

專輯論文

啟動可供性：社區微信群與健康知識分享行為——來自上海的經驗證據

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摘要

健康風險危機中的在線知識分享是激發超大城市居民「附近感」，建構社區風險共同體的關鍵，然而既往研究忽視了社區新媒體的行動潛力。本研究基於社交媒體可供性理論，主要採用問卷調查法(N=506)和訪談法，考察了2022年3月以來，上海疫情中作為媒介基礎設施的社區微信群對居民健康知識分享行為的影響。研究發現，社交媒體可供性正向顯著影響知識分享行為，然而不同維度可供性的異質性分析顯示，共同創造可供性、社會學習可供性與知識分享行為之間存在顯著的正向關聯，社會關係可供性未見同樣的效果。此外，社區感正向調節社交媒體可供性對知識分享行為的影響，對激活可供性的媒介效果具有顯著的催化作用。研究有助於彌補媒介可供性研究中的實證經驗和理論發展場景不足的問題，對於深理解數位社區媒介的公共傳播價值具有啟示。

關鍵詞：可供性、社區感、新冠疫情、知識分享、社區傳播

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Special Research Article

Activating Affordances: Community WeChat Groups and Health Knowledge-Sharing Behavior: Empirical Evidence from Shanghai

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Abstract

Online knowledge sharing during health risk crises is key in stimulating residents' sense of "the nearby" and constructing risk collectives. However, previous studies have ignored the potential of community WeChat groups to act. Based on the theory of social media affordance and the sense of community, this study used an online survey (N = 506) and interviews to investigate the effects of community WeChat groups as a media infrastructure on Shanghai residents' health knowledge-sharing behavior during the pandemic, beginning in March 2022. The results showed that social media affordances were positively associated with residents' knowledge-sharing behaviors. The results of the heterogeneity analysis showed significant positive effects of co-creation and social-learning affordances on knowledge-sharing behaviors, whereas no effects were associated with relational affordances. In addition, a sense of community was found to positively moderate the influence of social

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media affordance on knowledge-sharing behavior and to have a significant catalytic function in activating the effects of social media affordance. This study contributes to the research gap in empirical studies and the development of media affordance theory. The findings have implications for deepening the understanding of the value of public communication in digital community media.

Keywords: affordance, sense of community, COVID-19, knowledge sharing, community communication

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