TEXTUAL ANALYSIS OF COVID-19 PREVENTION CAMPAIGNS IN CHINA: A COMPARATIVE STUDY OF PUBLIC ORGANIZATIONS VERSUS INDIVIDUALS

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ABSTRACT

The objective of this study was 1）to examine the effectiveness of the campaign used by public organizations and individuals in COVID-19. 2）to analyze how audience responses to the efforts of public organizations and individuals to promote the prevention of covid-19 transmission in China, and 3) to explore how the anti-Covid 19 campaign relieve public anxiety and enhance their awareness and ability of epidemic prevention.

This qualitative research used the textual analysis method to study and analyze the corresponding data. The final research results also summarized the issues related to the epidemic prevention by publicity of public organizations and individuals during the epidemic period, and successfully applied the relevant theories to the study.

Keywords: Audience responses, Anti-COVID-19 campaign, effectiveness of the campaign

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Wen Sun

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INTRODUCTION

1.1 Rationale and Problem Statement

A public health emergency is a sudden occurrence, epidemic situation of major infectious diseases, group diseases of unknown origin, major food poisoning and other events seriously affecting public health and safety that cause or are likely to cause serious harm to public health. COVID-19 as a major public health event, the epidemic of COVID-19 seriously affects people's life, health and daily life.

Covid-19 is a fatal disease not only in China but throughout the world（Han，2005）.

The COVID-19 is a global pandemic, appeared at the end of 2019, and in Europe and the United States in March 2020, spread to the world and continues to this day. After July 2020, the second wave of the epidemic became more severe, with the daily number of confirmed cases reaching 200,000 worldwide, and an average of 246,000 in August, rising more rapidly. It has been another novel coronavirus in the UK and South Africa, which is more contagious. The number of confirmed cases and deaths worldwide remained high. On January 26, 2021, the cumulative confirmed cases worldwide exceeded 100 million, and more than 2 million deaths were accumulate，this is very scary data (Wang, Hu, & Wu, 2021)

As for COVID-19 in China, Hubei Province was an example. Baidu data entry searched the trend of January 21, 2020 to February 13, 2020 (as shown in the picture below). Baidu and other websites collected all kinds of data related to the pneumonia epidemic, and revealed the hidden nature of the epidemic data through data mining and multi-dimensional analysis.

Figure 1.1: Epidemic trend in Hubei

region	increased	accumulative	Death	cure
HuBei	4823	51986	1318	3862
WuHan	3910	35991	1016	2016
XiaoGan	135	3009	57	255
HuangGang	163	2791	59	504
JingZhou	54	1447	27	159
SuiZhou	46	1206	16	72
EZhou	69	1125	32	116
XiangYang	10	1111	16	73
HuangShi	32	943	11	137
JingMen	21	901	25	105
YiChang	67	877	13	81
XianNing	200	732	8	99
ShiYan	24	586	2	89
XianTao	20	500	17	58
TianMen	54	416	10	21
EnShi	8	237	4	58
QianJiang	10	104	5	11
ShenNongJia		10		8

The above statistics and cases can show that COVID-19 has had a very terrible impact on China and the whole world, so we should actively seek communication prevention measures. Therefore, Chinese major public organizations and individuals have launched various epidemic prevention campaigns.

After the occurrence of this public health event, COVID-19 once became the focus of the whole society in China. At this very special and important juncture, there is a growing demand for timely and effective information on epidemic prevention （Yuan, 2021）.In the face of the challenge of this new type of coronavirus pneumonia, both public organizations and individuals in China have played a crucial role in the campaign to prevent the spread of the epidemic, and both are independent and complementary in their respective organizations, in the process of information disclosure and timely dissemination in the public events of the COVID-19, public organizations and individuals make use of their own advantages, using various channels such as public Official Accounts and short videos, etc. It has achieved different effects in spreading the advantages and avoiding the disadvantages.

The public organizations of this paper focus on the analysis of China's two major mainstream media, —— People's Daily and CCTV News. They are all the Chinese central media and the powerful tools for the government to spread authoritative information. People's Daily is the government newspaper of the Central Committee of the CPC of China. It was founded on June 15, 1948 and undertakes the function of the CPC Central Committee. CCTV News is a news television program produced by the

China Media Group (CCTV) that premiered at 19:00 on May 1, 1958. CCTV is an important news and public opinion organization in China, an important mouthpiece of the Party, the government and the people, an important ideological and cultural position in China, one of the most competitive mainstream media in China today, the main channel for the national public access to information, and an important window for China to understand the world and the world to understand China (Chen, 2022）.

People's Daily held a ceremony on June 11, 2018, announcing the official launch of People's account, a national mobile new media aggregation platform. On December 8, 2019, Zhu Guangquan, a well-known CCTV anchor, posted a video on the official account of CCTV News Station B, officially announcing that the —— CCTV News has officially entered Station B. The sources of People's Daily and CCTV News are mainly from full state funding, and of course, a small part of the sources also include certain self-financing income (such as advertising, etc.) Since then, the two major online streaming platforms have attracted fans and gained hundreds of millions of follower(Chen, 2022).

In the context of the COVID-19 epidemic, People's Daily and CCTV News have actively entered TikTok and short video platforms such as Kuaishou, Tik Tok，and have become the pioneers of epidemic prevention information publicity with the help of the communication characteristics of "short and flat speed" of the platform. People's Daily and CCTV News timely reported an important role in the progress of the epidemic, released authoritative information on epidemic prevention, clarified

rumors, and played an important role in alleviating social anxiety, and they quickly accumulated 120 million followers respectively（Zhang, 2021）.

CCTV News entered various short video platforms such as TikTok and Kuaishou, allowing the public to better understand the first scene by updating several minutes a day, with doctors fighting on the front line of fighting the virus, a harmonious picture of patients in square hospitals, and white soldiers on the front line to aid Hubei, who condensed into the anti-epidemic force of China. CCTV News's vlog collection on TikTok has exceeded 730 million views and received about one million thumb ups for a single video. The length of each episode is not more than 5 minutes. Some restore the work scenes of the medical staff in the hospital, some tell the stories of Wuhan people, and some record the construction process of the square cabin hospital. Each episode has a different focus, closely related to the anti-epidemic theme. And the audience can understand the situation against the epidemic through short videos. The existence of short videos makes real-time transmission and timely transmission no longer a dream（Gong, 2020）.

The individual epidemic prevention campaign in this article is mainly analyzed by using Lilac Doctors and some individuals well-known vlog bloggers. None of these individuals or organizations belong to government agencies.

Lilac Doctors is a WeChat public account of Lilac Garden that mainly spreads health knowledge and provides health services. It was officially launched in September 2014. "Lilac Doctor" positioned itself as temperature, knowledge, attitude,

a new generation of public health media. By the end of 2020, the account has released

more than 4,000 original articles, with a number of fans of ten million, making it the

account with the highest total reading number and the highest WeChat

communication index（Yuan, 2021）.

During the COVID-19 epidemic in 2020, Lilac Doctors took the lead in

launching the "Real-time dynamic of COVID-19 epidemic", providing real-time

global epidemic dynamic data update and popular science and rumor refuting

knowledge services to the global audience. By the beginning of March 2020, the page

volume had exceeded 3 billion views. At the same time, Lilac Doctors have continued

to export all kinds of popular science knowledge, real-time information and other

contents related to the epidemic. By the beginning of March 2020, it had published

more than 1,600 articles and read more than 2.4 billion times. Lilac Doctor's income

is closely related to the huge traffic browsing, mainly including online consultation

income, paid knowledge payment courses, e-commerce and advertising marketing

income.

In addition, some personal we-media bloggers and UP owners have also recorded

and spread the real situation of the epidemic area through VLOG, live broadcast, short

video and other forms. Much of the benefits of these we-media communicators come

from advertising revenue and user rewards. After Lin Chen, the owner of the UP of

Station B, saw a short video spreading Wuhan panic online, he carefully made a

high-quality short video, recording the real life, street scenes and prices of ordinary

people in Wuhan during the epidemic, and let the general public see the real current situation of Wuhan through the short video. People from all walks of life will also release the status quo of fighting against the epidemic through short video platforms, and show people the most real front-line stories of fighting against the epidemic through short videos.   For example, female nurses cut off their long hair to fight the epidemic, long-term mask face scars, doctors do not eat or drink for a long time not to waste protective clothing, delivery workers, taxi drivers and other long distances to deliver meals in the form of short video, to create a positive epidemic atmosphere on the Internet. These personal behaviors greatly pull into the distance from the audience, and obtain a great amount of thumb up and forwarding volume（Ke, 2021）.

Well-known bloggers have also spoken out. Bloggers with a certain fan base continue their past style, express your opinions in the way you do best. Ordinary people do not need to modify too much in the video, the most real thing is the most precious. Short videos have limited time, but they are rich in transmitting information (Gong, 2020).

There are great differences in the way public organizations and individuals behave in epidemic prevention work. We can clearly realize the different characteristics of public organizations and individuals in response to the COVID-19 epidemic prevention strategy, as well as their different effects and the problems and solutions caused by them （Qiu, 2021).   Therefore, this article makes an in-depth analysis of the effects and characteristics of different measures of public organizations

and individuals for the COVID-19 epidemic prevention campaign in China, so as that public organizations and individuals can conduct a better analysis of the degree of epidemic professional knowledge dissemination and relieve social anxiety, so as to achieve a better solution.

