

From Social Media to Public Health: The Role of Identity Recognition in Post-Pandemic Information Dissemination

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Received: September 10, 2024

Accepted: October 20, 2024

Online Published: October 28, 2024

doi:10.11114/smc.v13i1.7186

URL: <https://doi.org/10.11114/smc.v13i1.7186>

Abstract

With social media becoming an essential platform for public health information communication, the impact of identity on the effectiveness of information dissemination in social media has received increasing attention. This study aimed to explore the relationship between identity factors in social media and the effectiveness of public health news dissemination. Different social media user identities have different effects and concerns on public information communication, and the identity backgrounds of bloggers have different perspectives on public health information communication. The findings help to identify the effects of different identities in public health communication and provide possible research ideas and perspectives for future researchers.

Keywords: Social Media, Public Health, Identity Recognition, Post-Pandemic, Health Communication

1. Introduction

1.1 Background

The emergence of the novel coronavirus pneumonia (COVID-19) in early 2019 has raised public health concerns. It has exposed a global public health literacy deficit because of the public's misunderstanding and disrespect for public health information. There are health risks (Jarreau et al., 2021), it can also be accompanied by a variety of false and poor-quality information that has health and social consequences (Hu, 2022). On the one hand, in a healthy environment facing crisis and panic, the public wants to obtain timely and accurate information through limited channels and to grasp the crisis in time (Hu, 2022). On the other hand, it also challenges the media to communicate the risk of an epidemic (Hu, 2022), thus warning society and individuals to incorporate information as society-wide attention to health issues increases.

Social media plays an indispensable role in the contemporary era, with social media platforms having more than 3.96 billion active users worldwide (Ali et al., 2023). With social media platforms, the needs of specific groups can be captured with minimal time and cost (Ali et al., 2023), especially for COVID-19 and even for public health aspects of future epidemics (Sarwar et al., 2023), more and more people are accessing information through social media. As technology advances, some of the best social media is changing how individuals connect. For example, TikTok is leveraging the platform's unique technology availability, allowing individuals or groups to connect to other creators, communities, and algorithmic sources (Civila & Jaramillo-Dent, 2022), allowing information to flow in a broader dimension and providing a shortcut to potential information. At the same time, social media platforms like Facebook and LinkedIn encourage princesses to publish information about themselves, intentionally or not. Social media is about getting information and communicating with the public (Törnberg & Uitermark, 2022). Social media has changed how the public gets and interacts with information, and the amount of information within the platform has exploded.

Nevertheless, in an epidemic, trust in social media news is low (Zhang et al., 2022). In modern times, media portrayals of reality can influence the weight of information (Sarwar et al., 2023). As a result, the public misjudges, and thus, the scientific literacy of the social media public is constantly tested in the context of the epidemic (Hu, 2022).

Social media has the potential to be a tool for communicating public health information while also shaping people's perceptions of the sources of information (E.-J. Lee et al., 2023). Individuals actively engage in identity management

and self-presentation in social media, shaping identity (Buss et al., 2022). When a user performs an identity on social media, the form of media is always determined by the community or platform (Darvin, 2022). The public can easily change their identity when using social media. The public can get information and pass it on at the same time. All community members can use social media for self-presentation and identity communication. As a result, social media has changed the boundaries between private and public (Darvin, 2022), thereby shaping identities in all their forms and characteristics, and more young people are looking to social media for new identities or careers, increase Your influence and produce your work in the media (Darvin, 2022). Some identities play a role in social media. For example, when faced with a significant public health issue, the scientific literacy of journalists helps the media acquire authoritative and professional scientific knowledge, helping the public understand the direction of the epidemic (Hu, 2022).

Social media has changed how information flows through society and has become an essential source of information by enabling all online users to participate in publishing and accessing Information (Chong & Choy, 2018). Users who use social media to share personal information are more likely to find and participate in risk information practices (Chong & Choy, 2018) and focus on personal uniqueness (Maares et al., 2021). Thus, for the objects of social media use, different types of identity bring different breadth of information perspectives (Törnberg & Uitermark, 2022).

Media capture user data as they spread and perpetuate the expressive changes by new media technologies into public discourse, forming social life as defined by different identity differences (Törnberg & Uitermark, 2022). Therefore, we can judge the difference in identity in the media by the difference in the ways of expression, so the media information is related to the identity expressed in scale and structure. However, we must admit that media technology availability also connects to public self-awareness, and context determines the nature of identity expression (Törnberg & Uitermark, 2022). Information channels, in particular social media, play a vital role in the dissemination of public health information and in building health confidence among citizens (Bernados & Ocampo, 2022), as well as bringing about differences in the expression of information by various identities, this results in changes in transmission effects (Jorge et al., 2022).

Nowadays, research on the role of identity in social media focuses on access to information channels (Bernados & Ocampo, 2022), such as media access to COVID-19 vaccination information and building people's self-confidence (Bernados & Ocampo, 2022). There is also a discussion of personal identity in social media, for example, questions about the self-expression of celebrities in social media (Jorge et al., 2022) and the formation of discourse space in mainstream media (Kaur-gill, 2020) and user perception of media discourse (Jaramillo-Dent et al., 2022). However, these issues are more limited to a specific social scene and context, and there is an urgent need for a broader understanding of social media identity issues.

