

The Influence of Network Media Visual Information Guidance on Shaping Audiences Healthy Consumption Behavior and Social Health Culture

Ruiyun Zhang

Media Communication and Sociology, School of The University of Leicester, University Road, Leicester, LE1 7RH, U.K.

Keywords: Influence of Network Media, Visual Information, Audiences Healthy, Social Health Culture.

Abstract: With the rapid development of information technology, the popularization of the Internet, and the rise of social media platforms, the way of disseminating visual information in online media has undergone profound changes, which has profoundly affected the audience's health cognition, attitude, and behavior. This paper explores the important role of visual information in shaping an audience's healthy consumption behavior and social health culture. The study found that online media, especially visual information, has promoted the transformation of audiences from "passive" acceptance to "active participation", and users not only play a more active role in the acquisition of health information but also participate in the construction of health culture through social platforms, online communities, and discussions. At the same time, the guidance of visual information further influences the surrounding groups through the interaction and experience sharing between users and promotes the formation of a positive and healthy cultural atmosphere. In conclusion, online media visual information not only plays an important role in changing the consumption behavior of audiences but also plays a key role in shaping the culture of social health.

1 INTRODUCTION

People's health is the due meaning of Chinese-style modernization. According to The Lancet 2023, the proportion of sub-health population has reached 82.8%. According to the survey of Chinese Health Big Data, healthy people only account for 5% of the total number of people, people diagnosed with various diseases account for 20% of the total number, the sub-healthy people between health and disease account for about 75% of the total number of people, and the overworked white-collar workers account for nearly 60%. World Health Organization studies showed that the health and life span of 60% depends on lifestyle. In the era of "reading pictures", the visual culture with images as the main body, especially the visual information dissemination of network media, has undergone major life changes and the way of thinking (Yang & Ma, 2021). Dales points out that more than 70% of people get information through visual channels, and is no exception in the Internet age. American scholars have found that 79% of Internet user's online information is swept away. The visual culture with images as the main body, with the help of the multiple metaphors generated by the

Internet, expands the human visual space and cultural practice.

In the digital age, the rapid iterative development of information technology, Internet popularization, and social media platforms makes the spread of information speed, increasing user participation, information transmission mode, and the spread of network media visual information profoundly affected the audiences health cognition, attitude, and behavior, in shaping the audience health consumption behavior and social health culture plays an important role. This paper from the health representation change accelerates the spread of information, improves user participation, and changes the transmission mode of three dimensions, the network media visual information on the individual health consumption behavior, the popularization, and promotion of social health culture of effective guidance, can be found that the audience is from "passive" to "conscious participation".

2 THE INFLUENCE OF VISUAL INFORMATION OF NETWORK MEDIA ON THE CHANGE OF HEALTHY CONSUMPTION BEHAVIOR OF THE AUDIENCE AND THE REASON ANALYSIS

2.1 The Influence of Information Acquisition Mode on the Audience Healthy Consumption Decision

New media environment, the audience fundamental changes have taken place in the way to obtain information, from traditional television, and newspapers, to today's social media, online communities, personalized recommendation algorithms, etc., the access to information more convenient, personalized, and interactive, the change of information access significantly affect the health audience consumption decisions and behavior. First, the cost of information search in the decision-making process of health consumption has been greatly reduced (Wu, 2024). For example, through the search engine functions of Baidu, Weibo, TikTok and Xiaohongshu, the audience can quickly obtain a large amount of information about health products, including user evaluation, product comparison, professional evaluation and so on. With instant access and high convenience, the audience can choose based on more sufficient information when making healthy consumption decisions. Secondly, the health consumption decision is more scientific and reasonable. In the era of traditional media, the healthy consumption behavior of audiences is mainly based on passive consumption such as advertising and TV program recommendation (Wang et al., 2024). In the era of new media, the audience forms more independent health consumption decisions through active searching, reading information and evaluating information, and the health consumption behavior becomes more active and rational, such as comparing online and offline products before purchasing certain health products, and consulting the opinions of medical professionals. Third, the audiences participation and community interaction are enhanced. The audience is not only healthy. Actively participate in the process of product consumption, and also share experience, ask questions and feedback questions through social media channels in the process of product use, to enhance the subjectivity of the audience and promote the formation of healthy consumption communities and information sharing.

Finally, the guidance of visual information plays an important role in shaping the healthy consumption behavior of the audience. Visual information, such as pictures, videos, live broadcasts, etc., transmits information more directly with intuition and attraction, and affects the audiences cognition and emotion. These changes have an important impact on the health consumption decisions, behaviors and the progress of the health culture of the whole society (Gan & Wang, 2018).

