-
media attention of different short video platforms	0.558	0.050	0.556	11.167	0.000**	1.000	1.000
R 2	0.309						
Adj R 2	0.306						
F	F (1,279)=124.699,p=0.000						
D-W	1.420						
Dependent Variable: behavior							
* p<0.05 ** p<0.01							

As can be seen from the above table, media attention of different short video platforms is taken as independent variable and behavior as dependent variable for linear regression analysis. As can be seen from the above table, The formula of the model is behavior=1.093+0.558*media attention of different short video platforms, and the R-square value of the model is 0.309. This means that media attention of different short video platforms can explain 30.9% of the variation in behavior. When conducting F-test on the model, it is found that the model passes the F-test (F=124.699, p=0.000<0.05), which means that media attention of different short video platforms will definitely affect the behavior. The final concrete analysis shows that: media attention of different short video platforms regression coefficient value was 0.558(t=11.167, p=0.000<0.01). It means that media attention of different short video platforms will have a significant positive impact on behavior.

The summary analysis shows that media attention of different short video platforms all have significant positive effects on behavior.

Based on this conclusion, stepwise regression analysis is then applied. Factoring all demographic variables (age, education level, gender, residence), independent variables (media attention) and intermediate variables (interpersonal communication and elaboration) into the scope of analysis, excluding non-significant variables. The results are as follows:

Table 11:The Parameter Estimates (n=281) of stepwise regression analysis

	Unstandardized Coefficients		Standardized Coefficients	t	p	Collinearity diagnosis	
	B	Std. Error	Beta			VIF	Tolerance
Constant	0.467	0.065	-	7.160	0.000**	-	-
interpersonal communication	0.348	0.046	0.377	7.593	0.000**	4.295	0.233
elaboration	0.348	0.031	0.553	11.195	0.000**	4.257	0.235

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Age	0.067	0.031	0.053	2.128	0.034*	1.088	0.919
R 2	0.841						
Adj R 2	0.840						
F	F (3,277)=489.627,p=0.000						
D-W	1.897						
Dependent Variable: behavior							
* p<0.05 ** p<0.01							

interpersonal communication, elaboration, 1. What is your gender? 2. What is your age? 3. What grade are you in? 4. Where do you live? , media attention of different short video platforms as independent variables, and behavior as dependent variables for stepwise regression analysis (specific regression mode is: Stepwise method) step by step, through automatic model recognition, finally the remaining interpersonal communication, elaboration, 2. How old are you? A total of 3 items in the model, the R square value is 0.841, means that the interpersonal communication, elaboration, 2. How old are you? It can explain 84.1% of the changes in behavior. Moreover, the model passed the F test (F=489.627, p=0.000<0.05), indicating that the model was valid. The model formula is: behavior=0.467 + 0.348*interpersonal communication + 0.348*elaboration + 0.067*2. How old are you? . Furthermore, upon conducting a thorough multicollinearity analysis of the model, we observed that all VIF values fell below the threshold of 5, thereby confirming the absence of any collinearity issues. Notably, the D-W statistic approximated the value of 2, suggesting the absence of autocorrelation within the model, as well as a lack of correlation among the sample data, further validating the robustness of the model.The final concrete analysis shows that: The regression coefficient of interpersonal communication is 0.348(t=7.593p=0.000<0.01), indicating that interpersonal communication has a significant positive impact on behavior. elaboration regression coefficient value is 0.348(t=11.195, p=0.000<0.01), indicating that elaboration will have a significant positive impact on behavior. 2. What is your age? The regression coefficient is 0.067(t=2.128, p=0.034<0.05), which means 2. How old are you? Will have a significant positive impact on behavior. Summary analysis shows that interpersonal communication, elaboration and audience age will have a significant positive impact on behavior.

6. Discussion

In this research, we endeavor to enhance the scope of CMM by delving into the mechanisms of how media attention impacts knowledge accumulation via elaboration and interpersonal communication, ultimately fostering alterations in behavior.

In the context of the popularity of new media platforms, this study also studied the influence of different media's health information attention on adolescents' health protection behavior. The initial CMM findings align in demonstrating the intervening function of elaboration in the relationship between media attention and knowledge acquisition. Notably, there exists a positive association between media attention and elaboration, which, in turn, significantly augments an individual's comprehension of health-related information.As expected, individuals tend to follow health information through different media platforms to gain knowledge about health protection. To gain a profound understanding of the complexities surrounding health information, individuals actively engage in a conscious and methodical approach to information processing. This approach is paramount in augmenting their health literacy and refining their health-related behaviors for better protection.

Interpersonal communication is regarded as an important part of the learning process in this study. The results show that media attention and interpersonal communication are

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significantly positively correlated, and interpersonal communication and knowledge are also significantly positively correlated. This is in line with previous studies shows that communication with others is also one of the important means in the process of improving health knowledge.

Through linear regression analysis, it is found that the health information attention of different media platforms has different effects on the health protection behavior of adolescents. Among them, the tendency of individuals to choose the platform, the processing of platform information and interpersonal communication have a significant positive impact on knowledge. This shows that when individuals choose different short video platforms out of personal preference, the deeper they think about information and the deeper they communicate with the outside world, the greater the impact on their knowledge. Among the commonly used platform choices, 48.04% of the audience chose Tiktok, 18.99% RED, 15.36% Kwai, 9.5% Micro-Blog and 8.1% Bilibili. This shows that Tiktok is the most important way for teenagers to get health media attention.

7. Conclusion, contribution, and limitations

The results of this study emphasize that there is a significant positive correlation between the health information of different media platforms and the health protection behavior of adolescents, and it will bring different effects. This is mainly due to the individual's personal preferences, the degree of processing of information and the degree of communication with people.

In relation to its significance, the present research validates the pivotal role of interpersonal communication as a vital methodology for the processing of information.It affects the individual's processing of knowledge and thus behavior. Secondly, combined with the current hot new media and health topics, this study discusses the impact of health information on the protection behavior of adolescents in the main platforms of the Chinese market. This not only makes up for the discussion of the independent variable of the difference of short video platform when discussing the influence of short video platform on adolescent behavior, but also emphasizes the importance of short video platform in adolescent health protection. This will promote the standardization of health information on short video platforms and the protection of adolescent health.

However, there are some limitations in this study. When discussing the reasons why the attention to health information of different short video platforms has a different impact on teenagers, the author attaches too much importance to the subjective role of individuals in the process, ignoring the differences of short video platforms themselves in aspects such as communication forms, screen Settings and other aspects as well as the possible differences. In future studies, the differences among platforms will be further explored, and the differences of platforms will be included in the research variables of the impact of health information attention of different short video platforms on adolescents' health protection behaviors.

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