Current research often chooses to investigate the audience's identity role in the media (Jaramillo-Dent et al., 2022). This approach ignores the changes in how media messages are disseminated due to technological advances, where individuals no longer play an accepted role in social media, and identity flows in specific contexts (Jorge et al., 2022). It also generates an uncontrolled flow of information in the face of a surge of information (Chong & Choy, 2018), which also involves monitoring authenticity (Bernados & Ocampo, 2022) and predicting and defining risk (Yoo, 2019). These issues can not be discussed through media effects alone and require a more accurate understanding of media technology.

The main aim of this study is to conduct a systematic and in-depth study of identity issues in public information dissemination on social media after the epidemic. These include the impact of social media's technical attributes and identity types on public perception. For example, this study compared platform features and identity categories in social media such as TikTok.

The analysis was conducted to understand social media's identity categories and dissemination effects and their dissemination value in the aftermath of the epidemic. The study will help fill in research gaps by providing a comprehensive picture of identity differences across social media identities in the context of public health messaging. The gap in the literature on identity-related issues was resolved by placing the study in the broader social media communications field. The effectiveness of social media through comparison and integration of identity effects transcends the traditional single-voice problem of media. This approach improves understanding and perception of the impact of public information engagement on social media.

In exploring the impact of social media on the dissemination of public health information, this study specifically focused on how TikTok differs from other social media platforms, such as Facebook and Twitter. TikTok is a fast-growing social media platform with a unique algorithmic recommendation system and a user base dominated by younger users, make it in the dissemination of public health information to show a unique transmission dynamics and influence (Tajfel & Turner, 1979). Compared with Facebook and Twitter, TikTok places more emphasis on visual content and forms of information for rapid consumption, which may affect the way information is received and the behavioral responses of users (Rogers, 2003).

In theory, media richness theory (Daft & Lengel, 1986) and social influence theory (Kelman, 1958) are introduced to analyze and compare the effects of different platforms on public health information dissemination. According to the theory of media richness, different media have different richness and can handle more complex tasks of information transmission. TikTok's ability to effectively convey emotion and urgency through rich visual and audio content is particularly important for public health messages. In addition, social influence theory provides a framework for understanding how individuals can change their opinions or behaviors under the influence of social media. Especially at TikTok, opinion leaders and content creators can shape the public's perception and response to health messages through their influence.

In conclusion, TikTok was chosen as the main research subject not only because of its popularity and influence among young people, but also because it represents an emerging social media platform that exhibits different communication characteristics and challenges from traditional platforms, this study will be linked to existing research and explore social media communication's effects through a well-researched area. The study's results will help future researchers and audiences screen the transmission routes, thus distinguishing the sources of information to help the audience obtain reliable information. This article examines the literature, provides specific case studies, and discusses how the research will be integrated with relevant areas of social media communication.

1.2 Research Proposal

The research objective of this study was to explore identity's role in disseminating public health information through social media. First, this study will elaborate on the importance and characteristics of identity in social media to summarise how social media platforms respond to public health information through different identities and the impact of these identity types on the effectiveness of information dissemination. The study will delve into the role of identity in social media, how it can reflect different levels of engagement and messaging patterns in the public health messaging space in the wake of the epidemic, and the pros and cons of spreading information about different identities on social media. Although there has been some discussion in the academic community about the involvement of different identity categories in social media messaging, there is still a need for a summary of identity categories to compare the differences between different identities regarding information dissemination fully. Therefore, this study will analyse the identities in different types of social media through a systematic literature review to explain how to use the identity effect to carry out effective public health information dissemination and evaluate the impact of different identity models on communication.

2. Research Method

2.1 Search Strategy

Figure 2.1 Prisma flow chart shows that the databases used for literature search are Scopus, ScienceDirect and Google Scholar. The index terms were set to "Social media", "Identity", and "public health", and the index was limited to the last six years and complied with the Prisma 2020 statement. The following principles guided the search.

