

2021 年中国新闻史学会健康传播专业委员会年会暨第四届“医疗、人文与媒介:健康中国与健康传播研究”  
国际学术研讨会会议议程

The 2021 Annual Meeting of the Health Communication Professional Committee of the Chinese Association for History of Journalism and Communication & The 4th “Medicine, Humanity and Media: Healthy China & Health Communication” International Conference Program

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2021.11.7 上午, 线上, Morning of Nov 7, 2021, Online

<b>8:30-9:00 (北京时间 Beijing time)</b> 开幕式 Opening Ceremony ZOOM 会议号码(ZOOM ID): 851 0699 4205 会议密码(Passcode): 321439	
<b>主持 (观看视频)</b> Host Chair	<b>许静 XU Jing</b> 教授, 北京大学新闻与传播学院 Professor, School of Journalism and Communication, Peking University Vice-Chair, the Health Communication Committee of the Chinese Association for History of Journalism and Communication
<b>8:30-8:35</b> 主办方致辞 (观看视频) Welcome Remarks	<b>陆绍阳 LU Shaoyang</b> 教授 & 院长, 北京大学新闻与传播学院 Professor & Dean, School of Journalism and Communication, Peking University
<b>8:35-8:40</b> 嘉宾致辞 (观看视频) Guest Address	<b>胡强强 HU Qiangqiang</b> 国家卫健委宣传司副司长、卫健委新闻发言人 Spokesperson & Deputy Director of Publicity Department, National Health Commission of China

<p><b>8:40 -9:00</b> 人民日报健康客户端-北京大学健康传播奖学金颁奖式 (<a href="#">观看视频</a>) <b>Award Ceremony</b></p>	<p>人民日报健康客户端北京大学健康传播奖颁发仪式 赵安平, <b>ZHAO Anping</b>, (<a href="#">观看视频</a>) 副总编辑, 人民日报健康客户端 Vice Director-in-Chief, People's Daily Health Client, <i>Health Times</i> 吴靖 <b>WU Jing</b> (<a href="#">观看视频</a>) 教授&amp;副院长, 北京大学新闻与传播学院 Professor &amp; Vice Dean, School of Journalism &amp; Communication, Peking University</p>
<p><b>9:00-10:00 主旨演讲 Open Keynote Speech</b></p>	
<p><b>主持</b> <b>Host Chair</b></p>	<p><b>孙少晶 SUN Shaojing</b> 复旦大学新闻学院教授、中国新闻史学会健康传播专业委员会会长 Professor, School of Journalism, Fudan University Chair, Health Communication Committee of the Chinese Association for History of Journalism and Communication</p>
<p><b>9:00-9:25</b> (<a href="#">观看视频</a>)</p>	<p>What is So Exciting about Health Communication? <b>Rajiv RIMAL</b> 教授, 美国约翰霍普金斯大学布隆伯格公共卫生学院健康、行为与社会系系主任 Professor &amp; Chair, Department of Health, Behavior, and Society, Bloomberg School of Public Health, Johns Hopkins University</p>
<p><b>9:25-9:40</b> (<a href="#">观看视频</a>)</p>	<p>15 Years of Organ Donation Portrayals on Grey's Anatomy: An Investigation of Presentation and Subsequent Effects on Viewers <b>Brian QUICK</b> 教授 &amp; 项目主任, 美国伊利诺伊大学香槟分校传播学系、健康传播在线理学硕士项目 Professor, Department of Communication, University of Illinois at Urbana-Champaign Director, Online Master of Science Degree in Health Communication</p>
<p><b>9:40-9:55</b> (<a href="#">观看视频</a>)</p>	<p>Doctor-Patient Communication: Managing Conversations about Online Cancer (Mis)Information <b>Carma BYLUND</b> 教授, 美国佛罗里达大学医学院健康结果和生物医学信息学系 Professor, Health Outcomes and Biomedical Informatics, College of Medicine, University of Florida</p>

