

PERSUASION STRATEGIES PROMOTING THE COVID-19 VACCINATION
AMONG CHINESE CITIZENS IN WECHAT



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ABSTRACT

This research aims to examine the persuasive strategies used by the Chinese government to promote COVID-19 vaccination among health-care workers and high-risk populations. The study analyzed 100 WeChat subscription messages promoting COVID-19 vaccination using the quantitative content analysis method. The findings suggest that the Chinese government utilized seven persuasive strategies including 1) claim, 2) consequence, 3) celebrity, 4) claim & consequence, 5) claim & celebrity, 6) consequence & celebrity, and 7) the mix of all. The study provides insights into common persuasive strategies for promoting vaccination uptake and highlights the importance of understanding cultural context in health promotion efforts. These findings provide implications for future vaccination promotion efforts in China and other countries facing similar challenges.

Keywords: Persuasive Strategies, COVID-19 Vaccination, Health-care Workers,

High- risk Population



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CHAPTER 1

INTRODUCTION

This chapter provides readers with background information, rationale and problem statement, together with research objectives, scope of the study, and research questions. Significance of the study and definitions of important concepts to be examined in this study are also described.

1.1 Background Information

1.1.1 Severity of the Virus

The new corona virus, known as one of the most difficult viruses in human history, has become a global enemy. Its severity depends on the way the population is infected, the characteristics of the virus, and the impact it has on normal life. The New Corona virus is far more dangerous than it appears to be, because this virus is an invisible weapon that potentially destroys a country as a whole, disrupting the normal life of civil society, causing a lack of sanitation facilities and endangering the lives of citizens, as well as testing a country's economic strength and technological capabilities due to the virus' hyper-contagious nature (Anderson, 2020).

According to China News, the World Health Organization (WHO) declared the New Corona virus outbreak as a public emergency of international concern on January 30, 2020, and PHEIC WHO Director-General Tan Desai declared a "global

pandemic" of the New Corona virus on March 11. More than 200 countries and territories (World Health Organization, 2020). According to Johns Hopkins University & Medicine (2023), as of 9:00 p.m. BST on May 16, there were over 4.53 million confirmed cases of the COVID-19 worldwide, and nearly 300,000 deaths attributed to the COVID-19, which underscores the severity of the disease.

1.1.2 Availability of Vaccines

As of March 29, 2020, five manufacturers have had COVID-19 virus vaccines approved for conditional marketing or emergency use in China. The vaccines produced also meet the index requirements recommended by the World Health Organization's Target Product Characteristics for corona virus vaccines, and the vaccine protection efficiency has met certain standards, but vaccine availability is limited by the time from development to production to manufacturing capacity (World Health Organization, 2021). As vaccine production progresses, there will be a substantial increase in vaccine manufacturers, and the new corona virus vaccine will be available to almost everyone in China, because the Chinese government has decided that the new corona virus vaccine will be available to everyone for free, and because of the large population base in China, the Chinese government must prioritize the target groups for vaccination.

1.1.3 Target Group for Vaccination

Between 2020 and 2021, the global New Crown epidemic is at a high level and the constantly mutating virus creates uncertainty for the entire social environment. The Chinese Center for Disease Control and Prevention (CDC) has organized relevant experts to issue a timely "Technical Guide for Vaccination against Influenza in China 2021-2022", which recommends the following as priority groups for vaccination -- Medical personnel, including clinical lifesavers, public health personnel, health quarantine personnel, large event attendees and security personnel, vulnerable people and employees in crowded places such as nursing homes, long-term care facilities, and orphanages, key site populations (such as teachers and students in childcare institutions, primary and secondary schools), and incarcerated persons and staff in institutions. The priority group also include populations at high risk for influenza, including home bound elderly people aged 60 years and older, children aged 6 months-5 years, people with chronic diseases, family members and caregivers of infants under 6 months of age, and pregnant women or women preparing to become pregnant during the influenza season. Influenza vaccination is available for people \geq 6 months of age with no contraindications. The Chinese government has prioritized the vaccine according to ranked order of population convinced the priority groups to receive the vaccine in a timely manner (World Health Organization, 2021).

1.1.4 Universal Vaccination in China

The Chinese government is calling for universal vaccination. The situation of the COVID-19 epidemic is not promising, as it is highly contagious, with high morbidity and mortality rates, and the health of every Chinese citizen is at risk. Therefore, it is the responsibility of the Chinese government to convince the entire population to be vaccinated. To convince the Chinese citizens to accept the vaccination, the Chinese government has adopted many approaches, and the most shocking is that China has made a major decision to make the vaccination free of charge (China Daily, 2020).

1.2 Rationale and Problem Statement

From December 2019, COVID-19 appeared in Wuhan, China, and as time progressed, the virus spread globally sweeping the world, this time the new corona virus brought great inconvenience to people's lives and threatened thousands of lives. China is the first country to be severely affected by the COVID-19, which has subjected the Chinese people to the pain and suffering of the virus. The New Corona virus spread at an alarming rate, the number and scope of infected viruses increased rapidly, and there was no effective way to contain the virus in the most rampant knowledge China.

With the passage of time, all parts of China fell under the clutches of the virus, and the Chinese people suffered so much that they looked forward to the early

development of a new vaccine to prevent the virus, and at that time, the early vaccination became the hope of every Chinese.

It took a year for China to develop the new corona vaccine, which made a significant contribution to the still unmitigated condition. In March 2021, China's National Health Commission released the first version of the technical guidelines for vaccination against the new corona virus, which means that after unremitting efforts, biological research medicine has ushered in the first results Chinese citizens are expected to be vaccinated against the virus, and the whole country rejoices (National Health Commission of the People's Republic of China, 2021). The creation of the corona vaccine has played an important role for the entire Chinese community and even globally.

However, there are still a large number of Chinese citizens who are reluctant to receive the vaccine because they are afraid that the vaccine will not be effective, that it will bring side effects and harmful to their bodies (Wee & Chen, 2021), and the fact that some reports on social media platforms about the pros and cons of the vaccine usually magnify the possible disadvantages of vaccination, among other reasons (Shen & Yao, 2021).

Accordingly, China's epidemic prevention task is urgent and the Chinese government must use various persuasion strategies to convince its citizens to get vaccinated, and China's large population base means that the task of vaccinating the whole population with the new crown vaccine is a long way off. A survey

conducted in China in early 2021 found that about 18% of respondents were hesitant to get vaccinated against COVID-19 (Wang et al. , 2021). This research focuses on identifying persuasion strategies used by the Chinese government to promote vaccination among two different groups of Chinese citizens -- health care workers and high-risk population.

Promoting the COVID-19 vaccination among healthcare workers and high-risk populations is crucial because they are at increased risk of severe illness and death from COVID-19, and vaccination can provide protection and reduce transmission. Vaccinating healthcare personnel against COVID-19 is critical to protect patients and prevent the spread of the disease (Centers for Disease Control and Prevention, 2021). Vaccination is an important tool to control the COVID-19, especially for high-risk populations such as the elderly and those with underlying medical conditions (Wilder-Smith, Chiew & Lee, 2020).

There is a gap in the field of this study in that different persuasion strategies are needed to convince different populations to receive the new crown vaccine, and that the Chinese government uses different approaches to promote vaccination in the ranked priority of populations. This study examined three different persuasion strategies to fill this research gap, and it is worthwhile for the government offices in charge of health and health care organizations to learn how to effectively persuade people and willingly choose to be vaccinated.

1.3 Objectives of Study

This study aims to achieve the following two research objectives:

1.3.1 To examine what persuasion strategies were used by Chinese government to promote the COVID-19 vaccination among health care workers.

1.3.2 To examine what persuasion strategies were used by Chinese government to promote the COVID-19 vaccination among high-risk population.

1.4 Scope of the Study

This study applies a quantitative approach, by conducting a content analysis of promotion messages with an aim to identify persuasive strategies used by the Chinese government to promote the COVID-19 vaccination among Chinese citizens. The epidemic situation remains urgent and the vaccine should be given to those who need it most first. In accordance with the priority groups planned in the Technical Guidelines for Influenza Vaccination in China 2021-2022, the target populations are 1) health care workers, 2) high-risk populations.

This study focuses on the promotion messages presented in Chinese social media, WeChat, during the period from May 2021. By examining both visual and written format of the sampled media content, there will be 50 messages of social media content to be investigated in this study.

The researcher collected information on the Chinese government's promotion of vaccines in WeChat, and the information was presented in different ways. There is

the graphic form, where the author's writing has pictures inside to facilitate the reader's understanding. In textual form, the authors present information about the promotion of vaccines in plain text. Or there is the video format, where a video is presented to show the importance of vaccination. All of these formats will be studied in depth.

1.5 Research Questions

This study aims to answer the following two research questions:

RQ#1: What persuasion strategies were used by Chinese government to promote the COVID-19 vaccination among health-care workers?

RQ#2: What persuasion strategies were used by Chinese government to promote the COVID-19 vaccination among high-risk population?

1.6 Significance of the Study

The significance of this study is twofold. From a macro perspective, the vaccination is for the sake of China's national peace and security, to get rid of the haze of the new corona virus as soon as possible, and to restore China's former economic prosperity back to normal life. From a microscopic perspective, it is for the health of the vaccinated Chinese citizens to be protected, so that everyone will be less at risk of being infected and will not be on edge.

The significance of this thesis is identifying persuasion strategies used by the Chinese government to promote vaccination among the Chinese people.

In general, vaccination is one of the important measures to effectively prevent the transmission of new corona virus epidemics and to improve the immunity of vaccinated subjects, thus indicating that convincing the population to receive the new corona virus vaccine is an important strategy to implement the immunization plan, protect people's lives and health, and ensure the socialist economic construction of China.

Convincing all Chinese citizens to accept vaccination is also an effective means of preventing COVID-19. The significance of the vaccine is to maintain public safety, to stop the spread of the virus, to make people understand that it is the responsibility and obligation of every Chinese citizen, and to convince the public to receive the vaccine also marks the maturity of modern vaccine technology, believing that the power of science will benefit society.

The findings of this study will benefit different groups such as government offices, communication scholars and communication practitioners. The persuasion strategy of this study is helpful for the Chinese government office to promote the vaccine to the general public, and it is helpful for the government to carry out the COVID-19 vaccine publicity and promotion work in a strategic and organized manner.

As for communication scholars, findings of this study should benefit them by the usage of persuasion strategies to communicate to specific groups of people, or go deeper into the power of persuasion and understand more academic and professional methods of communication.

As for communication practitioners, it allows them to see which persuasion strategies generated high vaccination rates among high-risk population. In this way, practitioners can work with higher efficiency in their persuasion, which will in turn result in protecting more lives of the target population.

1.7 Definitions of Term

The important concepts are operationally defined in the followings:

1.7.1 Persuasion Strategies

This term refers to methods used to sway the opinions of other people.