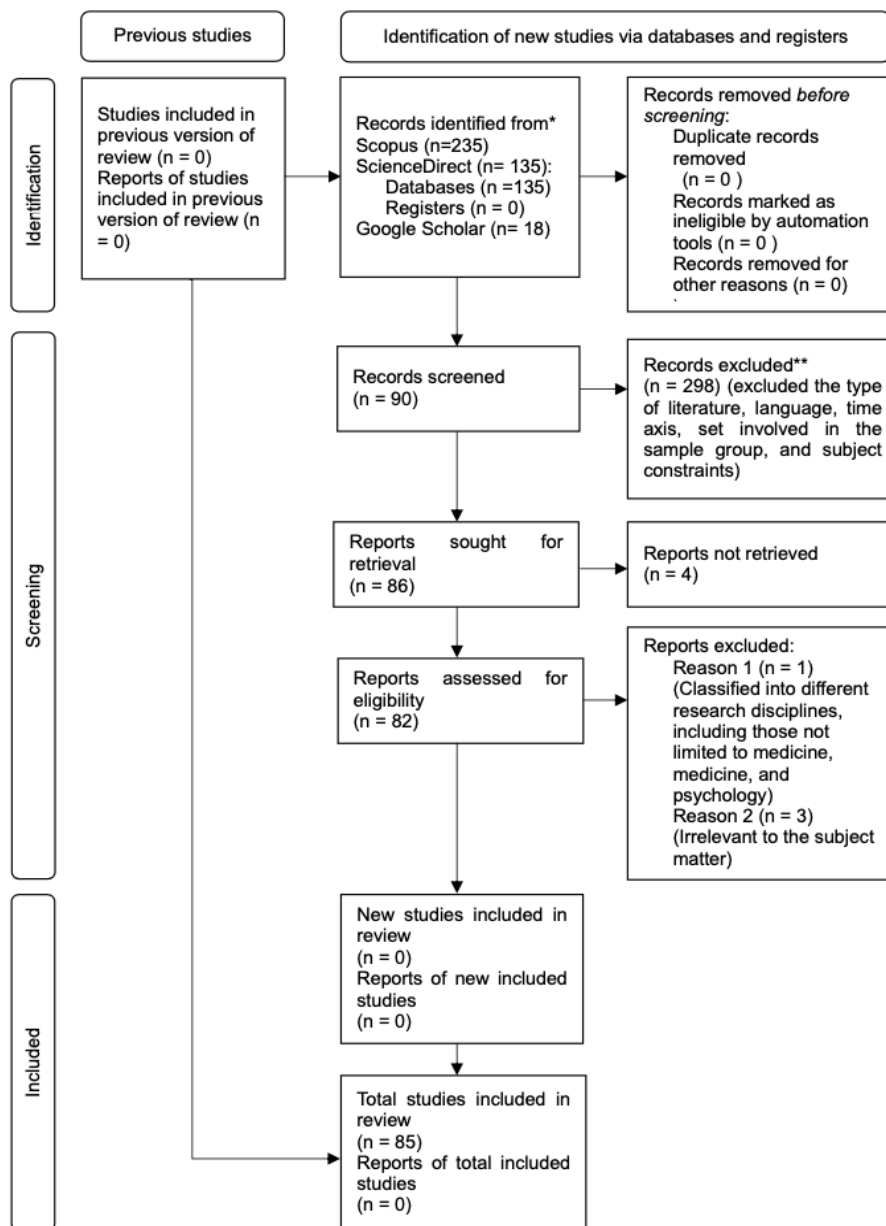


Figure 2.1. Prisma Flow Diagram (2020)

First, the selected literature is original and contains original data. In addition, the selected papers were peer-reviewed to ensure that the information contained in the study is accurate and valid, with a certain quality and level. Of the 389 articles in the study (from Scopus, ScienceDirect and Google Scholar), 90 were retained for screening. Second, for this study to be consistent, the topics of these articles must include social media, public health, and identity. If the article does not contain these three topics, it will be excluded to ensure that the selected literature is consistent with the topic of this article. These three keywords involved two screenings. The second excluded five articles (one not retrieved, one discordant subject, and three discordant research topics) and retained 82 articles.

Table 2.1. The Search Strings

Science Direct	TS= ("Public Health" OR "Public Health Service" OR "Health Care Policy" OR "Health Survey" OR "Health Care Facility") AND ("Social Media" OR "Mass Media" OR "Media" OR "Short Video" OR "Social Media Platforms" OR "Media" OR "Social Networking" OR "Video Recording" OR "Internet" OR "Mass Medium" OR "Social Networks") AND "Identity")
Scopus	TITLE-ABS-KEY ("Public Health" OR "Public Health Service" OR "Health Care Policy" OR "Health Survey" OR "Health Care Facility") AND ("Social Media" OR "Mass Media" OR "Media" OR "Short Video" OR "Social Media Platforms" OR "Media" OR "Social Networking" OR "Video Recording" OR "Internet" OR "Mass Medium" OR "Social Networks")
Google Scholar	"Public Health", AND "Social Media", AND "Identity"

As shown in Table 2.1, this study followed the process of writing a systematic review by Page et al. (2021). According to Page et al. (2021), the literature review should be no less than 18 months, and therefore, the literature collection and collation process should be relatively more prolonged, including relevant literature from the past six years. Identifying the keywords used in the search process is the first stage of the system review process—phrases related to public health communication use and identity.

Table 2.2. The Inclusion and Exclusion Criteria

Criterion	Eligibility	Exclusion
Literature type	Journal (research articles, systematic review, and conference articles)	Chapters in books, conference Abstracts, Correspondence, Data articles, Discussions, and Editorials
Language	English	Non-English
Timeline	Between 2018-2024	<2018 and >2024

As shown in Table 2.2, The eligibility and exclusion criteria related to the type of literature, language and timeline for this study were determined

3. Results

3.1 Time

As shown in Figure 3.1, this paper covers the 2024 from 2018 to 2024. In this section, we will examine the 2024 literature from 2018 to 2024, explore the direction of research in different years from the time perspective, and comb the social media and identity research genealogies.