2.2 Shaping of Healthy Consumption Culture by Network Media Visual Information

Visual media play an important role in disseminating information and shaping social identity. The rise of visual media has changed the way of information dissemination, and has profoundly affected the cognitive structure of the audience and the formation of social identity. First, the popularization of visual media provides a new platform. Information dissemination is no longer limited by traditional text and language, and content in images, video, animation and other forms is easier to be accepted and understood by the audience. This intuitive information expression reduces the difficulty of information understanding and accelerates the circulation and dissemination of information. Secondly, the visual media has a strong expressiveness and appeal. Visual elements can quickly and intuitively convey emotions and values, form a strong resonance among the audience, and play a role in the cohesion of social groups and the formation of social identity to a certain extent. Moreover, the development of visual media also brings some challenges (Hu & Fan, 2024). For example, information overload affects the audiences deep thinking of information, which may bring negative effects, so corresponding measures should be taken to improve it.

2.3 The Impact of Visual Information on the Audiences Healthy Consumption Choices

The emotional characteristics of visual information can better attract and maintain the attention of the audience, mobilize the emotional response of the audience in a short period of time, and affect the healthy consumption behavior of individuals. Through carefully designed visual elements, such as color, layout, images, etc., to stimulate individuals desire for healthy consumption, stimulate and

motivate them to take action to buy health products or services (Hu & Fan, 2024). Moreover, the social sharing function of visual information strengthens the audiences purchase decision. Social media platforms can influence the choice of potential audiences through social communication and social experience, which can enhance the social influence of health information and form a positive trend of health consumption (Hou, 2019). Finally, the trend of personalized customization of visual product information makes the audiences choice more personalized color. Through big data analysis and algorithm recommendation, personalized customization according to the audiences preferences and behavior habits, provide more accurate product recommendation, and affect the audiences choice (Xia, 2021).

3 THE ENCE AND REASON ANALYSIS OF VISUAL INFORMATION OF NETWORK MEDIA ON SOCIAL HEALTH AND CULTURAL CHANGES

3.1 New Media Shift in Social Health Communication

Traditional media era information transmission is one-way, the audience role is mainly passive recipients, the rise of new media for health communication provides a broader platform and more diverse forms, realize the two-way even multi-directional communication, audience participation enhancement, improve the effectiveness of health communication, promote the audience health consciousness and health behavior change. In new media platform, health information can be more personalized and accurate health communication strategy, through social media, BBS, weibo, live and media platform personalized recommendation algorithm, audience through thumb up, comments, sharing, through practice to verify the authenticity of information and practicability, increase the spread of health information, improve the audience information screening and judgment ability, cultivate the audience health consumption behavior (Li & Li, 2024). In short, the health spread of new media to mark the audience role from passive recipients to active participants, the change not only changed the way of health information transmission, also promoted the audience health awareness and health consumption

behavior change, is of great significance to promote the formation of social health culture, for the development of public health provides more possibilities.

3.2 The Role Change of Media Visual Information on Social Health Communication

In the digital era, social media has become an important channel for health information dissemination, and the function of social media has gradually evolved from the traditional health education to a new platform for health promotion. The health promotion function of social media is embodied in the motivation and support of health behaviors (Xie, 2018). Unlike traditional health education, health promotion focuses more on stimulating individual intrinsic motivation and encouraging active health behaviors. Social media establishes the interaction and communication between users to form shared health information and experience communities, so as to encourage individuals to take actions to achieve health goals.

The dissemination of health information on social media, especially the transformation from health education to health promotion, is mainly reflected in the following aspects: First, individuation and precision. Through big data analysis, social media can provide personalized health content recommendations according to users interests and behavior habits, and improve the pertinacity and effectiveness of information. Second, interactivity and community change. Interactive functions on social media platforms, such as community-based interactive modes such as comments, likes and sharing, provide a good social environment for health promotion. Third, user participation has increased. Social media platforms encourage user-generated content (UGC). Users are not only the recipients of health information, but also the creators and disseminators of information. Increasing participation helps to form positive health behaviors and habits. Fourth, the diffusion and enhancement of influence. The "viral" nature of social media enables health information to quickly spread to a wide range of user groups and enhancing the influence of health information. Fifth, the incentive and support of healthy behavior. Social media encourages users to adopt healthy behavior through their interaction and positive feedback, providing users with support and encouragement for healthy behavior. As the health information communication function of social media

will be more diversified, providing richer support and services for the public's healthy lifestyle.

