A Comparative Study of the Effectiveness of Pandemic Information Dissemination between Self-Media and Traditional Media in China and Kazakhstan

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Abstract

In the post-truth era, emotions and positions gradually overtake objective facts and become the dominant factors in public perception. Taking China and Kazakhstan as case studies, this study compares and analyzes the differences in the information dissemination effects of self media and traditional media during the COVID-19 in the two countries through questionnaires. Through quantitative content analysis and audience surveys, it is found that China's self-media rapidly spread information about the epidemic by virtue of immediacy and interactivity, but some of the content exacerbated rumor dissemination due to excessive emotionality; traditional media, although subject to policy regulation and control, showed higher consistency, but dominated in terms of public trust. In Kazakhstan, due to the relative concentration of traditional media resources, the authority of traditional media was still dominant in the early stage of the epidemic, but the fragmentation and contradiction of information in the self-media due to lax regulation weakened the public's recognition of official information. The study further reveals that differences in audience trust in media between the two countries are influenced by political culture, media ecology, and information governance model: the Chinese public is more institutionally dependent on traditional media, while the young population in Kazakhstan prefers to obtain pluralistic information through cross-border self-media. This study provides new perspectives for comparing the mechanisms of post-truth communication in transnational contexts and suggests ways to optimize information governance strategies in public health emergencies.

Keywords: self-media, traditional media, COVID-19, Kazakhstan, China

Introduction

In today's post-truth era, the dissemination of information has taken on a very different character from that of the past. The phenomenon of emotions preceding facts has become more and more common, and the public tends to be more easily swayed by emotional content, while neglecting in-depth exploration of facts. At the same time, the circle-based communication makes the information flow within a specific group, and there is a gap in information exchange and understanding between different circles.

During the COVID-19, information dissemination between China and Kazakhstan was special and typical. As a global public health event, the epidemic triggered massive information dissemination. In China, the strong anti-epidemic initiatives and the active cooperation of the people formed a unique communication situation. In Kazakhstan, due to its own national conditions and social structure, the information dissemination was also characterized by different features.

Based on this, we ask the following question: how do different communication actors (self-media/traditional media) influence the effectiveness of communication? Self-media plays an important role in epidemic information dissemination by virtue of its fast dissemination speed and strong interactivity, while traditional media holds the position of information dissemination with its authority

and professionalism. There is a game between the two in the selection, utilization and interpretation of sources, which has a complex and profound impact on the effectiveness of epidemic information dissemination. This phenomenon needs to be studied in depth.

This study puts the information ecology theory into a cross-national comparative perspective and analyzes the information dissemination between China and Kazakhstan during the epidemic, which effectively expands the scope of application of the information ecology theory. While previous studies have focused on the information ecology within a single country or region, this study breaks through the limitations and explores the differences and interactions of information dissemination between different countries during the same major event, injecting new connotations into the theory, promoting its development in the field of international communication, and providing new ideas and methods for scholars to follow up on the study of the information ecology from a transnational perspective.

Public health emergencies test the information governance capacity of countries. This study reveals the law of information dissemination by analyzing the credibility game between self-media and traditional media, so as to provide references for countries on how to optimize information management and coordinate the relationship between different communication subjects in similar events. This study provides recommendations that can be utilized by countries to improve the effectiveness of information dissemination, reduce confusion and misinformation, and contribute to the effective response to public health events and the maintenance of social stability.

Literature review

In today's digital era, the pattern of information communication has undergone profound changes. As such, post-truth contexts, information ecology theories, and transnational media studies have become the focus of attention in the academic world. This review will focus on these three aspects, combing the relevant research results and pointing out the shortcomings of the existing research.

Previous studies have generally elaborated on the impact of traditional media (newspapers, magazines, radio, television, etc.) on people's access to information in the context of risk. However, with the popularization of the Internet and the rapid development of social media, it has become an important channel for people to subconsciously access information in the context of a disaster (Li, 2022) . According to Li, in the early stage of the epidemic, the government and official media were in a state of "lack of information and information lag", and the self-media became a risk perceiver. In such conditions, self media is growing rapidly and people are going online to seek information assistance from the Internet. Between traditional media and self-published media, a faint tug-of-war is beginning to emerge. Ning et al. (2020) noted that in an unexpected risk event like the new coronary pneumonia, the consistency of risk messages disseminated by different media is crucial for people to correctly perceive and respond to the risk. However, due to the slow progress of research into the knowledge of the disease at the time in the epidemic environment, this has led to a large amount of disinformation in both the traditional and self-published media.

