研究論文

網絡多模態時空耦合對謠言信息的聚合與泛化影響研究 —— 基於突發事件的受眾認知圖式視角

陽長征

摘要

基於認知圖式探索突發事件網絡多模態時空耦合對謠言信息聚合與泛化的影響機制，本研究以信息表徵融合、用戶圈群集聚、網絡層位共生及情境觸點交互為自變量，同化性聚合與順應性泛化為因變量，合取認知壓縮與析取認知遷移為中介變量構建理論模型，通過問卷調查法獲取相關數據，並採用結構方程模型對數據進行處理和分析。研究發現：（一）信息表徵融合、用戶圈群集聚、網絡層位共生、情境觸點交互通過析取認知遷移與合取認知壓縮兩個中介變量，對謠言信息同化性聚合與順應性泛化產生顯著正向影響；（二）各維度產生的影響效應大小順序依次為：用戶圈群集聚、情境觸點交互、信息表徵融合、網絡層位共生；（三）析取認知遷移對順應性泛化的影響效應大於對同化性聚合的影響效應，合取認知壓縮對同化性聚合的影響效

陽長征，中國海洋大學文學與新聞傳播學院新聞與傳播學系教授。研究興趣：新媒體用戶、網路輿情、網路資訊傳播。電郵：chkgy@126.com

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應大於對順應性泛化的影響效應；（四）析取認知遷移的總體中介效應大於合取認知壓縮的總體中介效應。最後，在此基礎上，對研究結果進行分析和討論，並指出了該研究價值及未來展望。

關鍵詞：謠言信息、聚合與泛化、突發事件、認知圖式、網絡空間

Research Article

Influence of Networked Multi-Modal Spatial-Temporal Coupling on the Aggregation and Generalization of Unverified Information: A Cognitive Schema Study

Changzheng YANG

Abstract

Based on the cognitive schema of emergencies, this paper explored the impact of the mechanism of networked multi-modal spatial-temporal coupling on the aggregation and generalization of unverified information in cyberspace. A theoretical model was constructed based on information representation fusion, user community clustering, network layer symbiosis, and situational contact interaction, which were independent variables. Assimilative aggregation and adaptive generalization served as dependent variables. Additionally, conjunctive cognitive compression and disjunctive cognitive transfer were integrated as mediating variables in the model. Data relevant to the research were collected through a questionnaire survey. A structural equation model was employed to process and analyze the data. The results yielded the following insights: First, all independent variables positively predicted the assimilative aggregation and adaptative generalization of unverified information through the two mediating variables of disjunctive cognitive transfer and conjunctive

Changzheng YANG (Professor). Department of Journalism and Communication, College of Liberal Arts, Journalism and Communication, Ocean University of China. Research interests: new media users, online public opinion, online information dissemination.

cognitive compression. Second, among them, user community clustering had the most significant effect across all dimensions, followed by situation contact interaction, information representation fusion, and network layer symbiosis which exhibited the weakest effect. Third, the influence of disjunctive cognitive transfer on adaptative generalization outweighed its effect on assimilative aggregation, whereas conjunctive cognitive compression had a stronger effect on assimilative aggregation than on adaptative generalization. Fourth, the overall mediating effect of disjunctive cognitive transfer was greater than that of conjunctive cognitive compression. A comprehensive analysis and discussion of the results demonstrates the value of this study and indicates avenues for future research.

Keywords: unverified information and rumor, aggregation and generalization, emergency events, cognitive schema, cyberspace

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