

## 研究論文

# 疫情之下的線上健康素養與健康選擇： 一項對保護動機理論的擴展研究

肖迪、耿書培、余歡

### 摘要

保護動機理論是健康傳播領域用於預測和解釋風險應對行為的經典理論框架，卻因自我效能的失真和經濟理性假定的局限而備受爭議。本研究通過在武漢疫情初期對湖北以外的中部五省413名線上健康應用程式使用者的調查所得橫截面資料，基於經典保護動機框架探索新冠病毒保護動機的多重動因與決策特徵，以及主觀報告的自我效能能否反映客觀實際的線上健康素養。研究結果一定程度支持了信心與能力的互惠效應，即健康自我效能與客觀健康素養相互促進，二者皆有助於保護動機產生。威脅評估方面，用戶形成保護動機主要是擔憂

肖迪(通訊作者)，中南財經政法大學新聞與文化傳播學院新聞傳播學系講師、人口與健康研究中心博士後。研究興趣：消費者決策、就業市場與勞動力、健康傳播。電郵：z0005302@zuel.edu.cn

耿書培(通訊作者)，華中師範大學新聞傳播學院播音主持系講師、社會學流動站博士後。研究興趣：健康傳播、鄉村傳播。電郵：284994302@qq.com

余歡，華中師範大學新聞傳播學院傳播系講師、中國語言文學流動站博士後。研究興趣：文化傳播、非物質文化遺產。電郵：cristinayu7@163.com

論文投稿日期：2023年1月13日。論文接受日期：2023年11月9日。

《傳播與社會學刊》，(總)第68期(2024)

感染導致的嚴重健康後果，而非感染與否本身，但這一機制會隨客觀線上健康素養提高而明顯緩和。本研究以客觀線上健康素養擴展了保護動機理論，並為今後突發公共衛生事件的早期應對提供了啟示。

關鍵詞：線上健康素養、自我效能、保護動機、常態化疫情防控

---

Research Article

## **The Role of E-Health Literacy on Protective Responses During the COVID-19 Pandemic: An Extended Protection Motivation Study**

Di XIAO, Shupeì GENG, Huan YU

---

### **Abstract**

By drawing on protection motivation theory (PMT) and using a cross-sectional survey, this study investigated how Chinese online health application users cognitively responded to the global public health crisis during the initial stage of the COVID-19 outbreak. The study focused on examining whether their self-efficacy was related to their literacy. The results showed that the confident respondents performed slightly better on e-health literacy tests. In addition, both self-reported and test-based literacy positively predicted protective motivation. These results indicate that the respondents' perceptions of severity rather than susceptibility contributed to the formation of protective motivation. Compared with respondents with a higher level of actual e-health

---

Di XIAO (Lecturer, corresponding author). Department of Journalism and Communication, School of Journalism and Culture Communication, Zhongnan University of Economics and Law. Research interests: consumer's decision-making, labor market discrimination, health communication.

Shupeì GENG (Lecturer, corresponding author). Department of Broadcasting and Hosting, School of Journalism and Communication, Central China Normal University. Research interests: health communication, Chinese rural communication.

Huan YU (Lecturer). Department of Communication, School of Journalism and Communication, Central China Normal University. Research interests: culture communication, intangible cultural heritage communication.

*Communication and Society*, 68 (2024)

literacy, less literate respondents relied heavily on their severity perceptions to generate protective responses. The findings contribute to PMT by adding the measure of test-based e-health literacy, eliminating several types of research bias, and considering the rationality assumption of decision makers. The practical implications of the results are discussed.

**Keywords:** e-health literacy, self-efficacy, protective motivation, regular epidemic prevention and control

**Citation of this article:** Xiao, D., Geng, S., & Yu, H. (2024). The role of e-health literacy on protective responses during the COVID-19 pandemic: An extended protection motivation study. *Communication and Society*, 68, 155–190.

## 致謝

我們特別感謝《傳播與社會學刊》多名編輯和匿名評審專家對本稿件提供的指導和幫助，感謝國際傳播學會、傳播創新論壇、湖北省人口學會舉辦相關學術會議和工作坊時同行予以的寶貴建議。