

ENTERTAINMENT EDUCATION AS COMMUNICATIVE STRATEGIES ON CHINESE SOCIAL MEDIA AGAINST THE INFODEMIC OF COVID-19 ▲▲▲

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• Research question

1. What EE initiatives by the citizens can contribute against COVID-19 mis/disinformation among the population in the context of China?
2. How is citizen participation in these initiatives to promote health measures before COVID-19?
3. What are the narratives and communicative strategies mobilized on social media for this purpose?

• Theoretical framework

Communication for Development and its subsequent evolution towards Communication for Social Change; Culture-centered Approach

• Method

Case study of EE initiatives of citizens

Content analysis of most circulated rumors on Chinese social media to support the study

• Expected results

The lack of a credible official voice has helped increase the impact of fake news on citizens, particularly people who do not have a good health knowledge base

Exposure to social media content from people that are close to the user significantly impacts the health behavior of social media users
An ambivalence of the EE initiatives should be taken into account

Entertainment Education (EE),
Citizen Participation, infodemic, COVID-19



RESEARCH TOPICS