

研究論文

旁觀者的利他行為何以產生： 預設媒介效果的影響與自動體外除顫器 (AED)的促進研究

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摘要

在中國，院外心臟驟停的存活率較低，且該比率低於其他國家，這與旁觀者實施心肺復甦救援的比率影響有關。本研究從媒介心理和社會規範的視角出發，探索受眾對於自動體外心臟除顫器(AED)設備的信息搜尋和利他行為意願是否會受到「預設媒介效果」(IPMI)的影響，並且進一步驗證從媒介認知(媒介關注度與感知他人接觸)到行為意願的關係，為健康促進和AED的推廣提供經驗支持。通過一項問卷調查($N=640$)發現，主觀規範在預設媒介效果與信息尋求意願和利他行為意願中均起到中介作用。研究進一步探討了在旁觀者AED助人使用的性別差異以及IPMI模型在中國語境下的理論價值與在公共生活中的實踐價值。

關鍵詞：預設媒介效果、AED推廣、利他行為、規範理論、健康信息尋求

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Research Article

Altruistic Behavior of Bystanders: A Study on the Influence of Presumed Media Influence and AED Promotion

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Abstract

In China, the survival rate of out-of-hospital cardiac arrest is lower than in other countries, revealing the impact of cultural and institutional differences on the rate of bystander cardiopulmonary resuscitation. This study explores the influence of audience health information-seeking and altruistic behavioral intentions on the application of automated external defibrillator (AED), which have been proven predicted by the influence of presumed media influence (IPMI) and further validated the correlation between media perception mechanisms (such as attention and presumed exposure of others to information) and behavioral intention, with the goal of providing empirical support for the health promotion of AED. A questionnaire survey ($N = 640$) revealed that subjective norms mediated intentions both to seek health information and to

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engage in altruistic behavior. The study further explores gender differences in the IPMI model of bystanders' AED usage. Theoretical and practical implications of the IPMI model in China's public communication are discussed.

Keywords: influence of presumed media influence model (IPMI), automated external defibrillator (AED) promotion, altruistic behavior, social norms, health information seeking