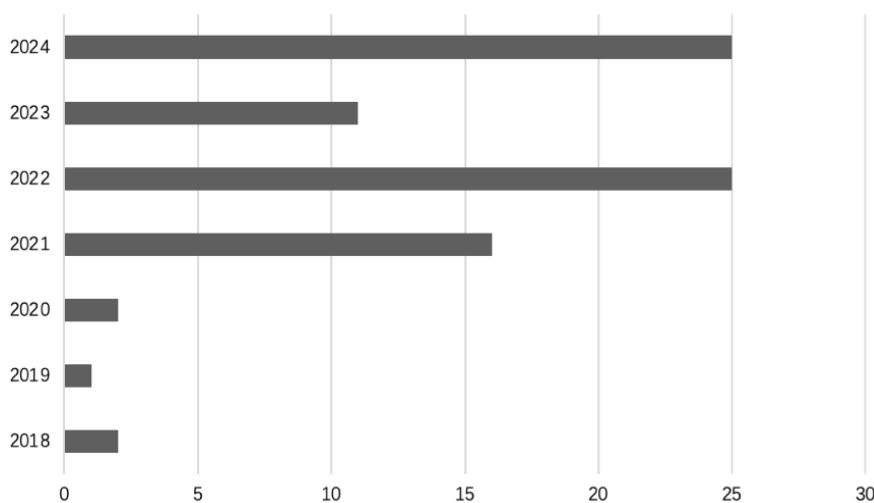


Figure 3.1. Timeline

Two articles were published in 2018, including the emotional impact of social media users at epidemic risk (Chong & Choy, 2018) and the emotional impact of improving public health through online communication behaviours (Jeong et al., 2018). A total of one relevant article in 2019 addressed the correlation between social risk information acceptance and preventive behaviour (Yoo, 2019). Two articles were involved in 2020, one relating to how the mainstream media

shaped relevant news during the COVID-19 pandemic (Kaur-gill, 2020) and one relating to the emotional impact of visual effects of health materials on participants (Benski et al., 2020).

In 2021, there were 16 articles on the impact of visual narratives on health literacy in social media (Jarreau et al., 2021), the relationship between scientific literacy and new crown prevention behavior (Motoki et al., 2021), how language in public health activities adapts to different social contexts (Wang & Huang, 2021), content dissemination and authenticity in online communities (Lacalle et al., 2021), young Women's online digital identity (Lazard & Capdevila, 2021), the cultural significance of women's daily lives in social media (Rosida & Azwar, 2021), the broad response of social media to online harassment (Schoenebeck et al., 2021), the feminist of social media interactions (Willem & Tortajada, 2021), and the impact of social media's contemporary identity on politics (Yan et al., 2021), the social drive of social media for healthy eating (Charry & Tessitore, 2021), gender identity inference in social media (Fosch-villaronga et al., 2021), local experience in social media (Gon, 2021), perceptions of visual authenticity by social media identities (Maares et al., 2021), public political participation in social media (P. Wang & Huang, 2021), social business identity for women in new media (Y. Wang et al., 2021), narrative strategies of social media influencers (Zhou et al., 2021).

A total of 25 articles in 2022 addressed the role of social media in individuals' access to government vaccine information (Bernados & Ocampo, 2022), and the significance of journalists' professional interpretations of the epidemic in social media (Hu, 2022), social media strategies for brand communication (Aguerrebere et al., 2022), the information resilience of communities in social media (Benedict, 2022), the online experience of transgender users in social media (Buss et al., 2022), the self-presentation of audiences in social media (Caro-Castaño, 2022), the issue of political and social polarization in social media (Casa ñet al., 2022), the implications of TikTok availability for content creation (Civila & Jaramillo-dent, 2022), the political and subjective impact of work in the digital media economy (Duffy & Sawey, 2022), SJW's identity-building and values in social media (Handayani et al., 2022), the implications of Tiktok's information ecology and network role in an immigrant context (Jaramillo-Dent et al., 2022), the relationship between social media motivation and addiction (Jarrar et al., 2022), how celebrities shape online culture in social media (Jorge et al., 2022), social media organization of feminist groups (Navarro & G ómez-bernal, 2022), social media portrayal of women in STEM fields (Phillips et al., 2022), self-presentation and mass communication of social media platforms (T örnberg & Uitermark, 2022), youth engagement in social media (Charmaraman et al., 2022), questions about the TikTok platform's availability and user engagement (Darvin, 2022), the relationship between public engagement of the social media epidemic and government crisis public relations (Dong & Lian, 2022), and the cultural discourse of young social media influencers (Droz-dit-busset, 2022), social media communication boundaries for leaders (Matthews et al., 2022), consumer engagement in social media brand communities (Santos et al., 2022), the impact of capital on youth in social media use (Tuominen et al., 2022), the role of social media in public relations (Y. Wang & (William) Feng, 2022), post-pandemic social media user trust issues (Zhang et al., 2022).

