

研究論文

傳播生態理論視角下闢謠資訊分享的 影響因素研究

吳曼麗^{ab}、裴一鳴^a

^a 華中科技大學新聞與信息傳播學院，武漢市，中國大陸

^b 教育部大數據與國家傳播戰略實驗室，武漢市，中國大陸

摘要

網絡謠言的持續氾濫引發了社會的廣泛關注。儘管政府組織和媒體平台在謠言的檢測和闢謠上做了諸多努力，但闢謠資訊的傳播速度和傳播範圍有限，闢謠效果不佳，謠言的阻斷還需要網絡用戶積極參與闢謠資訊的傳播。本研究基於傳播生態理論，採用訪談和問卷調查相結合的混合研究方法，旨在釐清用戶闢謠資訊分享的影響因素。通過訪談，本研究發現用戶闢謠資訊分享意願受技術、內容、社會和個人因素的影響；通過問卷調查得到的結果進一步表明，平台可信度、資訊質量、信源可信度和社會影響正向影響闢謠資訊可信度，進而影

吳曼麗，華中科技大學新聞與信息傳播學院講師、教育部大數據與國家傳播戰略實驗室副研究員。研究興趣：健康傳播、虛假資訊傳播、社交媒體使用。電郵：mlwu@hust.edu.cn

裴一鳴，華中科技大學新聞與信息傳播學院廣播電視學系碩士研究生。研究興趣：虛假資訊傳播、健康傳播。電郵：pym2220208784@163.com

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響用戶的闢謠資訊分享意願。與預期結果不同的是，用戶負面情緒負向調節闢謠資訊可信度和闢謠資訊分享意願之間的關係。通過對資訊傳播過程中技術、內容、社會和個人因素的系統分析，本研究提供了理解網絡用戶闢謠資訊分享的綜合理論框架，研究結果可為鼓勵網絡用戶參與闢謠資訊分享提供思路，有助於促進網絡闢謠資訊的傳播，減少謠言的危害。

關鍵詞：闢謠資訊分享、闢謠資訊可信度、傳播生態理論、負面情緒

Research Article

A Communicative Ecology Study of Users' Sharing of Misinformation Correction

Manli WU^{ab}, Yiming PEI^a

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

^b Philosophy and Social Sciences Laboratory of Big Data and National Communication Strategy, Ministry of Education of the People's Republic of China, Wuhan, Mainland China

Abstract

The prevalence of online misinformation has gained worldwide attention. Although governments and media platforms have made efforts to detect and correct misinformation, the efficiency of misinformation correction is suboptimal due to the limited dissemination speed and scope of corrections. The effective control of misinformation calls for the active participation of online users in sharing corrections. This study builds on the communicative ecology theory and employs mixed research methods in an effort to uncover the predictors of users' intentions in sharing corrections. Through the use of

Manli WU (Lecturer). Department of Radio and Television, School of Journalism and Information Communication, Huazhong University of Science and Technology; Philosophy and Social Sciences Laboratory of Big Data and National Communication Strategy, Ministry of Education of the People's Republic of China. Research interests: health communication, misinformation diffusion, social media usage. Email: mlwu@hust.edu.cn

Yiming PEI (Master's Student). Department of Radio and Television, School of Journalism and Information Communication, Huazhong University of Science and Technology. Research interests: misinformation diffusion, health communication. Email: pym2220208784@163.com

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interviews, this study reveals that users' intentions to share corrections are influenced by technological, content, social, and personal factors. The results of the online survey further indicate that platform credibility, information quality, source credibility, and social influence positively affect correction credibility, which then affects users' intentions to share corrections. Contrary to our expectation, users' negative emotions negatively moderate the relationship between correction credibility and their sharing intentions. By systematically analyzing technological, content, social, and personal factors in the information dissemination process, this study provides a comprehensive theoretical framework for understanding users' correction sharing. The results of the study can provide insights for encouraging users to participate in correction sharing, which can promote the dissemination of misinformation correction and reduce the threats of misinformation.

Keywords: correction sharing, correction credibility, communicative ecology theory, negative mood