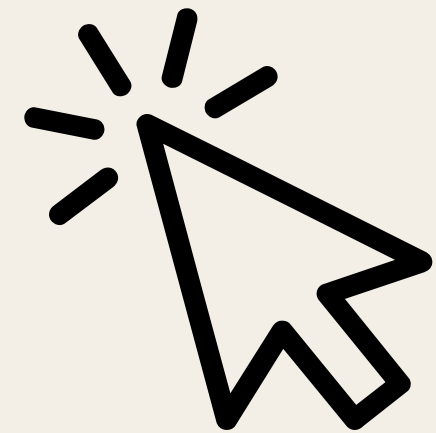


Culture Clicks First in Chinese Canadian Vaccine Communication

Presented by: Rand Wang
Principal Investigator: Dr. Kelley Lee



Background

- Digital vaccine discussion among Chinese Canadians is understudied
- Media influences vaccine information seeking in immigrant communities
- Wenxuecity is the largest Chinese diaspora platform outside of mainland China
 - Gathers **2 billion** pageviews per 30 days
 - **20%** of all traffic comes from Canada

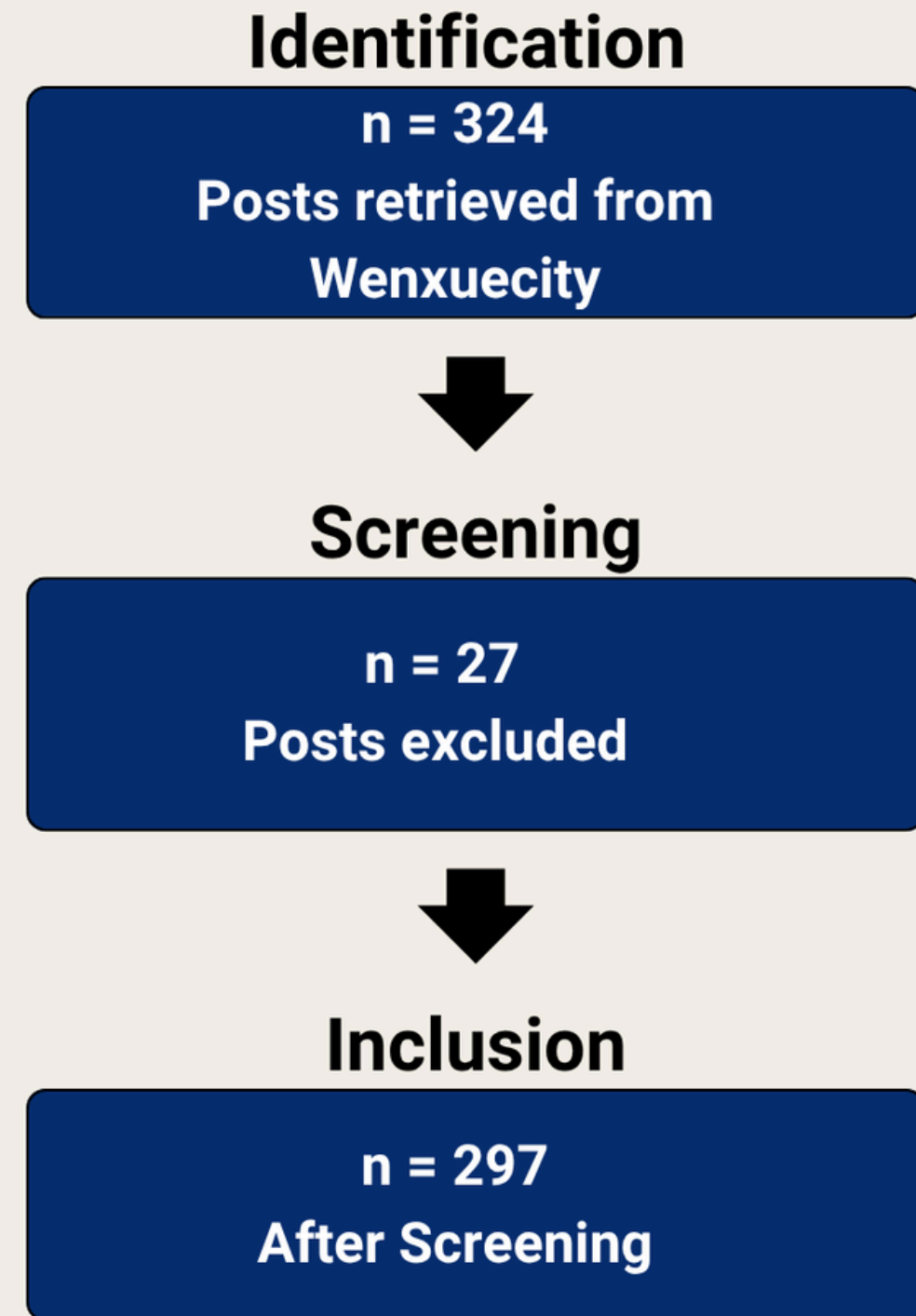


Research Question

How do Chinese Canadians
discussing vaccination on
Wenxuecity evaluate credibility,
trust, and risk?

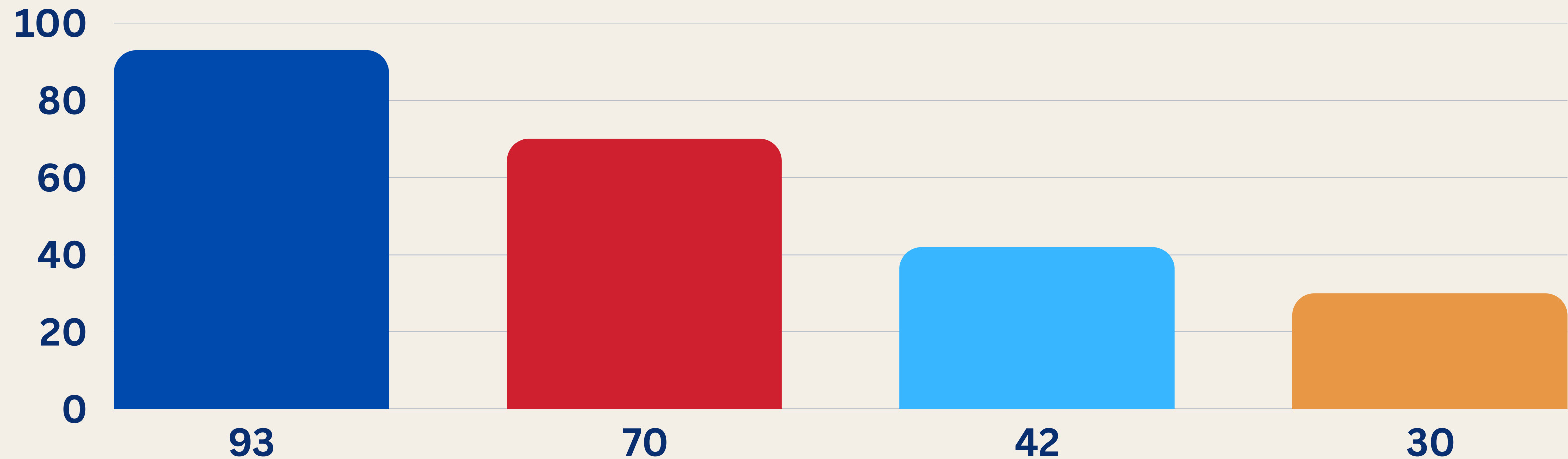
Methodology

- **324 posts** retrieved from Wenxuecity
- **27 posts** unrelated to vaccination in the Canadian context were excluded
- **297 posts** were included and coded for recurring themes related to trust, credibility, and risk



Results

Number of posts by thematic category



Discussion

- **Risk evaluation is very individualized**
 - Age, side effects, and disease severity were factors
- **Credibility was actively negotiated**
 - Anecdotes used in tandem with scientific evidence
- **Vaccination as a social judgment**
 - Discussed as responsible, excessive, or pressured
- **Trust was layered and selective**
 - Users could trust individual providers, but not broader systems