A total of 11 papers in 2023 have addressed the issue of social norms for preventing behavior on social media (Choi & Noh, 2023), the health interests of message recipients on social media (E.-J. Lee et al., 2023), users' psychological problems with information on social media in the context of public disease (Sarwar et al., 2023), the relationship between personal risk perception and epidemic information in social media (Termmee & Wang, 2023), the relationship between alcohol content and identity in social media (Geusens & Beullens, 2023), the impact of social media on civic political trust (Rahbarqazi & Nourbakhsh, 2023), the socioeconomic importance of social media (Ali et al., 2023), the influence of social media influencers on new parent groups (Chee et al., 2023), speaker characteristics in social media (Gao & Forrest, 2023), user usage and real-time interactions in social media (Hou et al., 2023), the relationship between writer information and self-presentation in social media (Whithaus et al., 2023).

A total of 25 papers in 2024 have been published on the strategies health professionals use to inform the public (Chiumento et al., 2024), awareness and prevention of public health measures among Canadians (De Rubeis et al., 2024), doctor-patient relationship and health promotion issues for hepatitis C (Farrugia et al., 2024), citizen Health Risk Perception and government trust (Guo et al., 2024), the individual presentation of an aging population under public crisis intervention (Guzman et al., 2024), issues related to bias and recognition in vaccine management and reputations (Heinrich et al., 2024), creating healthy content with users' personal values (Kadi-maglalji et al., 2024), public participation of patients in health research (Karlsson et al., 2024), adolescent health disparities and consumption (Klocke & Stadtmüller, 2024), social media training for health care providers (Latif et al., 2024), quality of care and health outcomes in Scottish clinics (McCartney et al., 2024), the geopolitical shift in public health goals (Mylan, 2024), the dangers of e-cigarettes to adolescents (Niederdeppe et al., 2024), changes in disease surveillance during COVID-19 in England (Nikhab et al., 2024), interventions by public health agencies in response to high temperatures (Nunes, 2024), effective communication and public trust in Switzerland during a pandemic (Ort & Rohrbach, 2024), digital approaches to delivering healthcare experiences (Parsons & Romanis, 2024), how health care workers track their work

during a pandemic (Polat et al., 2024) , major challenges to professional identity in the face of crisis (Pop et al., 2024) , india's vulnerability to media narratives (Samant et al., 2024) , effective community participation contributes to improved levels of health interventions (Sweet & Kasali, 2024) , and the complexity of informal community networks providing care (Van Ryneveld et al., 2024) , visibility and political value of care work (Wagner et al. , 2024) , regulatory mechanisms, relationships between patients and commercial healthcare companies (Whitacre, 2024) , and the relationship between Chinese public trust in general practitioners and insurance (Ye et al., 2024) .

As early as 2018, scholars have been concerned about the impact of risk information in the media on citizens' emotions (Chong & Choy, 2018; Jeong et al., 2018). Authentic public health-related papers began to proliferate after 2019, with papers on risk acceptance and prevention appearing as early as 2019 (Yoo, 2019), with a significant increase in the number of papers following the outbreak, two media papers exploring media relevance to coronaviruses began in 2022 (Kaur-gill, 2020), and the number for public health rose to 19 by 2021; But more is a reflection on how social media use feels during and after an outbreak, such as the construction of virtual communities (Lacalle et al., 2021; Motoki et al., 2021).

Data from different years confirm that the direction of research varies from year to year, with 2021 being more focused on how individuals with different social identities present themselves on social media platforms (Lazard & Capdevila, 2021; Santoso, 2021; Fosch-Villalonga et al., 2021), it also includes concerns about post-epidemic health, such as health literacy (Jareau et al., 2021) and the distinction between public use of social media and pre-epidemic use of social media (P. Wang & Huang, 2021; Fosch-Villaronga et al., 2021). After 2022, research on social media will be more precise, focusing on the specific issues of access to information in social media (Bernados & Ocampo, 2022) and the audience's feelings (Caro-Castaño, 2022). It also assesses the information technology level of social media platforms and increases the role of social media as a primary platform for social participation, starting an active discussion about users' political participation and self-presentation (Casañ et al., 2022; Duffy & Sawey, 2022; Darwin, 2022; Dong & Lian, 2022). 2023 research still focuses on risk perception and the political implications of social media for public health messages (Rahbarqazi & Nourbakhsh; Choi & Noh, 2023,2023; Ali et al., 2023), but the study of identity has been going on for a long time in terms of self-presentation (Whithaus et al., 2023; Ho et al., 2023; Gao & Forrest, 2023).

The 2024 public health research on social media is on track to explore the broader context of doctor-patient relations and public health discourse in the media, including a dozen medical-related papers. Six studies on professional identity also included relevant studies on patient research and medical management (Karlsson et al., 2024; Heinrich et al., 2024). It suggests that public health communication is not just about the technical aspects of digital media in the past but about the need for professional medical support through social media. It also shows that the breadth of medical content and the need for professional identity on social media platforms also led to more public health-related papers this year, with a total of 25, after 23 years of decline (11) and flat in 2022, indicating that the field of research has opened a new way of thinking.

