Child Vaccination Controversy

Student’s Name

Institution

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Yuan, S., Besley, J. C., & Ma, W. (2018). Be mean or be nice? Understanding the effects of aggressive and polite communication styles in child vaccination debate. *Health Communication*, 1-10.

In this research, Yuan, Besley, and Ma (2018) evaluate the implications of the communication approach used in highlighting different issues associated with child vaccination programs. In particular, the basis of the research is the common debate surrounding vaccination of children against Mumps, Measles, and Rubella, and the common argument associating the condition to cases of autism in children. Consequently, the researchers founded their study on the expectancy violation theory, in which case the violation of an individual’s expectations from a particular second party could result in a change of attitude towards a particular issue associated with the party in question. In essence, the use of polite or aggressive approaches in passing information about vaccines has the potential to influence an individual’s attitude towards the vaccination. The study determined the existence of a significant negative relationship between aggressive communication on message quality and likeability of the source of information.

Notably, the research in this case is especially credible considering that it focuses on communication issues in the health sector, is published in a health communication journal, and the scholars have significant interest in communication. In particular, the scholars are spread out in different universities, in the departments of communication, public relations, and statistical training departments. Hence, they would easily have conducted the research herein and with significant background knowledge on the concepts to guarantee an ideal and smooth research process. Consequently, the research is effective enough for application in research for purposes of application in an academics context. In this case, the research confirms some of the sources of reservations among individuals for reservations among individuals for seeking vaccines, considering that some of the approaches used in communication of the need for vaccines may not match parents’ expectation.