

研究論文

城市居民的社會資本、媒介使用 對政治參與的影響研究

曾凡斌

摘要

本文採用2005中國綜合社會調查(CGSS)的城市數據,發現對於城市居民來說,社會資本中的社會參與網絡因子和互惠因子對制度化政治參與和非制度化政治參與都起顯著的正向影響作用,而媒介使用中的新聞接觸對制度化政治參與和非制度化政治參與也都起顯著的正向影響作用。在城市居民中,媒介使用中僅有看電視時間對部分制度性政治參與起正向影響。這表明,媒介使用要看其是否接觸新聞,而不是使用時間的長短來影響城市居民的政治參與。本文的理論意義在於發現控制了社會資本等變量後,媒介使用的新聞接觸仍然對城市居民的政治參與起正向顯著的影響,這意味政治參與這一變量既受與人際傳播相關的社會資本影響,又受與大眾傳播相關的新聞接觸相關。

關鍵詞：社會資本、媒介使用、政治參與、城市居民

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Research Article

The Impact of Social Capital and Media Use on the Political Participation of Urban Residents

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Abstract

This study analyzed the data collected by the China General Social Survey (CGSS) of urban residents in 2005. The findings showed that the factors of social network and reciprocity, which affected social capital, were significantly positive predictors of political participation within and outside the system in Chinese cities. The findings also showed that the use of news in media were significantly positive predictors of political participation within and outside the system. However, time of the use of television in media was a positive predictor of only some political participation within the system. The results revealed that the effects of media use on the political participation of urban residents depended on news use rather than the time of media use. The theoretical contribution of this study is that it showed that news use in media is still a significantly positive predictor of the political participation of urban residents even after controlling for the variable of social capital and other factors. This result implies that political participation is correlated with social capital, which stems from interpersonal communication, and news use, which stems from mass communication.

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Keywords: social capital, media use, political participation, urban residents

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