<p><b>9:55-10:00</b>          评议 (<a href="#">观看视频</a>)  <b>Discussant</b></p>	<p>北京大学新闻与传播学院、健康传播硕士项目          Health Communication Master's Program, School of Journalism and Communication, Peking University</p>															
<p><b>10:00-10:30</b></p>	<p>休息 Tea &amp;Break</p>															
<p>7日上午共4个分会场并行, 使用腾讯会议。          On the morning of the 7th, there are 4 panels in parallel via Tencent conferences</p>																
<p><b>10:30-12:00</b></p>	<p>分会场1 医患沟通与医疗健康领域的传播干预          Panel 1          Doctor-Patient Communication and Interventions in Health Care Settings</p> <p>腾讯会议号码 (Tencent Conference ID):  <b>449690647</b>  <a href="#">(观看视频)</a></p>	<table border="1"> <tr> <td data-bbox="613 448 898 608"> <p>主持: 孙昕霏, 教授, 北京大学医学部公共卫生学院社会行为与健康教育系副系主任            Chair: SUN Xinying, Professor &amp;Deputy Director, Department of Social Behavior &amp; Health Education, School of Public Health, Peking University</p> </td> <td data-bbox="898 448 2145 608"></td> </tr> <tr> <td data-bbox="613 608 898 724"> <p>评议: 李锦辉, 教授,暨南大学新闻与传播学院            Discussant: LI JINHUI, Professor, School of Journalism and Communication, Jinan University</p> </td> <td data-bbox="898 608 2145 724"></td> </tr> <tr> <td data-bbox="613 724 898 799"> <p><b>发言人 Presenters</b></p> </td> <td data-bbox="898 724 2145 799"> <p><b>主 题 Titles</b></p> </td> </tr> <tr> <td data-bbox="613 799 898 1002"> <p>赵 睿            ZHANG Rui            (中央民族大学)</p> </td> <td data-bbox="898 799 2145 1002"> <p>暴力伤医案件中的延展性情感空间建构与舆情引导机制研究——基于陶勇事件微博数据的计算传播分析            Social Media as a Virtual Extended Affective Space for Medical Violence Affair: A Computational Communication Analysis of Weibo Data on Tao Yong's Case</p> </td> </tr> <tr> <td data-bbox="613 1002 898 1161"> <p>张 宇            ZHANG Yu            (北京信息科技大学)</p> </td> <td data-bbox="898 1002 2145 1161"> <p>新冠肺炎线上问诊话语初探</p> </td> </tr> <tr> <td data-bbox="613 1161 898 1326"> <p>韩槐志            HAN Huaizhi            (暨南大学)</p> </td> <td data-bbox="898 1161 2145 1326"> <p>Factors Influencing Public Awareness of and Attitudes toward Palliative Care:A Cross-Sectional Analysis of the 2018 HINTS Survey</p> </td> </tr> <tr> <td data-bbox="613 1326 898 1396"> <p>姚慧婕</p> </td> <td data-bbox="898 1326 2145 1396"> <p>从“交流的无奈”到“超人际传播”: 互联网问诊对医患人际印象认知的重构 The Reconstruction of</p> </td> </tr> </table>	<p>主持: 孙昕霏, 教授, 北京大学医学部公共卫生学院社会行为与健康教育系副系主任            Chair: SUN Xinying, Professor &amp;Deputy Director, Department of Social Behavior &amp; Health Education, School of Public Health, Peking University</p>		<p>评议: 李锦辉, 教授,暨南大学新闻与传播学院            Discussant: LI JINHUI, Professor, School of Journalism and Communication, Jinan University</p>		<p><b>发言人 Presenters</b></p>	<p><b>主 题 Titles</b></p>	<p>赵 睿            ZHANG Rui            (中央民族大学)</p>	<p>暴力伤医案件中的延展性情感空间建构与舆情引导机制研究——基于陶勇事件微博数据的计算传播分析            Social Media as a Virtual Extended Affective Space for Medical Violence Affair: A Computational Communication Analysis of Weibo Data on Tao Yong's Case</p>	<p>张 宇            ZHANG Yu            (北京信息科技大学)</p>	<p>新冠肺炎线上问诊话语初探</p>	<p>韩槐志            HAN Huaizhi            (暨南大学)</p>	<p>Factors Influencing Public Awareness of and Attitudes toward Palliative Care:A Cross-Sectional Analysis of the 2018 HINTS Survey</p>	<p>姚慧婕</p>	<p>从“交流的无奈”到“超人际传播”: 互联网问诊对医患人际印象认知的重构 The Reconstruction of</p>
<p>主持: 孙昕霏, 教授, 北京大学医学部公共卫生学院社会行为与健康教育系副系主任            Chair: SUN Xinying, Professor &amp;Deputy Director, Department of Social Behavior &amp; Health Education, School of Public Health, Peking University</p>																
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<p>分会场 2 公共卫生危机传播与风险沟通</p> <p><b>Panel 2 Public Health Crisis Communication and Risk Communication</b></p> <p>腾讯会议号码 (Tencent Conference ID): <b>257 361 105</b> 会议密码 (Passcode): <b>324598</b> (<a href="#">观看视频</a>)</p>	<p>YAO Huijie (中山大学附属第一医院)</p>	<p>Effects of Doctor-patient interpersonal Impression Information in Internet Diagnose</p>
	<p>匡 恺 KUANG KAI (清华大学)</p>	<p>Testing the Associations among Uncertainty, Desired Support, Support Seeking, and Outcomes within the Context of Mental Illness</p>
	<p>主持: 王秀丽, 副教授, 北京大学社会化媒体研究中心主任 Chair: WANG Xiuli, Associate Prof., Director of Social Media Research, Peking University.</p>	
	<p>评议: 邱红峰, 教授, 厦门大学新闻传播学院 Discussant: QIU Hongfeng, Professor, School of Journalism and Communication, Xiamen University</p>	
	<p>发言人 Presenters</p>	<p>主 题 Titles</p>
	<p>陈 娟 CHEN Juan (华南理工大学)</p>	<p>公共卫生防控如何走向共识: 一个社区传播的视角</p>
	<p>余来辉 YU Laihui (华南理工大学)</p>	<p>突发公共卫生事件中网络社群用户参与行为影响因素研究——基于 SDT 和 TPB 整合模型</p>
	<p>杨 恒 YANG Heng</p>	<p>媒体使用、制度性信任与感知风险: 对公众新冠疫苗接种意愿的调查研究</p>
	<p>陈静茜 CHEN Jingxi (北京交通大学)</p>	<p>Does Influencers Popularity Actually Matter? An Experimental Investigation of the Effect of Influencers on Body Satisfaction and Mood among Young Chinese Females: The Case of RED</p>
	<p>徐 颖</p>	<p>从更综合的角度预测健康行为——对健康传播整合理论模型的元分析</p>