When powerful persuasion strategies were applied, they can influence target audiences to overcome biases, or consider a different point of view. This research focuses on the persuasion strategies for promoting the COVID-19 vaccination among health care workers, and high-risk population in China by examining three different categories of persuasion strategies – 1) claim, 2) consequence, and 3) celebrity.

1.7.1.1 Claim

Claim is an opinion, idea, or assertion. Based on University of Minnesota (n.d.), there are four different types of claims -- 1) definitional claims,

2) factual claims, 3) policy claims, and 4) value claims. This term refers to one kind of persuasion strategy that uses a particular 'claim' to persuade the target audiences to get the COVID-19 vaccination.

1.7.1.2 Consequence

Consequence is defined as the result of one's actions. There are usually two kinds of consequences: natural and logical. Natural consequences are the results of behaviors that are just happen naturally whereas logical consequences are the results of behaviors that are specifically planned by an individual. This term refers to one kind of persuasion strategy that uses a particular 'consequence' to persuade the target audiences to get the COVID-19 vaccination.

1.7.1.3 Celebrity

Celebrity is famous person, especially in the fields of entertainment such as film, music, writing or sports. It also includes well-known public figures such as politicians or businessmen. This term refers to one kind of persuasion strategy that uses a particular 'celebrity' to persuade the target audiences to get the COVID-19 vaccination.

1.7.2 WeChat

WeChat is more than a messaging and social media app - it is a lifestyle for one billion users across the world. Chat and make calls with friends, read news and use local services in Official Accounts and Mini Programs, play games with friends, enjoy mobile payment features with WeChat Pay, and much more.

1.7.3 COVID-19 vaccination

Corona virus disease (COVID-19) is an infectious disease caused by the SARS-COV-2 virus. Most people infected with the virus will experience mild to moderate respiratory illness and recover without requiring special treatment. However, some will become seriously ill and require medical attention. Older people and those with underlying medical conditions like cardiovascular disease, diabetes, chronic respiratory disease, or cancer are more likely to develop serious illness. Anyone can get sick with COVID-19 and become seriously ill or die at any age.

1.7.4 Health Care Workers

A healthcare worker is anyone who works in a healthcare or social care setting, including healthcare students on clinical placement, frontline healthcare workers and other healthcare workers not in direct patient contact.

1.7.5 High-Risk Population

High-risk people can be of any age. a person qualifies as a high-risk individual if their immune system is compromised or suppressed whether due to disease, cancer, chronic conditions, prescription medications, or recent surgical procedures. High-risk people are more susceptible to hospitalization and death from the Corona virus disease 2019.

1.7.6 Consequentialism

Consequentialism is a theory that holds that things are good or bad depending on their consequences.

CHAPTER 2

LITERATURE REVIEW

This chapter focuses on a review of the relevant literature and previous studies, regarding persuasion in health promotion and vaccine promotion, claim, consequence, and celebrity. Related theories about Source Credibility and Consequentialism were also reviewed.

2.1 Review of Related Literature and Previous Studies

2.1.1 Persuasion in Health Promotion

In the past few decades, the public communication agenda has often revolved around the theme of health, with almost unanimous efforts by people around the world to prevent AIDS, drug abuse, cancer, drunk driving, and some activities even having a significant negative impact on people's health, so some research scholars have tried to influence the behaviors and attitudes of large audiences through persuasive strategies and the dissemination of a range of media messages across multiple channels to achieve the goal of benefiting individuals and society (Atkin & Salmon, 2013).

Persuasive messages are the most important elements that make up a health communication campaign. Awareness messages and instructional messages are usually included in the campaign process, followed by focused messages in the health

advocacy field that include rewarding appeals, negative appeals, positive appeals and multiple appeals. Mediated communication channels are used in the health advocacy field. Atkin & Salmon (2013) found in order to disseminate health advocacy messages more widely, more and more mediated channels are used, such as traditional mass media, traditional small media and interactive technologies.

To sum up the persuasion of health promotion, most experts give the conclusion that in public communication campaigns on health behavior is limited and it is a difficult task to convince resistant people to take action. In this case, a relatively practical strategy may be easier to achieve by focusing on the promotion of more acceptable positive behaviors or products among key populations, creatively implementing free publicity, and bringing it to bear through networks, organizations, interpersonal and social influences, thus controlling the behavior of key populations. Effective health promotion campaigns are characterized by theoretical guidance paired with rigorous evaluation, ongoing mass communication, and socially increased emphasis on health behaviors through appropriate persuasive rewards to get the population to accept the actions advocated. Many of these persuasive strategies will have a positive impact on the future of health promotion.

2.1.2 Persuasion in Vaccine Promotion

Persuasion in rabies vaccine promotion is chosen as an example in this study. Tens of thousands of people die from human rabies caused by dogs worldwide every year, and freeing humans from rabies is a global public good. The global framework

for eliminating dog-induced human rabies issued by the World Health Organization has five pillars: society, culture, technology, organization, policy, and resources (World Organization for Animal Health, 2016).

From a sociocultural perspective, rabies control involves a wide range of stakeholders, including the general public, dog breeders and at-risk populations, so awareness campaigns must be in place. For example, raising awareness of rabies, learning about World Rabies Day, advocating for an end to rabies campaign, etc. The next step is responsible dog ownership, actively following the standard practices of dog management, vaccinating dogs well, and demonstrating the importance of bite prevention if there is a canine attack or bite. Customizing and implementing educational programs on bite prevention and first aid for both children and adults is critical. Another point is that communities should encourage people to participate in the elimination of dog-mediated rabies by attending more awareness events related to it. The second aspect is to achieve effective public and animal health, as dogs without clean sanitation can carry many harmful viruses, and it is important to strengthen these systems and provide them with resources to reduce the human impact. The most basic intervention to eliminate the harm caused by rabies in humans is vaccination, implementing mass vaccination of dogs, as well as humans, not only after being bitten by a dog, but even if not bitten by a dog, it is necessary for some key populations that have close contact with dogs to receive rabies vaccination. Because rabies vaccination before being injured by an animal is called pre-exposure immunization, the logistics,

diagnosis, and monitoring and technical support then need to be screened at every level to make people aware and acknowledge that rabies elimination is a regional national and global public good. Advocacy to convince people to take rabies seriously, to establish and implement a legal framework, and to demonstrate a compelling case for mass canine vaccination programs is the impact of protecting and saving human lives (World Organization for Animal Health, 2016).

In summary, the elimination of rabies is used as an example to persuade countries, policy makers of the value and merits of the feasibility of eliminating rabies. The useful message to take away from this is that the factors that make rabies elimination successful are: community involvement, long-term policies and consistent vaccination of 70% of at-risk dogs, The concept also demonstrates that the premise of scaling up is to start small, including promoting vaccine banks and other strategies to ensure that rabies vaccines reach remote localities and among at-risk populations (World Organization for Animal Health, 2016).

2.1.3 Health Promotion in WeChat

Health promotion is the process of enabling people to increase control over, and to improve their health (Nutbeam & Kickbusch, 1998). In this era of rapid information, the competition between enterprise industries is more white-hot, the medical and health care industry in order to better develop, strong their own strength, have to rely on the Internet channel to expand the mall, WeChat subscription trust now the medical and health care industry are not rusty, is a channel that can bring

value to the medical and health care industry, as long as the medical and health care industry know WeChat subscription marketing. Since its launch, WeChat has had a great impact on the way of information dissemination and the society as a whole through various functions, and has gradually become a window for the government, enterprises and institutions to release information to the public. It is worth studying and thinking about how to effectively use the WeChat public number to release timely information on public health events, notices, health science knowledge and organize interactive quiz activities to raise people's health awareness and promote the development of health habits (Hanan,2022). This study would like to investigate the important role of "WeChat health promotion" in persuasion strategies for health care professionals and high-risk populations.

2.1.4 Claim

Claim refers to an opinion, idea, or assertion about something. There are four types of claims in terms of persuasion strategies, which are 1) definitional claims, 2) factual claims, 3) policy claims, and 4) value claims. Different types of persuasive claims can lead to different persuasive effects. The word "claim" is used to explain the goodness or positivity of an attitude, value, behavior or belief that others may have doubts about (University of Minnesota Crookston, n.d.).

A 'definitional claim' is a statement that extends or categorizes something. Essentially, people are trying to argue about what is and what is not. Most definitional claims fall into the basic argument formula: X is (or is not) Y because it has (or does

not have) characteristics A, B, or C (University of Minnesota Crookston, n.d.).

For example, many people confuse street art with street vending, although both are presented in the same type of location. To convince people that street art is not street vending, one must also explain the definitions of street art and street vending. Street performers earn their living by performing, so they usually keep a small box with money by their side, while street art conveys an artistic spirit that does not have the purpose of requiring a reward from passersby. Street graffiti is a good proof that it is not a sale, there is no small box under the wall where the graffiti is painted to put money, and you can't even see where the author is, but you can enjoy the wonderful art.

A 'factual claim' is intended to argue the truth or falsity of an assertion. Factual assertions are more persuasive when there is sufficient evidence to support them. For example, the COVID-19 is infectious; immunization is one of the greatest achievements of modern medicine. Yet, many factual claims cannot be answered absolutely because it is difficult to determine the truth or falsity of factual statements, just like where humans come from; what rights animals should have. This is because there is no definitive enough evidence to answer these questions (University of Minnesota Crookston, n.d.).

A 'policy claim' is a statement about the nature of the problem and the solution that should be implemented. The claims made should have a clear point of view that is being advocated. Briefly, a policy statement gives a direct and clear

opinion on what is worth advocating and what needs to be changed. For example, human cloning for organ donation should be legal. When reviewing policy statements, consider two different goals of persuasion: passive consent and immediate action. The goal of passive consent is to get the audience to accept specific values, attitudes, or beliefs, but not to require any specific behavior from the audience. Immediate action, however, is an alternative to passive consent, which is to persuade the audience to engage in a specific behavior immediately. Only the faster people are engaged in action, the greater the likelihood that they will actually participate (University of Minnesota Crookston, n.d.).

A 'value proposition' is a claim to make a judgment about something, for example, whether it is right or wrong, whether it is good or bad, and so on. Of course, when making a value claim, it is difficult to determine the reasons for choosing a particular value position if it is not clear what criteria someone is evaluating. Therefore, it is essential to clearly explain out the criteria for evaluating the statement (University of Minnesota Crookston, n.d.).

In summary, definitional claim disputes the allegation or classification of what things are. Factual claim argues about whether the assertions made are true or false. Policy claim argues about the nature of the problem and the solution that should be adopted. Finally, value proposition involves the judgment of something. This study would like to examine whether 'claim' is used as a persuasion strategy to promote the COVID-19 vaccination among the health care workers and high-risk population in

WeChat.

2.1.5 Celebrity

Celebrity is defined as famous people, especially in the fields of entertainment such as film, music, writing or sports. Celebrity endorsement in advertising is getting to be a common way to introduce new products and promote existing ones. The study of celebrity endorsement goes back a long way. Many scholars have given their definitions of celebrity and celebrity endorsement. Friedman (1979) consider the term "celebrity" as a person who is known to the public for his or her achievements in a field other than the category of the product being endorsed.