In this paper, textual analysis is used to analyze the different methods of prevention and transmission of COVID-19 in public organizations and individuals, than, to draw a certain conclusion

1.2 Objectives of Study

1) To examine the effectiveness of the campaign used by public organizations and individuals to fight against the COVID-19.

2) To analyze how audience responses to the efforts of public organizations and individuals to promote the prevention of covid-19 transmission in China.

3) To explore how the anti-Covid 19 campaign relieve public anxiety and enhance their awareness and ability of epidemic prevention.

1.3 Research Questions

1) What is the effectiveness of campaign used by Chinese public organizations and individuals for the COVID-19 epidemic prevention campaign?

2) What are the audience's responses to the efforts of public organizations and individuals to promote the prevention of covid-19 transmission in China?

3) How do the anti-Covid 19 campaigns relieve public anxiety and enhance their awareness and ability of epidemic prevention?

1.4 Significance of the study

This article mainly studies the mainstream media and the we-media between the audience acceptance and response behavior, during the COVID-19 epidemic prevention information spread, largely narrowed the mainstream media and the we-media in short video communication information barriers. Besides, this study can shed lights to the public's acceptance and resonance, and greatly eliminate people's uncertainty, so as to curb the spread of panic, with real evidence and full of care to the public's reassurance（Ke, 2021). There is no doubt that public organizations and individuals have a common purpose for the efforts of the COVID-19 prevention campaign ―― that is to inform the public of the latest news of the COVID-19 epidemic prevention campaign, enhance public awareness, and relieve public anxiety.

Public organizations in the short video and WeChat public account is just a marketing communication tool. Its purpose is not to circle powder, but to the epidemic prevention status notice and publicity, the operation of notice content, and pull into the real distance with fans and realize value conversion as a public communication media professional knowledge, improve the public epidemic prevention ability, ease social anxiety atmosphere.

The operation of individuals in short videos and WeChat public accounts is mainly to build personal accounts, and the operating income occupies the initiative of

content output to a large extent. However, in the operation of personal short videos

and public accounts, many bloggers have fixed with loyal fans having unique and

strong personal charm. At some times, they can even go deep into the inner world of

the audience more than public organizations and play a good communication effect.

However, the output of personal short videos and WeChat personal accounts during

the 19 COVID and epidemic prevention campaign is good or bad, and the quality and

professionalism may not be absolutely guaranteed, which is more likely to mislead the

audience and cause adverse effects, and finally aggravate the spread of the epidemic

and the transmission of knowledge of society（Gong, 2020）.

When the COVID-19 outbreak occurs in China, initial panic are normal and

inevitable. Epidemiological prevention campaigns and community-based prevention

measures are inadequate for some. Some citizens may experience restlessness, anxiety

and other emotional instability. In addition, the constant changes in the epidemic also

have an impact on the physical and mental health of the general public. Therefore, the

epidemic prevention awareness, attitude and behavior of the citizens, as well as the

impact of new pneumonia on physical and mental health have different degrees of

impact（Tangshukun，2020).

This article studies the preventive measures of different organizations in China to

show that the public is highly willing to share and obtain information, individuals and

families have sufficient knowledge and consensus on the prevention of epidemic

diseases, and strictly abide by relevant regulations, effective preventive measures and appropriate public facilities will help to control the COVID-19. Through the study of this article, we can have a deeper understanding of how public organizations and individuals in China play their role in the spread of health information to fill the gap in the spread of this epidemic, this not only provides the enormous convenience for the audience, but also conveys the correct and professional health information, and enhances the audience's epidemic prevention ability. In addition, the two organizations also strive to achieve empathy with the audience, guide the rational social mentality, has launched a variety of interactive activities, transmitted the idea of solidarity and care for medical staff.

1.5 Scope of the study

In this paper, the methods of text analysis are used to analyze the different ways of public organizations and individuals under the COVID-19 prevention campaign in China, so as to get a better understanding of how individuals and public organizations play a crucial role in China's COVID-19 epidemic prevention campaign. In this paper, epidemic prevention methods for public organizations and individuals of COVID-19 during the epidemic period are selected to analyze the reasons for their success, find common features and explore their future development direction, with a view to promoting more high-quality, influential short video and WeChat public accounts push（Zhang, 2021）.

According to the Uses and Gratification Theory, people are always actively looking for specific themes and specific content, in the process of COVID-19 aggressive outbreak, the audience panic and urgently seek relevant control measures, and personal media professionalism and influence are more or less lacking, so the official media need to guide（Cui, 2021）. However, the state media is sometimes too long and complex to achieve the best effect for the less educational audience, so some personal media are also need to conduct easy to understand popularization and impart. They are two contradictory and unified, but for the same final purpose and each effort are indispensable.

"national new pneumonia outbreak real-time dynamic" information content in Lilac doctor platform provides users with professional and reliable knowledge and accurate and clear data, the service content for the user to solve the problem of consultation and medical treatment, considering the want to vaccinate, want nucleic acid detection and want to buy the needs of epidemic prevention materials, provide convenient for the user also answered the user's questions, provides users with certain scientific knowledge. During the outbreak, short videos, as a very important means of communication, showed the epidemic-related knowledge in an all-round and multi-level way, so that people can better prevent and fight the virus. Major mainstream media, "We Media" and ordinary netizens have joined the tide of short video communication（Zhang, 2021）. Many people have become the disseminators of

short videos. According to preliminary statistics, during the COVID-19 epidemic,

with tens of millions of short videos from all over China every day, short videos have

become one of the important ways for citizens who "stay at home" to learn about the

epidemic.

1.6 Definitions of term

(1) The term "Public health emergencies" will refer to a public health

emergency, epidemic situation of major infectious diseases, group diseases of

unknown origin, major food poisoning and other events seriously affecting public

health and safety that cause or are likely to cause serious harm to public health

（Tangshukun, 2020）.

(2) Anxiety：It usually leads to anxiety, tension, or even unable to think of a

solution. Anxiety can be manifested as panic attacks, physical doubts or stress

disorder. The cause of anxiety mentioned in this article is the epidemic, which refers

to the psychological anxiety symptoms that occur during the epidemic, generally

caused by excessive panic, or alternative trauma (Nie, 2021).

(3) Individuals：Individuals refer to the living individuals who are in certain

social relations and differ in their social status, ability and role. This article

specifically refers to a specific individuals organization (Lilac Doctor) composed of

individuals and individuals of unofficial（NGOs）.

(4) Awareness：The understanding of consciousness in the modern psychology circle is divided into two kinds: broad sense and narrow sense.　The concept of general consciousness determines that consciousness is the whole psychological phenomenon endowed with reality, and the subjective phenomenon of the personal direct experience, which is manifested as the unity of be aware of, emotion and meaning. The concept of a narrow sense of consciousness refers to people's awareness and attention to the outside world and themselves. In this article, the awareness of epidemic prevention after the outbreak of covid-19 epidemic is more of an ideology, and can be understood as the "consciousness, concept, judgment and values" shared by the group. Awareness achieved through epidemic spread by public organizations and individuals.

(5) Audience responses：The audience response is that allows the audience to interact with hosts, symposia, teachers, or other demonstration agencies.　Audience response have a wide range of uses and have become more popular and widespread with the advent of Internet technology and cheap hardware. This article mainly refers to the corresponding response given by the audience after receiving the publicity activities conducted by public organizations and individuals in the epidemic prevention campaign.

(6) Effectiveness：Generally, effectiveness refers to the completion of the planned activities and the extent of the planning results. This article specifically refers

to the effect achieved by public organizations and individuals in the aspects of cognition, psychological and behavior after receiving the epidemic prevention publicity.

(7) Anti-COVID-19 campaign：On February 11, 2020, the World Health Organization announced that the coronavirus-infected pneumonia will be officially named "COVID-2019 disease". Anti-COVID-19 campaign in this article refers to preventing and alleviating the adverse consequences of COVID-19 through a series of measures taken by public organizations and individuals.

(8) Empathy："Empathy" can make one person sympathetic towards another and make altruistic action.   The exploration of empathy can be roughly divided into three stages, namely, cognition, emotion, and multi-dimensional empathy. This paper provides an in-depth analysis of trait empathy and situational empathy (Gao, 2021).

(9) Textual analysis is a way for researchers to gather information about how other human beings make sense of the world.

When we perform a textual analysis on a text, we make an educated guess at some of the most likely interpretations that might be made of that text.

We interpret texts (films, television programmes, magazines, advertisements, clothes, graffiti, and so on) in order to try and obtain a sense of the ways in which, in particular cultures at particular times, people make sense of the world around them.

And importantly, by seeing the variety of ways in which it is possible to interpret reality.

Public organizations are all organizational entities that have statutory or delegated public powers for the purpose of managing social public affairs, providing public goods and services, and maintaining and realizing social public interests.