		XU Ying (华东师范大学)		
		刘珂亦 LIU Keyi (北京大学)	新冠肺炎疫情下城市基层传播与治理策略研究 ——以北京回龙观社区为例 Research on Urban Grassroots Communication and Governance Strategies under COVID-19: Take Huilongguan Community in Beijing as an Example	
	<b>分会场3 信息疫情与健康传播</b> <b>Panel Vaccination and Health Communication</b>  <b>腾讯会议号码 (Tencent Conference ID): 245 601 525</b> <b>(<a href="#">观看视频</a>)</b>	<b>主持:</b> 李晓静, 教授&副院长, 上海交通大学媒体与传播学院 <b>Chair:</b> LI Xiaojing, Professor & Vice Dean, School of Media and Communication, Shanghai Jiao Tong University		
		<b>评议:</b> 孙少晶, 教授, 复旦大学新闻学院 <b>Discussant:</b> SUN Shaojing, Professor, School of Journalism, Fudan University		
		<b>发言人 Presenters</b>	<b>主 题 Titles</b>	
		李成波 LI Chengbo (重庆大学)	城市老年人传染病防治素养状况及其影响因素研究	
		王创业 WANG Chuangye (武汉体育学院)	谣言信任的损失规避机制: 基于前景理论的视角——以“知微事见”为例 (2015-2020) Loss Aversion Mechanism of Rumor Trust: From the Perspective of Prospect Theory——Take “Zhi Wei” as an example (2015-2020)	
		黄锦焯 HUANG Jinye (北京师范大学)	新冠疫情远未结束: 基于 RISP 模型的疫情风险信息寻求行为研究 COVID-19 is far from over: Epidemic Risk Information Seeking Behavior Based on RISP Model	
	马 超 MA Chao (西南交通大学)	疫情信息的“第一人效果”及其影响机制研究: 风险感知与情绪反应的中介作用 The “First person effect” of epidemic related information and its influence mechanism: The role of self-rated health, risk perception and worry emotion		