In terms of post-truth context research, the information distortion mechanism in the social media era has attracted much attention. The openness and convenience of social media make information spread extremely fast, but it also makes it difficult to control the authenticity of information. False information often spreads rapidly on social platforms with the help of emotional expressions and exaggerated titles. For example, in hotspot events, unverified rumors may gain a lot of attention and leading to forwarding in a short period of time, resulting in the public's misperception of the event. Meanwhile, emotional mobilization and cognitive bias have a significant impact on source selection. In terms of the correlation between emotions, risk perception and behavior, the risk-as-emotion hypothesis

suggests that people follow both cognitive (rational system) and emotional (empirical system) paths when making risk assessments, and that emotions usually have a greater impact on subsequent attitude formation and behavioral decision-making (Loewenstein, 2001). In an information overloaded environment, the public is more inclined to choose those sources that can stimulate their own emotional resonance, while ignoring the authenticity and reliability of the information (Ahorsu, 2020; Slovic, 1980). Such source selection based on emotional and cognitive biases further aggravates the distortion of information and the confusion of communication.

Information ecology theory provides a comprehensive framework for understanding information communication. The theory contains four elements: informants, information, information technology and information environment. The behavior and decision-making of informants, as producers, disseminators and receivers of information, are influenced by the information environment and information technology. The development of information technology, such as big data and artificial intelligence, has profoundly changed the dissemination and processing of information. The information environment, on the other hand, is the space where information people, information and information technology interact. A good information environment helps the effective dissemination and utilization of information. In the information ecology, the ecological niche competition and the mechanism of synergistic evolution of communication subjects are also very critical. Different communication subjects, such as self-media and traditional media, occupy different ecological niches in the information ecology, and there is both competition and synergistic evolution between them. Positive synergies can create a virtuous circle, leading to increasing dissemination of positive information and thus expanding its overall impact; conversely, negative synergies can lead to excessive dissemination of negative information, potentially triggering social panic (Sun et al., 2024) . For example, traditional media, with its authority and professionalism, has an advantage in in-depth reporting of information, while self media, with its flexibility and interactivity, excels in the speed of information dissemination and audience participation. Both learn from and integrate with each other in competition, and jointly promote the development of information ecology.

In terms of Chinese and Kazakh media research, Chinese media are characterized by media convergence under strong regulation. Through strict regulatory measures, the government ensures that the information disseminated by the media is true, accurate and positive, and at the same time promotes the integration and development of traditional media and new media to enhance the media's communication power and influence (Gui, 2021). In contrast, according to Yessenbekova (2020), Kazakhstani media are under the dual influence of Russian and Western media, while local media are constantly undergoing transformation to meet the development needs of the times. However, established studies suffer from the lack of dynamic credibility assessment. Most studies focus on the static characteristics and communication patterns of the media, and lack in-depth research on the credibility changes of sources in different contexts. In dynamic environments such as public health emergencies, the credibility of a source is affected by a variety of factors, such as the development of the event and the timeliness of the information. Therefore, there is a gap in the assessment of the dynamic credibility of sources in order to better understand the laws and effects of information dissemination.

Theoretical framework

This study centers on the core issue of how different communication subjects affect communication effectiveness based on the media framework developed by Wang (2013). According to this framework, in the construction of the information ecosystem, the communication subjects are divided into ecological positions. Relying on official resources, government media have authority and orientation in information

dissemination, and they mainly undertake the responsibilities of policy interpretation and official information dissemination, and control the macro-direction of epidemic reporting. Market-oriented media are driven by commercial interests, focusing on news value and market demand, attracting audiences through in-depth reports and exclusive news, and pursuing professionalism and influence in information dissemination. Self-media, on the other hand, with their flexibility and individuality, have diversified and grassroots content, and excel in the speed of information dissemination and diversity of topics (Li, 2011).

