

Using Stereotype Theory to Explore the Reverse News Under the Chinese Doctor-patient Conflict Issues

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ABSTRACT

In recent years, the number of reversal news events in China is increasing and the reversal news under the issue of doctor-patient contradiction also happens occasionally. It is necessary to pay attention to this problem and take some actions to ease the trust crisis. This paper mainly adopts the quantitative research method, proposes three research hypotheses according to the inverted news under the doctor-patient conflict issues, and uses the questionnaire survey as the data collection method. Then, the snowball sampling method is used to conduct the analysis of the questionnaire results using the Pearson correlation coefficient method and finally concludes. The inversion of news under the doctor-patient conflict issue is closely related to the stereotype under the doctor-patient conflict issue. Because of this, the truth of news under the doctor-patient conflict issue is often affected by public opinion and thus buried. In this way, some suggestions are put forward for media workers, the public, and government departments. Media practitioners should listen to various voices for the news reversal under the doctor-patient conflict, maintain a rigorous and serious attitude towards the news clues, always bear in mind their responsibilities, and be responsible for the news facts. The public should always keep a clear head, not be easily swayed by other public opinions, and make their judgment. Government departments do not forget their supervision responsibilities, for misleading people's bad public opinion information to stop in time and to disclose some necessary information to strive for the initiative.

Keywords: *Inversion of the news, The social public opinion stereotypes, The doctor-patient contradiction.*

1. INTRODUCTION

In today's era of information globalization, great changes have taken place in the information technology of Chinese media, especially the rise of the fifth media-mobile phone, which enables people to live in an era of "We Media" in which information is spread openly by themselves [1]. With the rapid spread of news and more and more ways of transmission, the content reported by the media is often inconsistent with or even completely contrary to the facts confirmed afterward. This is often referred to as reverse journalism.

Reversal news occurs in many fields, such as the medical field, economic field, education field, social field, judicial field, etc. Among them, the reversal of the Chinese doctor-patient conflict under news events is very prominent. For example, on August 10, 2014, a woman in Hunan Xiangtan County Maternal and Child Health Hospital underwent a caesarean section and died due to heavy bleeding after the operation. The first disclosure of media and media workers is directed at the hospital,

hospital time, and public opinion, soon presenting a one-sided situation. Main hospital doctors are under attack is medical ethics, and sympathy for patients. Hunan Xiangtan county maternity and child care instantly become a proposal, regardless of the "dirty" hospital to the patient. Finally, it concludes that the real cause of maternal death is systemic multiple organ failure caused by pulmonary amniotic fluid embolism, and the incident does not constitute a medical accident. At the same time, the investigation team also point out that the lack of information communication between the traditional Chinese medicine prescription and the patient's family members cause the dissatisfaction and doubts of the patient's family members [2].

Scholars have made in-depth research on the concept of flipped news. Liu Feng once points out that news reversals are those news phenomena that follow social hot spots closely and mark hot news words and then attract wide attention. However, they are later proved to be inconsistent with the subject and overall picture of the facts, or even completely contrary to the facts. In addition,

the news reversal in the academic circle is called "reverse news" by some scholars, such as Shi Yan, Liu Chong published in the article mentioned: "reverse news is also called the mismatches, refers to the original news reports to shift in the opposite direction, with the in-depth news reports, the truth is a more objective and comprehensive presentation in front of the readers. The reader's position is sharply reversed and is manifested in an opposite attitude [3]. Huang et al. in the formation process of inversion of news and the inversion of the news is compared with the concept of the expression of specification. He thinks, inversion of news can also be understood as a reversal. For the same piece of news, media coverage in the late and early appear bigger difference of the contents, deepening and improving as the contents. It is a news communication phenomenon in which the content of news reports changes in the opposite direction, and the audience's stance changes rapidly with the content of the news report [4]. Song Zuhua focuses on the analysis of the connotation and extension of reverse news and classifies it scientifically. He believes that compares with other similar statements. Reverse news is a preferable concept. It refers to the phenomenon that the current report of the same news event has one or more significant changes or even reverse changes [5]. Then, Yan et al. proposed that inversion news be divided into "true and false inversion, master-slave inversion and virtual reality inversion" [6]. On the other hand, the changing process of social public opinion also affects the process of news reversal [7]. Scholars believe that reverse news has two meanings: the first meaning is from the content of the report, the former content of the report after a period of fermentation is found to be inconsistent with the final true situation of the reported news events; The second meaning is from the attitude of the audience, after the content of the news event reverses, the audience's attitude and understanding also reverse accordingly (Liu Jiabei, 2018; Zhou Mengqing, 2017; Yuan Kaifeng, 2014) [8-10].

