

## Exploring the Generational Cognition Differences of Traditional Chinese Medicine and the Impact of Information Communication Media in Taiwan

**Introduction** Traditional Chinese Medicine (TCM) has become popular in Taiwan, while there are some differences of recognition existing between generations. Studies showed that different generational groups had unequal thoughts toward TCM. Therefore, such diverse understandings might lead to misinformation. Generally, the media have such a huge impact on health communication in modifying the knowledge towards different medical topics.

**Significance** Therefore, studying how communication technology influences the information dissemination of TCM allows us to look into the possible causes of diverse understandings.

**Methods** To investigate how differently information sources influence generational recognition, we designed a questionnaire on Google form and collected responses from LINE, Facebook and Instagram. Later, we cross-analyzed the information.

**Results** According to our research, generational TCM recognition differences exist, and younger generations have a more decentralized and divergent opinion to the same TCM issue. Communication media do influence the generational recognition of medical information, especially media and relatives, and it is important that the society builds up adequate self-awareness of medical information.

**Conclusion** To sum up, we can enhance the dissemination rate of information to improve the TCM-related recognition, while we can also ask professionals and experts to clarify the TCM misunderstandings and make health education about TCM. The behavior will be able to construct a better environment for information recipients, and bridge the recognition gap between different generations.

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