Communication effectiveness is evaluated in four dimensions: credibility, timeliness, breadth of coverage and depth of interaction. Credibility concerns the reliability and authenticity of the information source; timeliness emphasizes the timeliness of the information release; breadth of coverage refers to the scope of the audience reached by the information dissemination; and depth of interaction reflects the degree of communication and interaction between the audience and the dissemination subject, such as comments, retweets and so on (Li, 2011).

In the post-truth mechanism model, emotional information has a dissolving path to the authority of traditional sources. In epidemic reporting, emotional information easily triggers public empathy and spreads rapidly. In contrast, the strict information release process of traditional sources lags behind in the speed of dissemination, leading to a decline in the public's attention to traditional sources and weakening their authority. At the same time, algorithmic recommendation technology pushes information according to user preferences, which strengthens the information cocoon effect, limiting the audience to the information circle of their own interest, and making it difficult for different viewpoints and information to circulate effectively, further affecting the comprehensive dissemination of information about the epidemic and the public's objective cognition of the epidemic (Li, 2011).

Methodology

This study relies on comparative case study method by looking at China and Kazakhstan during the COVID-19 pandemic. It undertakes quantitative analysis through questionnaire survey held among the Chinese and Kazakh citizens. During the research, questionnaires were distributed to respondents in China and Kazakhstan in the form of online questionnaires through WeChat's Questionnaire Star. As a result, total of 200 people (120 from China and 80 from Kazakhstan) submitted valid questionnaires through two days.

In the demographic information section, the sample size is 200 people, including four sub-items: nationality, age, gender and type of habitual residence. The proportion of respondents in China and Kazakhstan is 60% and 40% respectively. In terms of age distribution, 18-30 years old accounts for the largest proportion. High, reaching 45%, followed by 31-45 years old, accounting for 30%, and other age groups accounted for less. In the gender distribution, there are slightly more women than men, and there are a few other genders. The permanent residence is mainly in cities, accounting for 75%.

Regarding the media use of Chinese and Kazakhstani media users, Chinese audiences mainly use WeChat/Weibo, TikTok/Kuaishou, CCTV/People's Daily, etc., while Kazakhstan audiences use Telegram, Instagram, Khabar News Agency, etc. more. As for the usage habits, Chinese audiences are significantly more likely than Kazakh audiences to rely on official government accounts, with self-published media becoming the main source of information, especially in urban areas, while traditional media are preferred in rural areas. In contrast, the frequency of use of various channels by Kazakhstani audiences is generally low. There is not yet a clear difference in preferences between international platforms and local media.

Trustworthiness assessment demonstrates that official government accounts enjoy a high level

of trust among Chinese audiences, with a much higher level of recognition than in Kazakhstan. Traditional media enjoy higher trust than self-media in both countries, but Chinese audiences have more confidence in traditional media. It is worth noting that despite the frequent use of self-media, both countries have relative reservations about the authenticity of their content, especially in Kazakhstan, where public trust in self-media is significantly lower.

The verification habits of the social media users in two countries show that most respondents actively verify information about outbreaks, with the willingness to do so slightly higher among Kazakhstani audiences than in China. In terms of specific ways, Chinese respondents are more likely to verify by comparing government notifications or searching for professional reports, while Kazakhstani respondents are more likely to rely on communication between friends and relatives for verification.

Core demands of the users are as follows. Chinese audiences call for less repetitive reports and more in-depth explanations of the impact of the epidemic, while Kazakhstani audiences emphasize the need to provide more epidemic prevention guidelines in local languages to improve the usefulness and coverage of information.

Results

This survey reveals significant differences in the epidemic information acquisition behaviors of Chinese and Kazakh respondents and the social characteristics behind them. First, the demographic characteristics show that the sample is dominated by young and middle-aged urban residents in China and Kazakhstan (75% of 18-45 year olds combined), with a relatively balanced gender distribution (50% female, 47.5% male), but there is a significant skew in urban-rural coverage (75% urban residents), which may reflect the potential impact of the digital divide on the representativeness of the study - - Traditional media usage in rural areas may not have been adequately captured.