		<p>曾雷霄 ZENG Leixiao (中国社会科学院 大学)</p>	<p>萨根效应下健康科普的困境与出路 The predicament and outlet of health science popularization under Sagan effect</p>
<p>分会场4 健康传播 产学融合发展 (闭门会) Panel 4 Closet Meeting of Practice Mentors</p>	<p>主持: 许静, 教授, 北京大学新闻与传播学院 Chair: XU Jing, Professor, School of Journalism and Communication, Peking University</p>		
	<p>评议: 董关鹏 教授&amp;院长, 中国传媒大学政府与公共事务学院 Discussant: DONG Guanpeng, Professor &amp; Dean, School of Government and Public Affairs, Communication University of China</p>		
			<p>发言人 <b>Presenters</b></p>
			<p>赵安平, 人民日报健康客户端副总编辑</p>
			<p>韩 静, 中华医学会杂志社 编辑部主任</p>
			<p>张西娜, 中科闻歌 高级副总裁</p>
			<p>张 媛, 安翰科技品牌战略部总监</p>
			<p>汤 杨, 龙源数字传媒集团执行总裁</p>
			<p>肖 敏, 百济神州 公关部高级经理</p>
			<p>樊常亚, 丁香园企业社会责任中心主任</p>
<p>12:00-13:30</p>	<p>午餐 Lunch</p>		

2021.11.7 下午, 线上, 使用腾讯会议。 Afternoon of Nov 7, 2021, Online

<b>13:30-15:00</b>	<b>分会场 5 疫苗与健康传播</b> <b>Panel 5</b> <b>Vaccination and health communication</b>  <b>腾讯会议号码</b> <b>(Tencent Conference ID) : 484 981 314</b> <b>会议密码</b> <b>(Passcode): 110705</b> <b>(<a href="#">观看视频</a>)</b>	主持: 陈娟,教授&副院长,华南理工大学新传学院 Chair: CHEN Juan, Professor & Vice Dean , School of Journalism and Communication, South China University of Technology	
		评议: 陈静茜,副教授, 北京交通大学语言与传播学院传播学系副教授 Discussant: CHEN Jingxi, Associate Professor, School of Languages and Communication Studies, Beijing Jiao Tong University	
		<b>发言人 Presenters</b>	<b>主题 Titles</b>
		曹培鑫 CAO Peixin (中国传媒大学)	种痘的旅程: 晚清民国时期免疫实践的健康传播分析 The Journey of Vaccination: An Analysis of the Health Communication of Immunization Practices in the Late Qing Dynasty and the Republic of China
		卢嘉辉 LU Jiahui (天津大学)	新冠疫情危机中个体应对疫苗虚假信息的社会经济地位差异——数字健康素养的关键作用 Socioeconomic disparities in responses to vaccine misinformation during the COVID-19 pandemic: the critical role of e-health literacy
		燕东琪 YAN Dongqi (北京邮电大学)	健康信息获取渠道与 COVID-19 疫苗接种倾向的关系研究——以北京市为例
		苏 婧 SU Jing (清华大学)	什么影响了中国居民新冠疫苗接种行为? ——基于 TPB 模式 What affected the COVID-19 vaccination behavior among Chinese residents? ——Based on TPB mode
		杨晓冬 YANG Xiaodong (山东大学)	健康信息框架与风险提示信源对公众新冠疫苗接种意愿的影响研究 Persuading people to take Covid-19 vaccination: the role of message framing and information source