Celebrity endorsement, on the other hand, is a communication channel for celebrity endorsement. Brand endorsers, by extending their visibility and personality, they demonstrate the brand's proposition and position. To make the above definition easy to understand, McCracken (1989) argues that a celebrity can be considered as "any individual who enjoys public recognition and uses it to gain recognition on behalf of a consumer product by appearing in advertising with the product".

A representative definition of celebrity comes from Patra & Datta (2012). They put it in a more concise way: celebrities are people who are successful in their profession, are widely recognized socially and have a large fan following and receive media attention. They have demographics and a psychological connection to their target audience. Testimonial is used by experts, public figures or celebrities to promote or support a product, policy or political candidate. This technique also uses common

folklore to demonstrate the appeal of a product to the average person. It is a marketing strategy that allows celebrities to promote a product in order to influence consumer perceptions of the product. The goal is to convince the consumer that the item is worth buying. It is a process of persuasion, a message that induces a change in belief, attitude or behavior.

In summary this approach is where an expert, public figure or celebrity promotes or supports a product, policy or political candidate, it also uses common folklore to show the appeal of the product to the average person. This study would like to examine whether ‘celebrity’ is used as a persuasion strategy to promote the COVID-19 vaccination among the health care workers and high-risk population in WeChat.

2.2. Review of Related Theories

2.2.1 Source Credibility Theory

Source capability can be defined as the development of attitude toward a source of communication that can be held at any given time or receiver (Chetty, 2019). The concept of source credibility is one of the most studied parts of the topic on communicator messages and communicator relationships. Based on the relevant literature, it is known that source credibility consists of three aspects: trustworthiness, attractiveness and expertness (Wiener & Mowen, 1986). Not everyone has the same opinion about celebrities, it also depends on the celebrity itself. When consumers

perceive a celebrity as credible, they make the appropriate purchase behavior (Chetty, 2019).

2.2.2 Consequentialism

Consequentialism is a theory that holds that things are good or bad depending on their consequences. Its most creative phase was from 1320 to 1340 (Burleigh, Occam, Brittain, n.d.), but it was later elaborated and retained an established place in logic books. As a branch of logic, it studies the dependencies between propositions as a separate discipline. The "result" from the antecedent to the consequent is probably best regarded as a valid inference. According to its standard definition, the consequent holds when the antecedent is incompatible with the converse of the consequent.

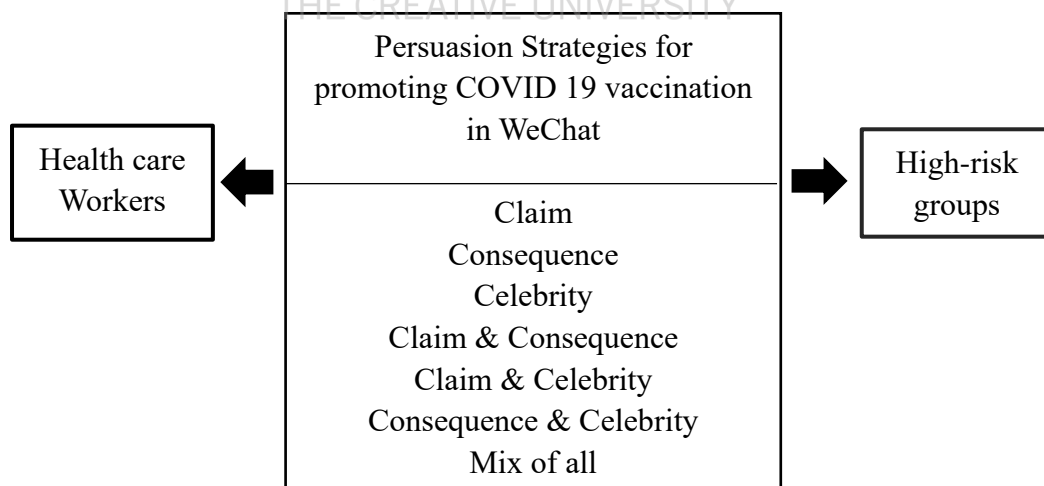
Consequences represent the reasons why an attribute is important to someone, and it is the result of one's actions. There are usually two kinds of consequences: natural and logical. Natural consequences are the results of behaviors that are not necessarily planned by anyone; they just happen naturally. Logical consequences are the results of behaviors that are specifically planned by an individual.

This theory is applied in this study by examining whether 'consequence' is used as a persuasion strategy to promote the COVID-19 vaccination among the health care workers and high-risk population in WeChat.

2.3 Conceptual Framework

Based on literature review, the conceptual framework of this study is developed (see Figure 2.1). This framework shows how persuasion strategies were used to promote the COVID 19 vaccination among two target populations in China – one is health care workers and another one is high-risk groups. According to the three main persuasion strategies -- 1) claim, 2) consequence and 3) celebrity, this study will answer two research questions by conducting a quantitative content analysis of the promotional content of the COVID-19 vaccination in WeChat based on seven categories: 1) claim, 2) consequence, 3) celebrity, 4) claim & consequence, 5) claim & celebrity, 6) consequence & celebrity, and 7) the mix of all.

Figure 2.1: Conceptual Framework



CHAPTER 3

METHODOLOGY

This chapter describes research design, population and sample selection, data collection procedure, research instrument, and data analysis. The coding scheme was explained in details. Validity and reliability of this research is also discussed.

3.1 Research Design

This study adopts a quantitative approach, using the quantitative content analysis to investigate the persuasive strategies used to convince Chinese citizens via WeChat to receive the COVID 19 vaccine. Content analysis is a research method to understand the content of messages - be they text, symbols, images or audio data - to determine textual meaning (Gheyle & Jacobs, 2017). Therefore, this approach is suitable for the purpose of this study, which is to examine which persuasive strategies the Chinese government used to promote vaccination among its citizens. The study focused on persuasion strategies promoting COVID 19 vaccination among health care workers and high-risk population via WeChat.

3.2 Population and Sample Selection

The target populations of this study include two types of secondary data, one is promotional messages for health care workers whereas another one is promotional

messages for high-risk populations. Promotional messages for health care workers aim to convince those who works in a healthcare or social care setting, including healthcare students on clinical placement, frontline healthcare workers and other healthcare workers not in direct patient contact. Promotional messages for high-risk population aim to convince those who qualifies as a high-risk individual if their immune system is compromised or suppressed due to acute diseases such as cancer, chronic conditions, prescription medications, or recent surgical procedures. High-risk people are more susceptible to hospitalization and death from the Corona virus disease 2019.

With the unit of analysis being messages promoting the COVID 19 vaccine in the Chinese social media WeChat, related articles were comprehensively collected based on the judgment of the investigator. Judgmental sampling, known as purposive sampling, is the most common sampling technique and a more intelligent strategy based on the researcher's practical knowledge of the field in question, (Marshall, 1996). Choosing articles from different WeChat public numbers in a study is a viable option due to these three reasons:

- 1) There are many WeChat subscription that publish information about the vaccine COVID-19 that is not about propaganda, e.g., why is the COVID-19 vaccine being developed so quickly? In this case, it is not useful for research. These articles cannot be selected.

2) Selecting sample articles in the WeChat public website that do not use information as the best representation of the population. For example, some information contains health care workers and high-risk populations, but it is just a passing comment, mainly in informing about other populations.

3) Judging the sample greatly improves the relevance of the sample, allowing researchers to efficiently select the target population through WeChat Public.

Details of the sampled data of this study are presented in Table 3.1 and Table 3.2.

Table 3.1: List of Health-Care Worker Samples

Year/Month/ Date	Title	URL
2020/3/29	Zhong Nanshan, Zhang Wenhong sounded the double alarm bell!	https://mp.weixin.qq.com/s/vpNV2kjM7SaQAWAAtrfTsg
2020/4/11	Doctor Zhang Wenhong: The cases of infectious diseases cannot be hidden	https://mp.weixin.qq.com/s/VdfZb0tKT1UUOOKvMrMH8w
2020/4/21	Vaccine may be given to health workers for emergency use first	https://mp.weixin.qq.com/s/R4HiJkkhuUGWoZjgiD7g6g

(Continued)

Table 3.1 (Continued): List of Health-Care Worker Samples

Year/Month/ Date	Title	URL
2020/8/28	Medical staff are first! China has officially launched the emergency use of the new coronavirus vaccine!	https://mp.weixin.qq.com/s/CI m3dpnH0xFfYdSIKqNMIg
2020/9/15	Who recommends a priority for the flu vaccine this year? What should I pay attention to? Here comes the technical guide	https://mp.weixin.qq.com/s/Lfi (xW_AeKDrkyGwRk3YYww
2020/10/20	COVID-19 vaccine development schedule, priority vaccination population, pricing... latest release!	https://mp.weixin.qq.com/s/s3QLskat_-l2Np8ugnBfUg5
2020/12/29	Start vaccination in many places! Who can vaccinate? How to vaccinate?	https://mp.weixin.qq.com/s/Hia dy1mdl8BHYYIK6_Xei-g

(Continued)

Table 3.1 (Continued): List of Health-Care Worker Samples

Year/Month/ Date	Title	URL
2020/12/29	Jiangxi has launched COVID-19 vaccination for key groups. I will answer your questions	https://mp.weixin.qq.com/s/zKML4aQQA-tzODaNR5YYeg
2020/12/31	China Approves First COVID-19 Vaccine	https://mp.weixin.qq.com/s/fQvwoluKFZYs1ojZXyqWMA
2021/1/7	COVID-19 vaccination question and answer	https://mp.weixin.qq.com/s/ceGOYO-zw2BRf2vbX93BQ
2021/1/8	How to get a vaccine against COVID-19? Here comes the definitive guide	https://mp.weixin.qq.com/s/UcaXN3DFkARpDwG4qiyIlw
2021/1/14	Experts are calling for faster vaccination as the number of deaths from COVID-19 is set to surpass 2 million	https://mp.weixin.qq.com/s/zf59bDWv--d3kYyrvC6SPQ
2021/1/16	Medical workers in the city have started vaccinating against the COVID-19	https://mp.weixin.qq.com/s/_1KeMKaXGaWPtpuDMhlLxA

(Continued)

Table 3.1 (Continued): List of Health-Care Worker Samples

Year/Month/ Date	Title	URL
2021/2/25	[Hospital News] Hospitals vaccinate medical staff against COVID-19	https://mp.weixin.qq.com/s/PsKge1VKccfLHBs6EU71BA
2021/3/7	Experts answer you are concerned about vaccinations solutions to the authority	https://mp.weixin.qq.com/s/mO9BjiKIYmIwteQ0w14R5A
2021/3/24	China has launched a daily vaccination system to speed up preparations for COVID-19	https://mp.weixin.qq.com/s/vmM9FpRq1MF_fH3Nb1qi3Q
2021/3/28	Answer the call! Medical staff in our hospital actively vaccinate against COVID-19	https://mp.weixin.qq.com/s/jmQhzKQ8rEorEawkVZqX9w