3.3 Network Visual Health Information Affects the Formation of Social Health and Cultural Identity

Visual information plays an important role in shaping audience cognition, attitude and behavior with its intuition, comprehension and high appeal. By promoting the rapid dissemination of the health information and the wide contact of the audience, the visual information of the network media is accepted and understood by the public and promotes the formation of social identity. Visual health education videos, infographics and animation tutorials can directly display important information such as healthy lifestyle and disease prevention measures, so as to improve the public's health level of knowledge. Social media platforms promote the formation of individuals and groups to form social groups with common beliefs by sharing visual content with common values and healthy life goals. Information exchange and experience sharing among members can enhance the cognition and understanding of health information, promote the imitation and practice of healthy lifestyle, so as to promote the formation and development of social health culture (Deng & Gu, 2022).

4 PROPOSE

4.1 Guide Strategy

First, to accurately guide the audience to make healthy consumption choices. Through the clever use of image, video, color and other visual elements, network media can effectively convey product information, brand concept and consumption proposition, so as to influence consumers' cognition and purchase decision. E-commerce platform, for example, product images, advertising video and social media images, in convey the silent product functionality, emotional connection and the choice of lifestyle, the design of the visual information needs to elaborate, to ensure that they can accurately and effectively guide consumers to make healthy choices (Li, 2022). Second, strengthen the promotion of services, culture and experience consumption. Guiding strategies for visual information should cover these aspects, such as presenting a healthy lifestyle through visual content, promoting rational

consumption, and encouraging consumers to participate in a wider range of social and cultural activities. For example, outdoor sports are promoted by displaying images of natural scenery, or service-oriented services are promoted by sharing users' positive consumption experiences (Xia, 2021). Third, pay attention to consumers' emotional resonance and the cultivation of values. Online media platforms can stimulate consumers' sense of social responsibility and moral responsibility through the design of visual content, such as public service advertisements and positive lifestyle display. And then promote the healthy consumption behavior of consumers. For example, to demonstrate the use of environmentally friendly products and the environmental impact, to guide consumers to choose sustainable consumption patterns. Fourth, it is based on the in-depth understanding and accurate analysis of the target audience. Through big data analysis, user feedback and other means, the design of visual content is constantly optimized to ensure that they can really touch the needs and interests of consumers, so as to effectively guide the formation of healthy consumption behavior. To sum up, the healthy consumption behavior guidance strategy based on visual information should comprehensively use multiple dimensions such as visual design, emotional resonance, social responsibility and precision marketing to realize the positive impact on consumer consumption choice and promote the construction of social health culture. Through such a strategy, online media can not only promote the upgrading of health consumption at the economic level, but also promote the transmission of health ideas at the social and cultural level.

4.2 Participation Mechanisms

Constructing the conscious participation mechanism of social health culture is an important way to enhance the audience's health awareness, optimize the healthy lifestyle, and promote the progress of social and public health. First, start with improving public health awareness. The audience not only includes the basic understanding of healthy life, but also involves the ability to identify health information, the ability to prevent health risks and the ability to choose healthy lifestyle. Through the popularization of network media, the public's health cognition level can be effectively improved, so that they can independently identify and choose health beneficial products and services in daily life. Secondly, to strengthen the popularization and education of health knowledge. This includes knowledge about healthy

eating, moderate exercise, mental health, chronic disease prevention, etc. By organizing online and offline health lectures, health knowledge competitions, health lifestyle challenges and other health education activities, the public's health knowledge and health awareness can be effectively enhanced (Wang et al., 2024). Third, the government, social organizations and enterprises should work together. The government should formulate relevant health policies to provide the infrastructure and services needed for a healthy life, such as parks, fitness equipment, health consultation hotlines, etc. Social organizations can play the role of a bridge and a link to organize volunteers to participate in the promotion of health culture. Enterprises can pass product innovation and service optimization, to provide more goods and services in line with the concept of health. Finally, strengthen social support networks. Social support networks include family, friends, communities, and virtual communities built through the online platform. These support networks provide not only emotional support, but also health information and resource sharing. For example, during the COVID-19 period, many communities set up WeChat groups and community forums to share epidemic prevention knowledge and support each other to jointly cope with health risks.

