



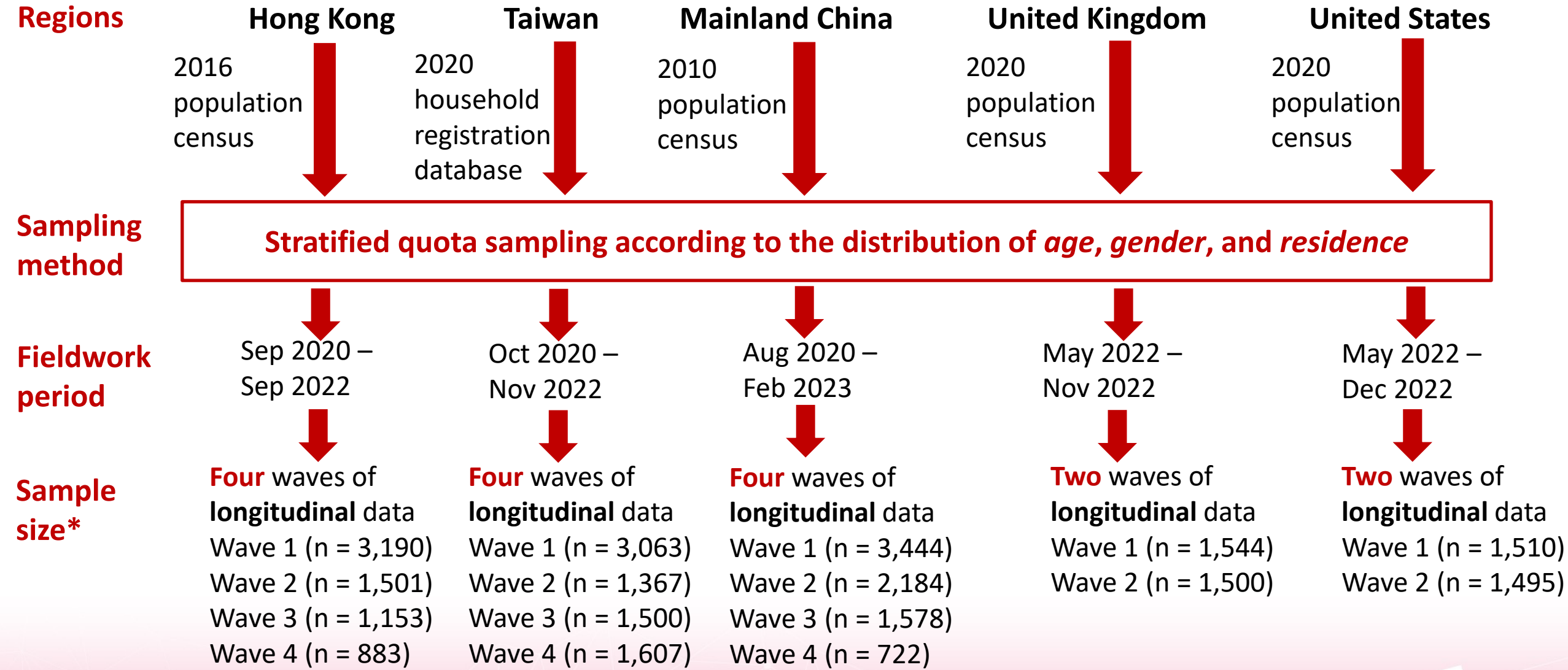
香港城市大學
City University of Hong Kong

Strategic Communication, Trust and Culture: A Cultural and Paradigmatic-Shifting Perspective

University Seminar: The President's Lecture No. 53

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Method: 16 datasets including over 28,000 responses in five regions (2020-present)

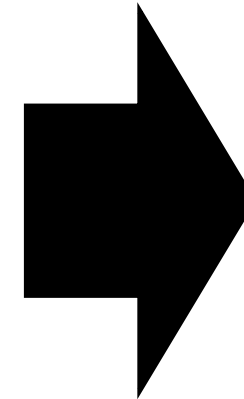


*The sample size presented here includes panel and cohort data.

