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研究論文

# 都市受眾的傳媒使用與傳媒功能認知：以廣州為個案

李小勤、郭中實



**摘要**

本研究將受眾的傳媒功能認知分為兩個層面，即傳媒的規範性社會功能與實際表現。在因子分析中，我們更是發現中國受眾的傳媒功能認知存在三個面向：可以劃歸與官方話語比較認同的之「大眾喉舌」與「權力監督」面向，以及於此相對的「負面認知」面向。研究資料來自廣州的1,000個概率樣本，分析結果顯示，中國大陸的受眾中的這三類人群無論在人口統計因素，還是傳媒使用以及信息處理策略方面都存在明顯的區別。

**關鍵詞**：受眾信息處理、傳媒功能認知、傳媒使用、傳媒表現、廣州

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Research Article

# Media Use and Perceived Media Functions of Metropolitan Audiences: The Case of Guangzhou

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## Abstract

This research study separates audience perceived media functions into two conceptually distinct and yet empirically closely connected dimensions: normative/expected roles and actual performance. Using data from a random sample survey of 1,000 Guangzhou residents, we tested individuals' media consumption patterns and information processing strategies. Factor analysis shows there are three types of perceptions of media functions: "tongue of the mass," "monitor of the power," and "negative perceptions." The three frames of reference exhibit very different demographic characteristics and paths of influence on information use and processing.

**Keywords:** audience information processing, perceived media functions, media use, media performance, Guangzhou,

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