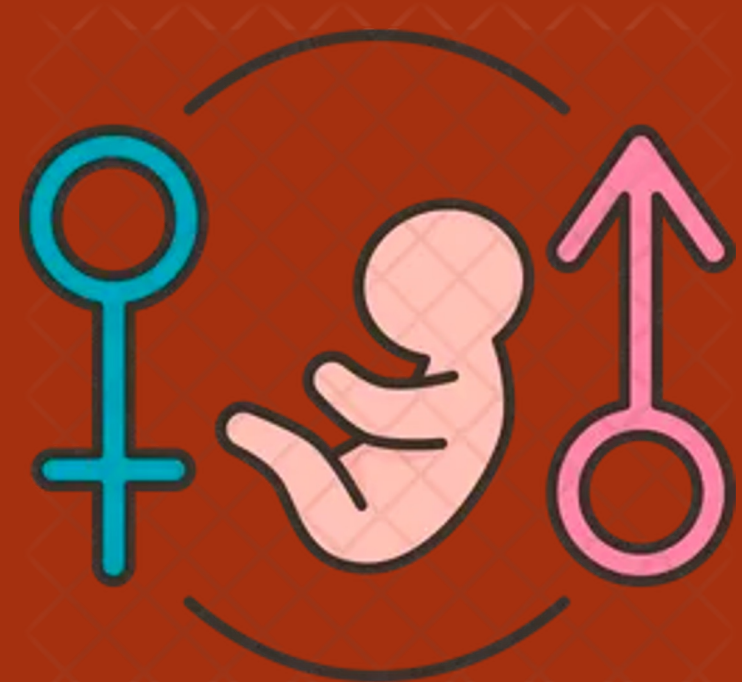




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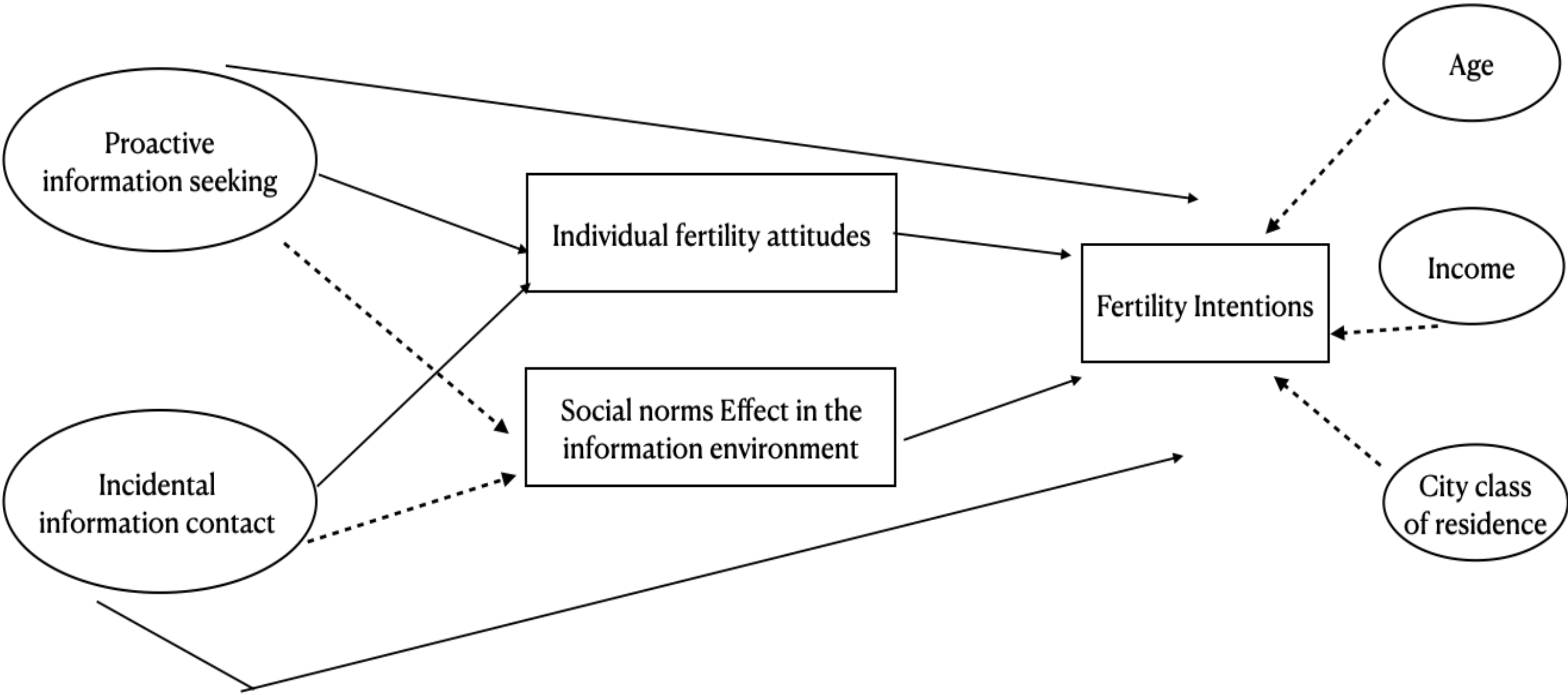
INTRODUCTION

With the U.S. supreme court's reversal of Roe v. Wade decision, public opinion on abortion has changed and evolved dramatically in the social media arena, further sparking the topic of women's fertility intentions on social media platforms. Social media is becoming an important channel for seeking health information.



