

研究論文

台灣亡國感？台灣民眾對香港反送中運動的媒體信任、風險感知、負面情感與行為意圖分析

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摘要

本研究旨在檢驗台灣民眾，在香港反送中議題的媒體注意程度、媒體信任程度，對中國大陸所提出「一國兩制台灣方案」的風險感知、負面情感與支持民主行為意圖影響。本研究運用網路問卷調查法，以滾雪球方式抽樣，總計獲得 520 份有效問卷。研究結果顯示，網路媒體注意程度會正向預測風險感知與行為意圖；電視媒體注意程度則與兩者無顯著關聯。民眾越信賴媒體，會有更高的風險感知與行為意圖。最後，負面情感對風險感知與行為意圖有部分中介效果。

關鍵詞：香港反送中、媒體信任、風險感知、行為意圖、負面情感

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Research Article

Taiwan's Illusion of National Subjugation: An Analysis of Taiwanese People's Media Trust, Risk Perception, Negative Affect, and Behavioral Intention Towards Hong Kong's Anti-Extradition Law Amendment Bill Movement

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Abstract

The purpose of this study is to examine how media attention and trust has influenced the risk perception, negatively affective attitude, and behavioral intentions of individuals regarding the threat of the Anti-Extradition Law Amendment Bill movement in Hong Kong. In this study, a total of 520 valid questionnaires were obtained utilizing a network questionnaire and snowball sampling. The results show that online media attention is a positive predictor of risk perception and behavioral intention. There was no significant correlation between the attention of TV media, risk perception and behavioral intention. The more trust individuals placed on media, the higher their risk perception and behavioral intention. Finally, a negative affect has a partial mediating effect on risk perception and behavioral intention.

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Keywords: Anti-Extradition Law Amendment Bill movement, media trust, risk perception, behavioral intention, negative affect

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