3.2 Thematic Analysis

As shown in Table 3.3, through a systematic literature review, the study identified six research topics and nine subtopics from 82 articles. The articles selected for this study focused on the identity of public health communication in social media and were classified as Social Media influencers (celebrities; creators), Marginal groups (female; transgender), Professionals, Government, Media, Community (users; Community), in this process, research concerns are differentiated according to identity. The articles selected for this study all focused on the identity effect of social media on public health issues and used different research methods. Of the 82 selected articles, 21 were quantitative, and 60 were qualitative, one of which was a mixed research method.

Table 3.3 The finding

Social media influencers	Marginal groups	Professionals	Government	Media	Community
CE= Celebrities	FE= Female	PR=	GO=		US= Users
CR= Creators	TR=Transgender	Professionals	Government	ME=Media	CO= Community

3.3 Identity Types in Social Media

Social media is used not only for information but also for ongoing attention to self and identity-oriented content. Self-presentation performances exist on almost all social media and digital platforms (Törnberg & Uitermark, 2022). It also makes it worthwhile to observe that there will be different perspectives of individuals with different identities in public health concerns.

3.3.1 Social Media Influencer

Social media is a social field on the Internet, where the power of individual information can be evaluated through links, interaction in online spaces, and technical support. Through the accumulation of visibility, the opportunity to gain attention within the platform is affected (Caro-Castaño, 2022). There were 11 articles about social media influencers in this study, including eight articles about celebrities, three articles about creators, and the categories of social media influencers related to influence in the media. On the one hand, the particularity of social identity, and on the other hand, the audience level of the Internet, can be established first that attention to health information is essential in assessing identity participation. Lee et al.(2023) proposed that interpersonal communication is of considerable importance in the mass communication environment and that content sharing through interpersonal scope has more persuasive advantages for the audience (E.-J. Lee et al., 2023), so in a health communications environment, the reach of people and the behaviour of individuals can increase the persuasiveness of public events, so when politicians face public health messages on social media, are less likely to be suspected of other motives (E.-J. Lee et al., 2023), what a celebrity shares will extend the audience's understanding of the celebrity, and thus indirectly focus on what they deliver (Jorge et al., 2022). The views and lifestyles of celebrities are easily copied and imitated by the audience, further shaping the image through online culture and driving business behaviour (Jorge et al., 2022).

In the area of health in particular, lay professionals in social media can assess their influence by the number of followers and this influence is correlated with the spread of healthy eating (Charry & Tessitore, 2021). Recommendations from influential people can also enhance the social value of healthy foods, and the availability of social media that allows for creation and interaction is becoming an effective channel for disseminating health information and cultivating lay influencers (Charry & Tessitore, 2021). For example, social media influencers will be a potential source of information and support in managing health information (Chee et al., 2023). While there is a risk of misinformation and a health blow to the audience, the wide-ranging impact of the influencer around health can not be ignored. As a result of the emergence of social media, the journalistic discourse of social media influencers will become a tool to help mainstream messaging and a new way of working (Droz-dit-busset, 2022). More social media influencers send effective social signals through media technologies by leveraging their digital leadership (Matthews et al., 2022).

At the same time, social media such as TikTok exist for content creators to share personal experiences through communities that present their specific selves and cultural spatial identities. Writing through platform availability and social technologies, allowing creators to realise their intentions, planning personal social capabilities, sharing personal life experiences, performing in public (Darvin, 2022), and also delivering local experiences, the use of User-generated content to present resources and even incubate business marketing (Gon, 2021) has opened up more opportunities for social media in the context of the pandemic, as more people seek to access goods and services online due to physical constraints. As a result, more and more influencers are promoting products on platforms and creating high-profile content (Zhou et al., 2021).

3.3.2 Marginal Groups

In the classification of marginalised groups, there are eight papers about women and four papers about transgender people. The voice of marginalised groups has always existed outside the mainstream media. The value of their concern can be added to those of the social group. Streaming media is the primary front for disseminating mainstream health information in society (Kaur-gill, 2020), but as a structural entity, the power of mainstream media is the centre of discourse and opinion. As a result, marginal speech and criticism on social media can be met with scepticism. However, it will represent the primary publication of the bottom voice and marginalised groups, thus contributing to the discussion of information evaluation and the completeness of the view (Kaur-gill, 2020). Transgender people use social media to create accounts, post content to promote their desires, and make positive decisions based on interactive content to satisfy their desires (Buss et al., 2022). However, due to the regulatory regime of social media, many identity factors can lead to information violations, thus creating inequalities in social media rights, especially regarding online harassment by users (Schoenebeck et al., 2021). Furthermore, as a required option for social media, gender parameters often lack the inclusiveness of online data, such as advertising push and user-generated information (Fosch-Villalonga et al., 2021).