		<p>黎泽明 LI Zeming (北京大学)</p>	<p>保护动机理论：媒介信任对公众 COVID-19 未来疫苗接种意向的影响 Analysis of the impact of media trust on the public's motivation to receive future vaccinations for COVID-19 based on protection motivation theory</p>
<p>分会场 6 中医健康传播 与跨文化交流 Panel 6 Health Communication and Cross-Cultural Communication for Traditional Chinese Medicine  腾讯会议号码 (Tencent Conference ID) : 833 667 244 (<a href="#">观看视频</a>)</p>	<p>主持： 祝帅，研究员&amp;所长，北京大学新闻与传播学院、广告研究所 Chair: ZHU Shuai, Research Fellow, School of Journalism and Communication, Director of Institute of Modern Advertising, PKU</p>		
	<p>评议： 毛国强，教授&amp;院长，天津中医药大学文化与健康传播学院 Discussant: MAO Guoqiang, Professor &amp; Dean, School of Culture and Health Communication, Tianjin University of Traditional Chinese Medicine</p>		
	<p>发言人 Presenters</p>		<p>主 题 Titles</p>
	<p>刘立荣 LIU Lirong (天津中医药大学)</p>		<p>文献计量视域下我国中医药术语研究可视化分析 Visual Analysis of Chinese Medicine Terminology Research from the Perspective of Bibliometrics</p>
	<p>魏 旭 WEI Xu (天津工业大学)</p>		<p>场景破壁、功能融合与社交漂移：中医药健康类电视节目的三重嬗变</p>
	<p>毛渝川 MAO Yuchuan (四川省社会科学院)</p>		<p>“健康中国”视角下中医抗疫纪录片《苍生大医》叙事策略分析</p>
<p>焦 金 JIAO Jin (澳门科技大学)</p>		<p>基于微博平台的中医“未病先防”网络话语研究 Research on the discourse of "Prevention before disease onset" in TCM on the Weibo platform</p>	



		杨霞 YANG Xia (成都中医药大学)	中医药非物质文化遗产的跨文化传播范式 The Cross-cultural Communication Paradigm of Traditional Chinese Medical Intangible Cultural Heritage1
分会场 7 社会结构与人口变迁背景下的健康传播 <b>Panel 7 Health Communication in the Context of Social Structure and Demographic Change</b>  腾讯会议号码 (Tencent Conference ID): 490845767 ( <a href="#">观看视频</a> )	主持: 张慧瑜,研究员, 北京大学新闻与传播学院 Chair: ZHANG Huiyu, Research Fellow, School of Journalism and Communication, Peking University		
	评议: 周裕琼,教授, 深圳大学传播学院 Discussant: ZHOU Yuqiong, Professor, School of Communication, Shenzhen University		
		<b>发言人 Presenters</b>	<b>主 题 Titles</b>
		金恒江 JIN Hengiang (重庆大学)	人格特质、社会临场感与网络健康信息分享意愿研究
		吕清远 LV Qingyuan (安徽大学)	卫生观念在乡村社会的创新扩散机制研究——以鲁西南 A 村厕所改造工作为主要个案 Research on the Innovation and Diffusion Mechanism of Hygiene Concept in Rural Society—A Case Study Based on the Toilet Renovation in Village A of Southwest Shandong Province
		李晓勤 LI XIAOQIN (澳门大学)	新冠前线女性医务工作者的社交媒体呈现 Social Media Representation of Women Health Workers at the COVID-19 Frontline
	王秋鹏 WANG Qiupeng (北京大学)	“乡亲们注意啦”：农村公共广播赋能基层健康传播	

		苏钰婷 SU Yuting (西安交通大学)	家庭场域内的人际健康传播研究——以建国初期爱国卫生运动为例
		李世豪 LI Shihao (北京师范大学)	少数民族脱贫地区移动健康传播影响因素研究——来自四川省凉山彝族自治州的样本研究 Study on Influencing Factors of mobile health communication in ethnic minority poverty alleviation areas : a sample study from Liangshan Yi Autonomous Prefecture, Sichuan Province
<b>分会场 8 全球健康与人类卫生健康共同体国际传播</b> <b>Panel 8 International Communication of Global Health and Global Community of Health For All</b> <b>腾讯会议号码 (Tencent Conference ID) : 548 672 700</b>	主持: 许静, 教授, 北京大学新闻与传播学院 Chair: XU Jing, Professor, School of Journalism and Communication, Peking University		
	评议: 郭莉萍 教授&副院长, 北京大学医学部医学人文学院 Discussant: GUO Liping, Vice Professor & Dean, School of Health Humanities, Peking University		
	<b>发言人 Presenters</b>	<b>主 题 Titles</b>	
	刘时雨 LIU Shiyu (北京大学)	人类卫生健康共同体国际传播数据监测报告	
	李 俊 LI Jun (北京大学医学部)	向海外传播中国的疫情防控方案——以<新型冠状病毒肺炎预防手册>英译项目为例	
	高 荣 GAO Rong (中国传媒大学)	中国新冠疫苗援助国际传播的挑战与应对	