An important part of the reason for the emergence of the reverse news under the doctor-patient conflict issue is that the media carried too much subjective prediction in the early reports, coupled with the event's lack of results and details. That led to strong public attention and tit-for-tat debates. Before finding out the facts, the media and media workers guided the public opinion to condemn the hospital and conducted a media trial of the case before the judicial department, which undoubtedly aroused the explosive contradictions between doctors and patients and made the already tense doctor-patient relationship tenser and tenser [11]. When patients and their families have conflicts with doctors, they inevitably want to seek justice through mass media, and the media will certainly not ignore the public's demands in this regard [12]. The ignorance and excessive emotion of the patients and their families have indeed misled the media, and the media, which do not fully understand the whole process of the

incident, will undoubtedly cause the tilt of public opinion due to their unilateral focus on the portrayal of the family members in the reporting process [11].

Both sides of the doctor-patient group are easy to form negative stereotypes about each other. The stereotype is the public's inherent, simple, subjective, and general view of a certain group, which is mixed with the public's value evaluation and personal feelings towards the event and the person at the center of the event. Researchers use free association test method has carried on the exploration to medical worker's professional image, found the public on the negative stereotypes that exist in medical workers, in the eyes of the public "doctor born strong, patient born weak," the doctored image evolved into the great glory no professional ethics, to die, giving a red envelope, greedy. However, in the eyes of medical workers, the unreasonable and ignorant patients are deeply hated by them, which indicates that the negative stereotype of both doctors and patients does exist [13]. Due to their limited educational level, the patients have a one-sided understanding of the disease. They make an analogy between doctors' treatment and commodity trading, believing that no disease cannot be solved as long as there is money, and the disease should be cured if the money is spent. As a result, when the desired outcome does not happen, feelings of resentment quickly rise, and they turn to the doctor as an outlet for their anger that their illness has not been cured and that the doctor is primarily responsible. Obviously, for most patients, the stereotype of doctors turns from positive to negative and gradually deepens [14]. For a long time, the public has been more and more caught in the stereotype of "doctor-patient relationship", habitually standing on the "opposite side" of hospitals and doctors. Thus the public's prejudice towards hospitals and doctors has become deeper and deeper.

As for the reporting of news events under the issue of doctor-patient conflict, not only does the public make subjective assumptions, but also some media practitioners will bring their own private feelings into the reports, and even deliberately put forward some eye-catching headlines that do not conform to the facts to cater to the public's psychology. The current media reports on the doctor-patient relationship are indeed biased. Most of such studies emphasize the weak mentality of patients, whose psychology is more likely to arouse public empathy [15].

After reading a large number of literature, this paper finds few papers on the study of inversion news in the context of doctor-patient issues in China. The problem of "doctor-patient conflict" is closely related to public life. Patients feel that they have given their lives to doctors. The occurrence of doctor-patient conflict will only make them more helpless. But for medical workers, the reason they get wronged time and time again is that there is a common belief that being a doctor means doing anything.

Over time, the misunderstanding between doctors and patients has deepened, the crisis of trust has intensified, and further fueled the increasing violence against doctors. Therefore, it is necessary to try our best to break down the existing stereotype and create an equal communication space for both doctors and patients. This paper uses the quantitative research method and the theory of stereotype as the support to study the reverse news under the doctor-patient conflict issues in China. To achieve this research goal, the following three hypotheses are proposed: H1. The degree of attraction to doctor-patient news is positively correlated with the public's concern about doctor-patient disputes. H2. The degree of concern about doctor-patient news is positively correlated with the public opinion about the wrongdoer of doctor-patient conflicts, namely doctors. H3. There is a positive correlation between the level of concern about doctor-patient news and the public's perception that doctors are inherently strong and patients inherently weak.

2. METHODOLOGY

Through the "Questionnaire Star Platform", this study used the snowball sampling method to conduct a questionnaire survey among the Chinese public. Seven days after the release of the questionnaire survey, a total of 361 questionnaires were collected, of which 346 were effectively collected, with an effective rate of 95.8%. All the answers are consistent, or the answers show obvious regularity, which is judged invalid. In this paper, software SPSS26.0 was used to process and analyze the data, and Pearson correlation coefficient analysis was used. Seven days after the release of the questionnaire survey, a total of 361 questionnaires were collected, of which 346 were effectively collected, with an effective rate of 95.8%. All the answers are consistent, or the answers show obvious regularity, which is judged invalid. In this paper, software SPSS26.0 was used to process and analyze the data, and Pearson correlation coefficient analysis was used.