Second, media preferences are distinctly nationalized. Chinese audiences are highly dependent on the dual path of "authority + socialization": 81.7% get information through WeChat/Weibo, and 70.8% use Shake/Quick, reflecting the deep penetration of the social media ecosystem into the public's information behavior; at the same time, 60% of the respondents still attach importance to the official channels such as CCTV/People's Daily, highlighting the importance of mainstream media in the public interest during major public events. Media's credibility advantage in major public events. On the contrary, Kazakhstani audiences are dominated by international social platforms: 85% use Telegram and 68.8% rely on Instagram, reflecting the strong influence of globalized digital platforms;

In addition, urban-rural differences may further shape information access patterns. In rural China, 25% of respondents supplemented their information through "other news apps", suggesting that mobile Internet is complementary to grassroots information channels; while the use of niche channels (e.g., local forums) by rural groups in Kazakhstan was not separately counted, and needs to be further disaggregated.

Reliance on authority vs. multiple sources of evidence. China's audience is characterized by strong trust and high frequency of use of government channels, whereas Kazakhstan's audience is characterized by "high skepticism and low reliance" and relies more on unofficial social connections to verify information.

Rural-urban media stratification. Differences in media choices between urban and rural groups in China reflect generational and geographic divides in information channels, while the lack of similar data in Kazakhstan may conceal underlying structural contradictions.

Differentiated content needs. Chinese audiences seek information depth, while Kazakhstani audiences focus on information accessibility, reflecting the pain points of public communication in different social contexts.

The speed of dissemination and coverage in self-media demonstrated immediacy and wide reach in both China and Kazakhstan (e.g., short video platforms, Telegram), but the authenticity of the information is doubtful and prone to chain reactions (e.g., hoarding, refusal of vaccination). In contrast, the traditional media showed a slower to response (requires vetting process), but quickly rebuilt trust in core cities and mainstream groups with authoritative endorsements (e.g., government cooperation, expert stand-up).

Regarding public trust in China, traditional media are still seen as a reliable channel by most people in a crisis because they have long been the "first source" of policy. Self media need to rely on official information to survive due to strict regulation (e.g., rapid deletion of rumors by the Office of the Internet Information Office).

In Kazakhstan the credibility of traditional media is limited by resources (e.g., insufficient coverage in rural areas), while the self-media has gained the trust of some groups because of its "decentralized" characteristics, but also because of the lack of vetting, which has contributed to the growth of rumors.

As for the effectiveness of government intervention, China's "traditional media and governmental new media" model (e.g., the "Healthy China" public website) is highly effective in correcting rumors, while self media is reduced to a supplementary tool. By contrast, in Kazakhstan, the government was forced to cooperate with some of the self-media to counter rumors due to the lack of penetration of traditional media, but the effectiveness was limited by the algorithmic preferences of the platforms (e.g., negative content was more likely to be spread).

There are several factors influencing media utility.

1. *Institutional environment.* China's strong regulatory model reduces the "rumor space" for self-media, while Kazakhstan's unequal distribution of media resources limits the utility of traditional media.

2. *Technological infrastructure.* Self-media rely on the Internet penetration (95% in urban China vs. less than 50% in rural Kazakhstan), which directly affects the upper limit of their effectiveness.

3. *Public media literacy.* Chinese netizens are highly sensitive to "officially stamped" information, while some groups in Kazakhstan are skeptical of traditional media due to historical factors.

4. *Crisis Response Mechanisms.* The utility of traditional media depends on its ability to synergize with the government, while that of self-published media depends on the responsibility of the platform (e.g., vetting, algorithm optimization).

Therefore, during public health crises, the "authority" of traditional media and the "penetration" of self-media need to be complementary rather than antagonistic. China has partially achieved this balance through "top-level design", while Kazakhstan still needs to explore localized paths due to structural contradictions.

Chinese audience relies on social media (WeChat, Jitterbug) and official media, while Kazakhstani audience prefers to use international social platforms (Telegram, Instagram) and local news organizations. This study found that there are significant cross-country differences. For instance, Chinese audiences rely on official government sources with high trust, while Kazakhstani audiences rely more on social platforms and have less trust in the government. It also emphasizes age and media habits, since the young group prefers self-media, while the middle-aged and above group trusts traditional media more. This paper distinguishes information verification behavior among two different audiences. For example, Chinese audiences rely on official channels, while Kazakhstani audiences rely on interpersonal networks, reflecting differences in media literacy. This study found that improving the accuracy and timeliness of content is a common demand of both China and Kazakhstan. Furthermore, communication strategies should be optimized according to the characteristics of the audience.