In research on women's identity, the issue of women's self-understanding is more explored (Lazard & Capdevila, 2021), where feminist activism becomes a political challenge and a means of self-expression in social media (Navarro & Gómez-bernal, 2022), and individuals with this identity are more likely to address the issue of identity in their self-introduction and as a means of displaying personal identity in social media (Phillips et al., 2022). However, the content creators of female identity reveal more cultural aspects of daily consumption and thus reveal the relevance of ideology (Rosida & Azwar, 2021). In many contexts, feminism is simultaneously a narrative paradox in social media, communicating through agents and audiences, expressing individual opinions, getting feedback, and conveying

different messages. However, there are also extreme anti-feminist messages that refute feminist statements (Willem & Tortajada, 2021), so while it may be true that social media, the space for feminist information is not, in fact, the whole field, so there may be an anti-public bias to content. However, it also concerns media availability (Willem & Tortajada, 2021). At the same time, the way and style of female discourse will also influence the effect of communication (Gao & Forrest, 2023). In public health, much of the discussion and uncertainty about risk will persist in the social arena, and women who provide care online will be expected to make collective decisions. However, the role of women is often overlooked in mainstream discourse, so the political value and recognition of care work for women does not meet expectations and receives little public attention (Wagner et al., 2024). Female identity in the business model is more closely linked and politically oriented in social media than in medical work, even feedback on nationalism and market ideology (Y. Wang et al., 2021). The digital identity of female internet celebrities, as a gender consumption discourse, brings new ideas to indicate sales behaviour and particular socioeconomic patterns and shapes the image of women (Y. Wang et al., 2021).

3.3.3 Professionals

A total of 15 papers were included in the Professionals category of this study, which covers the specific work that different Professionals do in social media. Because of the occurrence and development of the epidemic, the news work should improve news literacy to carry out scientific communication and reasonably edit the news content (Hu, 2022). Social media and stakeholders should also meet users' needs for access to health information and adjust information product design (Kapadia-Kundu et al., 2012). For example, social media can help hospitals promote brands and health education in the medical field, linking generated content to quality information (Aguerrebrea et al., 2022). It also helps health professionals develop public awareness strategies and treatment plan proposals (Chiumento et al., 2024). Governance resources can also help improve COVID-related data and integrate disease surveillance (Fosch-Villalonga et al., 2021). It can also help the audience understand how general practitioners organise care models and share health outcomes such as patient recruitment (McCartney et al., 2024). The digital medicine approach provides more of a foundation for healthcare activities (Parsons & Romanis, 2024) and assesses public health indicators (Nikhab et al., 2024). Social media can also help healthcare professionals track their work, help the public understand their professional identity and roles (Polat et al., 2024) and further develop a broader approach to social self-care delivery (Pop et al., 2024).

COVID-19 revealed a global shortage of healthcare providers, with broader implications for knowledge acquisition and patient management among healthcare professionals (Latif et al., 2024). Doctors and patients on social media are more likely to identify with media narratives (Samant et al., 2024), and more financial support and social health issues are converging and widely disseminated through the media (Whitacre, 2024). In addition to professional medical status, health problems related to political attitudes can take the form of professionalism. Individuals with an immigrant identity can also use platform algorithmic features and individual immigrant experiences to communicate culture and respond to injustices tententiously (Jaramillo-Dent et al., 2022). It suggests that social media content producers can control the authenticity of content through an interactive zone (Maares et al., 2021). There are also issues related to social media engagement and self-image building by writers (Whithaus et al., 2023) and the emotional management of user risk communication in visual narratives in health education materials (Benski et al., 2020).

3.3.4 Government

Eleven articles addressed government identity, including government access to vaccine information (Bernados & Ocampo, 2022; Heinrich et al., 2024; Mylan, 2024) and government risk communication (Namwat et al., 2020). Social media exposes the public's actual perception of risk, so governments need to provide more management when it comes to users' perception of risk (Termmee & Wang, 2023). However, because of social media's interactive nature, political information is subject to systematic monitoring and even misperception (Yan et al., 2021). Therefore, official information and government media need to collaborate with broader social media and play a critical role in their social governance, especially during times of global pandemic crisis (Dong & Lian, 2022).

Social media research at the government level can be used in public health campaigns to develop ways of communicating with different audiences, to help the public achieve well-being (Nunes, 2024), and to improve the government's responsiveness to public issues, public health communication practices that play an essential role in social media and events (Ort & Rohrbach, 2024). At the same time, through political participation, violent interventions can result from the rapid spread of health incidents (Sweet & Kasali, 2024). The complexity of the flow of information is illustrated by the fact that the media, because of the intensity of their communications, can quickly redistribute a large amount of information, thus amplifying events and presenting a gap between content and authenticity. It also shows whether political rights and the right to spread information should be limited (P. Wang & Huang, 2021) because social media publishers can influence public relations practices (Y. Wang & (William) Feng, 2022).

3.3.5 Media

At the media level, there are six articles on the topic, and although media is not a specific identity, it can still provide a visual narrative for individuals and improve their health (Jarreau et al., 2021). Social media as a source of information is differentiated from interpersonal sources (Li et al., 2009). Social media can provide users with preventative behaviours through availability (Sarwar et al., 2023). It also provides a platform for users to build personal discourse and creativity, and availability can attract a larger audience through a mix of visual roles and personal identities (Civila & Jaramillo-Dent, 2022). Self-presentation used to rely more on performance, but the digital stage design and algorithms have strengthened the self-actualisation evaluation mechanism. Mechanisms can enable users to choose more attractive ways to highlight and share information and help presenters make symbolic representations (Törnberg & Uitermark, 2022). In addition, social media platforms are helping to support the work of businesses, particularly community-based business education on disease prevention, and helping geographically dispersed individuals reach out through the web to solve more social problems (Ali et al., 2023).