CHAPTER 2

LITERATURE REVIEW

In this chapter, the researcher displays and explains the relevant theories being used to develop the conceptual framework of this study. A literature review is reviewed in this chapter, Including the irreplaceability of coordinated epidemic prevention among multiple subject, transmission and communication channels of epidemic prevention information, communication of epidemic prevention information by public organizations, the publicity utility of short video and public account, individuals organize the dissemination of epidemic prevention information, insubstitutability of short video and public account, fine classification of epidemic prevention information and other related documents, using a new research environment based on previous research, A new analysis and study of the communication effect of public organizations and individuals, a key issue in this study.

2.1 Theoretical Analysis

2.2 Related Literature Review

2.3 Conceptual Framework

2.1 Theoretical Analysis

Six theories relevant to Chinese public organizations and individuals should prevent the transmission of COVID-19――Agenda setting theory, Finite effect theory,

Gatekeeper theory, Wake-up call effect theory, 5W, Uncertainty reduction theory，

they are provided theoretical ground for developing a conceptual framework of this

study.

2.1.1Agenda Setting Theory

The theory of agenda setting refers to the important way in which mass media

influence society. Its views mainly come from political science, which Lippman's

"Public Opinion" first put forward and was regarded as the foundation work in the

field of communication. In 1968, Max and Shaw investigated the presidential election

to see how much the media agenda has on the public agenda and proposed the agenda

setting theory (1972) that mass communication often cannot determine people's

specific view of an event or opinion, but can effectively provide information and

arrange related issues and the order of concern. Mass communication may not affect

what people think, but it can affect what they think. Agenda setting is an important

way for the mass media to influence society.

The assumption of the theory is that the mass media often cannot determine

people's specific view of an event or opinion, but can effectively provide information

and arrange related issues to focus on certain facts and opinions, and the order of their

issues, and the one that the media provides to the public is their agenda. The degree of

emphasis the mass media attaches on things and opinions is proportional to the degree

of attention of the audience. The theory emphasizes that the audience will change the

understanding of the importance of things due to the media providing issues, and take action on the events that the media considers important. The media agenda is not simply consistent with the awareness of the importance of the public agenda, which is related to how much exposure to the media, the personal agenda and the agenda of the mass media. Focusing not only on which issues the media emphasizes, but also on how they are expressed, the audience includes other factors beyond what the media emphasizes, which include two effects on attitudes and behaviors（Gong, 2020）.

The mechanism of action of the "agenda setting function" tends to be clearly defined. Scholars mainly investigate the action mechanism of the "agenda setting function" of mass communication from three perspectives. The first Angle is called the "cognitive mode". Mass media reporting or not reporting a certain "issue" will affect the public's perception of the "issue". The second perspective is the "salience model". The media's emphasis on a few "issues" will attach the public to these issues. The third perspective is the "priority mode". It is generally believed that the media coverage of a series of "issues" in a certain priority order will influence the public's judgment on the importance order of these "issues".

Mass communication is mainly setting the agenda through these three mechanisms. From "perception" to "attention" to "prioritizing" a series of issues according to their importance, this is a process of accumulating impact and effects in turn. The later the greater the effect, the more profound the impact is.

In the era of digital communication, public health events will produce spontaneous agenda because of the inconsistent source, the main body presents the flood trend, so need to guide from the perceptual and ideal, during the outbreak of COVID-19, the mainstream official media and influential public number and individuals played an important role in the setting of the agenda, the perception of the audience, attitude and behavior have a huge guiding role, inhibit the harm of malignant public opinion events（Huang, 2021）.

Figure 2.1: The model of Agenda Setting Theory
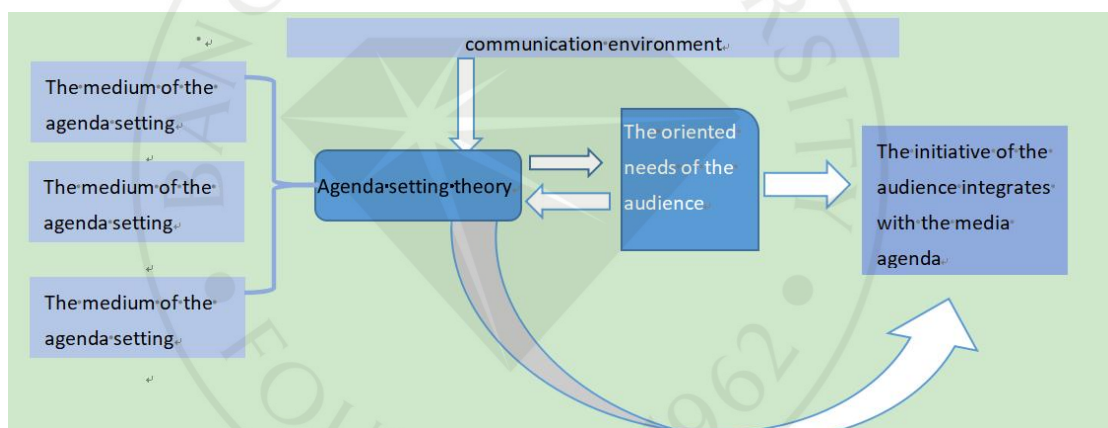
2.1.2 Finite Effect Theory

Finite effect theory is a theory of studying the effect of mass communication in the United States. The main view is that the communication effect of the mass media is limited. Communication is not a unilateral behavior, and the audience is not a passive, isolated individual, each is associated with others in the social network and influences each other. There are differences among individual audiences, such as race, education, religion, income, and gender, and they will choose and interpret the media content based on their needs, attitudes, and values. In his book The Effects of Mass

Communication (1960), American communicologist Joseph Clapper made a systematic summary of the "communication flow" study, believing that communication acts through intermediary factors such as audience orientation, selectivity, and group norms. The theory dominated effect research between the 1940s and 1960s.

Finite effect theory main point of view is: mass communication has no power to directly change the attitude towards things, when people make some decision, many other factors play an important role, including personal political, economic, cultural, psychological tendency to recipient demand for information and selective contact mechanism, group affiliation and group norms, interpersonal influence in the process of mass communication and so on. However, the conclusion of the theory emphasizes too much on the "powerlessness" of mass communication and the "limitation" of the effect, which is divorced from the truth of the modern information society.

Therefore, after the outbreak of COVID-19, the transmission effect of public organizations and individuals on epidemic prevention knowledge is not uniformly unchanged.

2.1.3 Gatekeeper theory

The gatekeeper theory was first proposed by a famous American social psychologist and one of the four founders of the University of Communication (1947). Lu Yin believes that when studying the communication of the group, the flow of information is carried out in some channels containing the "door area". In these

channels, there are some gatekeepers, and only the information that meets the group

norms or the value standards of the gatekeeper can enter the communication channels.

The theory believes that mass media news reporting and information

communication do not have pure "objective neutrality," but are trade-offs and

processing activities according to the media's position, principles and value standards.

Although the choice of news and information is restricted by various factors such as

the media business objectives, audience needs and social culture, the content that is

consistent or consistent with the media policies and interests is easier to be selected

and transmitted. The "check" of media is a multi-link and organized process, among

which although there are personal activities of journalists and editors, the result of

"check" is generally the embodiment of the position and policy of media

organizations.

Figure 2.2: The model of Gatekeeper Theory
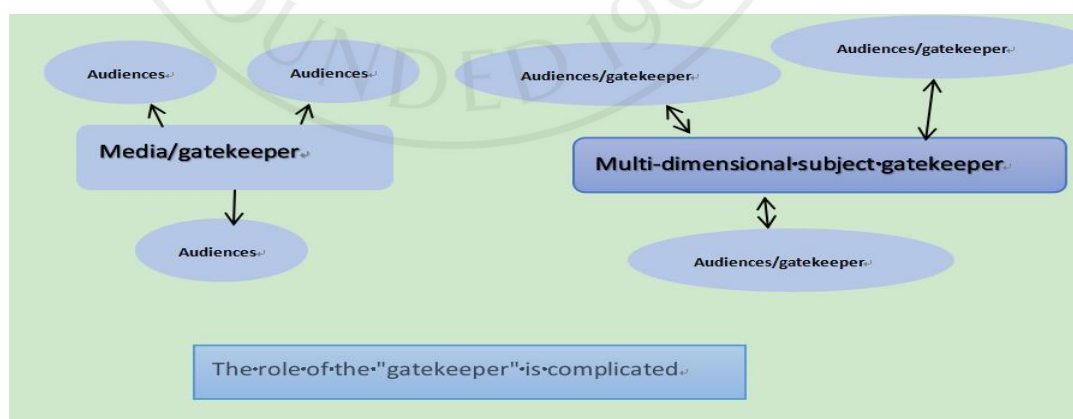
Source: Lu, X. J. & Yao, Y. C. (2021). —— takes the TikTok news short vi
deo as an example. *Publishing the Wide Angle, 19*, 74-77.doi:10.16491/j.cn
ki.cn45-1216/g2.2021.19.019.

With the arrival of the media era, the traditional mode has gradually diversified, everyone may become the disseminator of information, it will also cause uneven information transmission, during the outbreak of COVID-19, the audience for professional information access to some extent, also reflects the importance of the mainstream media and professional individuals and institutions for epidemic prevention information transmission.

