研究論文

以大數據分析取徑探究傳統媒體與社群媒體的議題設定與預示效果 ── 以洪仲丘事件為例

傅文成、謝奇任、邊明道

摘要

　　有別於傳統上研究者對媒體議題設定之驗證方法，本研究選擇以大數據分析取徑，蒐集網路新聞媒體與社群媒體的全文本，檢視主流新聞媒體與社群媒體間的議題設定及預示效果。研究者以 2013 年的洪仲丘事件為例，蒐集洪案發生關鍵期間，網路媒體報導與社群媒體網友貼文與回文，並以大數據的分析法篩選出網路聲量最高的 10 個重要相關事件，配合 Granger 因果分析與 TD-IDF 的特徵向量抽取進行檢證。研究發現，在洪案中傳統媒體與社群媒體的議題設定與預示效果，均呈現雙向影響的因果關係模式。本研究認為，大數據分析取徑如同與量化取徑一樣，可以在跨媒體議題設定與預示效果的研判上，得到同樣的實證結論。

關鍵詞：議題設定、大數據、預示效果、傳統媒體、社群媒體

傅文成，伊利諾大學香檳校區傳播博士、國防大學政戰學院新聞系副教授。研究興趣：傳播與情緒、政策行銷、大數據應用。電郵：uiucfuwencheng@gmail.com
謝奇任，賓州州立大學大眾傳播學博士、國防大學政戰學院新聞系教授。研究興趣：流行音樂產業、網路小說產業、軍事行銷傳播。電郵：cjhsieh@gmail.com
邊明道，美國賓州州立大學大眾傳播學博士、國防大學政戰學院新聞系副教授。研究興趣：科技與社會、傳播心理學。電郵：mdbian@gmail.com

Research Article

Using the Big Data Approach to Explore Agenda Setting and Priming Effects between Traditional and Social Media—Taking Hung Chung-Chiu's Death as an Example

Wen-Cheng FU, Chi-Jen HSIEH, Ming-Dow BIAN

Abstract

Traditionally researchers use content analysis and audience survey as methods to verify agenda setting effects. This study examines intermedia agenda setting and priming effects between traditional and social media via big data research approach. Using the case of the death of Army Corporal Hung Chung-Chiu in 2013 as an example, the study collects online news coverage and Internet users' responses as research data. The results show that intermedia agenda setting and priming effects have happened between traditional and social media, thus it suggests that the big data research approach is appropriate to explore agenda setting effects. The implications are discussed.

Keywords: agenda setting effects, big data, priming effects, traditional media, social media

Wen-Cheng FU (Associate Professor). Department of Journalism, National Defense University of Taiwan. Research interests: communication and emotion, policy marketing, big data analysis on communication research.
Chi-Jen HSIEH (Professor). Department of Journalism, National Defense University of Taiwan. Research interests: internet novel in Asia, popular music, military marketing and communication.
Ming-Dow BIAN (Associate professor). Department of Journalism, National Defense University of Taiwan. Research interests: technology and society, communication psychology.