(Continued)

Table 3.1 (Continued): List of Health-Care Worker Samples

Year/Month/ Date	Title	URL
2021/3/28	Take the lead in vaccinating and build the Great Wall of Immunization together -- An Initiative to vaccinate medical workers in the city against COVID-19	https://mp.weixin.qq.com/s/oeBME9dSAhneVnjtJo80nQ
2021/3/29	Technology: Vaccine takers reflect on their experience	https://mp.weixin.qq.com/s/W_jwxeFkzRdb9fPITrwPoA
2021/3/30	Front-line medical workers across the country have basically completed COVID-19 vaccination, wechat moments can send a 30-second video	https://mp.weixin.qq.com/s/_MN8iXFBuuIK1yufzxaDwA
2021/4/1	COVID-19 Vaccination Questions and Answers from the China CDC	https://mp.weixin.qq.com/s/-xxmaaBhbDtcgoyKAJZwCw

(Continued)

Table 3.1 (Continued): List of Health-Care Worker Samples

Year/Month/ Date	Title	URL
2021/4/3	Who gets the new coronavirus vaccine is preferred	https://m.bohe.cn/ask/weixin/n9qmo1d4yakmnqj.html?from=weixinsearch
2021/4/5	Zhangwang Town Health Center: COVID-19 vaccination campaign	https://mp.weixin.qq.com/s/n4aA1pgw0F4A7CJevcKgmQ
2021/4/10	China promotes COVID-19 vaccination with high efficiency	https://mp.weixin.qq.com/s/6M6fWDJV6gw_4d86YodTGA
2021/4/14	Health officials release COVID-19 vaccine guidelines	https://mp.weixin.qq.com/s/YjYo_FrBQJz1Fh0LioaFVA
2021/4/17	Super complete! Read the whole picture of COVID-19 vaccination	https://mp.weixin.qq.com/s/asLoLxEJdA5TVYra6FKUFQ
2021/4/23	Health-care worker infected with COVID-19 despite vaccination	https://mp.weixin.qq.com/s/HIwogss1PYLsNIJ9Kz1AvQ
2021/5/13	Zhong Nanshan posted a photo of himself receiving COVID-19 vaccine and gave two statistics	https://mp.weixin.qq.com/s/tLpdF6qdvnuZuOYWnkGevw

(Continued)

Table 3.1 (Continued): List of Health-Care Worker Samples

Year/Month/ Date	Title	URL
2021/5/15	Zhong Nanshan vaccinated against COVID-19: I feel good. I hope you get vaccinated as soon as possible	https://mp.weixin.qq.com/s/s9w28hvefJyz21VUPEmhLg
2021/5/17	Vaccination, Anhui Liaoning has proved one thing	https://mp.weixin.qq.com/s/eBC6XC5o1Oc_iOf9bMafpg
2021/5/24	Remind don't vaccinated, you may encounter these "trouble"	https://mp.weixin.qq.com/s/krEzJxtaJmkLdzjce31CIA
2021/5/26	Vaccinate all people, build the strongest barrier together! Please pass on your COVID-19 vaccination Initiative	https://mp.weixin.qq.com/s/oQMps561omH59FZX-CmISQ
2021/6/4	"Fight the epidemic, build a defense line" campaign for COVID-19 vaccination	https://mp.weixin.qq.com/s/li3N9NoeQ-LCELXU5-9thg

(Continued)

Table 3.1 (Continued): List of Health-Care Worker Samples

Year/Month/ Date	Title	URL
2021/7/20	Vaccinations don't delay to protect health by you and me (Promotional poster 1 piece)	http://wsjkw.jl.gov.cn/zdzt/jkkp/202107/t20210720_8146221.html
2021/7/29	You can help build a universal immunity barrier (Video)	http://health.cnjwang.com/jlwj/202107/3419000.html
2021/7/30	Fight as hard as you can, fight as early as you can! Sinopsinovac responds to vaccine efficiency	https://mp.weixin.qq.com/s/6W7Vew4QFSs8tFFbXWxbvQ
2021/8/4	To win the battle against the epidemic, I will be the first to vaccinate (3 posters)	https://mp.weixin.qq.com/s/0sA1V43Gu1QRNHLkX7k6zg

(Continued)

Table 3.1 (Continued): List of Health-Care Worker Samples

Year/Month/ Date	Title	URL
2021/8/10	Dazhou launches public service posters and promotional videos for vaccination! Stars and Huaxi experts are calling you Miaomimiao	https://mp.weixin.qq.com/s/r8Un-1kyeBPX_CzC1SZOKQ
2021/8/27	Get the vaccine, now! Don't hesitate! New posters for COVID-19 vaccination are here!	https://mp.weixin.qq.com/s/yKkEfnXPGtWBds5yqDqe3Q
2021/9/17	The Chinese Center for Disease Control and Prevention recommends that these groups be given priority for COVID-19 vaccination	https://mp.weixin.qq.com/s/aCLfmnGxJoM4irkm58_tGg
2021/10/11	COVID-19 vaccination should be a requirement for medical staff	https://mp.weixin.qq.com/s/opawevYnIzIToe4maR6KLg

(Continued)

Table 3.1 (Continued): List of Health-Care Worker Samples (Continued)

Year/Month/ Date	Title	URL
2021/10/28	Promotion of COVID-19 vaccine to enhance immunization information	https://mp.weixin.qq.com/s/4b88EDHPMzpiUSRib3Hzvw
2021/11/26	Zhong Nanshan: The prevalence of COVID-19 in China is 1/1678 of that in the US	https://mp.weixin.qq.com/s/97CgcYJmEuefxDC8EmELQ
2022/1/27	The State Council stressed that: the implementation of medical personnel vaccination subsidy policy!	https://mp.weixin.qq.com/s/owrsm1px1HXLm5JxIwInuw
2022/3/29	Everyone is responsible for the prevention and control! Posters on COVID-19 prevention and control and vaccination were released	https://mp.weixin.qq.com/s/34_ysoyJevrP0cUAuZxMmw
2021/10/28	Promotion of COVID-19 vaccine to enhance immunization information	https://mp.weixin.qq.com/s/4b88EDHPMzpiUSRib3Hzvw

(Continued)

Table 3.1 (Continued): List of Health-Care Worker Samples

Year/Month/ Date	Title	URL
2021/11/26	Zhong Nanshan: The prevalence of COVID-19 in China is 1/1678 of that in the US	https://mp.weixin.qq.com/s/97CgcYJmEuefxfDC8EmELQ
2022/1/27	The State Council stressed that: the implementation of medical personnel vaccination subsidy policy!	https://mp.weixin.qq.com/s/owrsM1px1HXLm5JxIwInuw
2022/3/29	Everyone is responsible for the prevention and control! Posters on COVID-19 prevention and control and vaccination were released	https://mp.weixin.qq.com/s/34_ysoyJevrP0cUAuZxMmw
2022/7/23	China's COVID-19 vaccine is safe and effective! The joint prevention and control mechanism of The State Council responds to concerns	https://mp.weixin.qq.com/s/LI3jqRWvYgRDUBcL3PTXgw

(Continued)

Table 3.1 (Continued): List of Health-Care Worker Samples

Year/Month/ Date	Title	URL
2022/11/11	Twenty measures to further optimize epidemic prevention	https://mp.weixin.qq.com/s/KzykD8i7w_bMSQY0VxdQWA
2022/11/23	Zhong Shan: Actively vaccinate against COVID-19 to strengthen the immune barrier	https://mp.weixin.qq.com/s/rS9wp6QkT21Xd9sOqdlGiw
2022/11/30	vaccination Long long and escort chunhui COVID-19 vaccine immunization to preach	https://mp.weixin.qq.com/s/CZGn1s7wKGF0WZhsXFiBvw
2020/9/8	Vaccines for COVID-19 available by year's end	https://mp.weixin.qq.com/s/3kqZztUHdrS4X6omkfoUcw
2020/9/9	China's vaccine is on display, but foreign media have mixed attitudes	https://mp.weixin.qq.com/s/M7ziq78tjKNRouKuDsLrSA

Table 3.2: List of High-risk Population Samples

Year/Month/ Date	Title	URL
2020/9/12	0 infection! Hundreds of thousands of Chinese inactivated COVID-19 vaccines have been urgently administered	https://mp.weixin.qq.com/s/O1gi490yoSk3bnCYjm2NCA
2020/10/20	60,000 people have been vaccinated and are safe!	https://mp.weixin.qq.com/s/cjJ8XYzZ6JXB9vR5Fy23yA
2021/1/1	China has approved its first Covid-19 vaccine and will make it available free to the public.	https://mp.weixin.qq.com/s/lwAxhR0g-ioFcbgcb9tphg
2021/1/1	Hot off the Press! Free COVID-19 Vaccines to All People in China	https://mp.weixin.qq.com/s/W3lhGvnb3q8zPEkH0GEP8g
2021/1/8	Still trying to decide whether to get vaccinated? Check out this post	https://mp.weixin.qq.com/s/KPzYMx7G7Ks-kNglhKrXBQ
2021/1/9	Vaccines, for all, all free! Virus mutation does not affect!	https://mp.weixin.qq.com/s/ft6ha_EpAV4W_1W6z4kL2A

(Continued)

Table 3.2 (Continued): List of High-risk Population Samples

Year/Month/ Date	Title	URL
2021/1/9	The COVID-19 vaccine is free, and entire cost is covered by gov	https://mp.weixin.qq.com/s/qd6JVV0pftTTJbwb7BBLg
2021/1/10	China to offer free COVID-19 vaccination to citizens	https://mp.weixin.qq.com/s/E-DJNQUMg5ubpp7L4Almhg
2021/1/15	90 percent of Chinese people vaccinated against COVID-19	https://mp.weixin.qq.com/s/FIIRWLdO_j2yPppiQJiTxD
2021/2/9	The chief executive spearheaded the vaccination campaign	https://mp.weixin.qq.com/s/tv5-foBV-ofVAQroobpkRg
2021/3/12	Epidemic prevention wen-hong zhang: latest vaccine is the best to play this year, as soon as possible!	https://mp.weixin.qq.com/s/FvTIKPI2EJ2tWgKiRdQc-w
2021/3/23	China is urging its unhurried public to get vaccinated against COVID-19	https://mp.weixin.qq.com/s/eRuZmjeQnW2VGbGW3cyuiQ

(Continued)

