

研究論文

Facebook假新聞第三人效果研究

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摘要

本研究使用網路問卷調查法研究 Facebook 使用者面對假新聞時，是否存在第三人效果，並運用結構方程模型探討媒介可信度、自我效能感、議題涉入感等因素與第三人效果認知的關聯，以及第三人效果認知能否影響後續行為。經分析 495 份有效樣本顯示第三人效果的確存在。而媒介可信度與第三人效果認知差距呈負相關，自我效能感與第三人效果認知差距呈正相關。在後續行為方面，第三人效果認知差距越大，支持媒體素養行為傾向越強烈。

關鍵詞：Facebook 假新聞、第三人效果、媒體素養、媒介規範、事實查核

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Research Article

The Third-Person Effect of Fake News on Facebook

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Abstract

This study aims to examine the third-person effect of fake news on Facebook. A theoretical path model is proposed to test the predictive power of media credibility, self-efficacy, and issue involvement on third-person perception and the relationships between it and three behavioral outcomes: media literacy support, media regulation support, and intention to use fact-checkers. The data were obtained from an online survey. The results showed that media credibility was a negative predictor and self-efficacy was a positive predictor of third-person perception. The path model also revealed that only the path coefficient from the third-person perception to media literacy education was significant, indicating that those with a greater degree of third-person perception were more likely to support media literacy education. The implications of the findings are discussed, and recommendations for future research are provided.

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The Third-Person Effect of Fake News on Facebook

Keywords: Facebook, fake news, third-person effect, media literacy, media regulation, fact-checking

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