2.1.4 Wake-up call Effect theory

The effect of the alarm bell is to use the "ringing the alarm bell" method to arouse people's crisis awareness and tension, and contribute to the change of their attitude and behavior in a certain direction. The effect is: (1) its emphasis on the interest of things can maximize attention and facilitate their exposure to specific communication content; and (2) the sense of urgency it creates can cause people to act quickly. However, because "ringing the alarm bell" is basically pursuing specific effects by stimulating people's fear, it will bring certain psychological discomfort to the object; If it is not properly, it is easy to lead to spontaneous defensive response and have a negative impact on the transmission effect.

This is a commonly used information tactic in mass communication. The outbreak of COVID-19 in itself is a thing for the audience to arouse the inner tension crisis. Therefore, public organizations and individuals should also have choices and consider the control of COVID-19 epidemic prevention information.

2.1.5 "5W" Theory

5W：Communication 5W is the five elements of the communication process, specifically: Who, What (what is said), what channel Which passes, Whom (on who spreads) and What effect. These five W later evolved into five research fields of communication, Who~ control analysis, research communicators; What~ content analysis; Whom~ audience analysis; Which~ media analysis; What effect~ effect analysis.

In 1948, American scholar Laswell proposed the five important factors of "5W" theory to promote the communication, namely the five elements of disseminator, communication content, communication channel, and audience and communication effect. The communication content of WeChat official account during the epidemic was analyzed according to the five elements of disseminator, audience, communication content, communication channels and communication effect. Its communication characteristics include: release of authoritative news, expand communication channels, release and dissemination of health and epidemic prevention content, ways to convey information, and obvious transmission effect.

2.1.6 Uncertainty reduction Theory：

Uncertainty is an aversive state, generating cognitive stress. When strangers meet, their primary concern is to reduce their uncertainty or to increase predictability.

Information seeking can reduce uncertainty by asking questions to gain predictability.

Interpersonal communication is a developmental process that occurs through stages,

beginning with entry phase, personal phase, and exit phase. The quantity and nature of

information that people share change through time. It is possible to predict people's

behavior in a lawlike fashion. The assumption of this theory has the following five

points: 1. People can produce uncertainty in many interpersonal situations. 2.

Uncertainty is a disgusting state that creates cognitive stress. 3. When strangers meet,

their first concern is reducing their uncertainty or improving their predictive ability.4.

People-to-person communication is a gradual process that goes through several

stages.5. People-to-person communication is the main means to reduce uncertainty.6.

The amount and nature of information that people share will change over time.7.

People behave regularly and are predictable.

Figure 2.2: The model of Uncertainty reduction Theory
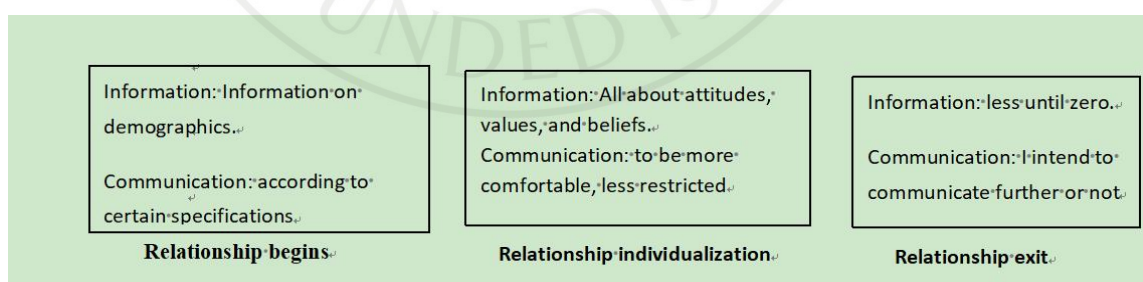
2.2 Related Literature Review

2.2.1 Irreplaceability of coordinated epidemic prevention among multiple subject

Some scholars think that the outbreak of the epidemic in 2020 is a thing off guard, so the real epidemic prevention action should be the diversified main body, not only to have the government belongs to the mainstream media voice, should also include some social individuals of social organizations voice, official and people together to fight COVID-19, form the situation of multiple subject collaborative co-governance（Li, 2020）.

2.2.2 Transmission and communication channels of epidemic prevention information

Meng YanLin pointed out that "COVID-19" is a new infectious disease. The early understanding of the source, transmission route and prevention and control knowledge of the disease is particularly limited, we should actively contact with relevant departments, search information on professional websites, organize batch training through various channels, use remote training system to learn protection knowledge and technology; establish public information dissemination, short video related knowledge dissemination, exchange and share information（Meng, 2021）.

2.2.3 Communication of epidemic prevention information by public organizations

Some scholars also believe that the outbreak of COVID-19 in 2020 is not only a major challenge to the world medical system, but also a major test of the ability of mainstream media in various countries to spread information and effect. During China's fight against COVID-19, People's Daily and CCTV News, as typical representatives of the official state media, used short videos to report the epidemic for

many times, and put forward authoritative and professional epidemic prevention measures with the development of the epidemic. Most of the short videos are simple and mellow, sincere feelings to stimulate the strong resonance of the audience, so as to achieve excellent communication effect（Zhang, 2021）.

2.2.4 The publicity utility of short video and public account

Zeng Ke of Gansu University of Political Science and Law believes that the information dissemination in the epidemic era also once again verifies the irreplaceable nature and convenience of short video communication from the side. It is also proposed to in-depth analyze the role of short video and public promotion platform in public health communication, analyze its role during the epidemic period, and learn the instructive role of short video and public account promotion on the social culture and communication audience during the epidemic period（Ke, 2021）.

2.2.5 Individuals organize the dissemination of epidemic prevention information

Qiu Wenqian of Hebei Normal University believes that during the epidemic period, the public account "Lilac Doctor" launched the "National Real-Time Dynamic of New Pneumonia Epidemic" page through in-depth operation of the medical field, which provided the audience with precise and personalized information and services. During the epidemic period, Lilac Doctor paid close attention to the latest developments of the epidemic development, provided professional perspective and scientific knowledge, paid close attention to the issues of the audience, spoke out in

the first time, and discuss, analyze and expose the rumors of social rumors（Qiu，2021).

During the epidemic period, Lilac Doctor accurately grasped the users' needs and met

the user psychology, thus showing a strong communication power and unique

influence.

2.2.6 Insubstitutability of short video and public account

Gong Yujing of Nanchang University believes that short videos are equipped

with the characteristics of short precision, diversified production subjects and strong

sense of video pictures (Gong, 2020). It has other means of communication but cannot

achieve the effect. Successful short video cases during the COVID-19 epidemic are

selected to analyze the reasons for their success, find common characteristics, and

discuss the future development direction of short video, which can promote the birth

of more high-quality and influential short videos, so as to better carry out the

COVID-19 epidemic prevention campaign.

2.2.7 Fine classification of epidemic prevention information

Some experts have pointed out that the sudden outbreak of COVID-19 in 2020

has caused a great impact on people from all walks of life, and even disturbed

people's normal lives. With the increasing maturity of Internet technology and the

increasing convenience of people to obtain information, short videos and public

account push have been one of the most convenient and efficient ways for audiences

to obtain corresponding information with fragmented time. With the survival of the

fittest pushed by short videos and public accounts, the news about the progress of the

epidemic and how to conduct epidemic prevention has been increasingly finely

classified, so that the audience search amount of information can more meet their own

needs, so as to further explore the needs and motivation of the audience to use the

media, and more carefully analyze the effect of the epidemic prevention and

transmission of short videos and public accounts during the outbreak of COVID-19

(Cui, 2021).

2.2.8 Knowledge Gap Found from Past Studies

According to the available research literature shown in chapter 2, most of the

studies are some successful cases, but how do we ensure the correctness and authority

of these organizations in the process of communication, and will there be some

misleading results in the process of personal organizations and cause bad

consequences?

How to better seize the opportunity to stand out, how to combine the

characteristics of the short video itself to foster strengths and circumvent weaknesses,

also needs each producer to integrate their own thoughts, style and ideas into the

video, so that the creation of the short video can not only have speed, more attitude

and temperature.

In the extraordinary period of COVID-19, "We-Media" has become an

indispensable part of people accessing and spreading information at home. However,

the research literature does not show people's contact and use of different types of "We-media", which may have caused the audience differentiation and the further tearing of the field of public opinion.

In the process of the large-scale science popularization campaign for public and individual epidemic prevention and control, the rapid spread of the Internet era has also caused the sudden difficulty to effectively transfer real, accurate and scientific popular science knowledge to the public, and the mechanism for denying rumors is not perfect enough, and these issues have also been ignored in the previous research literature（Dong, 2021）.

In addition to the various problems existing in the literature described above, the existing literature also lacks the interaction between communicators and recipients. The literature and the whole film are studying what kind of information the extensive communication media brings to the audience, but it is rarely described to study how the audience gives corresponding feedback on this information. For example, the audience will receive a lot of information related to the epidemic daily in the COVID-19 campaign, but the understanding of such information such as public information dependence and psychological panic have not been well studied.

2.2.9 Conclusion and Recommendations for Future Research

The present paper mainly studies the comparison of behavior between Chinese public organizations and individuals in the COVID-19 prevention campaign.

