

專輯論文

涉德新聞的輿論張力：道德情感 如何放大網民的在線傳染

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摘要

隨著情感政治的興起，涉德新聞也成為全球性的焦點議題。為了探究網民道德行動與情感動員在涉德議題社會建構過程中的重要作用，本文基於抖音平台涉德新聞短視頻下的評論及互動數據，運用自然語言處理、情感級聯分析與負二項回歸模型，深入探討涉德新聞是如何觸發網民的道德情感，以及這一過程是否引發互動中的道德傳染現象。研究表明，當前中國大陸的網絡輿論呈現泛道德化特徵；針對不同類型的涉德新聞，網民的道德評價與情感表達存在明顯的領域差異性。互動中，道德情感進一步放大了網民間的道德傳染。為仔細區分不同類型道德情感的傳染機制，研究進一步將其劃分為道德基礎原則與情感類型兩部分。具體地，研究發現了五類具有高傳染性的道德

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基礎原則與情感類型組合：包括道德憤怒、道德厭惡、道德悲傷、道德恐懼以及道德高興。當道德情感與不同道德基礎原則的組合時，往往會激發不同類型的道德傳染模式，如基於道德傳染的跟隨評論或點讚行為。

關鍵詞：涉德新聞、道德情感、道德傳染、網絡輿論

Special Issue Article

Public Opinion Tension in Morally Related News: How Moral Emotions Amplify Online Contagion Among Online Users

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Abstract

With the rise of emotional politics, morally related news has emerged as a focal point of global attention. To examine the crucial role that online users' moral actions and emotional mobilization play in the social construction of these issues, this paper draws on comment and interaction data from short videos of morally related news on Douyin. Using natural language processing, emotional cascade analysis, and negative binomial regression, the study deeply investigates how morally relevant news triggers users' moral emotions and whether this process results in moral contagion within interactive online discussions. The study shows that online public opinion in mainland China currently exhibits a generalized moralization tendency. For different types of

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morally related news, the findings demonstrate domain-specific patterns in users' moral judgments and emotional expressions. In interactions, moral emotions amplify moral contagion among users. To more precisely distinguish the mechanisms of different types of moral emotions, the study further divides them into moral foundation principles and categories of emotions. Specifically, the study identifies five highly contagious moralized emotional combinations: moralized anger, moralized disgust, moralized sadness, moralized fear, and moralized happiness. When moralized emotions are combined with different moral foundation principles, they can trigger distinct patterns of moral contagion, as reflected in morally motivated follow-up comments or likes.

Keywords: morally related news, moral emotions, moral contagion, online public opinion