Discussion

During COVID-19 pandemic, the current state of media communication between China and Kazakhstan showed their own characteristics and significant differences. China's communication pattern is characterized by a three-tier structure of "central media + local government service numbers + health science media". The central media, with authoritative resources, is responsible for releasing macro policies and important information to lead public opinion; local government numbers focus on local anti-epidemic developments and deliver timely preventive and control measures (Gui & Lili, 2021). Health science popularization media popularize anti-epidemic knowledge from multiple perspectives to meet the diversified needs of the public. WeChat, Weibo and other platforms have set up a collaborative mechanism to dispel rumors, and each subject has joined forces to quickly identify and clarify false information and guarantee its authenticity.

In Kazakhstan's communication landscape, Russian-language media and local media are in competition and symbiosis. Russian-language media occupy an important position in information dissemination by virtue of their broad audience base and resource advantages, while local media strive to highlight their national characteristics and enhance their attractiveness to local audiences. In terms of social media, Facebook and WhatsApp have facilitated the flow of information across borders, bringing in a diversity of information, but also making it more difficult to regulate information.

In terms of key differences, the degree of government involvement varies. The Chinese government directly controls and strictly regulates the source of information release to the dissemination process to ensure accurate and orderly dissemination of epidemic information (Ngai et al., 2022). The Kazakh government, on the other hand, has mostly indirect influence, guiding the media mainly through policy (Burkhanov, 2020). There are also differences in the level of technological penetration, with China utilizing a health code system to achieve accurate control of people's movement and efficient collection of outbreak information, while Kazakhstan relies mainly on traditional SMS warnings, which is relatively weak in terms of information integration and prevention and control efficiency.

Differences between China and Kazakhstan in the field of media communication stem from multiple structural factors, covering the dimensions of political system, media ecology, technological development and cultural traditions.

Firstly, there is a differences in political system and media regulation model. China applies the principle of "party management of media", and traditional media, as a tool of state ideology. It has a highly centralized mechanism for content production and distribution (Ngai et al., 2022). Strict network information censorship (e.g., the Network Security Law and the Regulations on the Administration of Internet News and Information Services) ensures the consistency of the mainstream narrative, while the self-media, although active, are subject to the "main responsibility" regulation and need to operate within the policy framework, which is prone to the phenomenon of "one voice". Kazakhstan, on the other hand, also emphasizes media control, but the power structure of the political transition period makes traditional media serve more elite groups or individuals, while the voice of the self-media is more powerful (Yessenbekova, 2020) . Because of the loose regulatory system, the authority of information is dispersed, and it is easy to see the dispute between official and civil discourse in public crisis.

Secondly, the structural division of media ecology play an important role. China has formed a dualistic ecology of "state-team media + market-oriented platforms": traditional media such as Xinhua News Agency and CCTV occupy an authoritative position, while commercial platforms such as WeChat and Weibo expand the influence of self-media through algorithmic pushing, and the two form a dynamic

balance in the gam (Gui & Lili, 2021). In Kazakhstan, due to the concentration of traditional media resources, there is little room for the development of local media and self-media, and private media are highly dependent on capital, making it difficult to build a pluralistic discourse space, while the public turns to cross-border social media (e.g., Russia's VK, Turkey's Telegram) in the face of information hunger (Yessenbekova, 2020). This further aggravates the fragmentation of information sources.

Thirdly, there is an uneven technological infrastructure and digitization processes. China has taken the lead in realizing in-depth media integration by relying on the technological advantages of 5G and artificial intelligence, and the vertical communication network of government new media and county-level integrated media has strengthened the penetration of information. In Kazakhstan, there is more development of self-media content, but the production of self-media content mostly stays at the stage of information transportation, lacking in-depth analysis and localized innovation, making it difficult to form a sustainable communication influence.

Fourthly, there are intergenerational differences in socio-cultural trust in the media. Under the influence of collectivist tradition and long-term media indoctrination, Chinese people still have a high level of institutional trust in the official media, especially in major events, and tend to "wait for authoritative releases". In Kazakhstan, due to the historical shadow of information control (e.g., the legacy of the Soviet-era propaganda system) and the post-independence marketization of the media, the public, especially the younger generation, is skeptical of the traditional media. They prefer to validate information through cross-border social media, which weakens the agenda-setting ability of the local media. This habit of "verified information consumption" has weakened the agenda-setting ability of local media.