With the help of existing literature, the two have taken active measures in the prevention and control of the COVID-19 epidemic, such as popularizing health knowledge, paying attention to the training of disease prevention talents, early warning and prevention and control.

This study not only shows the contribution and effect of the COVID-19 prevention and control process, but also further affirms the significance of the epidemic prevention and control. The COVID-19 has also exposed the lack of health knowledge, neglect of daily health habits, lack of knowledge to prevent infectious diseases, and uneven level of health awareness. The study is a more obvious demonstration of the process of preventing movement efforts and allowing people to see their efforts to prevent COVID-19.

This paper takes a text study approach to study communication strategies used in the COVID-19 prevention campaigns by different types of organizations in China.

Textual analysis is a way for researchers to gather information about how other human beings make sense of the world（Peng，2013）. Therefore, this paper shows the research issues mentioned before. In addition, this article will compensate for the deficiencies of the existing literature.

How to ensure that the public has more professional and accurate information. How did the public organizations spread in the campaign for epidemic prevention? What are the characteristics? What effect has it happened? What are the advantages

and disadvantages? What will need to be improved and carried forward will also need to be studied and further considered in this paper.

In addition to describing the comparison of preventive measures between the two, we should also speed up the construction of the demonstration and incentive mechanism of digital media emergency science content production, and explore a new mechanism of scientific community and media to balance timeliness.

2.3 Conceptual Framework

According to the above theories and literature review，this article is based on the scope of communication，based on the overall environment of COVID-19 outbreak, through the multiple subject collaborative epidemic prevention, transmission and communication channels of epidemic prevention information, public organization information communication, individuals information dissemination, short video and public propaganda utility, short video and public irreplaceable, epidemic prevention information fine classification related problems research content analysis and its shortcomings, using related research theory, all of them wants to research this question——"What is the campaign effectiveness using adopted by Chinese public organizations and individuals for the COVID-19 epidemic prevention campaign ?"

Figure 2.3: Conceptual Framework
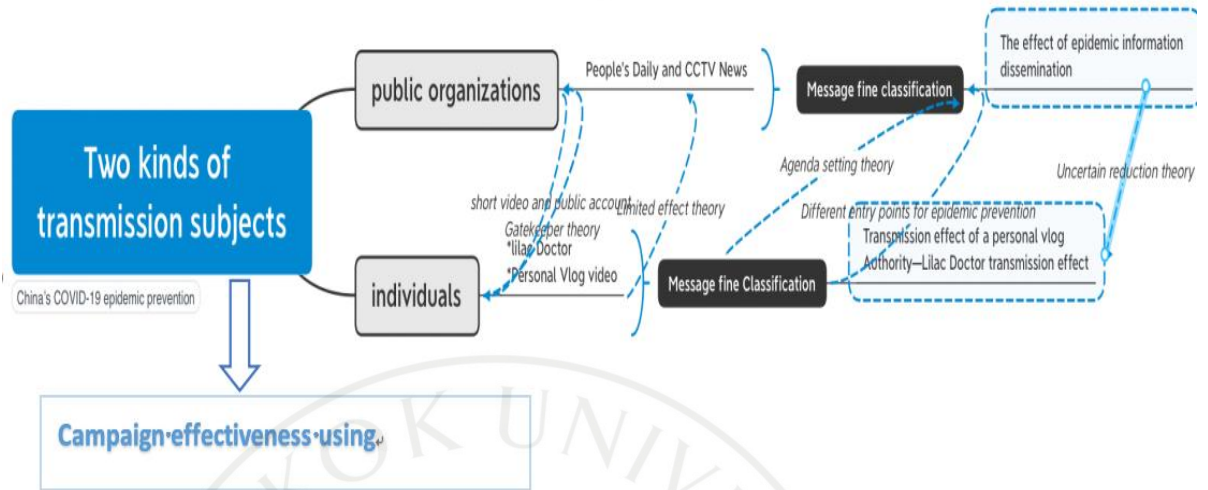
Collaborative epidemic prevention by multiple subjects is absolutely

irreplaceable. The COVID-19 epidemic prevention movement is not unique to a

certain group and individual, which is a cause that mankind must pay great attention

to operation. Therefore, this article divides the main body of the COVID-19 epidemic

prevention and communication movement into two parts, one is a public organization

affiliated to the government, mainly discussing the two mainstream media, People's

Daily and CCTV. Second, from the individual and group as the starting point, we

mainly discuss the promotion of the official account of professional and authoritative

lilac doctors and the vlog video, a traffic blogger with huge personal appeal.

The main content of the article is the comparative analysis of Chinese public

organizations and individuals COVID-19 epidemic prevention campaign. Through

deep mining of existing literature and further analysis of literature use theory, the

main research objective of the whole article was to analyze the what is the campaign

effectiveness using adopted by Chinese public organizations and individuals for the

COVID-19 epidemic prevention campaign? It is to analyze the epidemic prevention

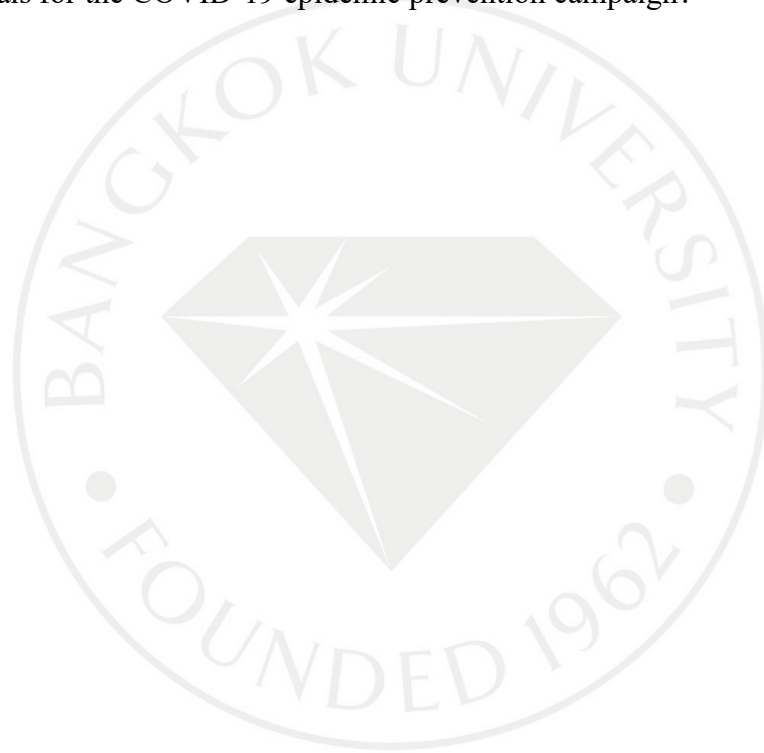effect (acceptance of the audience) between public organizations and individuals.

Among them, public organizations mainly analyze —— People's Daily and CCTV

News, two mainstream media affiliated to the Chinese government (Zhang, 2021).

Individuals include professional and authoritative individual organizations

represented by Lilac Doctors and different individual members of the society. The

main research channels are divided into two categories of ——: short video

(including but not limited to vlog form), and the other is the form of WeChat public

account promotion (e.g. Lilac Doctors) (Yuan, 2021).

Public organizations and individual communication way of this article mainly

fixed in short video and WeChat public, for the audience in the face of mainstream

media and flow individual different acceptance to analyze the communication effect

of the two, and through a certain degree of comparison to analyze the advantages and

disadvantages of public organizations and individual epidemic prevention and

improve, for the future effect analysis to make further improvement.

The fine division of epidemic prevention information can more accurately study

the effect of audience acceptance of information and the effectiveness of information

dissemination.

In the process of epidemic prevention, the two of them will cause different transmission effects due to the difference of the transmission subjects, It will also have the same communication effect because of the control and division of information, This is also the issue that this paper focuses on —— What is the campaign effectiveness using adopted by Chinese public organizations and individuals for the COVID-19 epidemic prevention campaign?

CHAPTER 3

METHODOLOGY

Chapter 3 describes the research methodology to examine the effectiveness of the public organizations and individuals for the COVID-19 of the dissemination of effects(The acceptance of the audience).This chapter is composed of six sections ——research design, key documents, research instrument, data collection, procedure data analysis.

3.1 Research Design

The purpose of this study is to examine the effectiveness of the campaign used by public organizations and individuals to fight against the COVID-19, how audience responds to the efforts of public organizations and individuals to promote the prevention of covid-19 transmission in China, and how the anti-Covid 19 campaigns relieve public anxiety and enhance their awareness and ability of epidemic prevention.

The research design deploys qualitative research and will provide the details of textual analysis. The qualitative method is used because it can leverage its own advantages of public organizations (mainstream media like CCTV News and People's Daily) and individual organizations (Lilac Doctor and some famous vlog bloggers) on covid-19 and carefully analyze the response effect of both audiences. CCTV News and People's Daily are the mainstream media in China with strong authority, and Lilac Doctor is one of the most popular WeChat public accounts during COVID-19.

Over the past decade, "qualitative research methods" have been much more diverse (Wang, 2022). The textual analysis, in particular, has also been used widely in public opinion analysis, user analysis, and in the content creation field (Bai, 2022).