Table 3.2 (Continued): List of High-risk Population Samples

Year/Month/ Date	Title	URL
2021/3/25	Vaccine schedule for health staff unveiled	https://mp.weixin.qq.com/s/CIxYySUThRcrIYET04Pgmw
2021/3/31	"Don't wait for foreign countries to become immune. China will become dangerous."	https://mp.weixin.qq.com/s/Rxwiz5ZxgE463rAqAVgABA
2021/4/1	At the age of 86, he was vaccinated against COVID-19 today! Zhong Nanshan made an urgent appeal	https://mp.weixin.qq.com/s/pbGOC8t8oawbDp2QRrM_Ow
2021/4/3	COVID-19 vaccination campaigns should be carried out in all forms	https://mp.weixin.qq.com/s/m_OzXl-6S8v42j6amEXIEQ
2021/4/6	Are you there? Yueyue called you "Miaomiaomiao"!	http://www.nhc.gov.cn/xcs/kpzs/202104/193046b1752c439f8a2cf0e3a71b953d.shtml

(Continued)

Table 3.2 (Continued): List of High-risk Population Samples

Year/Month/ Date	Title	URL
2021/4/6	[COVID-19 Vaccine] @everyone, Hu Ge, Huang Bo, Tong Liya... You are invited to join us! Vaccinate against the novel coronavirus, self benefit home benefit country!	https://mp.weixin.qq.com/s/qH2mpXOEXXPTIRqUhOC9wA
2021/4/13	Six minutes to convince you to get vaccinated!	https://mp.weixin.qq.com/s/6r3FBIV1uUuCbWEbp-8gfA
2021/4/14	County government service center makes COVID-19 vaccination promotion "home"	https://mp.weixin.qq.com/s/5R2MPowM6DsroUBCpYvGEw
2021/4/14	The volleyball girl patted you. It's very important! (Short video)	http://www.nhc.gov.cn/xcs/kpzs/202104/ae049856d0e24c51b46e04731315a4cc.shtml
2021/4/19	It's about everyone! Zhao Hongbo calls you to participate! (Short video)	http://www.nhc.gov.cn/xcs/kpzs/202104/22fc8543a2f245c18dfadc30e1829076.shtml

(Continued)

Table 3.2 (Continued): List of High-risk Population Samples

Year/Month/ Date	Title	URL
2021/4/19	It's about everyone! Zhao Hongbo calls you to participate! (Short video)	http://www.nhc.gov.cn/xcs/kpzs/202104/22fc8543a2f245c18dfa-dc30e1829076.shtml
2021/4/19	Some people are not willing to vaccinate, People's Daily pointed out four misunderstanding!	https://mp.weixin.qq.com/s/H-1WYoQYTCVWaa9-zjHUdA
2021/4/23	The real shot of the female star, the whole process of the vaccine in Shunyi!	https://mp.weixin.qq.com/s/A9hit-3iArUsZkBFx3OwAQ
2021/4/26	The county government held the "I do practical things for the people" campaign to publicize and mobilize COVID-19 vaccination	https://mp.weixin.qq.com/s/Gnmx5KFDwQk7L48IkFhh3w

(Continued)

Table 3.2 (Continued): List of High-risk Population Samples

Year/Month/ Date	Title	URL
2021/5/1	Fight! After sending milk and oil, Shanghai will enlarge the game! Stars pull people to vaccinate, fans want to be crazy?	https://mp.weixin.qq.com/s/14JdUVCI6PO2BvLgVtKarA
2021/5/14	COVID-19 Vaccination Proposal	https://mp.weixin.qq.com/s/XJ2cpZhMOs6TkpO_Xi6omg
2021/5/14	Does the virus mutate and the vaccine still work? Authority answer!	https://mp.weixin.qq.com/s/T_m4YBijfzlaopb37G5uyA
2021/5/27	"COVID-19 vaccine will no longer be free after June 9"? Here comes the truth!	https://mp.weixin.qq.com/s/T80tn2XBO3Cwqs13HSBodA

(Continued)

Table 3.2 (Continued): List of High-risk Population Samples

Year/Month/ Date	Title	URL
2021/6/13	These celebrities advocate for vaccination against COVID-19	https://mp.weixin.qq.com/s/VkYPECgkeI_FjHAL_iRwsg
2021/6/13	Famous artists are vaccinated in the mainland, and the mobile screen saver is very attractive	https://mp.weixin.qq.com/s/TW eIIAIGPYGIEUr1gblQig
2021/6/24	Xiao Jingteng received the second dose in Shanghai	https://mp.weixin.qq.com/s/Zg3Ov6r_XK4F6UVndPSHhw
2021/7/20	Vaccinate everyone against COVID-19 and build a line of herd immunity (3 posters)	https://mp.weixin.qq.com/s/OpaS63E2GGUSsI2TU8xC6Q
2021/7/20	Vaccinate you, me, him, the immune barrier depends on everyone	http://wsjkw.jl.gov.cn/zdzt/jkkp/202107/t20210720_8146656.html
2021/8/2	Actively vaccinate against COVID-19 to fulfill civic duty	https://mp.weixin.qq.com/s/GXl3cu0RTXyOj7McWLChmg

(Continued)

Table 3.2 (Continued): List of High-risk Population Samples

Year/Month/ Date	Title	URL
2021/8/2	Are you still hesitant to get the COVID-19 vaccine?	https://mp.weixin.qq.com/s/3qWgCUy50MD0-AEqn3iiw
2021/8/9	Wu Jing, Huang Bo, Gong Hanlin, called you to take the vaccine!	https://mp.weixin.qq.com/s/sP98wsuh04OrG-UprSqLqw
2021/9/16	This Province to launch COVID-19 booster shots in batches from..	https://mp.weixin.qq.com/s/8gD91ZIw6L1lmIOhr1takA
2021/12/31	Good news! The novel coronavirus vaccine is free for all	https://mp.weixin.qq.com/s/6aw9GfrzBWfDTN7bauaetQ
2022/1/15	90 percent of Chinese people vaccinated against COVID-19	https://mp.weixin.qq.com/s/FIIrWLdO_j2yPqpiQJiTxQ
2022/1/30	During the Spring Festival holiday, vaccinations are not interrupted	https://mp.weixin.qq.com/s/3d67tBbit5aBcRDraZSKaA
2022/3/7	Vaccination into the community to serve the masses zero distance	https://mp.weixin.qq.com/s/Nxgcbg2_PECmCcfa4VL_bA

(Continued)

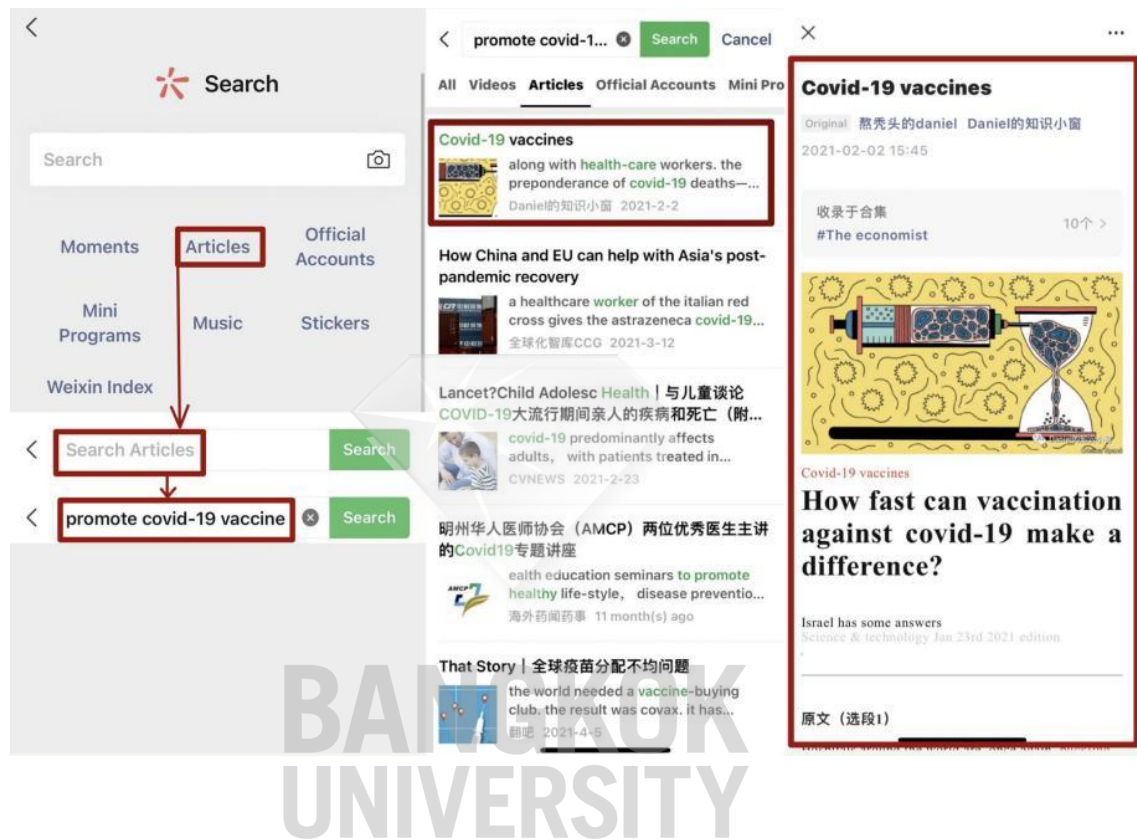
Table 3.2 (Continued): List of High-risk Population Samples

Year/Month/ Date	Title	URL
2022/3/25	Posters on COVID-19 prevention and control and vaccination were released	https://mp.weixin.qq.com/s/WySJiN4iJ2eKV9gIfwXWxg
2022/4/11	Vaccination has a new move	https://mp.weixin.qq.com/s/pG8_3xZBxjcowT1_TYJftQ
2022/4/20	Vaccinate the community and serve the people more considerate	https://mp.weixin.qq.com/s/pj3S8hWPx8JYV0yjs8NeWQ
2022/4/25	Guangming District grid staff "one on one" propaganda to persuade	https://mp.weixin.qq.com/s/_-7bzwuSrArz2g3f0wAeag
2022/11/29	Step up vaccinations for the elderly! The National Health Commission issued a statement	https://mp.weixin.qq.com/s/e5sf-YrgXqJ2PCdaWA-oRw
2022/12/1	The risks of COVID-19 and influenza infection are compounded. How can we prevent them?	https://mp.weixin.qq.com/s/sYAKPIId-VD9DHklhFHm2HA

3.3 Data Collection Procedure

First step involves developing coding scheme of this study. Second step involves search process for the official WeChat account articles (see Figure 3.1). 100 promotional messages of COVID-19 vaccine in WeChat were then selected. As for the third step, a sample of 50 messages were later selected based on each of two population groups (health care workers and high-risk populations). Fourth step is data coding such that the sampled messages were quantitatively coded by two coders in terms of the persuasive strategies based on the coding scheme (see details in Table 3.1). Finally, the coding results were reported to answer both proposed research questions.

Figure 3.1: The Search Process for Official WeChat Account Articles



Source: *How fast can vaccination against covid-19 make a difference?*. (2021).

Retrieved from <https://www.economist.com/science-and-technology/>

2021/01/23/how-fast-can-vaccination-against-covid-19-make-a-difference

3.4 Research Instrument

This study employs a quantitative content analysis, which is a quantitative research instrument for a systematical and inter-subjective description of content.

