

# *Research on the Communication Mode and Practical Path of Marriage and Childbearing Knowledge in the New Media Environment*

**Jing An**

*Faculty of Humanities and Arts, Macau University of Science and Technology, Macau, 999078, China*

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**Abstract:** This study systematically sorts out the profound reshaping of the communication pattern of marriage and childbearing knowledge by new media technologies. Through theoretical tracing and mode examination, it is found that the communication structure has shifted from a single authoritative source to multi-subject collaboration, and the content presents fragmented and emotionalized characteristics. This not only broadens the coverage of information but also gives rise to practical dilemmas such as information distortion and dilution of scientific authority. The study further points out that the audience's cognitive behavior presents a new mechanism of active searching and community dependence, while algorithmic push has also intensified the differentiation of ideological groups. To address these challenges, this paper advocates constructing a hierarchical content production and review system, promoting the cultivation of professional communication subjects, and organically integrating online communication into the offline community public service network, so as to explore a practical path that balances scientific accuracy, communication efficiency and social integration, and provide theoretical support and strategic references for the popularization of healthy marriage and childbearing concepts.

## **1. Introduction**

With the rapid development of new media technologies, the information communication pattern has undergone profound changes, and the communication of marriage and childbearing knowledge is also facing new opportunities and challenges. In the traditional mode, marriage and childbearing knowledge mostly relied on linear transmission through families, communities and professional institutions. In the new media environment, its communication is characterized by diversified subjects, fragmented content and instant interaction. This transformation not only affects the public's cognition and decision-making on marriage and childbearing issues, but also exerts a far-reaching impact on public health and social and cultural development. This paper aims to systematically sort out the evolution of the communication mode of marriage and childbearing knowledge in the new media environment, analyze its internal mechanism and practical dilemmas,

and then explore scientific and effective practical paths, so as to provide theoretical reference and practical enlightenment for promoting the communication of healthy marriage and childbearing concepts and improving the efficiency of public services.

## **2. Theoretical Framework and Characteristic Analysis of Marriage and Childbearing Knowledge Communication in the New Media Environment**

### **2.1 Theoretical Basis and Evolution Context of Marriage and Childbearing Knowledge Communication**

The theoretical foundation of marriage and childbearing knowledge communication is deeply rooted in health communication and innovation diffusion theories. Early studies mostly followed the linear communication model, regarding knowledge transmission as a one-way process from medical experts and public health institutions to the general public, with the core being the guarantee of knowledge accuracy and authority. The practical path at this stage highly relied on traditional mass media and face-to-face community education, aiming to change the audience's behavior through systematic publicity and guidance [1]. With the rise of social constructivism and the audience-centered perspective, the communication academic circle began to pay attention to the process of meaning negotiation of knowledge in a specific social and cultural context. Marriage and childbearing knowledge is no longer regarded as pure scientific facts, but a social and cultural product closely intertwined with family ethics and gender concepts. Entering the network society, the theory of technological empowerment has further expanded the research horizon, emphasizing how new media provide an expression and interaction platform for multiple subjects, leading to the diffusion of power in knowledge production and communication. This evolution context clearly shows that the research on marriage and childbearing knowledge communication has shifted from the deficit model emphasizing "instillation" to the participatory model focusing on "interaction" and "empowerment", and the theoretical focus has also shifted from communication effects to the reshaping of meaning production, power relations and social connections in the communication process [2].