CONCEPTUAL FRAMEWORK

- ❑ **RO1:** The Roe v. Wade decision sparked discussion on which major sub-topics of the Twitter platform were being explored and where the topics belonged
- ❑ **RO2:** Have messages on Twitter platforms caused a shift in fertility intentions among women of childbearing age? What factors are involved?



Based on the **cultivation theory** and **cognitive mediation model**, the echo chamber effect formed in the social media environment may bring about passive social norms constraints in the information environment, and the information environment subconsciously shapes individuals' cognition and behavioral intentions. Therefore, the study proposes the hypothesis that information exposure affects behavioral intention through the mediation of personal cognitive attitudes and social norms in the information environment.

CONCLUSIONS

The exposure to social media information in the abortion debate has a long-term effect on individuals' willingness to engage in fertility behavior, but that effect does not occur directly but is accomplished by the mediating factor, individual attitudes toward fertility and perceived social norms in the information environment. Also, based on the fact that there are two forms of information exposure, proactive and incidental, it was found that the effect of active exposure on fertility intentions was mediated by both perceptions of attitudes toward fertility well-being and norms of social pressure in the media environment. In contrast, incidental exposure to relevant information is not limited by the pressure of social norms. At the same time, it was found that basic demographic variables such as age and income also affect fertility intentions, but the effect of city class of residence is not significant. The study confirms the application of the culmination theory and cognitive mediation model to health issues and provides a basis for subsequent related policy development.

