研究論文

新冠疫情虛假資訊的接觸頻率、預設影響與香港市民對虛假資訊的態度與行為

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摘要

　　新冠疫情爆發以來，虛假資訊成為香港社會日益關切的焦點議題。結合「預設影響之影響」（influence of presumed influence, IPI）與「資訊處理理論」（information processing theory），本文旨在探究香港市民對新冠疫情虛假資訊的媒介接觸、思考、預設影響，以及他們對虛假資訊的態度與行為之間的關係。本研究採用問卷調查法，共訪問 1,017 位香港市民。研究結果發現，新冠疫情虛假資訊的接觸頻率既可以直接預測市民的三種態度與行為模式，包括對限制虛假資訊的支持、對虛假資訊的糾正，以及對正確資訊的推廣，也可以透過「對虛假資訊的思考」與「對他人的預設影響」來間接預測這三種態度與行為模式。此外，

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《傳播與社會學刊》，(總) 第 65 期 (2023)

本研究發現對虛假資訊的思考可以預測虛假資訊對他人的預設影響，
進而影響市民的態度與行為。本研究不僅拓展了預設影響之影響模型
與資訊處理理論的適用範疇，還為政府應對、管理疫情虛假資訊提供
了參考性建議。

關鍵詞：虛假資訊、接觸頻率、預設影響之影響、資訊處理、抗疫行
為策略

Research Article

Countering COVID-19 Misinformation: An Influence of Presumed Influence Study in Hong Kong

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Abstract

Since the outbreak of COVID-19, there has been growing concern over misinformation and its potential effects on the Hong Kong public. Combining "the influence of presumed influence" model and "information processing theory," this study aimed to explore the relationships among misinformation exposure, elaboration of misinformation, the influence of presumed influence, and Hong Kong citizens' attitudinal and behavioral responses to misinformation about COVID-19. Based on an online survey of 1,017 Hong Kong citizens, the findings of this study showed that exposure to COVID-19 misinformation not only directly predicted three types of attitudinal and behavioral responses— restrictive, corrective, and promotional—but also indirectly predicted these attitudes and behaviors through the elaboration of misinformation. The findings also showed that the elaboration of misinformation predicted the influence of

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presumed misinformation on others. This study extends the application of the influence of the presumed influence framework and information processing theory in the context of COVID-19 misinformation. The implications for governmental policy on the management of misinformation are discussed.

Citation of this article: Lu, M., Lo, V.-H. & Wei, R. (2023). Countering COVID-19 misinformation: An influence of presumed influence study in Hong Kong. *Communication and Society, 65*, 191–217.