3.3.6 Community

In the related research, there are 23 articles about user research, which occupy a large proportion, but we also get more cases of communication effects from the practice of information transmission. From a user's perspective, the use of social media can help shape social norms and promote preventive behaviour (Choi & Noh, 2023; Yoo, 2019; de Rubeis et al., 2024; Karlsson et al., 2024; Ye et al., 2024), and emergency relief for disasters through online networks (Chong & Choy, 2018; Farrugia et al., 2024), and to increase users' cognitive understanding of COVID-19 preventive behaviours (Motoki et al., 2021; Wang & Huang, 2021) and emotional coping for users (Jeong et al., 2018; Guo et al., 2024), for example, helping older people to adapt emotionally to a public health crisis (Guzman et al., 2024), it can also help users seek more identities on the Internet (Geusens & Beullens, 2023; Handayani et al., 2022; Jarrar et al., 2022; Kadi-maghlaji et al., 2024), take, for example, the influence of drinking behaviour on personal identity (Geusens & Beullens, 2023). Social media is increasingly becoming the primary platform for providing information flows to citizens, becoming part of the daily lives of users (Rahbarqazi & Nourbakhsh, 2023), and increasingly expanding its use within social media, providing more social uses (Charmaraman et al., 2022), but in the choice of social media, users will choose different social media according to different social needs, so social media use is mainly intermittent (Hou et al., 2023), there is also evidence that social inequality in user groups can exacerbate health disparities in youth development (Klocke & Stadtmüller, 2024; Niederdeppe et al., 2024; Tuominen et al., 2022), for example, the smoking risk alert for young people (Niederdeppe et al., 2024). Social media interweaves entertainment and health information, providing interaction and connection between users through interaction. Media trust determines users' attachment to the platform (Zhang et al., 2022).

In community-based research, more emphasis has been placed on how online spaces influence the public to interact with information to recover from disasters (Benedict, 2022) and to meet more users through the media to get more of one thing, exchange information, and self-presentation (Casañ et al., 2022), by connecting more people through community communication and daily life, identity is strengthened (Lacalle et al., 2021), for example, nationalists participate in politics through virtual communities (Santoso, 2021), but also in brand consumption and cultural shaping, enabling participants to provide diverse representations in complex community environments (Santos et al., 2022), it is also promoted and implemented through community-assisted emergency care strategies to provide more systematic services to users (Van Ryneveld et al., 2024).

4. Discussion

The study used a systematic review of media identity research articles on public health, identified six identity-related themes and addressed each. The study could help researchers discover past research methods and perspectives on identity types and public health concerns over the last six years. Studies have shown that different types of identity have different ways of processing and sharing public health information, especially regarding communication purposes. Broader social media influencers want to gain personal reputation through information dissemination and make users more trustworthy in the interaction of information (Matthews et al., 2022). For marginalised groups, attempts to integrate into social media tend to cause more frustration, so for this group, the information is more about interacting with the same type of user (Buss et al., 2022). For the more professional, their presence can help social media provide more professional information on entertainment platforms, with the scientific literacy of professionals providing accurate information to users and even platforms and increasing the credibility of the information (Jaramillo-Dent et al., 2022). The government also hopes to increase its credibility through social media platforms, particularly its ability to manage public health issues (Ort & Rohrbach, 2024), and to have a particular identity for the media itself in dealing with public crises rather than self-presentation as an individual identity, media technology serves as an intermediary between linking technology mechanisms and cultures, helping platforms to regulate sources of information and being an

essential tool for directing information attention (Törnberg & Uitermark, 2022), such technologies are part of the technological revolution in social media communications that can not be ignored. Finally, the role of social media users: For most social media users, the public's information acceptance and risk perception have become essential indicators for verifying the effect of information dissemination. Hence, an index of citizens' interactions with social media platforms and communities reflects the actual acceptance of information (Lacalle et al., 2021), so the focus on community users can reflect the acceptance of public health information on social media and users' real emotions. These identity types are an essential part of public health research on social media and an important part of communication effects that can be explored in the future.

Acknowledgments

This study was supported by the Research Management Centre (RMC), Universiti Putra Malaysia under Geran Putra (GP-IPS). (GP-IPS/2023/9767000).

Authors contributions

Ren Changning were responsible for study design and revising. Dr. Syafila was responsible for data collection. Ren Changning drafted the manuscript and Dr. Akmar revised it. All authors read and approved the final manuscript.

Funding

This study was supported by the Research Management Centre (RMC), Universiti Putra Malaysia under Geran Putra (GP-IPS). (GP-IPS/2023/9767000).

Competing interests

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Informed consent

Obtained.

Ethics approval

The Publication Ethics Committee of the Redfame Publishing.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

Provenance and peer review

Not commissioned; externally double-blind peer reviewed.

Data availability statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data are available.

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