How can health science popularization KOL better produce professional voices?

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Abstract. Health science popularization, as an effective strategy for transmitting health knowledge and improving audience health literacy, has received increasing attention in the past two years. This paper takes the official account - "Oria, a specially grounded nutritionist" as an example, and uses the communication research method of online ethnography and content analysis to explore how blogger Xie Lifeng, as a KOL in the field of health science popularization, can make a professional voice and do a good job in the path and method of health nutrition science popularization in the We Media era. The study ultimately found that in terms of content production and dissemination, it is necessary to do a good job in health and nutrition science popularization. Self media users need to work together from multiple aspects such as segmented vertical production, creating personalized and distinctive IPs, establishing online community forms, and expanding communication channels and platforms.

1. Introduction

With the rising of hot topics such as "fitness for all" and "weight loss" in recent years, and the influence of COVID-19, people's health awareness has been constantly improved. Health nutrition and health preservation information has become the focus of many audiences, which has also led to a large number of We Media users in this field. Under the UGC operating model, "self media+health communication" degrades the seriousness of official media's health science popularization knowledge with labels such as fun, populism, and personalization, attracting a large number of loyal audiences.

Due to the close relationship between health and nutrition science popularization and the public's physical health, its authority, safety, and professionalism have become the focus of attention for the audience[1]. However, some self media with weak sense of responsibility blindly pursue traffic and benefits, under the banner of health science popularization, but in reality, they are promoting products related to weight loss and health care, which poses numerous challenges to the dissemination of health science popularization and also leads to a chaotic and abundant information in the field of health and nutrition science popularization[2].

The rise of self media has opened up new channels for health communication, and combining the knowledge possessed by professionals with the Internet is an inevitable trend in the new media era. With the theme of "health science popularization", a search was conducted on the China National Knowledge Infrastructure database[3], and such literature was roughly divided into three categories: first, research on the dissemination

effect of health science popularization accounts, The second is research on the problems and improvement strategies of health science popularization accounts in the development process, and the third is research on health science popularization accounts on short video platforms[4]. Most of the discussions focus on the current development status and dissemination effects of health science popularization accounts from a macro perspective, with a focus on individual cases. However, there is a lack of in-depth research from the perspective of the dissemination subject. This article will start from this perspective.

Through personal observation and participation, the author found that Oria, a nutritionist with a strong sense of grounding, has high-quality and easy to understand nutrition related popular science articles, with a high level of audience acceptance[5]. Its "grounding" operation has also established a strong fan stickiness, but it has certain limitations in the breadth of its audience. By combining online ethnography and content analysis, this paper conducts in-depth research on Oria's official account "specially grounded nutritionist" and the fan culture circle it has established, and compares it horizontally and vertically with similar popular health and nutrition We Media[6], so as to further understand the production model of health and nutrition science popularization We Media content, At the same time, we hope to provide certain reference significance for the content production, information dissemination, and operational development of health and nutrition science popularization self media through this study[7].

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2. Research methods and objects

2.1 Research Method for Online Ethnography

Online ethnography means abandoning the traditional field research method and taking cyberspace as the main venue to conduct in-depth exploration of relevant online culture. Because of the author's own interest in health and nutrition science popularization, the author searched for "Oria, a specially grounded nutritionist" on the microblog platform and paid attention to the official account[8]. After observing the nutrition science popularization content published by Oria, a nutritionist, on the official account for a period of time, he joined the learning group and food group he created. Based on the author's understanding and observation of Oria's fans' WeChat group, as well as the comprehensive investigation of the audience's likes, comments and forwarding status under the relevant microblog and official account articles, this study interviewed Oria, the nutritionist, and the active fans in the group, and further explored and analyzed his nutrition science articles from the content, audience and other aspects.

2.2 Content analysis method

Content analysis method is a specialized method for objectively and quantitatively analyzing the content of literature. Its purpose is to clarify or test the essential facts and trends in the literature, reveal the implicit information content contained in the literature, and make intelligence predictions about the development of things. This research counted and analyzed the number and types of articles published on the official account "Oria, a specially grounded dietitian", extracted keywords from the title and content introduction of the article, and made specific analysis with the help of word frequency analysis tools. The high-frequency words among them and the frequency of discussing related topics were used to determine the subdivision of vertical production of audience preferences and operators.

3. Pay attention to the quality of content output and strengthen vertical content production

Through the extraction of the key words in the official account "Oria, a specially grounded nutritionist", and the statistical analysis of the related word frequency, it is found that the frequency of the key words such as "fat reduction", "weight loss", and "nutrition" is high. From the perspective of overall content production, the author takes the current hot topic of weight loss as the entry point to convey a healthy dietary concept to the audience. Focusing on the production quality of content, there is no suspicion of unreasonable promotional advertising from its published articles. It focuses on the field of nutrition and health, pays attention to detailed production, and combines specific cases and dietary health details in daily life to popularize science. Health and nutrition knowledge is transmitted to the audience in stages and batches, resulting in higher acceptance by the audience.

A total of 174 articles were randomly selected from the official account of "Oria, a specially grounded nutritionist", which were divided into 8 sections, including "fat reduction and weight loss", "nutrition lunch box", "nutrition knowledge science popularization", "scientific research content", "product evaluation", "diet question and answer", "fan three meal contribution", and "diet rumor dispelling". Through analysis, it was found that "weight loss and slimming" is the most concerned section for the audience[9], "nutrition lunch box" is also a highly popular column, and there are also articles related to "nutrition knowledge popularization". Through specific detailed section division, it finely conveys nutrition popular science knowledge to the audience, making it easier for the audience to position themselves and choose relevant popular science content that is suitable for themselves and matches them for reading. Throughout the process, the blogger focuses on audience needs, pays attention to the practicality of the article content, and emphasizes vertical production, presenting numerous sections of nutrition science in a segmented manner, and moving the audience with universality and diversity.