Key Variables Examined in the Existing Projects (Huang, 2020-2023)

Predicting Variables

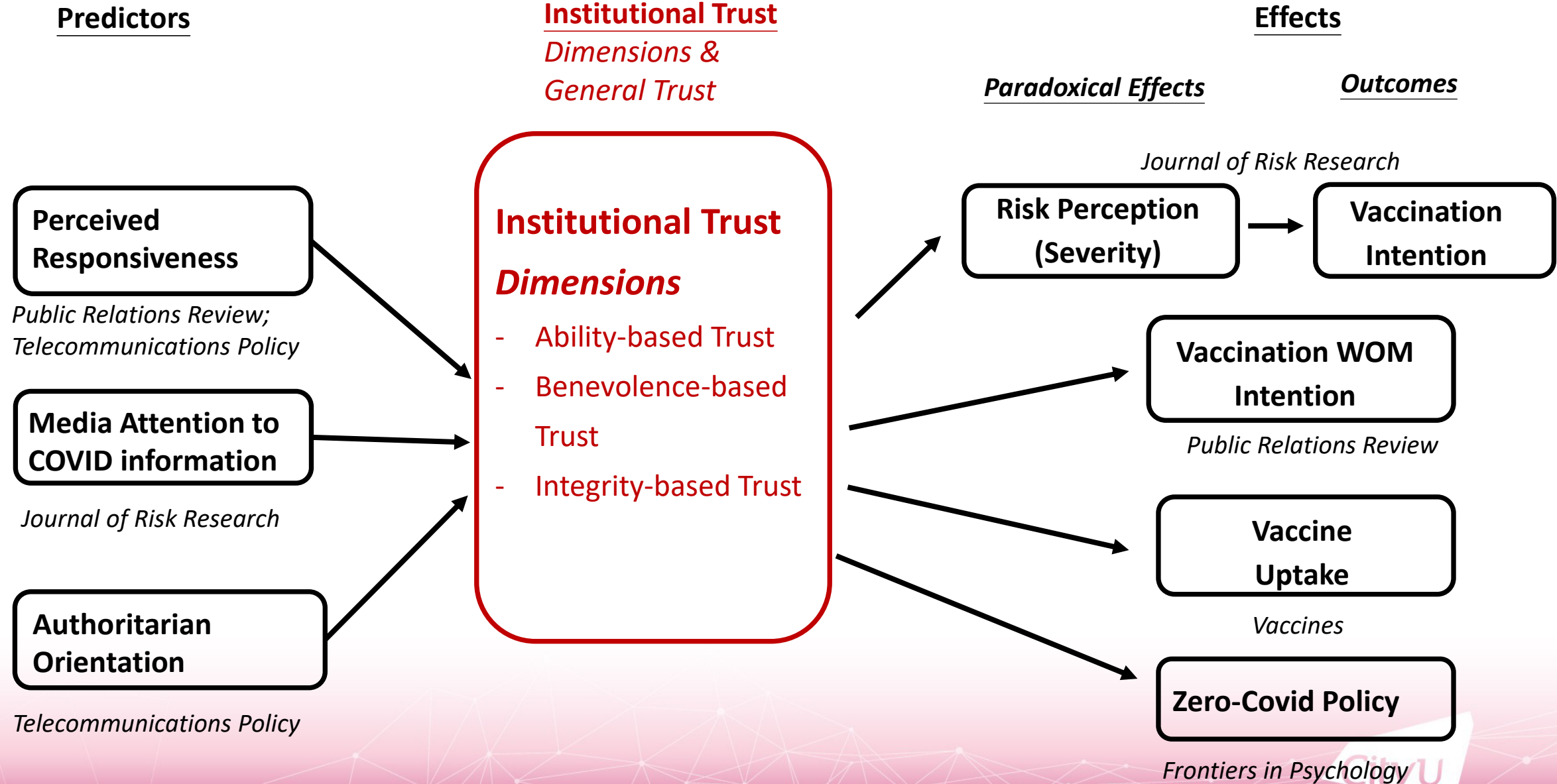
- Covid Risk Perception (Affective & Cognitive)
- Preventive Behavior
- Source of Information
- Institutional Trust (Ability/Benevolence/Integrity)
- Institutional Trust in different public/private entities
- Social Trust
- Response Efficacy
- Self Efficacy
- Evaluation of Governmental anti-pandemic works
- Perceived Responsiveness
- Covid-related Policy effectiveness
- Policy constraint
- Issue Politicization & Economization
- Responsibility Attribution
- Authoritarian Orientation
- Relational Orientation
- Fairness Orientation
- Issue Interpretation
- Misinfo Exposure
- Misinfo Elaboration
- Media Use / Attention / Importance
- Information Sharing
- Information Avoidance
- Issue Relevance
- Demographics



