Information from various media channels has significantly affected people's perceptions and behaviors, and its impact is increasing over time in this era of information. It is thus vital to understand the effect of information on people's perceptions and behaviors, and identify different effects with respect to various media channels. In this work, the authors propose a state-space model to address the research questions based on the data from the pharmaceutical market in China. They find that media can change people's preferences towards TCM and WM, and that Mass media has a more significant influence than We media. They also identify an spillover effect from the information of Covid-related drugs to Covid-unrelated drug, and find that Chinese medicine news has a more significant effect than Western medicine news. Finally, the results suggests that media has a significant effect on the sales of four specific drug categories (i.e., Nutriment, Hepatobiliary, Nervous system drug/hypnotic, and Anorectal drug).