

寫在卷首

人工智能時代的科學傳播

金兼斌^a、張明新^b

^a 清華大學新聞與傳播學院，北京市，中國大陸

^b 華中科技大學新聞與信息傳播學院，武漢市，中國大陸

隨著人工智能技術和產品的快速發展，AI正在深刻改變包括科學傳播在內的社會知識生產和知識傳播的方式和圖景。一方面，人工智能日益嵌入科學研究與知識生產的全過程，甚至在某些學科領域正在推動新科研範式的形成；另一方面，由於人工智能本身仍處於快速迭代演變中，當其超越單一技術和產品、成為影響我們工作和生活的一種全新環境要素和變數時，公眾對人工智能的認知、態度與使用，自然也成為這個時代科學傳播所關切的核心議題。正是基於這樣的認識，我們在兩年前醞釀組織一期「人工智能與科學傳播」專刊，並最終結晶出本期六篇各有側重但都關乎人工智能時代科學傳播議題的論文。

在人工智能參與科學傳播的內容方面，陶煒和向安玲的研究探討基於大語言模型的智能體在模擬人類意見動態演變中的潛力。他們發現大模型驅動的多代理系統整體傾向於與科學共識保持一致，且這種一致性具有抗虛假信息干擾的穩定性，顯示其作為一種「可控社會模

金兼斌，清華大學新聞與傳播學院教授。研究興趣：科學傳播、媒介效果、學術出版。電郵：jinjb@tsinghua.edu.cn

張明新，華中科技大學新聞與信息傳播學院教授。研究興趣：新媒體研究、政治傳播與國家戰略傳播、科學與健康傳播。電郵：mingxinzhang@hust.edu.cn

《傳播與社會學刊》，（總）第78期（2026）

擬」工具在科學傳播中的應用潛力。張明新和符邁予的研究則採用實驗法探究短視頻中聲明不同信息來源的「信息助推設計」對用戶偽科學信息核查意願的影響，此研究為促進公眾積極參與AI時代的網絡內容治理，提高用戶信息核查的能動性提供了理論參照。

在生成式人工智能的公眾信任方面，閔晨、趙攀和余文婷的研究，探討引用信源對人工智能生成內容可信度感知的影響。通過兩項組間線上實驗，他們揭示了所謂的「透明度悖論」：AI提供的引用信源並非總能有效提升可信度，反而可能在特定情境下成為誤導受眾相信虛假信息的因素。高芳芳和徐欣妍基於問卷調查，採用結構方程模型與模糊集定性比較分析交叉驗證的混合方法，考察了社交媒體環境下公眾對生成式AI信任的形成機制。

在人工智能的公眾認知、態度和素養方面，楊正、黃淵淳、屠迪娜和馬丹妮則基於「技術兩用性」視角，對微博和知乎兩個平台上公眾有關人工智能的討論數據進行計算傳播分析，揭示中國公眾對於人工智能技術的態度認知及其階段性變遷。而符倫瑞、譚心瑩和陳梁的研究則探討家庭環境下，不同的父母調解策略對青少年人工智能素養的差異性影響。

總體而言，本專輯的這組研究，既有對經典理論和概念在人工智能環境下的再檢驗和修正、突破，也有方法上的融合創新，從不同角度，揭示了人工智能時代科學傳播面臨的新問題和新場景，以及借助人工智能進行高質量科學傳播的新機遇。

Editor's Notes

Science Communication in the Age of Artificial Intelligence

Jianbin JIN^a, Mingxin ZHANG^b

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

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

Abstract

With the rapid development of artificial intelligence (AI) technologies and products, AI is profoundly transforming the modes and landscapes of social knowledge production and dissemination, including science communication. On one hand, AI is increasingly embedded in the entire process of scientific research and knowledge production, even driving the formation of new research paradigms in certain disciplines. On the other hand, as AI continues to iterate and evolve rapidly, it has transcended its role as a mere technology or product to become a new environmental element and variable influencing our work and daily lives. Consequently, public perception, attitudes toward, and usage of AI have naturally become core concerns of science communication in this era. It is based on the above understanding that we began planning a special issue on

Jianbin JIN (Professor). School of Journalism and Communication, Tsinghua University. Research interests: science communication, media effects, scholarly publishing. Email: jinjb@tsinghua.edu.cn

Mingxin ZHANG (Professor). School of Journalism and Information Communication, Huazhong University of Science and Technology. Research interests: new media studies, political communication and national strategic communication, science and health communication. Email: mingxinzhang@hust.edu.cn

Communication and Society, 78 (2026)

“Artificial Intelligence and Science Communication” two years ago, which has now culminated in six research articles, each with its focus but all addressing issues related to science communication in the age of AI.

Regarding the content of AI participating in science communication, article 1 explores the potential of large language model-based agents in simulating the dynamic evolution of human opinions, while article 2 investigates the impact of “information nudge designs” that declare different information sources in short videos on users’ willingness to verify pseudoscientific information.

As to public trust in generative AI, article 3 explores the impact of information sources on the public’s perceived credibility of AI-generated content, while article 4 examines the mechanisms underlying the formation of public trust in generative AI within social media environments.

In terms of public perception, attitudes and literacy regarding AI, article 5 explores Chinese citizens’ attitudes and cognition toward AI technology as well as its change over time, while article 6 analyzes the differential impacts of parental mediation strategies on adolescents’ AI literacy.

披露聲明

本文研究者未報告潛在的利益衝突。

Disclosure Statement

No potential conflict of interest was reported by the authors.

研究經費資助

本文未獲研究項目經費資助。

Funding

This article was not funded by any project grant.

ORCID

金兼斌 (Jianbin JIN) <https://orcid.org/0000-0002-2907-3284>

張明新 (Mingxin ZHANG) <https://orcid.org/0009-0008-0935-2594>

Science Communication in the Age of Artificial Intelligence

本文引用格式

金兼斌、張明新 (2026)。〈人工智能時代的科學傳播〉。《傳播與社會學刊》，第 78 期，頁 v–ix。

Citation of This Article

Jin, J., & Zhang, M. (2026). Science communication in the age of artificial intelligence. *Communication and Society*, 78, v–ix.