4.3 Policies and Regulations

First, the policy focuses on strengthening the supervision and management of online advertising content. It is suggested that the relevant regulatory authorities should formulate strict online advertising content guidelines, clearly define the advertising types and content standards allowed to be released, and timely investigate and punish the illegal advertisements. At the same time, strengthen the content review of online advertisements to prevent the potential adverse effects of excessive commercial information on audiences, especially young audiences (Yang & Ma, 2021). Second, to strengthen the positive guidance of the visual information of the network media. Through the establishment of incentive mechanisms, encourage online platforms and advertisers to produce and disseminate positive and healthy content, promote it in the industry in the form of positive cases, and establish correct consumption concepts and lifestyle. In addition, through tax incentives, financial support and other policy means, to encourage enterprises and creators to produce and disseminate content beneficial to the physical and mental health of the audience. Third, strengthen the legal protection of the network visual

information content. Through legislation to protect the audience from false advertising and bad information, give the audience more right to know and choose. It will strengthen copyright protection of online information, encourage the production and dissemination of original content, and avoid low-quality replication and plagiarism. Fourthly, it is suggested to strengthen consumer education and media literacy education. Through educational institutions, social organizations and other channels to improve the media literacy of the audience, so that the audience can have the ability to identify network advertising and information, and enhance the audience's critical thinking of network visual information, so as to make rational consumption choices in the face of massive network information. Fifth, establish a multi-party participation in the network visual information supervision mechanism. Encourage audiences, media, non-governmental organizations and other social forces to participate in the supervision of online visual information, form a good governance pattern with the government, enterprises and audiences participating, and jointly promote the clean and healthy development of cyberspace.

5 CONCLUSION

Through the research, it can be seen that online media, especially visual information, plays an important role in shaping the audience's healthy consumption behavior and social health culture. With the rise of new media, the audience is no longer passively receiving information, but actively interacting with content creators and brands, and to a certain extent, participating in the product creation and brand building process. This change not only changes the consumption decision-making process of the audience, but also promotes the information exchange and social interaction between the audience, thus forming a new social cultural phenomenon. Visual information quickly conveys specific values and life style, and guides the audience to form a specific consumption tendency and life attitude. For example, through visual media, such as social media and short video platforms, it can present a beautiful scene of healthy life more vividly, stimulate the audience's purchasing motivation, and promote the consumption behavior of a healthy lifestyle. In addition, the guidance of visual information can also promote the audience by participating in online community, BBS discussion, social media topic discussion, obtain health

information, share consumption experience and lifestyle choice, thus affect the surrounding groups, help to form a positive social health culture atmosphere. To sum up, the guidance of visual information in network media not only changes the audience. Buying behavior also plays an important role in shaping a social health culture. In the future, further research can be conducted on how visual information combines the audiences cognitive characteristics and social and cultural background to guide the audiences healthy consumption industry in a more scientific and systematic way.

REFERENCES

- Y. Yang, H. Ma, Construction of the field of sports health communication in the post-epidemic era. In
- X. Hou, On the influence of media visualization shift on consumer culture. Northern Media Res. (04), 50-53 (2019).
- H. Xia, Study on the influence of image visual effect on audience engagement in e-commerce. China Market (27), 71-72 (2021).
- T. Li, X. Li, Research on the influence of web celebrity city image communication on audience behavior intention under the perspective of social media. Intell. Explor. (10), 18-24 (2024).
- P. Xie, Research on the path of public social participation in the era of mobile "We Media". J. Taiyuan Univ. (Soc. Sci. Ed.) 19(03), 82-87 (2018).
- S. Deng, Y. Gu, Review of Internet health information: Cognition, behavior and governance. Library Mag. 41(05), 14-22 (2022).
- Y. Li, Discussion on consumer culture and innovation in the era of online shopping. China Market (31), 193-195 (2022).
- Proceedings of the 2021 Annual Meeting of Health Communication Professional Committee of China Journalism and History Society and the 4th International Symposium on "Medical Treatment, Humanities and Media: Research on Healthy China and Health Communication". School of Journalism and Communication, Peking University 137-143 (2021).
- Q. Wu, The transmutation and reflection of healthy communication ecology in the new media era. China J. Radio Televis. (05), 65-68 (2024).
- H. Wang, P. Zhang, A. Fan, Thoughts on self-health management of community stroke patients based on We Media communication. Health Educ. Health Promot. 19(04), 423-425+437 (2024).
- L. Gan, T. Wang, Research on consumer culture in the new media environment. News Knowledge (04), 22-25 (2018).
- Z. Hu, C. Fan, Visual study of news production: Take telling China stories well as an example. Sat. TV Broad. Multim. 21(13), 49-51 (2024).