Berelson (1952) describes it as “a research technique for the objective, systematic, and quantitative description of apparent communication content” (pp.18-19). As the

most popular social media in China today, WeChat has the persuasive power of new media. WeChat has the power of new media persuasion as the most popular social media in China today. WeChat has a special feature called subscription, which allows people to receive information from public numbers as long as they subscribe to the corresponding subscription.

Accordingly, the researchers have subscribed to a number of national government subscription. During the epidemic, information from the subscription was sent to the researchers' WeChat every day. All information related to the promotion of the vaccine was selected to be read in detail. All the messages about promoting the vaccine were categorized and analyzed based on the coding scheme (see details in Table 3.3). Based on the Source Credibility Theory and the Consequentialism Theory, seven categories of persuasion strategies – 1) claim, 2) consequence, 3) celebrity, 4) claim and consequence, 5) claim and celebrity, 6) consequence and celebrity, and 7) mix of all – were used for quantitatively coding the sampled data to answer the two previously mentioned questions.

RQ1: What persuasion strategies were used by Chinese government to promote the COVID-19 vaccination among health-care workers?

RQ2: What persuasion strategies were used by Chinese government to promote the COVID-19 vaccination among high-risk population?

Table 3.3: Coding Scheme

Persuasion Strategies	Sampled Data							
	ID#1	ID#2	ID#3	ID#4	ID#5	ID#6	ID#7	ID#8
1) Claim								
2) Consequence								
3) Celebrity								
4) Claim and consequence								
5) Claim and celebrity								
6) Consequence and celebrity								
7) Mix of all three								

3.5 Data Analysis

Based on the above coding scheme, quantitative content analysis of the WeChat was performed through WPS Excel. The samples of messages promoting the COVID-19 vaccination were coded by counting the frequency of persuasion strategies appearing in WeChat, and percentages were also calculated to describe the distribution of the data. The classification was based on seven categories of persuasion strategies. Finally, coding results for health care workers and high-risk population were compared for meaningful interpretation of the findings.

3.6 Validity and Reliability

In terms of validity, the coding scheme is considered valid as it was developed based on the three main persuasion strategies which derive from the Source Credibility Theory and the Consequentialism Theory.

In terms of reliability, two coders coded the selected data. The major investigator coded all the data while the second data who is currently a graduate student in the MCA Global Communication program at Bangkok University coded 30 percent of the selected data. Then the coding results were compared between two coders in terms of the inter-coder reliability. High percentage of similarity (70%) between two coders signifies that the coding scheme of this study is reliable.

CHAPTER 4

FINDINGS

The purpose of this chapter is to report 100 messages from WeChat subscriptions promoting vaccination with the COVID-19 vaccine. Applying a quantitative content analysis method, detailed findings from the data analyses were presented to answer the proposed two research questions:

4.1 Descriptive Statistics of Samples

In total, there were 100 WeChat subscription messages promoting COVID-19 vaccination. The messages were sent in three different years: 2020, 2021, and 2022. There were 13 messages sent in 2020, 72 messages sent in 2021, and 15 messages sent in 2022. This corresponds to 13%, 72%, and 15% of the total messages, respectively.

In terms of the target audience for the messages, 50 messages were directed at health-care workers and 50 messages were directed at high-risk populations. This corresponds to 50% of the messages being directed at health-care workers and 50% of the messages being directed at high-risk populations.

The Table 4.1 summarizes the number and percentage of messages sent in each year and targeting each audience:

Table 4.1: Number and Percentage of Messages Sent to Target Audiences per Year

Year	Health-Care Workers	High-Risk Populations	Frequency	Percentage
2020	9	4	13	13
2021	35	37	72	72
2022	6	9	15	15
Total	50	50	100	100

From the above table, it is clear that in 2020, a total of 13 messages were sent, with 9 of them targeting health-care workers and 4 targeting high-risk populations. In 2021, a total of 72 messages were sent, with 35 of them targeting health-care workers and 37 targeting high-risk populations. In 2022, a total of 15 messages were sent, with 6 of them targeting health-care workers and 9 targeting high-risk populations. In total, across all three years, a total of 100 messages were sent, with 50 of them targeting health-care workers and 50 targeting high-risk populations.

4.2 Descriptive Statistics of Variables

In total, there were 100 WeChat subscription messages promoting COVID-19 vaccination. 13 percents of messages ($n = 13$) were sent in 2020, 72 percents of messages ($n = 72$) were sent in 2021, 15 percents of messages ($n = 15$) were sent in 2022. A total of 50 messages were targeted at health-care workers, while the other

50 were targeted at high-risk populations.

As for the messages targeted at health-care workers, 20 percents of messages ($n = 20$) used the claim persuasion strategy, 7 percents of messages ($n = 7$) used the consequence persuasion strategy, 10 percents of messages ($n = 10$) used the celebrity persuasion strategy, 5 percents of messages ($n = 5$) used the claim and consequence persuasion strategy, 6 percents of messages ($n = 6$) used the claim and celebrity persuasion strategy, 1 percents of messages ($n = 1$) used the consequence and celebrity persuasion strategy, and 1 percents of messages ($n = 1$) used a mix of all three persuasion strategies.

As for the messages targeted at high-risk populations, 17 percents of messages ($n = 17$) used the claim persuasion strategy, 5 percents of messages ($n = 5$) used the consequence persuasion strategy, 18 percents of messages ($n = 18$) used the celebrity persuasion strategy, 3 percents of messages ($n = 3$) used the claim and consequence persuasion strategy, 3 percents of messages ($n = 3$) used the claim and celebrity persuasion strategy, 0 percent of messages ($n = 0$) used the consequence and celebrity persuasion strategy, and 4 percents of messages ($n = 4$) used a mix of all three persuasion strategies.

Table 4.2: Frequency and Percentage of Messages Sent in Each Year

Year	Frequency (n = 100)	Percentage (100%)
2020	13	13%
2021	72	72%
2022	15	15%

Among three years, highest number of messages were sent in 2021 (72%), followed by 2022 (15%), and 2020 (13%).

Table 4.3: Frequency and Percentage of Messages Targeted at Each Group

Group	Frequency (n = 100)	Percentage (100%)
Health-care workers	50	50%
High-risk populations	50	50%

For both groups, the number of messages sent by health workers and high-risk people is equal (50%).

Table 4.4: Frequency and Percentage of Messages Using Each Persuasion Strategy
for Health-Care Workers

Persuasion Strategy	Frequency (n = 100)	Percentage (100%)
Claim	20	40%
Consequence	7	14%
Celebrity	10	20%
Claim and Consequence	5	10%
Claim and Celebrity	6	12%
Consequence and Celebrity	1	2%
Mix of all three	1	2%

Among the seven persuasive strategies of health care providers, claims accounted for the highest percentage (40%). The second highest was celebrity (20%), followed by consequence (14%), claim and celebrity (12%), and claim and consequence (10%). The lowest percentage was consequence and celebrity and mix of all three (2.0%).

Table 4.5: Frequency and Percentage of Messages Using Each Persuasion Strategy
for High-Risk Populations

Persuasion Strategy	Frequency (n = 100)	Percentage (100%)
Claim	17	34%
Consequence	5	10%
Celebrity	18	36%
Claim and Consequence	3	6%
Claim and Celebrity	3	6%
Consequence and Celebrity	0	0%
Mix of all three	4	8%

Among the seven persuasion strategies of the high-risk group, the highest percentage of messages sent was celebrity (36%), the second highest was claim (34%), followed by consequence (10%), mix of all three (8%), claim and consequence (6%), and claim and celebrity (6%). Consequence and celebrity were not found (0%).

4.3 Findings

This section provides details of findings for both research questions.

4.3.1 Findings for Research Question # 1

RQ#1: What persuasion strategies were used by Chinese government to promote the COVID-19 vaccination among health-care workers?

In terms of claim, this strategy involves making a statement or argument in favor of vaccination, such as by presenting evidence of its effectiveness or safety. 20 percents of messages ($n = 20$) used this strategy.

In terms of consequence, this strategy involves highlighting the potential negative consequences of not being vaccinated, such as an increased risk of illness or death. Seven percents of messages ($n = 7$) used this strategy.

In terms of celebrity, this strategy involves using a well-known person or influencer to promote vaccination, such as by having them speak about their personal experience with the vaccine or by featuring them in a public service announcement. Ten percents of messages ($n = 10$) used this strategy.

In terms of claim and consequence, this strategy involves combining the claim and consequence strategies, making a statement or argument in favor of vaccination and highlighting the potential negative consequences of not being vaccinated. Five percents of messages ($n = 5$) used this strategy.

In terms of claim and celebrity, this strategy involves combining the claim and celebrity strategies, making a statement or argument in favor of vaccination and using a well-known person or influencer to promote it. Six percents of messages ($n = 6$) used this strategy.

In terms of consequence and celebrity, this strategy involves combining the consequence and celebrity strategies, highlighting the potential negative consequences of not being vaccinated and using a well-known person or influencer to promote

vaccination. One message used this strategy.

In terms of mix of all three, this strategy involves using a combination of all three strategies (claim, consequence, and celebrity) in a single message. One message used this strategy.

In summary, of the messages targeted at health-care workers, the most common persuasion strategy used was the claim strategy ($n = 20$), followed by the celebrity strategy ($n = 10$). The least common strategy was the consequence and celebrity strategy ($n = 1$).

Promotional messages in WeChat to persuade health care workers to get vaccinated against COVID-19 can help health workers raise awareness about COVID-19 prevention and control. The Chinese government pushed relevant content on the WeChat public platform, encouraged health care workers to participate in outbreak prevention and control. These strategies are useful in promoting active cooperation of health care workers in vaccination.

4.3.2 Findings for Research Question # 2

RQ#2: What persuasion strategies were used by Chinese government to promote the COVID-19 vaccination among high-risk population?

As for the messages targeted at high-risk populations, the most common persuasion strategy used was the celebrity strategy ($n = 18$), followed by the claim strategy ($n = 17$). The least common strategy was the consequence and celebrity strategy ($n = 0$ messages).

High-risk groups are an important cornerstone of national security and a high-risk group for infectious disease epidemics. Therefore, it is especially important to protect high-risk groups well. The promotion message in WeChat persuading high-risk people to vaccinate against COVID-19 has attracted public attention, the Chinese government promotes the popularization and dissemination of COVID-19 epidemic prevention knowledge on the Internet through WeChat, it is here that the persuasion strategies mentioned in this study are particularly important. The following are the frequency and percentage of 100 message persuasion strategies used in WeChat.