In order to deeply understand the characteristics of mainstream media news during the outbreak, this article will use the short videos released by CCTV news and "people's daily," the two mainstream media, as the objects of textual analysis. The total number of videos were 48 selected from December 2019 to June 2020.

In this case, the maximum time limit for searching the video on the short video playback platform is within half a year, and the 48 samples were collected from 12 different samples selected in a week, half a month, one month, three months and half a year. published statistics and analysis and repeated research, and the paper want to report content, language presentation elements for summary and data analysis.

In addition, in order to explore the audience to watch the epidemic of personal organizations and public organizations after epidemic prevention news in their own cognition, attitude, and behavior, to make up for the deficiencies in the process of qualitative research, so that the transmission effect research is more detailed and accurate.

3.2 Key Documents

Since this paper focuses on the analysis and comparison of public organizations and individuals for covid-19 audiences from short video (Tik Tok is the main) and WeChat public account, this study will focus on the relevant content of Tik Tok short video platform and Lilac Doctor WeChat public account platform. Related important

documents including COVID-19 outbreak of "Lilac Doctor" WeChat public health communication research and "Lilac Doctor" about the new outbreak science research, mainstream media (CCTV news and people's Daily, for example) during the COVID-19 vlog report narrative characteristics and transmission effect analysis, after the outbreak era short video in the role of public communication, etc. Among them, short videos with the highest click rate of mainstream media were analyzed, and the reports published by "Lilac Doctor" were counted and analyzed within the fixed six-month period of the outbreak. What's more, sample selection and composition, sample coding, sample category, sample thematic analysis were proposed according to the research

3.3 Research Instrument

The content analysis is a method commonly used by researchers to find common topics, content analysis is deployed to analyze the 48 short videos and "Lilac Doctor" WeChat public account with the highest click rate.

Reliability analysis & Validity analysis

Reliability analysis of the content analysis method will be tested using Holsti's method. The formula for the reliability calculation is: R (coefficient of reliability) $= 2M / (N1 + N2)$; M is the number of codes unanimously agreed upon by the coders, N1 for coder 1 and N2 for coder 2. After calculation, the reliability between the coders is at least above 0.8, so it has a certain reliability.

As for the validity of content analysis, the researcher conducted the self review, by seeing that the content analysis coding corresponded to the three research purposes, and selected the content that is representative, thus strongly guarantee the external validity.

The qualitative content analysis can be divided into three categories as shown in Table 3.1

1）effectiveness of the campaign

2）Audience responses analysis

3）Factors relieving public anxiety and enhancing public awareness

Table 3.1: Text Analysis

Text analysis		
Aggregated Themes	✓ short video （e.g Tik Tok）	✓ WeChat official account (Lilac doctor)
Effectiveness assessment of the campaign	✓ Cognitive level analysis ✓ Psychological level analysis ✓ Behavioral level analysis	

(Continued)

Table 3.1 (Continued): Text Analysis

Audience responses analysis	✓ Empathy Responses
	
	  Feature empathy
	
	  Situational empathy
	
	✓ Audience Trust Responses
	
	  Fear rumors
	
	  Hope rumors

Factors relieving public anxiety and enhancing public awareness	relieving public anxiety ✓ educational background ✓ Epidemic prevention knowledge reserve ✓ Attitude (faith) ✓ behavior ✓ Whether to isolate ✓ Gender ✓ Occupation ✓ Prayer for the blessing increases ✓ Life under the epidemic ✓ The process between patients and quarantined patients ✓ The social focus caused by COVID-19

(Continued)

Table 3.1 (Continued): Text Analysis

Factors relieving public anxiety and enhancing public awareness	enhancing public awareness
	
	✓ The public always pays attention to the frontline of the epidemic prevention
	
	✓ Health and epidemic prevention knowledge is constantly popularized
	
	✓ COVID-19 epidemic prevention measures and suggestions
	
	✓ Awareness improvement framework
	
	    The factual framework
	
	    Emotional framework
	
	    Professional interpretation framework
	
	✓ Professional insight interpretation
	
	✓ Personal experience report of COVID-19
	
	✓ COVID-19epidemic prevention-related publicity
	
	✓ Topics beyond the COVID-19
	
	✓ Other medical science popularization

3.4 Data Collection Procedure

This paper mainly adopts the method of qualitative analysis to conduct thematic

analysis-oriented textual analysis for short videos and WeChat public accounts, and

studies the audience effect analysis of public organizations and individuals on

covid-19 epidemic prevention through data analysis step by step.

The analysis of this text has the following steps:

1) Sample selection of statistics and effectiveness assessment

Basically summarize and study the theme, length and subject matter

Cognitive level；Psychological level；Behavioral level

2) The audience's responses and analysis

From the two aspects of empathy and rumors to cut into the analysis

3）The factors to relieve public anxiety and enhance public awareness

Multi-level analysis

The framework divided into high-level framework, medium-level framework and

low-level framework(Meng, 2021)

High-level framework：

The high-level framework of WeChat official accounts and short videos reported

during the epidemic is how to present its main theme in the spread of COVID-19

epidemic information. For an article. Because the theme of the event may be hidden

under the framework of multiple reports, it is relatively difficult to define the abstract

significance of the article. In the WeChat public account and short video reports, it

mainly shows the fact of the epidemic, and the macro aspects of control and impact.

Medium-level：

The medium-level of the news framework includes major events, prior events,

history, results, impact, attribution, evaluation, etc. That is, a certain pattern of

expression presented by the text. Such framework research, which can better analyze whether they are the main event, cause, or background in the overall event structure, can help us to understand the public anxiety and public response in the healthy transmission process of COVID-19 epidemic.

Low-level framework：

Low-level structure is mainly realized through the permutation and combination of words and words. The micro levels of the new reports such as: including key words and high-frequency words to analyze the change of public awareness shown by public acceptance.

In addition to the textual analysis used in this paper, the analysis of research objectives also includes content analysis with the purpose of solving target problems and making in-depth and reasonable exploration of the text. The above three topics （effectiveness of the campaign; audience responses analysis; Factors relieving public anxiety and enhancing public awareness） They are the important factor in the continuation of the research and analysis in this paper.

3.5 Data Analysis

This paper focuses on the short video and WeChat public account corresponding text research public organizations and individuals under the audience responses, take content analysis, select key information and data from important documents, between the research purpose and research results to establish a clear connection, to ensure the accuracy and professionalism of the research. In addition, this paper also conducts a reasonable and professional analysis based on a reasonable number of samples.

Therefore, this paper focuses on the textual analysis method to analyze and test the

effect of epidemic prevention publicity of public organizations and individuals.

CHAPTER 4

FINDINGS

This chapter shows the findings from the qualitative analysis, and uses the content analysis to study the effectiveness of the campaign，audience responses analysis and factors relieving public anxiety and enhancing public awareness.

The main purpose of this paper is to study the effectiveness of public organizations and individuals to fight COVID-19, the audience response to the spread of two different organizations, the relief of public anxiety about the epidemic and the increased awareness of prevention.

Therefore, this chapter will discuss the results of the textual analysis of the data needed to be analyzed, so as to obtain the answers to the research questions from the relevant short videos and WeChat official accounts.

4.1 Effectiveness assessment of the campaign

The effect evaluation of the campaign is to repeatedly watch and analyze the news reports of CCTV News, People's Daily and WeChat public accounts during the epidemic period, and to summarize and sort out the effect evaluation (cognitive level analysis, psychological level analysis and behavior level analysis)(Zhang, 2021)

4.1.1 Cognitive level analysis

When the epidemic prevention publicity is spread in the form of short videos and WeChat public accounts, it also refreshes the cognitive level of the audience to some extent.

Mainstream media use more vivid visual videos to publicize epidemic prevention knowledge, while the WeChat official account (Lilac Doctor) selects more corresponding pictures with relevant text to publicize the prevention and control of COVID-19（As shown in the figure below）

Figure 4.1: The presentation difference between short video and WeChat public account

About 80% of the respondents believe that the vlog short videos and public accounts more accurately described the spread of the epidemic, and these texts frequently appeared in front of the audience and received a good response. Many respondents said their focus on vlog short videos only deepened from the beginning of the outbreak. These texts are constantly filling the audience's vision, and constantly deepen the impression of the audience, so as to achieve better epidemic prevention effect.

4.1.2 Psychological level analysis

In these 48 original texts, we can use the "use and satisfaction theory" to analyze the audience's presence psychology, companion psychology and peeping psychology.

Presence psychological analysis:

No matter whether the audience is faced with public organizations or individual organizations, in addition to the audience being forced to accept certain information in the media agenda setting, some other mixed information is also accessible to the audience in various ways.

While audiences maintain a high degree of trust in the Chinese mainstream media, they will also have some doubts about the media agenda setting.This hinders the audience from pursuing the psychological needs of the present.

And personal short video vlog can solve this problem more perfectly, and the authenticity of personal Vlog also greatly meets the audience's presence psychological needs in pursuit of authenticity.

Under the trend of increasingly serious outbreak, some false information will bring great negative impact to the audience, causing secondary damage, so at the moment the most effective and real way is through experience and experience during the outbreak of the public or personal vlog reports, this way just satisfy the audience for "real presence" information appeal. The acceptance of these short videos is also relatively high, so they can achieve a good epidemic prevention publicity effect.