### **2.2 Core Characteristics of New Media Communication and Their Reconstruction of Marriage and Childbearing Issues**

The new media environment, with its distinctive characteristics of decentralization, interactivity and multimedia integration, has profoundly deconstructed and reshaped the traditional communication pattern of marriage and childbearing knowledge. In terms of communication structure, Weibo, WeChat, short video platforms and vertical communities have broken the monopoly of professional institutions, enabling medical staff, parenting bloggers, ordinary parents and even commercial institutions to become important knowledge nodes, forming a diverse, flat and dynamic communication network [3]. In terms of content form, marriage and childbearing knowledge has been split into fragmented and emotionalized carriers such as short videos, popular science pictures and texts, live Q&A sessions and experience sharing posts from systematic manuals and lectures, and its presentation method pays more attention to narrativity and visual impact, which is easy to arouse resonance and diffusion. This reconstruction has brought a dual effect: on the one hand, it has greatly enriched the information supply, met the personalized and immediate needs of the public, and made private topics open to discussion; on the other hand, the massive growth and uneven quality of information have led to the dissolution of authority and cognitive confusion. The previously relatively unified scientific discourse often needs to compete and negotiate with personal experience narratives, commercial marketing discourse and even traditional cultural concepts in the

new media field, thus placing marriage and childbearing issues in a more complex, contradictory and tense public discourse space[4].

### **2.3 Transformation Mechanism of Audience's Cognitive Behavior in the New Media Environment**

In the information ecology shaped by new media, the audience's cognition and acquisition behavior of marriage and childbearing knowledge have undergone a fundamental transformation, whose core mechanism is reflected in the paradigm shift from passive reception to active searching and participatory creation. The audience is no longer satisfied with one-way reception of standardized knowledge, but takes the initiative to conduct targeted retrieval and screening by using search engines, algorithm recommendations and social relationship chains based on their own life cycle stages (such as pregnancy preparation, pregnancy, child-rearing) and specific situational problems. This process greatly relies on information source evaluation, that is, the audience will comprehensively consider multiple dimensions such as the publisher's professional qualifications, content presentation methods, community reputation and emotional identity, rather than simply relying on traditional authority. At the same time, social interaction has become a key link in cognitive construction. In mother groups, marriage and childbearing forums and other communities, the audience share personal experiences, ask questions and help each other to compare, verify and reproduce knowledge, forming a "practical knowledge base" based on trust. This participatory learning not only shapes individual cognition, but also strengthens or revises common marriage and childbearing concepts through group interaction. However, this mechanism also has potential risks: the information cocoons effect may confine individuals to homogeneous views, and emotional resonance sometimes overrides scientific evidence, leading to cognitive bias. Therefore, the audience's cognitive behavior has become a dynamic process of complex interaction among technological affordances, social interaction and individual initiative [5].

## **3. Review of the Current Communication Mode of Marriage and Childbearing Knowledge and Analysis of Problems**

### **3.1 Multi-subject Collaborative Communication Mode and Its Interactive Logic**

In the current new media environment, the communication of marriage and childbearing knowledge has evolved into a multi-subject collaborative mode participated by professional institutions, commercial platforms, content creators and ordinary users. In this mode, traditional authoritative institutions such as public health departments and hospitals try to maintain the commanding height of scientific discourse by settling in platforms and publishing guidelines; various self-media, internet-famous doctors and parenting bloggers have become the most influential daily knowledge providers with their professional packaging, emotional resonance and community operation; ordinary users also deeply participate in the screening, interpretation and diffusion of knowledge through forwarding, comments and secondary creation. The interactive logic among these subjects is not a simple linear superposition, but presents a complex relationship of cooperation, competition and game. On the one hand, professional institutions need to expand their influence with the communication power of self-media, and self-media also need to quote authoritative sources to enhance the credibility of their content, forming a certain functional complementarity. On the other hand, different subjects compete in discourse based on different interests (such as public welfare, commercial traffic, community identity), making the communication field of marriage and childbearing knowledge filled with scientific suggestions, personal experience marketing and controversial views at the same time. While improving the

communication coverage, this collaborative mode has blurred the responsibility boundary of knowledge production, and the scientificity and publicity are facing severe tests under the infiltration of traffic logic and commercial interests.

