

專輯論文

「未用即知」——技術準備指數、 媒介關注與風險收益感知對公眾生成式 人工智能技術態度的影響研究

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摘要

本研究以「定向—刺激—定向—反應」模型作為理論框架，深入探究公眾的技術準備指數如何透過媒介關注度、風險與益處感知影響其對生成式人工智能技術的態度。研究引入技術準備指數作為前定向變數，涵蓋技術樂觀主義、技術創新性、技術不適感與技術不安全感四個維度，反映公眾面對新技術的積極性與疑慮。研究採用問卷調查法收集樣本，對 1,061 名受訪者的數據分析結果表明，公眾的技術樂觀

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主義和技術創新性越高，越傾向於關注媒體中關於生成式人工智能技術的正面內容；相反，技術不安全感則會導致人們更多地關注負面內容。然而，公眾的技術不適感與他們對生成式人工智能技術積極或消極影響的媒介關注度無顯著相關關係。此外，對媒體中正面報導的關注增強了公眾對生成式人工智能技術的益處感知，進而促使他們支持技術的發展；而對負面內容的關注則增強了人們對生成式人工智能技術的風險感知，從而促使他們對其監管的支持。

關鍵詞：生成式人工智能技術、技術準備指數、O-S-O-R模型、公眾態度

Special Issue Article

How Do People Form Opinions Toward Generative AI Without Direct Experience? The Roles of Technology Readiness, Media Attention, and Risk/Benefit Perceptions

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Abstract

This study adopted the Orientation-Stimulus-Orientation-Response (O-S-O-R) model as its theoretical framework to examine in depth how the Technology Readiness Index (TRI) influences public attitudes toward generative artificial intelligence (AI) through media attention as well as perceptions of risks and benefits. The TRI, introduced as the antecedent orientation variable, encompasses four dimensions—technological optimism, technological innovativeness, technology discomfort, and technology insecurity—which

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together reflect the public's enthusiasm for and concerns about emerging technologies. The results from a survey of 1,061 respondents indicated that technological optimism and innovativeness positively influenced individuals to pay attention to positive media narratives about generative AI technology, while insecurity led them to focus on negative aspects. However, no significant relationship was found between discomfort and paying attention to either positive or negative narratives about this technology. Attention to positive media content enhanced perceived benefits of generative AI technology, driving support for its development, while attention to negative content increased perceived risks, prompting support for regulation.

Keywords: generative artificial intelligence technology, technological readiness index, O-S-O-R model, public attitude