Companion psychology analysis:

In the face of the global epidemic disaster, everyone's mind will be greatly impacted. At this moment, the sense of loneliness is constantly expanding, and the emotional needs of the audience are also rising greatly. Therefore, the emotional connection between the short video related to the epidemic and the public account and

the audience is also particularly important. Among the 48 videos, 75% of the videos showed positive psychological companionship. The analysis shows that only by truly meeting the psychological needs of the audience can the communication of content be recognized and accepted by the audience.

Peeping psychology analysis:

During the epidemic period, the front-line vlog short video report broke Erving Goffman's "Dramaturgical Theory" and blurred the "front desk" and "backstage" areas of the media "communication performance". Break the boundaries between public organizations and individual organizations, the background area to the front desk presents a diversified scene, meet the audience "prying psychology", so that the audience can directly understand the medical workers, a line of epidemic prevention personnel and people's living status, cause resonance, make the epidemic prevention effect assessment rate greatly improved.

4.1.3 Behavior level analysis

Short video and WeChat public constantly update and spread, in virtually has a huge impact on the audience.

After short video users see the video of COVID-19 epidemic, they will actively praise, forward and comment. Some people will even make their own response videos, while the interaction of users of WeChat official account will be more focused on the interaction of comments.

Nearly 80% of the respondents said will participate in the short video and WeChat public comments thumb up forward and a series of interaction, and hope that

through part of their own strength to achieve the effect of epidemic prevention, short video and WeChat public can guide the audience on some ideas and behavior, subtly improve epidemic prevention transmission effect.

4.2 Audience responses analysis

4.2.1 Empathy Responses

Empathy Responses is divided into two types, feature empathy and situational empathy. Empathy responses usually means the fact that one person is able to feel sympathy for another and make some actions of altruism. Feature empathy refers to an empathy effect within individuals, so people are more susceptible to objects who experience similar experiences. Situational empathy refers to empathy due to external environmental influences and the potential to awaken individual empathy by controlling external variables (Gao, 2021). For example, short videos and pictures of some news reports often arouse the strong emotional reactions of the audience.

Of the 48 original texts surveyed, the majority of the research audience was in the ordinary empathy phase (without extreme sympathy or extreme indifference). According to the relevant literature description, individual empathic traits can have a huge impact on empathic responses. The literature on the previously mentioned studies of empathy suggests that the the authority of the news does not affect personal empathy, namely whether the authoritative mainstream media news or personal short video shooting will not affect the audience empathy to its content, in the COVID-19 news report, empathy is no longer about individual reactions, but about the concern

and attitude of the whole society towards the publicity of the epidemic. Individuals

are often influenced by social groups when they produce empathic responses. The

reporter increases the exposure of the event through the target agenda setting, but the

public's screening and attention to information related to COVID-19 can better cause

empathy. In addition, textual research data also suggest that people with high

situational empathy will have stronger empathy and will subtly influence the people

around them. For example, if the table below shows that a person is sad because of

empathy, his sadness will inevitably affect the people close to him to some extent.

Table 4.2.1: Empathy questionnaire

Empathy questionnaire		
I am worried about them	1-5	
I always care about their situation Is the outbreak releving in their region? Is the publicity conducted by the mainstream media and individuals effective?	1-5	
I feel sorry and sorry for what happened to them	1-5	
I resonated with them	1-5	
Their experience made me feel very sad	1-5	
1 – 5 Affective changes are gradually becoming strong		

4.2.2 Audience trust Responses

Both public organizations and individuals on COVID-19 will inevitably be

mixed with some untrue and false reports. When the audience faces this kind of

reports, they often show two types of one is the fear of rumors and the other is the hope rumors of the epidemic (that is, the high trust in the face of online hope rumors).

In exploring the 48 original text roughly put the audience in fear rumors and hope rumors under two different circumstances, and then analyze the audience trust measurement and evaluation, evaluation found that when short video was released on the mainstream media such as CCTV news platform trust is the highest, because most of the audience in the subconscious will choose the authority of the mainstream media, what's more, the audience will believe their family and friends to spread their information, only a few people will choose to believe strangers convey information.

Compared with the fear of rumors, hope rumors to be more accepted and trust, and individuals selectively recall to collect information that they want to see. They often prefer to believe the hope rumors than the fear rumors that bring negative emotions to the audience. As figure 4.2 describes it, the ongoing improvement of COVID-19 will give people a sense of hope and encouragement

Table 4.2.2: The rumor type

Rumor type	
The rumor type	General rumor content
Fear rumors	Direction: The COVID-19 epidemic is becoming more serious and difficult to control
Hope rumors	Direction: COVID-19 has been brought under control and has a trend to improve

4.3 Factors relieving public anxiety and enhancing public awareness

4.3.1 Factors relieving public anxiety

With the reporting of COVID-19 related information by individuals and public organizations, people's anxiety about the epidemic increases or decreases depending on their own conditions, These conditions include the educational background, epidemic prevention knowledge reserve, attitude (faith), behavior, whether to isolate, gender, occupation, prayer for the blessing increases, life under the epidemic, the process between patients and quarantined patients, A range of factors, such as The social focus caused by COVID-19, From the text analysis of the results, The higher the education level of the individual audience, The lower the anxiety about receiving information about the spread of COVID-19 by individual organizations and public organizations. The more individuals reserve knowledge about health and epidemic prevention, the lower their anxiety. People who have their own beliefs and active preventive behaviors generally have low anxiety feelings. The audience has stable occupations, such as doctors, government officials, the lower the anxiety they have. The anxiety of audiences receiving prayers and blessings from people around them is generally low. The more perfect the quarantine measures from the infected person, the lower the anxiety of the audience. The higher the social attention and exposure to COVID-19, the more the audience's anxiety will expand.

Figure 4.3: Anxiety influencing factors
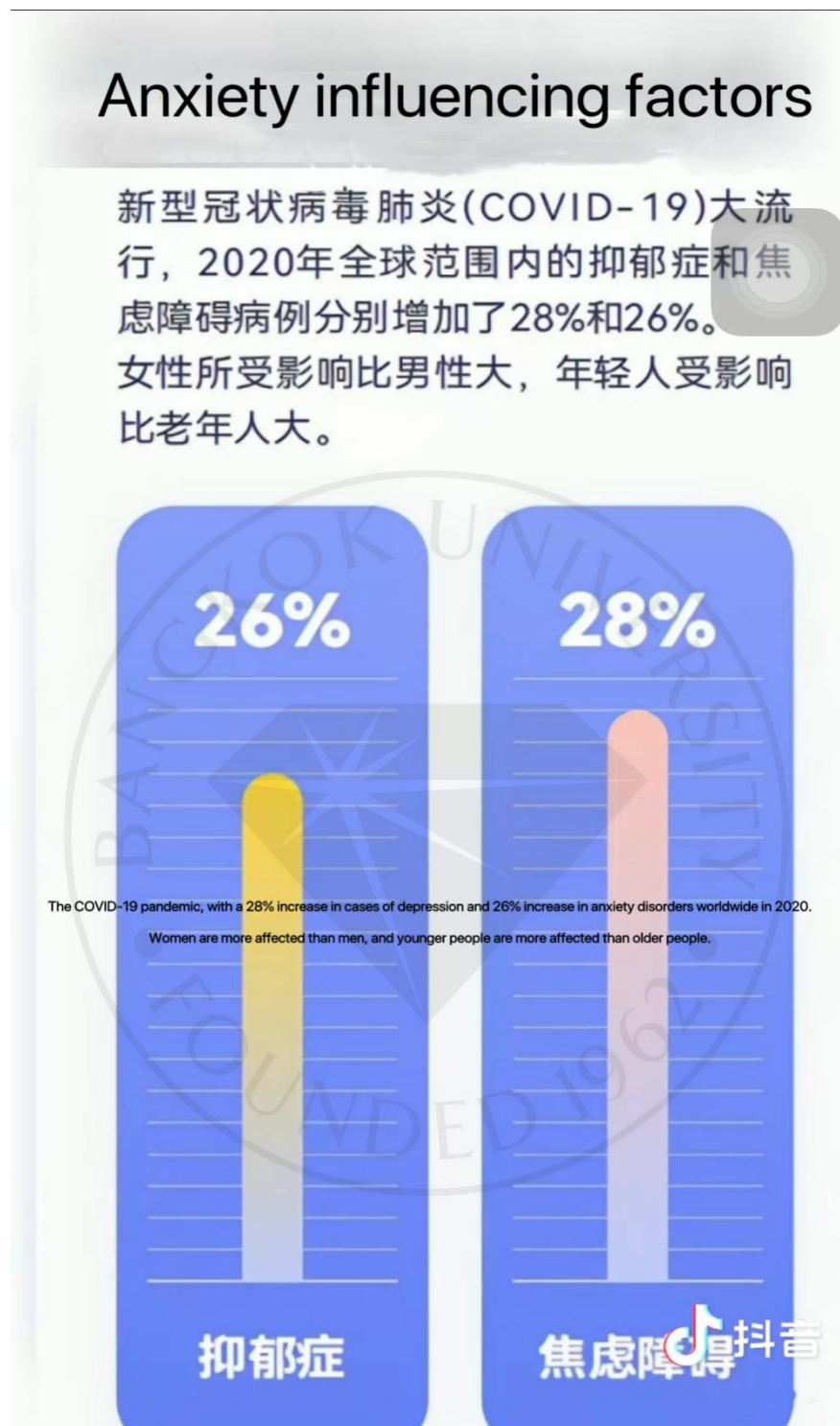
4.3.2 Enhancing public awareness

