

專輯論文

增強香港男同性戀者的意知行： 以恐懼訴求推廣安全套以預防性病的 網絡微電影

李賴俊卿

摘要

本研究旨在製作一部在互聯網播放的微電影，在男同性戀者中有效推廣安全套的使用，以預防性病。研究的第一階段是用恐懼訴求製作一部微電影。電影劇本和製作是根據三輪焦點小組訪談得出的男同性戀者在身體生病及心理上對失去人際關係的恐懼感和孤獨感各層面的恐懼元素。研究的第二階段是在網上發佈這部電影，並讓男同性戀者在觀影後回答一份問卷，以測量電影引起的恐懼對行為改變的影響力。結果顯示，電影有效地促進了觀眾在認知、情感和行為層面的改變。相關性分析顯示，影片引起的恐懼情緒和產生對感染性病的恐懼、對性病的自覺罹患性和自覺嚴重性、獲取性病知識的意願以及在肛交時堅持使用安全套的意願具有顯著相關。多元迴歸分析顯示，感到驚嚇強有力地預測了堅持使用安全套和接受愛滋病毒抗體測試兩

李賴俊卿，香港中文大學新聞與傳播學院副教授，香港愛滋病顧問局成員。研究興趣：健康傳播、廣告、品牌、創意產業、消費者心理與行為、傳播道德與法律。電郵：annisalee@cuhk.edu.hk

論文投稿日期：2014年6月10日。論文接受日期：2014年11月13日。

《傳播與社會學刊》，(總)第31期(2015)

種行為。這些發現顯示，結合健康信念模式和恐懼訴求進行傳播的理論模型並不一定適當，恐懼才是導致行為改變的最重要因素。

關鍵詞：恐懼訴求、健康信念模式、互聯網微電影、性病愛滋病、公共衛生安全套干預措施

中文大學出版社：具有版權資料

Augmenting Cognitive, Emotional and Behavioral Effects with Fear: An Internet-Based Microfilm to Prevent Sexually Transmitted Diseases among Men Who Have Sex with Men in Hong Kong

Annisa Lai LEE

Abstract

The objective of this study is to produce an online microfilm to effectively promote condom use among MSM (Men having Sex with Men) for the prevention of STDs (Sexually Transmitted Diseases). The first phase of this study is to develop a short film with fear appeal. The script and production of the film was based on three rounds of focus groups that identified the physical and psychological dimensions of fears relevant to the MSM group. The second phase of this study is to launch this fear packed film online and a post-viewing questionnaire was conducted among MSM to gauge the effectiveness of fear, in the context of the health belief model. The results show that the film is very effective in inducing cognitive, emotive and behavioral changes. Among 50 MSM viewers, many felt scared (66%), worried (64%), panicky (56%) and anxious (52%) after viewing the film. Cognitively, 92% of viewers believed that they had gained knowledge of toward syphilis and genital warts. Behaviorally, 78% of viewers would be more likely to use condom use

Annisa Lai LEE (Associate Professor). School of Journalism and Communication, The Chinese University of Hong Kong. (Member). Hong Kong Advisory Council on AIDS. Research interests: health communication, advertising, branding, creative industries, consumer psychology and behaviors, and communication ethics and law.

consistently (78%), take up HIV antibody testing (60%), and maintain a single sexual partner (56%). Comparing with the results obtained by the baseline questionnaire, percentages with increased perceived severity and, perceived susceptibility were respectively 36%, and 58%. The correlation analysis show that fear arousal is associated with more likelihood to feel scared of having the disease, perceived susceptibility and severity of contracting STDs, gaining knowledge towards STDs and consistently using condoms during anal sex. Regression analysis further shows that feeling scared is a strong predictor with direct effect on using condoms during anal sex consistently and testing for HIV. Overall, the linkages among perceived susceptibility, perceived severity and behaviors variables are non-existent, posing a challenge to the health belief model using fear appeal—maybe a strong fear is simply an overwhelmingly irrational force that can impact behaviors directly.

Keywords: fear appeal, health belief model, microfilm on internet, AIDS/HIV/STDS, public health condom intervention

Citation of this article: Lee, A. L. (2015). Augmenting cognitive, emotional and behavioral effects with fear: An internet-based microfilm to prevent sexually transmitted diseases among men who have sex with men in Hong Kong. *Communication & Society*, 31, 189–219.

鳴謝

此項研究獲得控制傳染病研究基金的資助 (RFCID 編號：10090892)。作者特別感謝香港中文大學賽馬會公共衛生及基層醫療學院副院長 (跨學科研究) 劉德輝教授、謝偉成教授、研究助理團隊、Creative Dioxide 布嘉駿導演的指導和電影製作團隊及參與電影拍攝的所有演員的協助。此外，本論文有幸得到兩位評審的耐心指正和寶貴建議，特此鳴謝。