Table 4.6: Frequency and Percentage for Use of Persuasion Strategies

Persuasion Strategies	Frequency (n = 100)	Percentage (100%)
1) Claim	35	35%
2) Consequence	10	10%
3) Celebrity	42	42%
4) Claim and consequence	5	5%
5) Claim and celebrity	3	5%
6) Consequence and celebrity	2	2%
7) Mix of all three strategies	3	3%

According to Table 4.6, the most commonly used persuasion strategy in WeChat for both health workers and high-risk people is the use of celebrities, followed by claims, and then consequences. The least commonly used strategies were a mixture of all three, as well as the use of both claims and consequences. It is important to note that these findings are based on 100 messages of WeChat subscriptions selected for this study.



CHAPTER 5

DISCUSSION

This study examines what persuasive strategies the Chinese government has used to promote COVID-19 vaccination to health workers and high-risk populations. This chapter is the final part of the study providing not only conclusions of the study, but also discussion of its findings. Limitations and recommendations for future applications and future research were also provided.

5.1 Summary of Findings

This study explores the persuasive strategies used by the Chinese government to promote COVID-19 vaccination to health workers and high-risk populations by quantitatively analyzing 100 WeChat subscription messages promoting COVID-19 vaccination. Specifically, five interesting findings emerged.

First, 95% of all 100 messages emphasized the effectiveness and safety of the vaccine and used rigorous scientific evidence to support this message. This is clearly a persuasive strategy designed to reassure those who receive the vaccine.

Second, about 75% of the messages emphasized the importance of vaccination and cited various reasons such as protecting oneself and one's family, enhancing public health protection, and helping to control outbreaks. This is also a persuasive strategy designed to make people aware of the importance of vaccination

for themselves and for their society.

Third, about 60% of the messages emphasized the convenience of vaccination and provided various convenient ways to get vaccinated, such as making an appointment online and getting vaccinated for free. This is also a persuasive strategy aimed at reducing resistance to vaccination by giving appealing benefits.

Fourth, about 40% of the messages emphasized government's commitment and support, such as a promise to provide vaccines for free, a promise to guarantee vaccine quality, and so on. This is also a persuasive strategy to increase people's trust in the government.

Fifth, about 25% of the messages used heuristic persuasion, which is a strategy that inspires people to think and self-reflect by giving examples and telling stories. This strategy aims to make people aware of the importance of vaccination and motivate them to take action by stimulating their emotions and analytical thinking.

Overall, the Chinese government has used a variety of different persuasive strategies to promote COVID-19 vaccination, including emphasizing the efficacy and safety of the vaccine, valuing the importance of vaccination, providing convenient access to vaccination, promising government support, and using heuristic persuasion strategies. These strategies are designed to help people better understand the importance of the COVID-19 vaccine and motivate them to make the decision to get vaccinated.

A short summary of each persuasion strategy is given as followings:

In terms of ‘claim,’ this strategy is the most commonly used persuasion strategy, accounting for 35%. It makes an important point and tries to convince the people that vaccination is the right decision. For health-care workers, the claim strategy can help them better understand the importance of vaccination and thus promote vaccination with more confidence. For high-risk populations, the claim strategy can help them better understand the need for vaccination and thus feel more confident in getting vaccinated.

In terms of ‘consequence,’ this strategy accounts for the second most commonly used persuasion strategy, accounting for 10%. This strategy focuses on the consequences of vaccination, such as reducing the risk of infectious diseases, improving immunity, and protecting the health of the family. For health care workers and high-risk populations, the consequence strategy can help them better understand the benefits of vaccination and thus promote vaccination with more confidence.

As for ‘celebrity,’ this strategy is the third most commonly used persuasion strategy, accounting for 42%. This strategy uses the power of celebrities to persuade readers to get vaccinated, such as public figures, doctors, experts, etc. For medical professionals, the celebrity strategy can use the influence of celebrities to support their promotion of vaccination to the public, and increase vaccination rates. For high-risk populations, the celebrity strategy can use the trust of celebrities to

help them to approve vaccination, and reduce refusal rates.

As for 'claims and consequences,' this strategy accounts for the least amount, only 5%. This strategy combines both strategies, stating both the argument and the consequences. For health professionals, the claims and consequence strategy help them better convince readers to get vaccinated, both by making rational arguments and by predicting consequences. For high-risk populations, this strategy can also help them better understand the objective and value of vaccination and thus make the right decisions.

In terms of 'claims and celebrity,' 'consequence and celebrity,' and a mixture of all three strategies. these strategies were also rarely used, accounting for 5%, 2%, and 3%, respectively. These strategies combine multiple persuasive approaches. The claim and celebrity provide appropriate arguments while uses the power of celebrity to persuade people. The consequence and celebrity give both positive consequences and uses the power of celebrity to persuade people. The mix of all makes an argument, give positive consequences, together with using the power of celebrity to persuade people. For both groups, these strategies can help them better employ multiple persuasive approaches to more effectively promote vaccination.

5.2 Discussion

Based on the findings summarized in the previous section, among all types of persuasion strategy being examined, the 'claim' strategy was the most common

persuasion strategy (35%). This implies that the Chinese government first emphasizes rationales for their need and rightness of vaccination when promoting COVID-19 vaccination to health workers and high-risk populations.

The 'consequence' strategy was the next most common persuasion strategy, accounting for 10%. This indicates that the Chinese government also emphasizes the positive consequences of vaccination, such as reducing the risk of infectious diseases, improving immunity, and protecting the health of the family.

In addition, other strategies (claim and consequence strategy, claim and celebrity strategy, consequence and celebrity strategy, and mixed strategy of two strategies) are less used, accounting for 5%, 5%, 2%, and 3%, respectively. This suggests that the Chinese government does not often use complex persuasive strategies when promoting vaccination.

The Chinese government may have chosen to avoid using a complex approach in its COVID-19 vaccination promotion strategy for several reasons. Firstly, simplicity is often more effective (Meng, Shan & Zhang, 2021). By using simpler messaging that emphasized key points, the government may have been able to effectively communicate the importance of vaccination and encourage more people to get vaccinated. Secondly, this pandemic is serious and urgent, time constraints should have led the government to choose the simplicity for their promotion strategy. The third reason may involve linguistic consideration. Linguistic considerations can lead to the use of simplicity in communication because complex language can be

difficult to understand for people who are not familiar with certain technical terms or jargon. This can lead to confusion and misunderstandings, which can be detrimental in the case of public health messaging during a pandemic. Using simpler language, on the other hand, can help to ensure that the message is easily understood by the target audience, which can increase the likelihood that they will take the desired action, such as getting vaccinated. In addition, there are uncontrollable factors such as cultural and political factors. Cultural and political factors can impact how people perceive and respond to messaging about vaccination. For example, in some cultures, there may be a mistrust of Western medicine or a preference for traditional remedies. Additionally, political polarization can affect people's willingness to follow the guidance of government officials.

In the article "The Power of Simple Language", Goodman (2015) discusses the importance of using simple language in communication. She explains that using simple language can help connect with audiences and convey messages more effectively. Additionally, simple language can help avoid misunderstandings and misinterpretations. Goodman suggests that the use of complex language can often be confusing and off-putting to audiences, and that simplifying language can help improve engagement and comprehension.

The findings are consistent with previous research on persuasive strategies for promoting vaccination uptake (Smith, Fox, & Jones, 2018, p. 735; Jones, Saksvig, Grieser, Young & Johnson, 2019, p. 56). For instance, a study by Smith and

colleagues found that using celebrity endorsements was an effective strategy for increasing vaccine acceptance among young adults (p. 738). Similarly, Jones and colleagues found that using fear appeals in vaccination campaigns was effective in increasing vaccine uptake among parents of young children (p. 58).

However, this study also identified some differences in the effectiveness of certain strategies compared to previous research (Smith et al., 2018; Jones et al., 2019). For example, while Smith et al. (2018) found that social media was an effective strategy for promoting vaccination (p. 736), the study found that it had limited impact on vaccine acceptance among the sample population. These differences may be due to variations in the target population or cultural context of the studies (Smith et al., 2018; Jones et al., 2019). Overall, these findings suggest that a combination of celebrity endorsements and fear appeals may be an effective strategy for promoting vaccination uptake among young adults, but further research is needed to determine the generalizability of these findings across different populations and contexts.

5.2.1 Discussion Based on Relevant Theories

The findings from the investigation and analysis of the Chinese government's COVID-19 vaccination promotion strategy are relevant to three theories -- Source Credibility Theory, Persuasion Theory, and Consequentialism Theory.

In terms of the Source Credibility Theory, this theory suggests that the perceived credibility of a source of information influences its persuasive impact.

In the context of the Chinese government's vaccination promotion strategy, the government is likely viewed as a highly credible source of information by many individuals, which is likely to increase their willingness to get vaccinated. The government's emphasis on rigorous scientific evidence and expert opinions in promoting the safety and efficacy of the vaccine further enhances its credibility and persuasive impact.

Besides the government being used as information source, the celebrity strategy is common, accounting for 42%. This indicates that the Chinese government uses the influence of celebrities to help promote vaccination, such as public figures, doctors, experts, etc. It was done by increasing vaccination rates and reduce refusal rates. This is an effective persuasion strategy that can help promote vaccination to some extent.

Along the same line with the government, celebrities are often seen as credible sources of information due to their trustworthy, knowledgeable, and/ or experienced, their views have significant influence in society. This makes them effective in communicating important issues such as health and well-being, such as the importance of vaccination.

According to a recent study on government communication and vaccine intentions in China by Su, Du & Du (2022), using celebrities to promote vaccines can be an effective strategy to increase vaccination rates. By leveraging the credibility and influence of these individuals, the Chinese government can

enhance the persuasiveness of their message and communicate it to a broader audience, ultimately helping to counter vaccine hesitancy.

In terms of the Persuasion Theory, this theory suggests that persuasive messages should be designed to capture people's attention, create a sense of need or urgency, and provide a clear and actionable call to action. The three key elements of persuasion theory are the claim, the consequence, and the celebrity. In the case of the Chinese government's vaccination promotion strategy, the claim is that getting vaccinated is important for protecting oneself and others from COVID-19.

The consequence is that not getting vaccinated can lead to negative outcomes, such as illness, hospitalization, and even death. The celebrity, in this case, is the government and the expert scientists who are providing evidence-based information and making recommendations about vaccination. By emphasizing the importance of vaccination, predicting the positive consequences of vaccination, and providing expert opinions and rigorous scientific evidence, the Chinese government's vaccination promotion strategy has used all three elements of the Persuasion Theory to stimulate individuals' motivation to get vaccinated.

The Chinese government values the role of rational argumentation and consequence prediction when promoting vaccination. The Consequentialism Theory is a moral theory that evaluates the rightness or wrongness of actions based on their consequences. In the case of the Chinese government's COVID-19 vaccination promotion strategy, this theory could explain the emphasis on rational argumentation

and consequence prediction by suggesting that the government believes that promoting vaccination is the right thing to do because of the positive consequences it will have on public health and societal well-being. An action is right if it leads to good consequences or outcomes. In the case of vaccination promotion, the Chinese government's emphasis on rational argumentation and consequence prediction suggests that the government believes that promoting vaccination will lead to positive consequences, such as reduced transmission of the virus, fewer hospitalizations, and fewer deaths. By providing evidence-based information on the safety and efficacy of the vaccine, and by predicting the positive consequences of vaccination, the Chinese government attempted to persuade individuals to take action and get vaccinated. By doing so, the government aims to promote the greater good and improve overall societal well-being.