3. RESULTS

Table1. The correlation coefficient between the degree of attraction of doctor-patient dispute news to the public and the degree of public concern about the doctor-patient dispute

	Very unattractive	Unattractive	general	Attractive	Very attractive	Pearson correlation coefficient	Statistical two-tailed test
Topic: How much news about medical and patient disputes attracts you	6.07%	10.12%	51.73%	24.86%	7.23%	0.478**	0.000
	Strongly disagree	Disagree	general	Agree	strongly agree		
Topic: I am very worried about the current situation of doctor-patient disputes	2.6%	6.07%	44.51%	30.35%	16.47%		

** At the 0.01 level (double-tailed), the correlation was significant

Research Hypothesis 1 wants to verify whether the attraction of doctor-patient dispute news to the public positively correlates with the public's concern about the doctor-patient dispute. After data processing and analysis,

it is found that the degree of audience's attraction to doctor-patient dispute news is significantly positively correlated with the degree of audience's concern about doctor-patient dispute events ($r = 0.478P < 0.001$).

Table2. The correlation coefficient between the degree of public concern about doctor-patient dispute news and the public talking about the wrong party in the doctor-patient conflict, namely the doctor

	Strongly disagree	Disagree	general	Agree	strongly agree	Pearson correlation coefficient	Statistical two-tailed test
Title: I am very worried about the current situation of doctor-patient disputes	2.6%	6.07%	44.51%	30.35%	16.47%	0.123*	0.022
Title: I think doctors are at fault in the conflict between doctors and patients	3.47%	7.51%	79.48%	6.36%	3.18%		

* Significant correlation at 0.05 level (double-tailed)

Table3. The correlation coefficient between the degree of public concern about doctor-patient dispute news and the public talking about the fault party of the doctor-patient conflict, namely the patient

	Strongly disagree	Disagree	general	Agree	strongly agree	Pearson correlation coefficient	Statistical two-tailed test
Title: I am very worried about the current situation of doctor-patient disputes	2.6%	6.07%	44.51%	30.35%	16.47%	-0.09	0.096
Title: I think the patient is at fault in the doctor-patient conflict	2.6%	7.23%	77.17%	11.27%	1.73%		

Hypothesis 2 is intended to verify whether there is a positive correlation between the degree of public concern about doctor-patient dispute news and the public opinion that doctors are at fault in doctor-patient conflicts. After data processing and analysis, it is found that the audience is more and more worried about doctor-patient disputes,

and at the same time, the audience is more likely to think that the doctor is the wrong party ($r=0.123$ $p<0.05$). There was no significant correlation between the audience's concern about doctor-patient disputes and the wrongdoer and the patient ($r=-0.09$ $P=0.096$).

Table4. The correlation coefficient between the degree of public concern about doctor-patient news and the public's belief that doctors are in a strong position in doctor-patient conflicts

	Strongly disagree	Disagree	general	Agree	strongly agree	Pearson correlation coefficient	Statistical two-tailed test
Title: I am very worried about the current situation of doctor-patient disputes	2.6%	6.07%	44.51%	30.35%	16.47%	0.072	0.179
Title: I think doctors are in a very strong position in the conflicts between doctors and patients	11.85%	24.57%	39.6%	18.21%	5.78%		

Table5. The correlation coefficient between the degree of public concern about doctor-patient news and the public's belief that patients are in a weak position in doctor-patient conflicts and disputes

	Strongly disagree	Disagree	general	Agree	strongly agree	Pearson correlation coefficient	Statistical two-tailed test
Title: I am very worried about the current situation of doctor-patient disputes	2.6%	6.07%	44.51%	30.35%	14.67%	0.16**	0.003
Title: I think patients are in a weak position in doctor-patient conflicts and disputes	10.4%	22.54%	41.33%	19.65%	6.07%		

**The correlation was significant at 0.01 level (double-tailed)

Hypothesis 3 was intended to verify that the level of public concern about doctor-patient news is positively correlated with the public's perception that doctors are inherently strong and patients inherently weak. After data processing and analysis, it is found that the public is increasingly concerned about doctor-patient news, and the public is more inclined to put patients in a weak position in doctor-patient conflicts ($r=0.16$ $P<0.01$). There was no significant correlation between the public's

concern about doctor-patient news and the public's tendency to believe doctors were in a strong position in doctor-patient conflicts ($r=0.072$ $P=0.179$). Although there is no significant correlation between the public's concern about doctor-patient news and the public's tendency to believe that doctors are in a strong position in doctor-patient conflicts, the public believes doctors are in a strong position in doctor-patient conflicts. The public

also believes that patients are weak in doctor-patient conflicts ($r=0.711$ $P<0.001$).

