

# Pandemic Risk Perception, Vaccine Efficacy Awareness, and Preventive Behaviors of Chinese Residents: A Study Based on the Influence of COVID-19 Vaccine News Media Coverage

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## Abstract

**Methods:** Adults aged between 18- and 58-years-old completed an online survey reporting how they gathered the media information sources of COVID-19 vaccine any relation their risk perception, vaccine efficacy and preventive behaviors in COVID-19 pandemic. We finally got 995 valid questionnaires. **Results:** Results showed that traditional and social media Information sources is both significantly and positively influenced on people's COVID-19 preventive behaviors, with a stronger effect from the former. COVID-19 contact risk perception and vaccine efficacy awareness of media audiences partly mediates their relationship. 92.6% of the audience pay more attention to COVID-19 vaccine-related information. People believe more in the news information of the mainstream media of COVID-19 pandemic. 67.2% of the audience were most frequently exposed to state-controlled news media, 63.6% of the audience were most frequently exposed to Weibo. **Conclusions:** Although developing an effective vaccine for human immunity has long been determined as the main defensive strategy against this global pandemic, but under the background of rapid COVID-19 virus mutation, people's daily preventive behavior is more important. Media organizations should shoulder more social responsibilities, embed the health concept of COVID-19 vaccination into the values and cultural order of the whole society, find and shape the common meaning space, and make it produce internal coupling and value identification.

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