Research on the Characteristics and Communication Mode of Virtual Community: Take DXY Community as an Example

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Abstract. With the rapid development of the Internet, the number of virtual community users has been increasing, and the virtual community has developed rapidly. At present, the research of virtual community in China is very short. Taking virtual community as the starting point, this paper select virtual community DXY as the main research object. Starting from the characteristics of DXY community, this paper analyzes the propagation mode from the communication subject, the propagation structure and the propagation scope, and explores the multistage and decentralized transmission mode of the community DXY and the decentralized transmission characteristics.

Introduction

The 41st Statistical Report on Internet Development in China shows that as of December 2017, the number of Internet users in China reached 772 million, and the penetration rate reached 55.8%, exceeding the global average (51.7%) by 4.1 percentage points, exceeding the Asian average (46.7%) 9.1 percentage points. [1] The scale of Internet users in China has continued to grow steadily. The influence of social media communications has increased significantly. With the rapid development of community technology and the popularity of community applications, the Internet is gradually entering the community generation. Virtual Community, BBS, Blog, SNS such applications gradually gain the attention and dependence of users and become their daily prepared Internet based applications, which has become one of the most popular media types in the Internet media. With the characteristics of large user base, fast information dissemination, and strong interactive features, social media has become an important force for online content distribution.

Health Communication and Virtual Community

Health Communication

Health communication, which examines how to promote the dissemination of health information and the adoption of health behaviors. The American scholar Rogers gave a comprehensive definition of health communication. He believes that the type of human communication related to health is health communication. [2] From the perspective of communication, health communication is based on the principle that communication is the main point and the health related content is sent out through four different levels of transmission. It is also a definition of health communication that has been recognized by scholars so far. The previous form of health communication was based on face-to-face interpersonal communication and linear traditional media communication. Both forms of communication promoted the flow of health information to a certain degree. However, due to the limitations of space, time and feedback, the effect of health communication was not obvious. [3] In contrast, the Internet converges on two types of forms of communication and uses the mechanisms of aggregation, review and forwarding, community-oriented mechanisms, and the function of guiding
and persuading mechanisms to promote the development of health communication. Bring new opportunities, make health information spread well in breadth and depth.

**Virtual Community**

Final more format below. The earliest definition of virtual community was Howard Rheingold, an American scholar who believes that virtual communities are collective bodies of society and are a group of people who communicate through the Internet, based on common understanding, continuous discussion, and sharing of information. Establish emotional relationships between individuals and individuals, individuals and groups, and then develop and form a virtual community of cyberspace. From the perspective of elements, the formation of virtual communities mainly includes four aspects: cyberspace, core values and goals, the relationship between participants and communities, and behavioral norms and guidelines. In essence, the modern virtual community is a new kind of interpersonal relationship that is gradually established through the interaction and sharing of participants with common interests, values, and goals through cyberspace. According to Tonnis, the community refers to those social communities with the same value orientation and strong homogeneity of the population. The district is formed by a combination of natural wills and builds on people’s direct relationships, habits, traditions, and religions. People have intimate, face-to-face contact with each other and can strongly feel group unity and tradition. Constraints, the relationship between blood, neighborhood, and friends are the main ties of the community. Tonnis examines the community from the perspective of human desire, emotion and interpersonal relationships.

DXY formerly known as DXY Medical Literature Search Network, DXY Medical Home, Its official website was founded in 2000, is a medical knowledge sharing virtual community. DXY is an online professional communication platform for pharmaceutical life science professionals. It is a typical representative of the mature academic virtual community. It has a high degree of professionalism and a clear division of sections such as information release area, clinical district, Basic medicine and life science discussion area, experimental technology area, preventive medicine and hygiene, learning exchange area, search exchange area, member work area, examination exchange area, resource area, recreation area, management area. The website has a high number of visits, and most of them work in large and medium-sized urban hospitals, exceeding 70%. Members have a master's or doctorate degree.

**DXY Community Health Communication Mode**

This article takes the dissemination of the virtual community of “DXY” as an example to introduce and analyze the health communication process. Within the community, various types of health communication entities, including scientific communities, medical students, media, doctor, and the public, usually produce products for health communication in an independent or collaborative manner, and have certain authoritative third parties. In the Internet environment, health communication based on virtual communities is mainly divided into two modes.

First is the inner circle health communication mode, in the orderly flow of health communication content within the community. The content is reviewed and the approved content will be distributed to the community audiences of DXY and other DXY’s media platforms. The audience within the health communication community generally has a basic scientific literacy and health literacy compared with the ordinary network public, and can easily accept widely disseminated scientific and technological information and actively engage in high-quality interaction. Some audiences will feedback their own understanding to the main body of the communication through comments and other means, prompting the health communication subject to timely modify the content information transmitted according to the audience's reasonable feedback; on the basis of the former, some audiences with higher scientific literacy or health literacy will further improve their health and meet their academic needs. The main body of the communication is transformed, audiences through the
series of review procedures such as application for assessment, it participates in the writing and publication of health communication content.

Second, outer circle health communication mode, through the interaction between the community and the external network environment, health communication content can spread widely entire cyberspace. The member of the community can share the content which they like to other social media and get popular, people would like to hit like, comment and shared it again. This is multi-level propagation mode and divergent mesh propagation. The process of health communication based on online communities not only includes the health communication between the internal scientific information producers and the audience of the community, but also includes the interactions with the audience of the external social networks.

The Features of DXY Community Health Communication Mode

Within the community: One-to-many and multi-center propagation mode. The member in the community have these qualities: professional, rigorous and rational attitude. It is a significance element in the UGC community. The content of the communication is very professional. Members mainly communicate on professional issues. Even if there are a few topics do not relate to professional, it is usually existing for a while that will not cause widespread concern or in-depth discussions. The communication between members of the virtual community can be carried out in an asynchronous manner. The expression method is arbitrary and does not require responsibility. Therefore, some irrational arguments and even vent-style emotional expressions often appear. However, in the DXY community of this article, the expression of members is relatively rigorous, even if there is disagreement with a certain point of view, the attitude is also more rational. The identity of the virtual community, the professionalism of the community, the realization of the needs of the members, the emotions, and the community effectiveness are the values assigned by DXY community.

Outside the community: group identity. Members of the DXY have unique social identity in the process of science communication, and they have obvious categorized features such as good education background, scientific common sense and scientific or health literacy. Knowledge has a strong interest or unique insights. This not only enhances the stability of the network community in the process of scientific communication, but also forms an attractive external feature.

Summary

DXY community is a real-time interactive media platform. The community content products meet the needs of member fragmentation and scene-based recreation and entertainment. DXY community members have the relative stability of identities, the professionalism of communication content, the rigorous rationality and commonality of communication attitudes. Fully explore the unique advantages of strong interaction and instant high-efficiency in the process of health communication in virtual communities, complement and synergize traditional health communication mechanisms, promote health communication and popularize health knowledge.

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