4. Creating personalized IP based on one's own characteristics

In addition to keeping updated on the official account of "Oria, a super local nutritionist", the blogger also attaches great importance to interaction with fans. For example, the "Three Meals Submission" and "Catering Q&A" sections on the official account start from the audience and focus on the fan group. Through active online interaction and communication with the audience, we can better understand the audience's preferences and personalized needs[10]. In addition, as a blogger, I actively answer fan questions and establish six types of WeChat groups based on the needs of various fan groups: "food group", "lifestyle group", "fitness group", "praise group", "learning group", and "academic group". Fan audiences can choose to join according to their own needs.

The author, as an observer of online ethnography, also joined Oria's fan group. According to chat history search statistics, the blogger has held a total of 56 related themed activities in the past year, with one week as the node or combined with related festivals, such as "drying three meals", "checking in for food", "recommended reading" and other various activities, which have received unanimous praise from fans in the group. Bloggers are not limited to sharing nutrition knowledge, but cultivate a loving attitude towards life by sharing it with everyone, thereby forming good habits and dietary concepts. Over time, most active fans in the group have developed the habit of checking in for three meals a day. In addition, bloggers will also use methods such as sending red envelopes and benefits to increase audience stickiness[11]. For example, for the promotion of products that cooperate with brand owners, she will use

lottery to give related products to fans. At the same time, regular free online live broadcasts will also be conducted to provide real-time answers to relevant nutrition and dietary questions for the audience.

The practice of bloggers maintaining a certain frequency and engaging in various forms of interaction and communication has improved the interactivity between accounts and fan groups, as well as between individual fans. With the help of online ecological communities such as WeChat groups and Weibo fan groups, the effect of continuously enhancing audience stickiness has also been achieved.

5. Expand information dissemination channels and utilize multiple platforms for dissemination

The operation and development of self media not only require high-quality content production, but also good communication and feedback channels. Utilizing multiple platforms for communication is more conducive to expanding the audience and improving visibility. In terms of communication channels and platforms, Oria, a down-to-earth nutritionist, is in a certain disadvantaged position compared to similar nutrition and health science popularization platforms such as Dingxiang Doctor and Healthy China. The blogger is still studying for a doctor of nutrition in Canada, so his communication channel will be limited to some extent. At present, he mainly uses WeChat official account platform as the main platform, supplemented by microblog for the output and dissemination of relevant nutrition science content. In addition, with the popularity of short videos, they are also updated and adjusted in a timely manner according to the preferences of the audience[12]. Popular science videos are released on WeChat video accounts, Xiaohongshu, Tiktok and other platforms, and spread widely on multiple platforms to attract more potential audiences.

Take the example of "clove doctor", which has more complete development in domestic health science popularization, and pay more attention to platform diversity in communication. From WeChat official account to microblog, from Tiktok to Station B, there are "clove doctor" figures. Multiple account entities on one platform and a "Dingxiang" account on multiple platforms work together to spread content, making it easier to expand and harvest the audience[13]. In addition, "Dingxiang Doctor" also expands its dissemination channels and seizes the market through innovative methods such as promotion and cooperation.

Therefore, the content production and marketing of "Dingxiang Doctor" is more worthy of reference for nutrition science popularization and other types of self media[14]. On the basis of content as the king, it fits the needs of the audience, uses multi platform cohesion, innovatively amplifies the influence of self media, breaks the single traditional communication platform and method, and creates a diversified communication form that integrates multiple platforms and methods on the original basis.

6. Conclusion

How to improve the comprehensiveness and influence of health communication, how to enhance the overall health literacy of the whole population, how to graft and match fragmented information acquisition methods with complex and rigorous health information, and achieve effective dissemination, and other practical issues are worth our thinking about. In the era of the Internet, self media has become an important means of information dissemination[15]. Based on this, for KOLs in the field of health science popularization, how to use their professional knowledge to create popular and high-quality health accounts to meet the public's demand for health information and enhance the dissemination and influence of health knowledge popularization has become a pain point and difficulty.

The rules of health science popularization accounts in communication strategies, content production, and other aspects will help various health science popularization subjects learn from and improve, and help form a good communication ecosystem for health science popularization[16]. Whether it is KOLs or ordinary creators, as health science popularization self media, we need to take multiple measures to effectively improve content quality, enhance interaction with the audience, enhance audience stickiness, and create personalized character designs and style tones. Only by utilizing multiple expression and communication methods can we achieve healthy and stable development.

Health is the eternal pursuit of humanity. From an individual perspective, health is the most basic and highest need of a person; Health is the most common and scarce resource; Health is the easiest wealth to obtain and also the easiest wealth to lose. From a social perspective, health is one of the ultimate goals of human development and an important component of human well-being[17]. The international community not only regards health as the goal of economic development, but also as an important investment for long-term development. Many countries elevate national health to a strategic level and incorporate it into their overall development plans.

The "Healthy China 2030" Plan Outline points out that health is an inevitable requirement for promoting comprehensive human development and a fundamental condition for economic and social development. Realizing national health and longevity is an important symbol of national prosperity and rejuvenation, and popularizing health knowledge is the basic path to its realization[18]. It is necessary to take improving health literacy as a prerequisite for enhancing the health of the whole population. Therefore, health and nutrition science popularization are closely related to the development of national health and even the entire society. As self media, we should shoulder our responsibility and produce more high-quality, universal, and safer nutrition science popularization content that is suitable for the public. Let health knowledge, behavior, and skills become universal qualities and abilities that the whole population possesses, and achieve health literacy for everyone.

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