Through the study of individuals and public organizations on epidemic prevention news, we realize that audiences always pays attention to the frontline of the epidemic prevention, health and epidemic prevention knowledge is constantly popularized. Since then, People's Daily and CCTV News have continued to report the COVID-19 epidemic in January 2020, updated and released the latest data on the epidemic, gathered the national dynamic information against the epidemic, guaranteed the people's right to know in an open, transparent and timely manner, and popularized the epidemic prevention knowledge to the public, COVID-19 epidemic prevention measures and suggestions

Public organizations and individuals should strive to enhance public awareness of the epidemic and build an emotional framework for the epidemic while ensuring real reports. Public organizations and individuals often through short video reprint some authoritative medical reports, personal vlog will record some own experience about the COVID-19, in addition, they will release some about the COVID-19 epidemic prevention propaganda video, subtly influence the audience, improve the audience awareness, achieve self protection and protect others, and the ultimate goal of eliminating the COVID-19.

CHAPTER 5

DISCUSSION

This chapter gives a summary of the qualitative research about the textual analysis of COVID-19 prevention campaigns in China's public organizations and individuals, than focusing on the conclusion of this article.

This chapter includes four parts, they are brief conclusion of research findings, discussion of research findings, limitation of the research and recommendations for further research.

5.1 Brief conclusion of research findings

This study aims to examine the effectiveness of the campaign used by two different organizations, to analyze the audience responses in two organizations' efforts and to explore how the anti-Covid 19 campaign relieve public anxiety and enhance their awareness and ability of epidemic prevention

Last to answer research questions as follow;

Research Question 1

What is the effectiveness of campaign used by Chinese public organizations and individuals for the COVID-19 epidemic prevention campaign?

According to repeatedly watch and analyze the news reports of CCTV News, People's Daily and WeChat public accounts during the epidemic period, the result of the effectiveness of campaign used by Chinese public organizations and individuals

can be divided into three parts, they are cognitive level analysis, psychological level analysis and behavior level analysis.

For the cognitive level analysis, short videos and WeChat public accounts that appear frequently in the public eyes can widely improve the audience's awareness of COVID-19 epidemic prevention knowledge to some extent. Than subtly improve the effect of COVID-19 epidemic prevention publicity. In the 48 original survey samples, most respondents said they had not paid attention to a amounts of news through short videos before the Covid-19 outbreak, after the outbreak, a large number of audiences will choose a fragmented form of short videos to understand the development of the current epidemic, therefore, public organizations and individuals make full use of short videos and WeChat public accounts to popularize COVID-19 knowledge, this is also an effective measure to improve the audience's awareness of epidemic prevention.

What's more, for the psychological level analysis, audience's presence psychology in short videos and WeChat public accounts created by public organizations and individuals. In particular, the private short video vlog shooting gives the audience a sense of immersive, it both satisfies the curiosity of the audience, Which also let the audience have a stronger visual impact and spiritual shock, so that the audience can achieve a higher psychological cognition, greatly improve the effect of individuals and public organizations on COVID-19 epidemic prevention publicity.

Finally, for behavior level analysis, high frequency of short epidemic prevention video and WeChat public to the audience provides a broad opportunity for interaction,

let every audience have the opportunity to participate, feel the atmosphere of epidemic prevention, and active absorption and spread of epidemic prevention knowledge, let the audience around every one can receive epidemic prevention, this for individuals and public organizations of epidemic prevention propaganda effect is a powerful power.

Research Question 2

What are the audience's responses to the efforts of public organizations and individuals to promote the prevention of covid-19 transmission in China?

The analysis of 48 original texts divided the audience's responses into empathy responses and audience trust responses. Empathy responses is divided into feature empathy and situational empathy, through analysis, when facing short videos about epidemic prevention by individuals and public organizations, videos often will show a certain sense of compassion, And to some similar scenes shown in the video, investigators then asked five questions related to empathy, The analysis shows that the more contact the audience has with related short videos and WeChat public accounts, The stronger the empathy is, The more responsive the audience is.

In the overwhelming flow of information, however, the inevitable emergence of false information, and the audience response is full of fear, the fear is divided into two categories, one is the fear of outbreak news deterioration rumors, other is better hope for rumors, the two rumors greatly affected the audience response for short video and WeChat public account release information content reaction.

Research Question 3

How do the anti-Covid 19 campaigns relieve public anxiety and enhance their

awareness and ability of epidemic prevention?

The elements contained in relieve public anxiety are educational background,

epidemic prevention knowledge reserve, attitude (faith), behavior, whether to isolate,

gender, occupation, prayer for the blessing increases, life under the epidemic, the

process between patients and quarantined patients, A range of factors, such as The

social focus caused by COVID-19,The degree of public anxiety is closely related to

the above factors, and the change of each factor will cause the change of public

anxiety.

The elements contained in enhancing public awareness are the public always

pays attention to the frontline of the epidemic prevention；health and epidemic

prevention knowledge is constantly popularized; COVID-19 epidemic prevention

measures and suggestions; awareness improvement framework; the factual framework;

emotional framework; professional interpretation framework; professional insight

interpretation; personal experience report of COVID-19; COVID-19epidemic

prevention-related publicity; topics beyond the COVID-19; Other medical science

popularization, On the basis of ensuring authenticity and reliability, public

organizations and individuals will spread authoritative epidemic prevention

information through short videos and WeChat public accounts, so as to enhance the

awareness of audiences and realize the purpose of self-protection and protection of

others.

5.2 Discussion

5.2.1 Relating Finding to Theory

The scope of the following conclusions is to focus on the textual analysis in effectiveness of the campaign, audience responses analysis and factors relieving public anxiety and enhancing public awareness.

This article selects the 48 most popular samples from short videos and WeChat official accounts, from textual analysis, mainly use "use and satisfy theory" from the perspective of the audience of personal organizations and public organizations using short video and WeChat public propaganda effect to achieve the epidemic prevention and control, and the audience after information response and audience anxiety and the audience awareness.

At the same time, after the COVID-19 pandemic, short videos, driven by individuals and public organizations, have become an important channel for audiences to pay daily attention to the epidemic situation and obtain epidemic prevention knowledge.

5.2.2 Relating Findings to previous research

Previous study showed that facing of the sudden COVID-19 outbreak, it is not only a test of the world medical system and public defense and health, but also a test of the ability and role of media short video and WeChat public accounts, and it can reflect its own characteristics and value. During the outbreak, the short video and WeChat public recipients of the audience analysis, explore the transmission effect,

explore it as epidemic prevention transmission channels and play a powerful force,

finally can find shortcomings from short video and WeChat public account，　which

can better for short video experiment communication direction to find the right value

direction（Zhang, 2021）

Therefore, in previous research in chapter 2.2.6, short videos and WeChat public

accounts can be used as important channels for the dissemination of epidemic

prevention, so it has laid a certain research foundation for this article, which is

suitable for further research in this article.

5.3 Limitation of study

First of all, this research studies the transmission situation of short videos and

WeChat public accounts during the COVID-19 period under the promotion of

individuals and public organizations. However, the COVID-19 is not only a new

disease, but also a disease that is constantly developing and changing, so there is a

lack of years of research precipitation as a factual basis. Secondly, 48 text is selected

from the short video platform the most popular 48 related video, but the homogeneous

content proportion is high, moreover, because the outbreak during the official media

(public organization mainstream media) have more financial and material support,

which can obtain greater traffic. However, short videos created by individuals are

difficult to match with public organizations, in terms of time cost and technology cost,

and difficult to keep daily updates, so in the 48 types of original text, public

organization research occupy more number.

A research finding from Shandong University as example, the short video reports during the epidemic can show that it has no obvious advantage over the traditional reports, due to its video production cost is too high, lead to the overall output is not high, The completion of a short video requires two major steps of shooting and editing, from conception and shooting to editing, it takes several hours or even a few days, during the equipment and other equipment also cost high prices, all of the above will have huge restrictions on the production quantity of short video registration. （Zhang, 2021）

In addition, the content to be analyzed was collected during December 2019 to the end of 2021 as it was during the early outbreak of COVID-19 pandemic. However, the videos recruited the analysis in this study may not be the most up-do-date for the current situation

5.4 Recommendation

According to the findings and analysis, the researcher gave the recommendation for the future study as below:

This paper mainly takes the three parts of the research problem as the entry point, and finally analyzes the further development direction of the research.

First, future researchers can further improve the short video and WeChat public content depth, efforts to build quality content brand, then can study how to strengthen the creators of professional skills, how to create better short video content and release channels, finally the future researchers can further study short video, how to break the

existing tradition, attract young social groups, so as to better guide social values, to

spread the effectiveness of the content enhancement and social awareness to make

better development.

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