

研究論文

趨近－迴避框架下的虛假健康資訊應對： 一項針對醫學生的調查研究

閆雋^a、李宗亞^{a*}、莫凡^a、武丹萍^a、周雨萌^b

^a華中科技大學新聞與信息傳播學院，武漢市，中國大陸

^b清華大學新聞與傳播學院，北京市，中國大陸

摘要

新冠肺炎繼「非典」之後再次使訊息疫情成為全球治理的共同難題。社交媒體加劇了海量虛假資訊與有限的抵抗軍之間的兵力懸殊。兼具醫學知識和新媒體技能的醫學生是潛在的虛假資訊抵抗力量，對他們應對行為的研究能夠為訊息疫情治理提供新思路。本研究對華中地區某大學醫學院的1,500名醫學生進行問卷調查，呈現了他們使用社交媒體「主動對抗」和「被動防禦」虛假資訊的心理機制。研究基於趨

閆雋，華中科技大學新聞與信息傳播學院副教授。研究興趣：健康傳播、醫學社會學、新聞生產與社會。電郵：junyan@hust.edu.cn

李宗亞(通訊作者*)，華中科技大學新聞與信息傳播學院副教授。研究興趣：健康與風險傳播、資訊處理與媒介效果。電郵：lizongya@hust.edu.cn

莫凡，華中科技大學新聞與信息傳播學院碩士研究生。研究興趣：健康傳播。電郵：1041462126@qq.com

武丹萍，華中科技大學新聞與信息傳播學院碩士研究生。研究興趣：健康傳播。電郵：wudanping@hust.edu.cn

周雨萌，清華大學新聞與傳播學院碩士研究生。研究興趣：健康傳播。電郵：1425840907@qq.com

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近一迴避理論框架展開探討，發現綜合社交媒體使用與醫學資訊網站使用通過影響醫學生有關虛假資訊的感知威脅與感知效能，間接影響其對虛假資訊的主動對抗與被動防禦的行為取向。此外，我們也探究了媒介使用與虛假訊息應對行為之間的中介效應是否受到集體主義的調節。本研究豐富了動員具備科學知識的「Z世代」參與訊息疫情治理的理論視角，拓展了社會合力促進「全健康」理念在中國實現的可行路徑，科學化、精準化了智能傳播時代管理者應對訊息疫情的治理模式。

關鍵詞：虛假資訊、醫學生、趨近一迴避框架、社交媒體、集體主義

Research Article

An Approach-Avoidance Framework of Coping with Health-Related Misinformation: A Survey of Medical Students

Jun YAN^a, Zongya LI^{a*}, Fan MO^a, Danping WU^a, Yumeng ZHOU^b

^a Journalism and Information Communication School, Huazhong University of Science and Technology, Wuhan, Mainland China

^b School of Journalism and Communication, Tsinghua University, Beijing, Mainland China

Abstract

COVID-19 once again presents the infodemic as a worldwide problem after the outbreak of SARS. We are making progress in the fight against health-related misinformation, but mass participation and active engagement are far from adequate. With a focus on medical students—who are pre-professionals

Jun YAN (Associate Professor). Journalism and Information Communication School, Huazhong University of Science and Technology. Research interests: health communication, medical sociology, journalism sociology. Email: junyan@hust.edu.cn

Zongya LI (Associate Professor; Corresponding Author*). Journalism and Information Communication School, Huazhong University of Science and Technology. Research interests: health and risk communication, information processing and media effects. Email: lizongya@hust.edu.cn

Fan MO (Master's Student). Journalism and Information Communication School, Huazhong University of Science and Technology. Research interest: health communication. Email: 1041462126@qq.com

Danping WU (Master's Student). Journalism and Information Communication School, Huazhong University of Science and Technology. Research interest: health communication. Email: wudanping@hust.edu.cn

Yumeng ZHOU (Master's Student). School of Journalism and Communication, Tsinghua University. Research interest: health communication. Email: 1425840907@qq.com

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with above-average medical knowledge, our study applies the approach-avoidance model of coping to examine the underlying mechanism through which they engaged in active or passive defense against misinformation in the social media environment. A survey of 1,500 medical students revealed that the use of general social media and medical information sites had different effects on their perceptions of threat and efficacy related to misinformation. Moreover, we investigate whether the mediation effects of these perceptions on the association between media use and actions against misinformation were moderated by collectivism. This study enriches the theoretical perspective of mobilizing Generation Z with scientific knowledge to participate in the fight against misinformation, expands the path for achieving the goal of “one health,” and improves the prevention and control of the infodemic in the era of intelligent communication.

Keywords: misinformation, medical students, approach-avoidance framework, social media, collectivism