

Junior Researcher Mentoring Programme

2023

Code:	JRMP2023_36
School / Department:	School of Nursing
Name of Research Team Member(s):	Dr Li Yan, Assistant Professor (Presidential Young Scholar)
Research Topic:	[AI-driven Vaccine Communicator]: The Impact of a Web-based Psychoeducation Programme with a Motivational AI-based Digital Assistant on COVID-19 Vaccine Hesitancy in Hong Kong's Population
Short Description of the Research Project:	<p>To address the widespread hesitancy among Hong Kong residents toward COVID-19 vaccines, we will develop a web-based psychoeducation programme entitled 'AI-driven Vaccine Communicator,' driven by artificial intelligence (AI) techniques based on the Vaccine Hesitancy Determinants Matrix Model and MI communication skills and concepts (theoretical underpinnings).</p> <p>Our proposed study aims to develop and evaluate the effectiveness of a web-based psychoeducation programme to address COVID-19 vaccine hesitancy, entitled 'AI-driven Vaccine Communicator' (including educational materials, animations of vaccine research and development, and an MI communication skills-based AI, digital assistant). Specifically, we will address three objectives in sequential stages.</p> <p>Objective 1: To gain an in-depth understanding of the public's perceptions of/ concerns regarding COVID-19 vaccines across different ethnic and socio-economic groups, and develop the web-based psychoeducation programme</p>

	<p>entitled 'AI-driven Vaccine Communicator.'</p> <p>Objective 2: To conduct a randomised controlled trial to test the effectiveness of the 'AI-driven Vaccine Communicator' among members of Hong Kong's population who are hesitant about COVID-19 vaccines.</p> <p>Objective 3: To perform a pragmatic service evaluation of the 'AI-driven Vaccine Communicator' and its long-term significance in response to future mutations of the virus causing COVID-19 and the expansion of the vaccination priority groups.</p> <p>Our goal is to standardise our intervention so that it can serve as an effective toolkit for clinicians/ healthcare providers to increase Hong Kong residents' motivation to vaccinate and to ensure that the programme can be adapted to viral mutations and newly developed vaccines in the medium/ long term. The project will involve the active participation of the community, including the development, evaluation, and promotion of our intervention programme as guided by the Community-Based Participatory Research Program (CBPR) approach.</p> <p>The participating students will join the following research activities:</p> <ol style="list-style-type: none"> 1) Meeting with the research team and having discussions with the supervisor about research ideas and project significance; 2) Assisting the project leader in designing interventions; 3) Performing data collection and data analysis with training from the supervisor; and 4) Searching literature, and writing manuscripts with the supervisor and other team members.
No. of Places Offered:	3
Frequency of Meetings:	Weekly
Special Requirement(s):	Nil

** The information presented above is subject to change.*