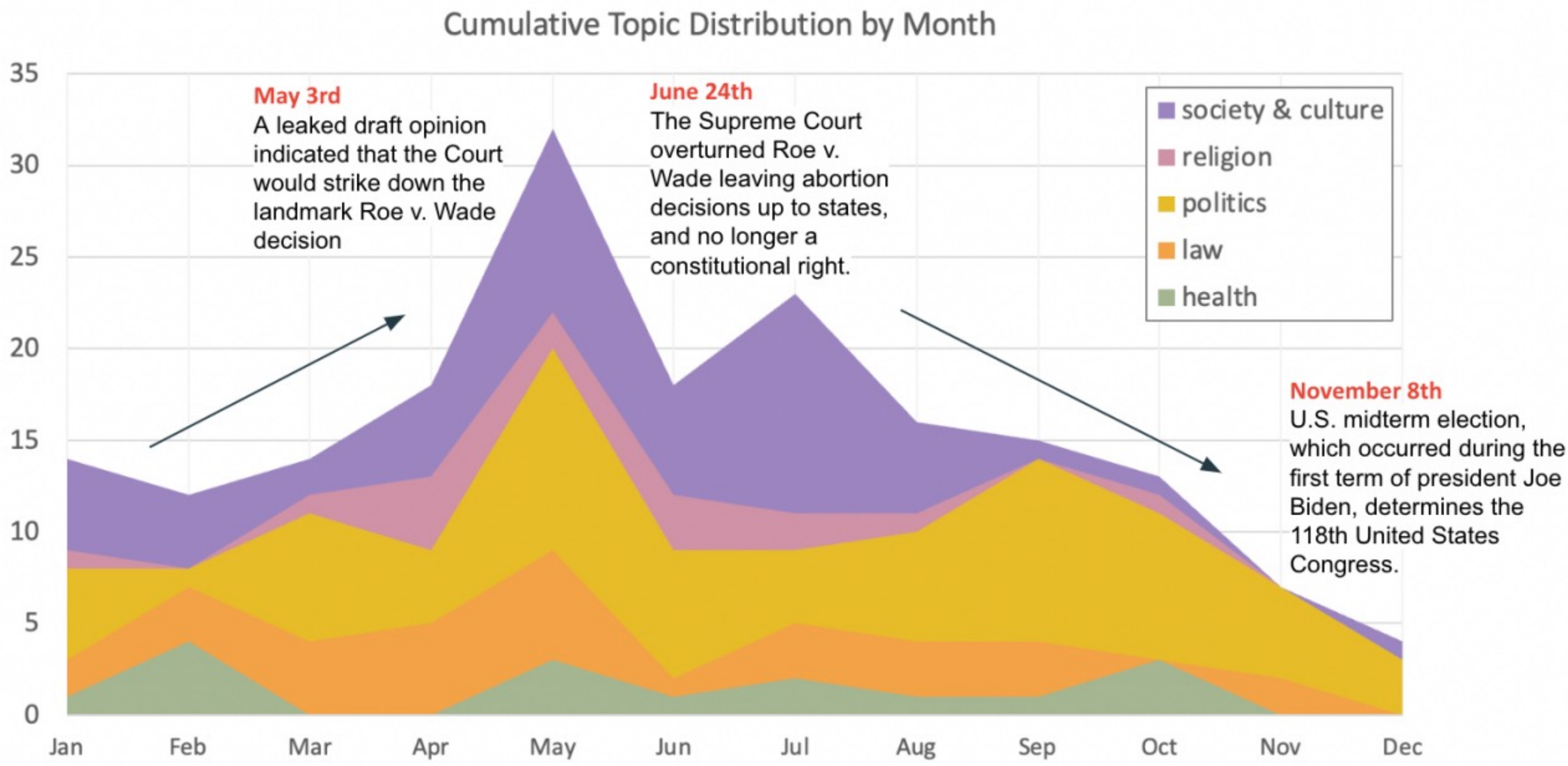
ACKNOWLEDGEMENT

Photo : Alex Edelman/AFP via Getty Images

METHODS & RESULTS

• **Data Crawling and Topic Modeling:**

Crawling Twitter Roe v. Wade decision one year before and after the abortion-related hashtag, a total of 24 M. Using BERTopic for topic modeling, combined with manual annotation, to generate five major topic categories, and statistics on the amount of discussion changes per month.

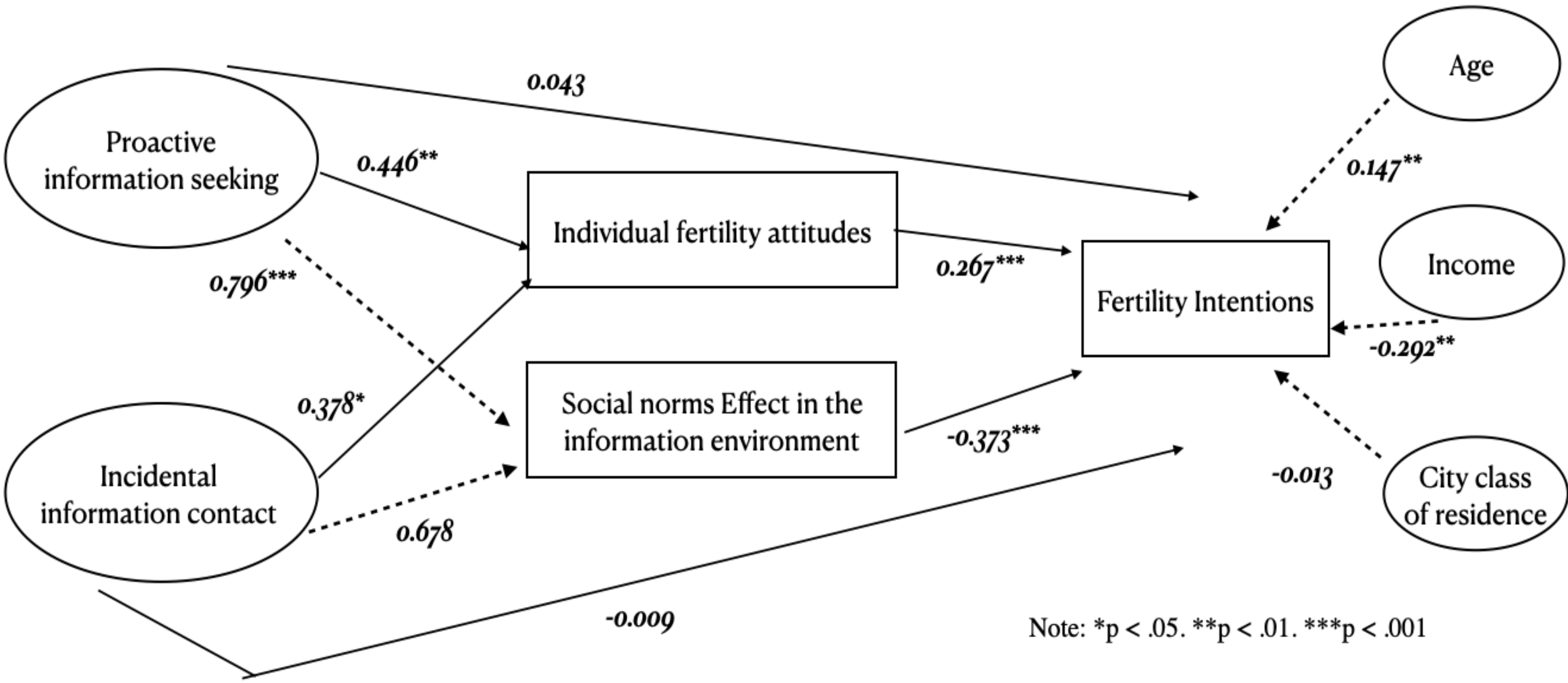


➤ *Sub-themes of the five themes will appear in the questionnaire to measure social norm impact in terms of subjective willingness to engage with the relevant theme*

• **Questionnaire:**

A total of 418 valid questionnaires were collected from women of childbearing age (25-45 years old) in the US region.

The questionnaires measured, **information exposure** (whether or not to actively participate in the discussion of the topic and frequency), **personal attitudes** (Billari scale), **the influence of social norms in the information environment** (the extent to which relevant statements are made because of social exposure), and **fertility intentions** (intention to have a child and time planning), and regression analyses were conducted using structural equation modeling, and the final results are as follows:



CONTACT

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