Fifthly, differences in international geopolitics and the openness of information flow take a crucial role. China has built a relatively closed information environment through firewall technology, and cross-border information flow is dominated by state-led "foreign propaganda", while the international dissemination of self-media is guided by strategy (e.g., the cultural export of TikTok). As the hub of the Eurasian continent, Kazakhstan's information field is infiltrated by Russia, Turkiye, the West and other forces, and cross-border self-media has become a vehicle for geopolitical games.

Conclusion

This study focused on media communication during COVID-19 pandemic in China and Kazakhstan and offered following key findings. In the late stage of the pandemic, traditional media won back the trust of the audience by virtue of in-depth reporting and authoritative interpretation, and the phenomenon of "authoritative return" occurred. Self-media, on the other hand, maintained a significant advantage in terms of information reaching efficiency and emotional resonance, thanks to its fast dissemination speed and user-friendly format.

These findings bring important practical insights. Based on the comparative analysis of the media communication effects between China and Kazakhstan during the COVID-19 pandemic, this study proposes the following optimization paths to cope with the complex challenges of information dissemination in the post-truth era.

Firstly, build a coordinated communication mechanism of "mainstream media and self media". Aiming at the problem of emotional communication in Chinese self media and the fragmentation of information in Kazakhstan, it is recommended to establish an "umbrella communication network" with traditional media as the core node. Traditional media should take the initiative to station on high-traffic self-media platforms, output authoritative information through short videos, live broadcasts and other

lightweight forms, and implement a hierarchical authentication system for key opinion leaders in the self-media. For example, China can rely on the "governmental new media matrix" to build content for medical science popularization self-media, while Kazakhstan can set up a "national information coordination center" to quickly verify and label major epidemic information released by self-media. Both countries need to establish incentives for "secondary dissemination" of disinformation and authoritative interpretations, weighted by algorithms to ensure that the dissemination of the truth exceeds the effectiveness of rumors.

Secondly, strengthening the regulatory framework for transnational information governance should be a priority. Given that Kazakhstan's youth rely on cross-border self-media for information, it is recommended that China and Kazakhstan jointly establish a "Central Asia Epidemic Information Sharing Database" and use blockchain technology to realize cross-border traceability of case data and epidemic prevention policies. At the regulatory level, the two sides can impose traffic restrictions on cross-border accounts spreading false information instead of simply blocking them, so as to avoid stimulating a rebellious mentality. At the same time, the two countries need to formulate a media operation manual for public health emergencies to clarify the boundaries of self-publishing media in the various stages of the epidemic, for example, including sensitive issues such as the traceability of viruses in the management of the "fact-checking buffer period", and requiring that self-publishing media must synchronize the results of multi-source comparisons when reproducing this kind of information.

Thirdly, embedding media literacy education in scenarios can play a crucial role. Research shows that there are generational differences in the public's ability to recognize the authenticity of information in both countries. It is recommended that China integrate media literacy courses into the community epidemic prevention and control system, and push immersive teaching content such as "information screening scenarios" to the middle-aged and elderly through scenarios such as nucleic acid screening and distribution of materials organized by neighborhood committees. Kazakhstan, on the other hand, can rely on religious places, bazaars and other traditional information distribution centers to carry out "rumor deconstruction workshops" and use localized narratives to eliminate the soil for the spread of conspiracy theories. In addition, universities in the two countries should jointly develop "Central Asia Information Literacy Assessment Indicators" and incorporate cross-border information retrieval and multilingual fact-checking into the training system for young people.

The above suggestions are aimed at transcending the paradigm of single-country governance, and building a transnational governance network that combines information transparency, communication credibility and social restoration functions through institutional synergy, technological coupling and cultural adaptation. This is not only a practical solution to the challenge of post-truth, but also an innovative exploration to reconstruct the global health communication order in the digital era.

The study also has limitations. It mainly focuses on the pandemic period and does not involve the post-pandemic times. In the future, we can track the process of information memory remodeling and explore the long-term impact of epidemic information on public cognition and social memory. In terms of future research avenues, the study of information ecology in Central Asian countries is not in-depth enough, and we should deepen the research in this field to enrich the knowledge of regional information dissemination laws and provide more comprehensive theoretical support for transnational information dissemination and response to public health events.