### **3.2 Fragmented and Emotionalized Trend of Content Production and Distribution**

The algorithm recommendation mechanism and mobile reading habits have jointly driven the fragmented and emotionalized turn of marriage and childbearing knowledge content production and distribution. On the production side, in order to adapt to information carriers such as short videos and Weibo posts, complex marriage and childbearing health knowledge is often disassembled into independent "knowledge points" or "skill points", such as "three tips to relieve morning sickness" and "five misunderstandings of infant sleep training". Although this disassembly improves the accessibility and readability of information, it inevitably strips away its original systematicness and context, which may lead to the audience's one-sided understanding. At the same time, emotional narration has become a key strategy to attract attention. Content creators generally adopt personal storytelling, visual comparison (such as comparison before and after child-rearing), emotional titles (such as "All mothers cried when reading this") to wrap knowledge in a strong emotional experience for transmission. On the distribution side, platform algorithms give priority to recommending emotional resonance content that can trigger high interaction (likes, comments, shares), further solidifying this trend. Although this lowers the threshold of knowledge acquisition and enhances the appeal of communication, it may also lead to emotional value overriding factual value, putting those rational, plain but crucial scientific information at a disadvantage in the communication competition, which is not conducive to the public establishing a systematic and rational cognitive framework of marriage and childbearing in the long run.

### **3.3 Communication Effect Evaluation and Practical Challenges: Information Distortion, Lack of Authority and Group Differentiation**

Evaluating the communication effect of marriage and childbearing knowledge in the new media environment faces the dual dilemma of complicated indicators and value conflicts. Although traditional indicators such as coverage rate and awareness rate still have reference significance, interaction data such as likes, forwards and comments can better reflect the actual penetration of content in the new media field, but the latter is often weakly related to the scientific internalization degree of knowledge. In this process, three practical challenges have become increasingly prominent. First, information distortion: knowledge is easily simplified, exaggerated or misinterpreted in multi-level forwarding and secondary creation. For example, probabilistic risks are described as deterministic correlations, making scientific conclusions distorted into rumors or misunderstandings at the end of communication. Second, lack of authority: the credibility of the traditional expert system is diluted in the context of "everyone can speak". Some self-media gain trust by shaping the "approachable expert" persona, but their content quality is uneven, leading the public into a dilemma of choice and weakening the guiding force of scientific consensus. Third, group differentiation: algorithms push personalized content according to user preferences, making individuals with different marriage and childbearing concepts immersed in their own homogeneous information cocoons, intensifying ideological opposition (such as debates on natural childbirth vs. cesarean section, close parenting vs. sleep training), hindering public dialogue and consensus formation, and bringing new social resistance to public health advocacy based on scientific evidence.

## **4. Optimization and Innovative Strategies of the Practical Path for Marriage and Childbearing Knowledge Communication**

### **4.1 Constructing a Scientific and Hierarchical Content Production and Review System**

The core strategy to address information distortion and uneven content quality is to build a source-controllable and hierarchical content production and review system. Scientific production means that public health departments and authoritative medical institutions should take the lead, join hands with multidisciplinary experts to jointly formulate and dynamically update a core information base of marriage and childbearing knowledge based on evidence-based evidence. This information base should not only ensure the accuracy and cutting-edge nature of knowledge, but also pre-design diverse content templates and narrative frameworks for the communication characteristics of different new media platforms, providing standardized "scientific raw materials" for subsequent extensive creation. Hierarchization requires refined disassembly and reorganization of knowledge according to the audience's cognitive level, life cycle stage and specific needs. For example, popular science for pregnancy preparation groups and parenting guidance for new parents should be completely different in content depth, presentation form and language style. At the same time, a multi-level review mechanism coordinated by platforms, industries and professional third parties must be established. Platforms need to undertake basic information compliance review responsibilities, while professional institutions should provide in-depth services such as fact-checking and scientific labeling, conduct scientific endorsement or risk prompts on self-created content, and form a composite filter of "algorithm + manual" and "platform + profession", so as to build a scientific bottom line while ensuring information vitality.

In response to the differentiated communication needs of different communication scenarios, an open authorization mechanism can be built based on the core information base to encourage compliant creators to conduct secondary creation within the scientific framework, which not only retains the flexibility and proximity of new media communication, but also fundamentally avoids the breeding and spread of wrong information.

