研究論文

媒介對公民參與的作用：
比較互聯網和傳統媒體[1]

鍾智錦、李艷紅、曾繁旭

摘要

　　本研究對廣州市 10 所高校大學生的隨機抽樣調查（n=1,017），旨在比較傳統媒介和互聯網對公民參與的作用。研究發現，閱讀報紙和雜誌對虛擬和真實世界中的公民參與都有顯著的積極影響。看電視和聽廣播的作用均不顯著。在複雜的網絡使用中，收發郵件和上社交網站能夠促進大學生進行在線和線下公民參與，說明互聯網的主要作用在於傳遞信息、構建輿論和組織集體行動。但是，政治效能度和互聯網自我效能度對公民參與的預測能力比媒介更強大。

關鍵詞：媒體，互聯網，公民參與，政治自我效能度，互聯網自我效能度

鍾智錦，中山大學傳播與設計學院副教授。研究興趣：新媒體與公民參與、社交媒體與社會資本，網絡公益傳播，數字遊戲效果研究。電郵：zhongzhijin@hotmail.com

李艷紅，中山大學傳播與設計學院教授。研究興趣：當代中國的傳媒與社會抗爭、新媒體賦權、媒介與公民參與、新聞專業主義。電郵：liyanhong98@gmail.com

曾繁旭，清華大學新聞與傳播學院副教授。研究興趣：媒體與公民社會、環境傳播、社交媒體與民眾輿論。電郵：zengfanxu@gmail.com

Research Article

How the Media Influence Civic Engagement: A Comparison of the Internet and Conventional Media

Zhi-Jin ZHONG, Yanhong LI, Fanxu ZENG

Abstract

The purpose of this study is to compare the effects of traditional media and the Internet (new media) on civic engagement. Four research questions and two hypotheses are posed. The research questions are: 1) Do conventional media and the new media differ in their influences on civic engagement? 2) Which types of Internet usage have an impact on civic engagement? 3) Does Internet self-efficacy play a moderating role in the relationship between Internet and social capital? Specifically, is it possible that users with high Internet self-efficacy are more likely to utilize the Internet for civic participation? 4) Does political self-efficacy play a moderating role in the relationship between Internet and social capital? Specifically, is it possible that people with high political self-efficacy are more likely to utilize the Internet for civic

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Zhi-Jin ZHONG (Associate Professor). School of Communication and Design, Sun Yat-sen University. Research interests: the effects of new media or social media on social capital and civic engagement, prosocial behaviors on the Internet and online games.

Yanhong LI (Professor). School of Communication and Design, Sun Yat-sen University. Research interests: media and social movement, social media empowerment, journalism in China, media and civic engagement.

Fanxu ZENG (Associate Professor). School of Journalism and Communication, Tsinghua University. Research interests: media and civil society, environmental communication, social media and public opinion in China.

participation? The two corresponding hypotheses are: 1) Internet self-efficacy is positively related to online civic engagement. 2) Political self-efficacy is positively related to online and offline civic engagement.

To answer the research questions and test the hypotheses, this study included a stratified random sampling of college students from ten universities in Guangzhou, the largest city in southern China. The sample size was 1017.

The results of the data analysis show that conventional and new media exert different impacts on civic engagement. Reading newspapers and magazines significantly enhance online and offline civic engagement, while the effects of watching TV and listening to the radio are not significant. This implies that TV and broadcast might no longer serve as civic educators, while print media still plays an important role in fostering civic awareness and behaviors.

Among the various types of Internet use, exchanging e-mails and using simple notification services (SNSs) have a significant positive impact on online and offline civic engagement. The effects of other types of Internet use are not significant. The implication of these findings is that the primary influence of the Internet on civic engagement is rooted in the functions of information dissemination, influencing public opinion, and organizing collective actions; that is, social Internet use could enhance civic engagement.

However, the effect size of media (including conventional and new) is limited compared to the psychological antecedents of civic engagement. College students' political self-efficacy is a powerful predictor of civic engagement; their Internet self-efficacy is positively related to online engagement. The moderating effects of political and Internet efficacies on the relationship between Internet use and civic engagement are not significant, which suggests that the civic impact of the Internet does not depend on people's political efficacies and Internet skills.