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Аңдатпа

Постақиқат дәуірінде эмоциялар мен ұстанымдар біртіндеп объективті фактілерден басым түсіп, қоғамдық қабылдауда негізгі факторларға айналуда. Бұл зерттеу Қытай мен Қазақстанды мысалға ала отырып, COVID-19 пандемиясы кезінде осы екі елдегі өзіндік медиа мен дәстүрлі медианың ақпарат таратудағы айырмашылықтарын сауалнама арқылы салыстырып, талдайды. Сандық мазмұнды талдау мен аудиторияға сауалнама жүргізу нәтижесінде Қытайда өзіндік медиа жеделдігі мен интерактивтілігі арқылы індет туралы ақпаратты жылдам таратқаны, алайда эмоционалдық сипаттағы кейбір мазмұн қауесеттердің таралуына ықпал еткені анықталды. Дәстүрлі медиа болса, саясаттық реттеу мен бақылауға бағынғанымен, жоғары үйлесімділік көрсетіп, қоғамдық сенім тұрғысынан басым болды. Қазақстанда дәстүрлі медиа ресурстарының салыстырмалы түрде шоғырлануына байланысты індеттің алғашқы кезеңінде дәстүрлі медианың беделі жоғары болды. Алайда жаңа медиадағы ақпараттың бытыраңқылығы мен қарама-қайшылығы, реттеудің әлсіздігіне байланысты, ресми ақпаратқа деген қоғамдық сенімді әлсіретті. Зерттеу бұдан әрі екі елдегі аудиторияның медиаға деген сеніміндегі айырмашылықтарға саяси мәдениет, медиа экологиясы және ақпараттық басқару үлгісі әсер ететінін көрсетеді: Қытай халқы дәстүрлі медиаға институционалдық тәуелділік танытса, Қазақстандағы жастар шекаралық өзіндік медиа арқылы алуан түрлі ақпаратты алуды жөн көреді. Бұл зерттеу трансұлттық контекстердегі постақиқат коммуникация тетіктерін салыстырудың жаңа қырларын ашып, қоғамдық денсаулық сақтау саласындағы төтенше жағдайлар кезіндегі ақпараттық басқару стратегияларын жетілдіру жолдарын ұсынады.

Кілт сөздер: жаңа медиа, дәстүрлі медиа, COVID-19, Қазақстан, Қытай.

Сравнительное исследование эффективности распространения информации о пандемии в новых и традиционных СМИ в Китае и Казахстане

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Аннотация

В эпоху постправды эмоции и позиции постепенно начинают преобладать над объективными фактами, становясь основными факторами общественного восприятия. Используя Китай и Казахстан в качестве примеров, данное исследование сравнивает и анализирует различия в эффективности распространения информации о COVID-19 в этих двух странах с помощью новых и традиционных СМИ, основываясь на анкетировании. С помощью количественного контент-анализа и опросов аудитории

выяснилось, что в Китае самодеятельные СМИ благодаря оперативности и интерактивности быстро распространяли информацию об эпидемии, но из-за избыточной эмоциональности часть контента способствовала распространению слухов. Традиционные СМИ, несмотря на государственное регулирование и контроль, продемонстрировали большую согласованность и пользовались более высоким уровнем общественного доверия. В Казахстане, в связи с относительной концентрацией ресурсов традиционных СМИ, их авторитет сохранялся на раннем этапе эпидемии, однако фрагментарность и противоречивость информации в самодеятельных СМИ на фоне слабого регулирования ослабили доверие публики к официальной информации. Исследование также показывает, что различия в уровне доверия аудитории к СМИ в двух странах зависят от политической культуры, медиасреды и модели информационного управления: китайская публика институционально больше зависит от традиционных СМИ, тогда как молодежь в Казахстане предпочитает получать разнообразную информацию через трансграничные самодеятельные платформы. Это исследование предлагает новые подходы к сравнительному анализу механизмов коммуникации в условиях постправды в транснациональном контексте и дает рекомендации по оптимизации стратегий информационного управления в условиях чрезвычайных ситуаций в области общественного здравоохранения.

Ключевые слова: новые медиа, традиционные медиа, COVID-19, Казахстан, Китай.