	(观看视频)	王 刚 WANG Gang (北京大学)	新冠疫情期间台湾媒体涉陆报道分析
		彭嵩婷 PENG Ssongping (北京大学)	中国援非抗疟的国际传播分析
		邹 理 ZOU Li (中南大学)	我国赴非务工人员疟疾信息的传播渠道及其影响
		周雯娟 ZHOU Wenjuan	中国基础设施建设企业员工在科特迪瓦的疟疾感染风险及其影响因素研究
15:00-15:30	休息 Tea & Break		
15:30-17:00	分会场 9 媒体健康叙事与策略传播 Panel 9 Media Health Narrative and Strategic Communication  腾讯会议号码 (Tencent Conference)	主持: 张迪, 教授, 中国人民大学新闻学院 Chair: ZHANG Di, Professor, School of Journalism, Renmin University of China	
		评议: 北京大学新闻与传播学院 Discussant: School of Journalism and Communication, Vice Director of Health Communication Master's Program, Peking University,	
		发言人 Presenters	主 题 Titles
		杨 雅 YANG Ya (北京师范大学)	探索说服研究背景下扩展平行过程模型的认知过程——来自 ERPs 的实验证据 On the Cognitive Processing of the Extended Parallel Process Model in Health Persuasion: Evidence from an Event-Related Potentials Study

<b>ID) : 175 230 321</b> <a href="#">(观看视频)</a>	杨佳奕 YANG Jiayi (南京大学)	乳腺癌筛查信息的劝服效果：损益框架与营销内容的影响 The persuasive effect of breast cancer screening messages: Gain-loss framing and marketing content
	王安然 WANG Anran (伦敦政治经济学院)	反霸权新闻在新冠病毒溯源报道政治化过程中的作用——4家国际电视台新冠病毒溯源报道内容的比较研究 The Role of Counter-Hegemonic News in the Politicization of Global Health Issues: A Content Analysis of COVID-19 Origin Tracing News from Four Major Global Television Networks
	杨嘉仪 YANG Jiayi (北京师范大学)	突发公共卫生事件中健康信息不确定性对健康传播行为的影响——基于新冠疫情发生初期的实验研究 The Impact of Information Uncertainty on Health Communication Behavior in Public Health Emergencies: An Experiment in the Early Stage of COVID-19
	赵 澜 ZHAO Lan (华中师范大学)	遗忘空间：新闻话语中的麻风病“隔离地” Forgotten Space: Leprosy "Isolation Area" in News Discourse
	樊理诗 FAN LISHI (北京大学)	基于潜在剖面分析的精神分裂症患者家庭照护者知觉压力分型及相关因素 Classification and influencing factors of perceived stress in family caregivers of schizophrenia patients based on latent profile analysis
	<b>分会场 10 数字 媒体技术赋能 与健康促进 Panel 10 Technology Empowerment</b>	主持： 陈静茜 副教授，北京交通大学语言与传播学院传播学系 Chair: CHEN Jingxi, Associate Professor, School of Languages and Communication Studies, Beijing Jiaotong University
	评议： 周敏，教授，北京师范大学新闻传播学院 Discussant ZHOU Min, Professor, School of Journalism and Communication, Beijing Normal University	
	<b>发言人 Presenters</b>	<b>主 题 Titles</b>