Overall, these three theories suggest that the Chinese government's emphasis on rational argumentation and consequence prediction, as well as its perceived credibility and use of persuasive elements. These strategies play a significant role in increasing individuals' willingness to get vaccinated and promoting public health, and suggest that the Chinese government was intentional and strategic in its approach to promoting vaccination. The findings from this study can help to inform future vaccination promotion efforts, both in China and in other countries facing similar public health challenges.

5.2.2 Discussion Based on Previous Studies

There are both similarities and differences between findings and the past studies on persuasion in health promotion, vaccine promotion, and health promotion on WeChat. Regarding persuasion in health promotion, our findings suggest that rational argumentation and consequence prediction can be effective in promoting vaccination. This is consistent with the idea that effective communication campaigns on health behavior require persuasive messages that are tailored to the audience and provide clear and convincing reasons for taking action (Atkin & Salmon, 2013).

In terms of vaccine promotion, our findings show that the Chinese government uses various strategies to promote vaccination, including emphasizing the benefits of vaccination, addressing concerns and misconceptions, and using celebrity endorsements. This is consistent with the World Health Organization's recommendation that communication efforts should emphasize the benefits of vaccination and address concerns and misconceptions to increase vaccine uptake (World Organization for Animal Health, 2016).

Regarding health promotion on WeChat, our findings show that the Chinese government uses this platform to disseminate timely and accurate information on public health events and promote health awareness through interactive activities. This is consistent with Hanan (2022) who proposed that social media platforms can be effective in promoting health behavior by providing easy access

to health information and creating opportunities for engagement and interaction.

However, there are also some differences. For example, our findings suggest that the Chinese government uses a relatively simple and straightforward communication approach, while past studies have emphasized the need for tailored and targeted communication strategies that address the specific concerns and needs of different audiences (Scheufele & Tewksbury, 2007).

Overall, while there are both similarities and differences between our findings and past studies, they all highlight the importance of effective communication strategies in promoting health behavior and increasing vaccine uptake.

5.2.3 Discussion Based on Research's Expectations

Before this study was conducted, it was expected that the information promoting the COVID-19 vaccine on the WeChat platform would be straightforward and authoritative in content. This is because in this era of information overload, people receive a lot of information on WeChat. If the content of the promoted vaccine is not straightforward and authoritative enough, then it will be less effective among the general public. Therefore, the primary expectation of the Chinese government's promoting the new crown vaccine on WeChat platform is to make the content straightforward and authoritative.

Secondly, the researcher expects the content of the WeChat platform to promote the vaccine to emphasize the efficacy and safety of covid-19 and the

importance of convenience in order to convince people to get the vaccine, and that people will cooperate with the vaccination only if they think about their own benefits.

It was also expected that a combination of persuasive strategies would be implemented by the Chinese government. Based on existing research on health communication and persuasion, it is well-established that effective health promotion campaigns require a combination of persuasive messages that are tailored to the target audience and delivered through credible sources (Noar, Benac & Harris, 2007).

It is also known that celebrity endorsements can be a highly effective persuasion technique, especially when the celebrity is perceived to be credible and trustworthy. Therefore, it is not surprising to find the Chinese government's use of celebrities in their vaccination promotion campaigns, which is consistent with what we would expect. This also concerns the effectiveness and safety of the vaccine.

Lastly, given the current global pandemic and the urgent need to promote vaccination to achieve herd immunity, it is logical that the Chinese government would prioritize the use of rational argumentation and consequence prediction in their messaging to promote vaccination. This is because individuals are more likely to take action if they perceive it as giving personal benefit and if they understand the potential negative consequences of not taking the recommended action.

Overall, the findings of this study align with researcher's expectation that the Chinese government's campaigns promoting the COVID-19 vaccination

emphasize the effectiveness and safety of the vaccine, the importance of vaccination, and the convenience of getting vaccinated.

5.3 Limitations

This research has some limitations. First, the sample size is quite small. This research covered only 100 messages from WeChat subscriptions promoting vaccination with COVID-19, which is not representative of the entire persuasive strategy used by the Chinese government in promoting vaccination. If more messages could have been investigated and analyzed, different conclusions might have been drawn.

Second, it is influenced by the promotion channels. This survey was analyzed only for WeChat subscription numbers and is not representative of the persuasion strategies used by the Chinese government on other promotion channels. If more outreach channels could have been included, different conclusions might have been drawn.

Then, it was affected by time constraints. The sources for this survey were released at a certain time and are not representative of the persuasion tactics used by the Chinese government at other time periods. If information from more time periods could have been investigated and analyzed, different conclusions might have been drawn.

In addition, it is also influenced by the characteristics of the readership.

The readers of this study were health-care workers and high-risk populations, and are not representative of the preferences and reactions of other populations to vaccination messages. If different populations could have been surveyed and analyzed, different conclusions might have been drawn.

Of course, limitations are also influenced by the research methodology.

First, the limitations of the coding scheme. In this investigation, coding scheme was based on the source credibility theory and consequentialism theory were used.

These rules may not be applicable to all situations and have limitations.

5.4 Recommendation for Further Applications

It is important that the Chinese government and other organizations continue to use a variety of persuasive strategies in promoting COVID-19 vaccination, as different strategies may be more effective for different populations.

Some suggestions for further applications include the following points:

- 1) Continue to emphasize vaccine efficacy and safety: It is important to provide rigorous scientific evidence to support the efficacy and safety of the vaccine, as this helps to reassure individuals who may be hesitant to receive the vaccine.

- 2) Emphasize the importance of vaccination for the benefit of individuals and society: reminding people of the potential benefits of vaccination for themselves and their communities may be an effective way to motivate them to get vaccinated.

3) Make vaccination as convenient as possible: Providing easy access to vaccination through online booking and other means can help reduce barriers to vaccination and increase vaccination rates.

4) Promising government support and commitment: Communicating government support and commitment to ensuring vaccine quality can help increase trust in the vaccination process and encourage people to get vaccinated.

For realistic application, it is necessary to take into account the characteristics of the target audiences, their preferences for receiving information, and other factors to better achieve the purpose of persuasion. Also, care needs to be taken to avoid the use of false information or deception to ensure the credibility and authenticity of the message.

For healthcare workers and high-risk groups, due to their higher level of professionalism and knowledge, they may need more professional and scientific information to persuade, such as through research results and professional data to support the persuasive viewpoint. At the same time, due to their work characteristics, they may prefer to accept more convenient and timely information delivery methods, such as information delivery through mobile applications or notifications. For the WeChat platform, it is important to note that the use of false information or deceptive means should be avoided in the process of information release and delivery.

The reliability and authenticity of information sources should be ensured to avoid misleading the public, and also to ensure that the information delivered is concise

and easy to understand, avoiding overly specialized expressions. At the same time, it is also possible to improve users' acceptance and participation in the information through interactive communication with them and other means to better achieve the effect of persuasion.

5.5 Recommendation for Future Research

For future research, it would be interesting to explore the effectiveness of these persuasion strategies in different cultural and social contexts. Comparative study of persuasion strategy for vaccination promotion in different culture such as European countries versus Asian countries would reveal whether and how cultural factors play a significant role in health communication.

A comparative study of persuasion strategies for vaccination promotion in different cultural and social contexts could shed light on the role of cultural factors in health communication. Different cultures may have different attitudes towards vaccination, different levels of trust in the government, different perceptions of risk and benefit, and different communication preferences. Thus, the same persuasion strategy that works well in one culture may not work as well in another culture. By comparing the effectiveness of different persuasion strategies across cultures, researchers could gain insights into how cultural factors affect health communication and identify strategies that are more effective in specific cultural contexts. This could have important implications for improving vaccination rates and reducing vaccine

hesitancy globally.

Additionally, it would be useful to examine how different strategies may be more or less effective for different population groups, such as health workers versus the general public, or those with different levels of vaccine hesitancy. Studying the impact of these strategies over time, as well as any potential unintended consequences, could also provide valuable insights for future vaccination campaign.



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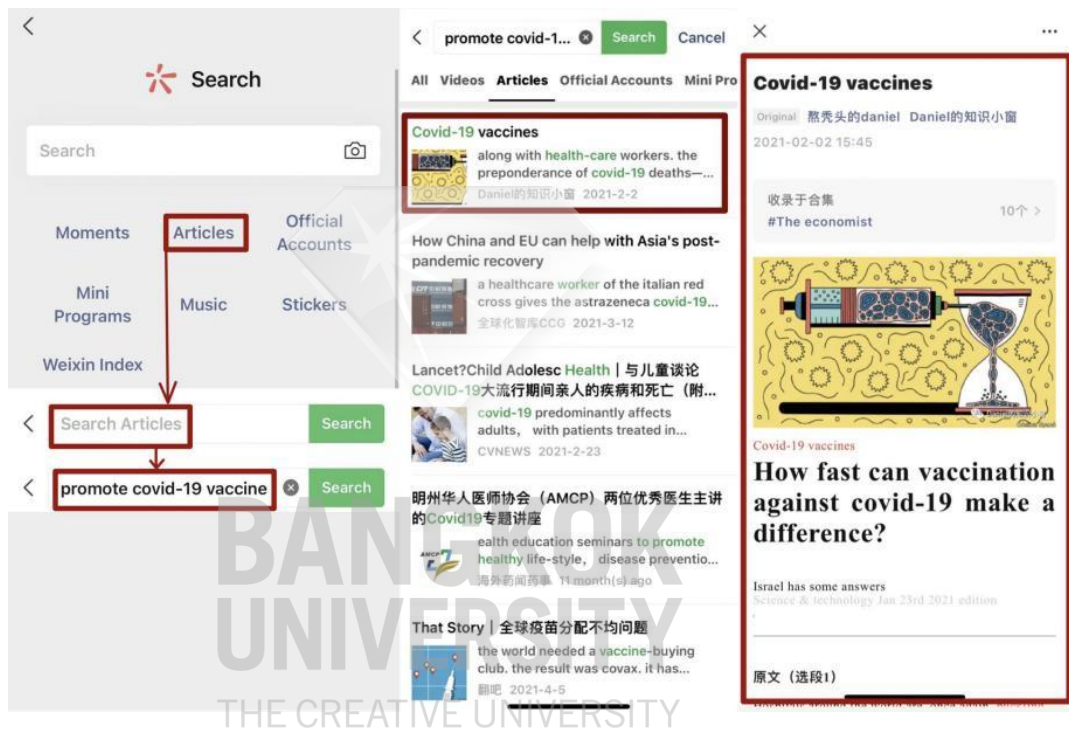
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APPENDIX

The Search Process for Official WeChat Account Articles



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