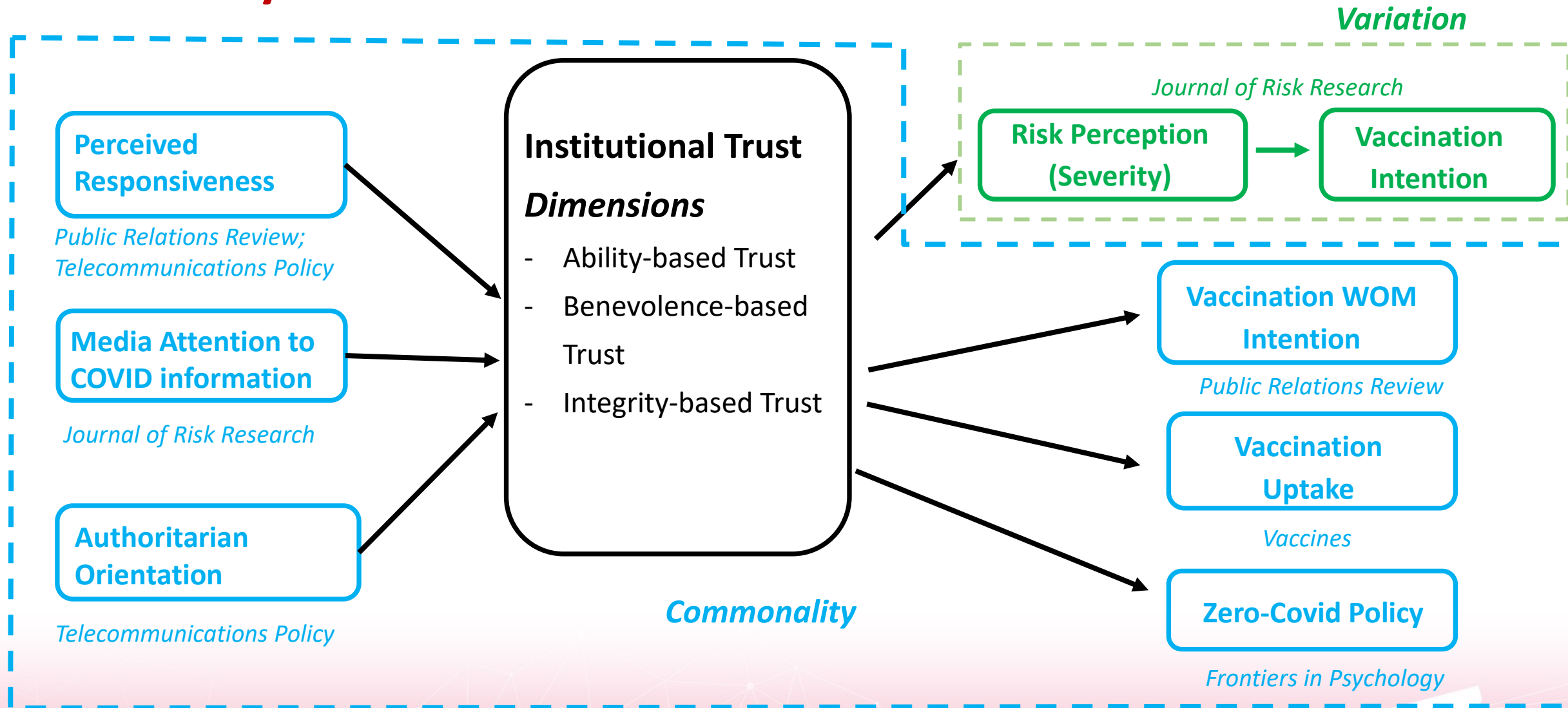
Outcome Variables

- **Preventive Behaviors**
- **Vaccine WOM Intention**
- **Vaccine Behavior Intention**
- **Vaccine Risk Acceptance**
- **Vaccine Hesitancy**
- **Health Outcome**
- **Use of Contact Tracing App**
- **Policy Attitude (zero-tolerance vs. co-existence)**

Trust-centered Communication Model



Trust-centered Communication Model: Quasi Meta Analysis of the Commonality and Variation in Three Chinese Societies



- The effects of the three predictors on trust commonly existed in Chinese societies.
- In contrast, the effects of institutional trust on various health behaviors present both convergent and divergent results.