<p><b>and Health Promotion of Digital Media</b></p> <p>腾讯会议号码 (Tencent Conference ID) : 201 347 949 (<a href="#">观看视频</a>)</p>	<p>赵珂漾 ZHAO Keyang (上海交通大学)</p>	<p>Mapping Cancer Prevention and Treatment on Social Media: Text Mining and Content Analysis Approach</p>
	<p>蒋俏蕾 JIANG Qiaolei (清华大学)</p>	<p>Let's mask together and feel all right: Social media for health campaign and solidarity among Chinses fandom publics during the COVID-19 pandemic</p>
	<p>陈静静 CHEN Jingjing (云南大学)</p>	<p>近视儿童青少年家长的网络信息搜寻行为及其对医嘱遵从性的影响 ——兼论医患沟通满意度的中介效应 Internet Health Information Seeking of Parents of Myopia Children and Adolescents and Its Influence on Compliance——The mediating effect of doctor-patient communication satisfaction</p>
	<p>蓝悦 LAN Yue (东北财经大学)</p>	<p>暗夜中的微光：新冠疫情期间声音景观的心理疗愈机制研究 ——基于方舱电台受众留言的统计分析 with 情感考察 Ember in the Dark: A Study on the Psychological Healing Mechanism of Soundscape during the COVID-19 Epidemic : Statistical Analysis and Emotional Examination Based on the Messages of the Audience of Makeshift Hospital Radio</p>
	<p>翟嘉靖 ZHAI Jiajing (中山大学)</p>	<p>患者赋权越多越好吗？患者赋权对依从性和医患关系质量的影响研究</p>
	<p>云青萍 YUN Qingping (北京大学)</p>	<p>健康行为理论和受众反馈在新媒体健康教育中的实践：基于社会网络分析视角 Encouraging the practice of health behavior models and audience feedback in new media health education: An analysis from social network perspective</p>

		马志浩 MA Zhihao (南京大学)	河南洪灾短视频暴露与非灾难经历者的精神症状反应：基于心理网络分析得到的发现
分会场 11 烟草及其他成瘾行为健康传播  <b>Panel 11 Research on Health Communication Associated with Tobacco and Other Addictive Behaviors</b>  腾讯会议号码 (Tencent Conference ID) : 651 514 374 ( <a href="#">观看视频</a> )	主持：聂静虹，教授,中山大学传播与设计学院 Chair: NEI Jinghong, Professor, School of Communication and Design, Sun Yat-Sen University		
	评议：王帆，研究员，华东师范大学政治学系 Discussant: WANG Fan, Researcher Fellow, Department of Politics, East China Normal University		
	<b>发言人 Presenters</b>		<b>主题 Titles</b>
		Joanna Cohen (约翰斯 霍普金斯大学彭博公共卫生学院全球烟草控制研究所所长)	宣布北京大学-约翰霍普金斯大学华文慕课控烟课程上线
		程 成 CHENG Cheng (the University Institute of Lisbon)	关于中国社交媒体上控烟信息的内容分析 A Content Analysis of Antismoking-themed Posts on Chinese Social Media Platforms
		陈 瑜 CHEN Yu (北京大学)	中国青少年控烟核心信息和电子烟危害宣传片的效果测试
	马 旭 MA Xu (武汉纺织大学)	中国控烟运动的异质行动者网络构建与考察 Research of the construction of heterogeneous actor network for Tobacco Control Campaign in China	

		刘 今 LIU Jin (中国医科大学)	基于德尔菲法形成《控烟健康传播核心信息循证指南——吸烟对女性疾病发病率的影响》的核心信息 Development of Evidence-based Core Information Guideline for Health Communication of Tobacco Control—the Effect of Smoking on Risks of Female Disease: A Delphi Survey
		李哲欣 LI Zhexin (中国传媒大学)	健康传播视角下中国电子烟媒体报道的议题建构 The Media Representation of Chinese E-cigarette from the Perspective of Health Communication
17:00-18:00	闭幕式及闭幕主旨演讲 Closing Ceremony & End Keynote Speech ZOOM 会议号码(ZOOM ID): 851 0699 4205 会议密码(Passcode): 321439		
主持 (观看视频) Host Chair	张 迪 ZHANG Di 教授, 中国人民大学新闻学院 Professor, School of Journalism, Renmin University of China		
(观看视频) 17:00-17:15	Observations on communication during different phases of a pandemic Martin BAUER 教授&主任, 英国伦敦政治经济学院心理与行为科学学院教授、社会与公共传播理学 Professor & Director, Social Psychology and Research Methodology, London School of Economics and Political Science, United Kingdom.		
(观看视频) 17:15-17:30	Social Norms of Covid-19 Preventive Behavior Thomas FRIEMEL 苏黎世大学媒体与传播研究教授, 媒体使用与效果学部负责人, 数字社会倡议 (DSI) 联合主任 Professor, University of Zurich (IKMZ), Head of the division Media Use & Effects, and co-director of the Digital Society Initiative (DSI).		
评议 (观看视频) Discussant	蒋少海 JIANG Shaohai 助理教授, 新加坡国立大学传播与新媒体系 Assistant Professor, Department of Communications and New Media, National University of Singapore		