4. DISCUSSION

This paper designs a questionnaire from the theoretical perspective of stereotypes through a questionnaire survey and puts forward three hypotheses - H1. The relationship between the public's attraction degree to doctor-patient news and the public's concern about doctor-patient disputes; H2. The relationship between the degree of public concern about doctor-patient news and the public opinion about the wrong party of the doctor-patient conflict, namely doctors; H3. The relationship between the degree of public concern about doctor-patient news and the public's impression that doctors are intrinsically powerful and patients intrinsically weak. Finally, this paper makes observations, explanations, and critical thinking on the occurrence of reverse news events under the doctor-patient conflict issues. It discusses how to avoid reverse news events under the doctor-patient conflict issues as far as possible.

Through the analysis of the discussion part, the three research hypotheses draw three conclusions. According to the data obtained from Hypothesis 1, it can be clearly seen that news related to "doctor-patient contradiction" attracts interviewees relatively high on the whole. At the same time, the public's concern about "doctor-patient contradiction" is also increasing. Data from Hypothesis II found that interviewees were increasingly worried about doctor-patient news. Correspondently, the public thought doctors were at fault in doctor-patient disputes, and there would be no significant correlation between patients and doctor-patient disputes. Data obtained from Hypothesis 3 of the study concluded that interviewees are increasingly worried about doctor-patient news. Correspondingly, these interviewees will feel that doctor-patient disputes are closely related to patients in a weak position. However, this degree of fear has no obvious correlation with doctors in a strong position in conflicts. In addition to this result, based on the effective data of this questionnaire, it can also be found from the results of Hypothesis 3. The more respondents believe that patients are in a weak position in the doctor-patient conflict, the more they will believe that doctors are in a strong position in the doctor-patient conflict.

These results are reasonable and have evidence to follow. "Doctor-patient conflict" is related to the health and safety of the public themselves and their families, related to the vital interests of the public, and closely related to the public's life, so it is reasonable for the public to be interested in this kind of news. The number of news events of doctor-patient conflict shows an increasing trend in China. With the frequent doctor-patient conflict in China, the doctor-patient relationship is becoming increasingly tense. For the occurrence of doctor-patient conflict, the public will reflectively think

that doctors have lost professional ethics and the professional level of doctors is not enough. The public's concern about doctor-patient conflict is also increased immediately. Medical workers and patients have a different status in the doctor-patient relationship, plays a different role, patients with one side to the caller, the doctor a party for the rescuers, and medical disputes events when the public thinks of above all is the doctor's question. Some media, after the event, is still do not fully understand the doctor-patient contradiction, eager to stand side to report. Some titles are even deliberately chosen to attract public attention and mislead the public. "Sympathy for the weak" is a kind of inertial cognition, such a stereotype has been deep in people's mind, most people will think of the condition: patients suffering from pain is poor enough, in such a case, the doctor is their "spiritual support", "life-saving straw". Subjectively, the public will share the same emotional resonance with patients. According to the public's understanding, patients have given their lives to doctors, who are the God of patients. Without knowing the whole process of doctor-patient conflicts, the emotional balance has been tilted to the side of patients. Not only the public but also some media and media practitioners will see it this way. They subjectively condemn the negligence of medical institutions and medical workers and publicize the innocence of patients. Such public opinion will only make the truth of the news farther and farther away from us.

After analyzing the reasons for the hypothesis, it is not difficult to find that the theory of stereotype under doctor-patient issues has an inseparable relationship with the generation of inversion news under doctor-patient conflict issues. Society has always carried forward that the first duty of doctors is to "heal the wounded and save the dying". Many people believe that doctors should be responsible for the conflicts between doctors and patients. At this time, they only think of doctors' derelict duty, and it is difficult for them to look at this conflict objectively and calmly with their long-solidified thinking. In addition to that, "sympathy for the weak" is consistent to know people, how helpless in front of the disease, patients with some patients for treatment, and even ruin and destruction. They see more at this time of patients with poor side, often ignored the doctor-patient contradiction issue under the truth of the news events, just impulsive. When some media practitioners see this news, their first thought is not to distinguish between true and false but to seize the hot news and arouse people's attention.