General Pattern: Convergent results

Commonality

Perceived Responsiveness

*Public Relations Review,
Telecommunications Policy*

**Media Attention to COVID
information**

Journal of Risk Research

Authoritarian Orientation

Frontiers in Psychology

**Institutional Trust
Dimensions**

- Ability
- Benevolence
- Integrity

Trust in different entities

**Vaccination WOM
Intention**

Public Relations Review

Vaccine Uptake

Vaccines

Zero-Covid Policy

Frontiers in Psychology (FP)

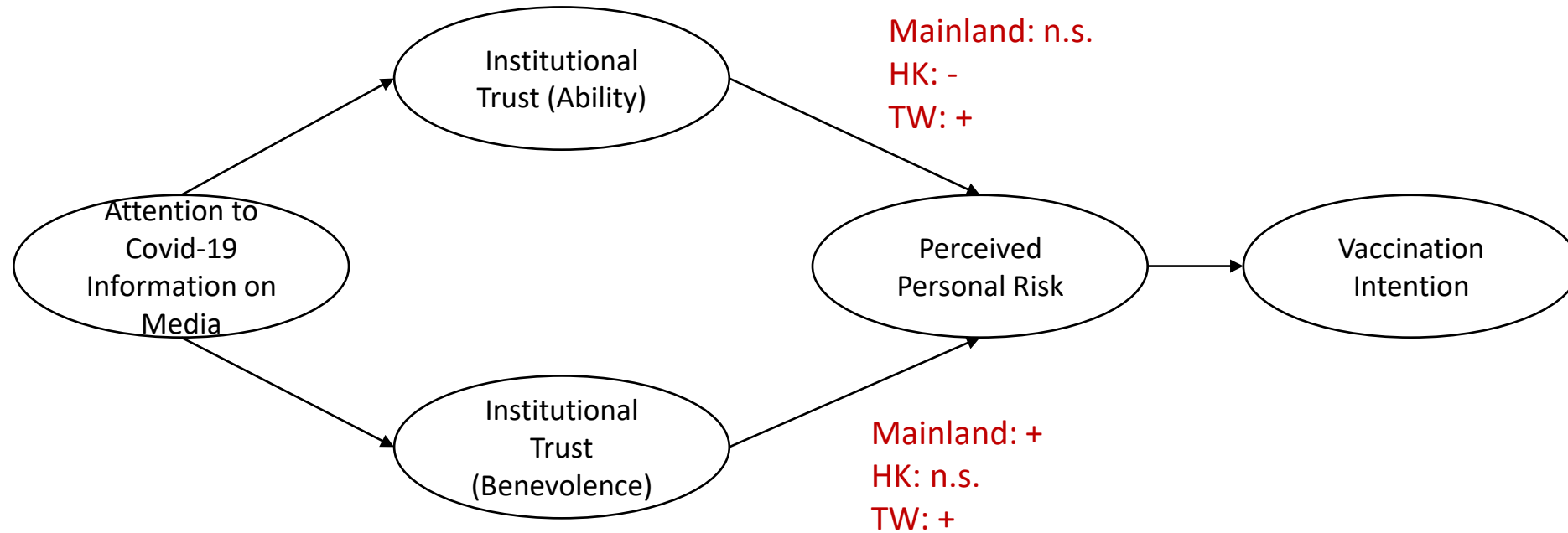
Three Common Predictors Across Chinese Societies:

- A higher level of **Perceived Responsiveness** led to a higher level of **institutional trust**.
- **Media attention** to COVID information increased **trust**
- A higher level of **authoritarian orientation** led to a higher level of **institutional trust**.

Common Effects of Institutional Trust Across Chinese Societies:

- **Institutional trust** increased **vaccination WOM intention** and **vaccine uptake**.
- **Government trust** increased acceptance of the **zero-covid** policy.

Variation example: *Paradoxical effect of institutional trust* (Dai, Huang, Jia, & Cai, 2022)



- **Trust Paradox:** A situation that institutional trust both positively and negatively predict risk perception.
- We explore trust paradox **from the perspective of trust dimension**.
- **Ability-based trust** triggers the paradoxical effect in different Chinese societies.

Paradigm Shift of Strategic Communication (@Huang, 2023; Huang, 2015; Huang et al., 2021)