### **4.2 Strengthening Cross-platform Collaboration and Cultivation of Professional Communication Subjects**

The key to optimizing communication efficiency is to promote effective collaboration among different types of communication subjects and improve their professional standards. Cross-platform collaboration aims to break the barriers of data and resources, and promote the formation of a normalized cooperation network among government new media, mainstream media, commercial platforms and vertical communities. For example, important guidelines issued by authoritative institutions can realize a communication closed loop from wide reach to in-depth cognition through a relay mode of algorithm weighted recommendation by platforms, in-depth interpretation by media, and community topic guidance. More importantly, it is the systematic cultivation of professional communication subjects. This includes two connotations: first, training the new media communication ability of professional institution personnel, enabling them to transform rigorous knowledge into content popular with the public; second, conducting standardized guidance and professional empowerment for active self-media creators. Through the establishment of certification mechanisms, provision of professional training resource libraries, and establishment of expert consultant docking channels, we can encourage them to improve the scientific quality of content. The ultimate goal is to build a communication subject ecosystem with distinct levels and complementary advantages, so that authoritative voices can communicate better and traffic creators can be more responsible, thus improving the information source structure and discourse quality of

marriage and childbearing knowledge communication from the source.

The standardized management of communication subjects is also an important part of the cultivation process. Clear content access standards and responsibility tracing mechanisms should be established, and subjects who deliberately concoct false information and sell marriage and childbearing anxiety to gain traffic should be subject to current limiting, rumor refutation and other disposal measures in a timely manner to maintain a healthy communication order and avoid misleading the public's marriage and childbearing decisions by bad information.

### **4.3 Integrating into Community Governance and Public Services: Exploration of Online-offline Integration Path**

The fundamental path to break through online information cocoons and realize effective knowledge landing is to deeply integrate new media communication into grassroots community governance and public service systems, and build an online-offline integrated practice scenario. At the online level, a localized service platform for marriage and childbearing knowledge based on geographical location can be established relying on digital tools such as local government APPs and community WeChat groups to accurately push practical information related to local medical resources and policies and regulations, and extend online community interaction to offline neighborhood communication. At the offline level, community health service centers, maternal and child health institutions and community cultural activity stations should become physical hubs for knowledge communication and services. By regularly organizing offline workshops, consultation meetings and mutual aid groups participated by online popular science experts and local medical experts, the attention and questions accumulated in the virtual space are transformed into face-to-face in-depth communication and support. This integration path regards new media as a tool for reach and activation, and physical communities as a field for trust building and behavior transformation, so as to open up the whole chain from knowledge acquisition to belief internalization and then to practical support, making the communication of marriage and childbearing knowledge truly empower family decision-making and community health network construction, and maximize its public value and social benefits.

For women of childbearing age in different age groups and marriage and childbearing stages, a hierarchical docking service file can also be established relying on community grids, combining the demand tags of online consultation with offline home visits and special person docking, so as to avoid service dislocation caused by the generalization of online information. At the same time, community marriage and childbearing services can be promoted to be bound with public service processes such as civil marriage registration, maternal and child prenatal examinations and child-rearing subsidy applications. In the scenario where the public handles offline businesses, they can be accurately guided to pay attention to the corresponding online popular science content, which not only completes service docking, but also realizes accurate knowledge reach, further strengthening the effectiveness and serviceability of communication.

## **5. Conclusion**

The new media environment has profoundly changed the production, distribution and reception of marriage and childbearing knowledge. While expanding the communication scope and enhancing interactivity, it has also brought practical problems such as uneven information quality and dissolution of authority. In the future, it is necessary to further integrate multi-party resources, promote standardized content, precise communication and institutionalized participation mechanisms, and build a communication ecology of marriage and childbearing knowledge that balances scientificity and inclusiveness. Promoting the social popularization of healthy marriage

and childbearing concepts through innovative practical paths will not only help improve public well-being, but also provide important support for coping with population structure changes and promoting sustainable social development.

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