As for the reverse news under the doctor-patient conflict issues, no one can eliminate the existence of this phenomenon. However, media practitioners, the public, and government departments should take some measures to reduce the number of reverse news under the habit issues as much as possible, to ease the increasingly tense doctor-patient conflict.

As media practitioners should pay attention to the following points. First, we should heed the voices of society. The news under the doctor-patient conflict issue is already very sensitive. Not only is the topic strong, but the controversy is also very big, as a media person should be cautious. Media practitioners should not be biased by the subjective public opinion that sympathizes with patients and defends patients' grievances, thus influencing their thinking. They only listen to one side of the story of patients and ignore what the medical staff and other parties say. Media practitioners must insist that unilateral information of patients should not be accepted and report only after listening to various testimonies to reduce the frequency of reverse news under doctor-patient issues from the source. The second is to treat news leads with caution. When dealing with news clues circulating on social networks, media practitioners should strictly examine and verify them one by one and not use unverified news clues for timeliness. Because the network social network platform does not have a high threshold for netizens to publish news, and in many cases, netizens' emotions and attitudes come from stereotypes rather than their judgment. That is why it is impossible to make objective, fair and authoritative reports only by relying on some public opinions and information on the Internet. Third, adhere to their own professional ethics, and strive to be objective and fair in dealing with the news. Now more and more media practitioners blindly pursue reading quantity, clicks, forwarding, widening the doctor-patient contradiction between news fact, adopting "the title party" naming, as well as the label, the symbolic narrative, this news is clearly subjective tendencies and emotional color of the author himself, the reversal of the news for the future lay the good seeds. For this reason, media practitioners should not forget their own professional ethics, unswervingly adhere to the principle of objective and fair reporting, and speak with the facts to write rigorous and in-depth reports. Often, some negative medical disputes have a far greater impact on the public than the positive image building of medical workers.

From the public's perspective, we should establish a sense of responsibility and enhance the sense of rationality. In the present information age, everyone has a say. Everyone can grasp the microphone. Still, in the face of doctor-patient contradiction issues under reversed news like hot issues simultaneously, the public can actively participate in discussions, but to be calm, objective, and value judgment does not easily affect others' emotional public opinion. Thus, some blindly follow the trend, and irrational opinions are released, leading public opinion to deviation step by step. The relationship between doctors and patients is becoming increasingly tense.

Government departments cannot stand by and do nothing. Of course, there should be some action. Government departments should do a good job of

supervision and timely stop some untrue news. In addition to supervision of media and media practitioners, some measures should also be taken to curb the public from spreading bad public opinions on the Internet to mislead others. It is also necessary to actively promote the disclosure of information while performing the duties of supervision. In emergencies similar to doctor-patient conflicts, some relevant government departments can make the information public in time, which is believed to reduce the occurrence of reverse news events. In today's information age, blocking information is not realistic, only timely, open, the accurate release of relevant information to avoid further intensified public opinion. Maybe some reversed news facts under the doctor-patient conflict issues cannot be made public for the first time. Still, timely remedy and proactive attitude can be understood and recognized by the public to a certain extent to weaken certain negative public opinions and alleviate social conflicts.

5. CONCLUSION

The occurrence of the reverse news under the doctor-patient contradiction issue had to arouse people's attention to it. This paper followed the rules of a questionnaire survey and put forward relevant hypotheses according to the inverted news under the doctor-patient conflict issues, designed a questionnaire according to the hypotheses, and finally drew some conclusions through the analysis of the results of the recovered questionnaire. According to the results of the questionnaire, it is found that the public's attention to the reverse news under the doctor-patient conflict issue is still high, so the degree of concern is also increasing. Due to the potential influence of stereotypes, the public will first think that doctors are responsible for the doctor-patient conflicts and disputes, and the public will subjectively think that patients are generally in a weak position in the doctor-patient conflicts and disputes. The news under the doctor-patient conflict is closely related to people's lives. According to people's habitual thinking, people subjectively sympathize with the weak. The patient is the rescuer, while the doctor is the rescuer, and the doctor must be responsible. After analyzing the causes of doctor-patient conflicts, this paper puts forward corresponding suggestions and practices for media practitioners, the public, and government departments. Media professionals should always remember their professional ethics, be careful with every news thread, and listen to opinions from all sides rather than just one. As a public, we should enhance our sense of social responsibility and credibility, keep calm and objective, and have our value judgment. Government departments should not stand by and do a good job of supervision to actively disclose relevant information.

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