**Closing Remarks 孙少晶 SUN Shaojing**

中国新闻史学会健康传播专业委员会会长、复旦大学新闻学院教授

Professor, School of Journalism, Fudan University

Chair, the Health Communication Committee of the Chinese Association for History of Journalism and Communication

19:00-21:00

**Posters Meeting**

腾讯会议号码 (Tencent Conference ID) : 987 990 450

**2021.11.6 上午, 线上 Morning of Nov 6, 2021, Online**

**8:30-12:00**

**分会场 12 体育健康传播 Panel 12 Sports Health Communication**

**第六届国际 (成都) 体育传播分会 The 6th International Forum on Sports Communication**

**ZOOM ID: 897 3501 5047**

**Meeting Passcode :20211106**

**8:30-8:50  
开幕式  
Opening Ceremony**

Opening Ceremony Speech by Prof. Xiaofei Pan, President of Chengdu Sport University (CDSU)

成都体育学院校长潘小非教授致欢迎辞

Address by Prof. Li Zhu, Vice Chairman of China Sport Science Society

中国体育科学学会副理事长祝莉教授致辞(CSSS)

Address by Prof. Qin Hao, Vice chairman of Sports Journalism & Communication Branch of China Sports Science Society

中国体育科学学会体育新闻传播分会副主任委员郝勤致辞

Address by Prof. Jing Xu, Vice President of Health Communication Committee of China Society of Journalism History (CSJH)

中国新闻史学会健康传播专委会副会长许静教授致辞

欧雪松 教授  
**Prof. Xuesong Ou**



<b>8:50-10:20 体育健康传播 (第一场) Session I</b>	<b>Weimo Zhu:</b> Physical Activity and Health in the Mass Media <b>朱为模:</b> 多媒体时代下的“运动与健康”	<b>郭晴 教授 (现场) Prof.Qing Guo</b>
	<b>Shuhua Zhou:</b> Positive Psychology: Possibilities for the Research in Sports and Health <b>周树华:</b> 体育健康研究中积极心理学的可行性	
	<b>Youqiang Li:</b> The Concept Connotation and Development Prospect of Sports Health Communication in China <b>李有强:</b> 中国体育健康传播的概念内涵与发展展望	
	<b>Jinhu Yan:</b> The Practical Logic and Element Structure of Youth Sports Health Communication <b>阎晋虎:</b> 青少年体育健康传播的实践逻辑与要素结构	
	<b>互动 Interaction and Discussion</b>	
<b>10:10-10:20</b>	<b>休息 Tea Break</b>	
<b>10:30-12:00 体育健康传播 (第二场) Session II</b>	<b>Lixin Huang:</b> Social Health Supporter: The New Role of International Sports Organizations in the Field of Health <b>黄黎新:</b> 社会健康支持者: 国际体育组织在健康领域的新角色	<b>毕雪梅 教授 Dr.Xuemei Bi</b>
	<b>Liang Chen:</b> Effects of Temporal Framing, Consideration of Future Consequences and Self-efficacy on The Intention to Exercise <b>陈梁:</b> “现在”还是“未来”? 基于时间框架、未来结果考虑与自我效能的体育锻炼健康传播效果研究	

	<p><b>Ang Cao</b>: Exploring the Media Rituals of Migrant Workers' Running Groups from the Perspective of Urban Adaptation and Class Separation</p> <p>曹昂：城市适应与阶层区隔：流动工人跑步群的媒介仪式研究</p>	
	<p>互动</p> <p><b>Interaction and Discussion</b></p>	

11月6号 20:00, 举行中国新闻史学会健康传播专业委员会年会第三次常务理事会。