

研究論文

## 互聯網使用對政府信任的影響 ——基於CGSS2010數據的研究

程蕭瀟、金兼斌

### 摘要

互聯網已經成為個人政治社會化的重要途徑，互聯網使用對政府信任的影響愈來愈關係到執政黨合法性和公眾支持。本文基於2010年「中國綜合社會調查」數據，採用傾向值匹配和工具變量迴歸儘可能克服潛在的內生性問題，並深入探討公眾互聯網使用對政府信任的影響。研究發現：相對於政府信任來源的兩種主流解釋——制度和文化的解釋力，互聯網使用對政府信任具有較好的解釋力；此外，相比於工具變量迴歸結果，基於傳統OLS迴歸模型估計的互聯網對政府信任的解構作用被低估了近3倍。該研究啟示我們在估算互聯網的效應時應儘可能地避免內生性問題引發的偏誤。

關鍵詞：互聯網使用、政府信任、媒介效果、內生性、工具變量

程蕭瀟，清華大學新聞與傳播學院博士生。研究興趣：新媒體使用與社會變遷、科學傳播。電郵：cxx17@mails.tsinghua.edu.cn

金兼斌，清華大學新聞與傳播學院教授。研究興趣：新媒體使用和效果研究、科學傳播、傳播理論與研究方法。電郵：jinjb@tsinghua.edu.cn

論文投稿日期：2019年4月8日。論文接受日期：2019年11月4日。

Research Article

## **The Effects of Internet Use on Political Trust: Evidence from the 2010 China General Social Survey**

Xiaoxiao CHENG, Jianbin JIN

### **Abstract**

The Internet has been considered an essential means of individual political socialization. Moreover, the effects of Internet use on political trust have become increasingly related to public support for the legitimacy of the regime. Based on an analysis of data collected from the 2010 China General Social Survey (CGSS), this study attempts to rule out a potential endogeneity bias by employing the techniques of propensity score matching and instrumental variable regression to estimate the effects of Internet use on political trust. The results showed that compared with institutional and cultural factors, the use of Internet has had sufficient explanatory power in shaping individuals' political trust. Moreover, the results showed that the use of ordinary least squares (OLS) regression underestimated the effects of the Internet. These findings indicate the importance of removing a potential endogeneity bias in estimating the effects of the Internet.

---

Xiaoxiao CHENG (PhD student). School of Journalism and Communication, Tsinghua University. Research interests: digital media use and social transition, science communication.

Jianbin JIN (Professor). School of Journalism and Communication, Tsinghua University. Research interests: digital media use and media effects, science communication, communication theory and methods.

*The Effects of Internet Use on Political Trust*

**Keywords:** Internet use, political trust, media effects, endogeneity, instrumental variable

**Citation of this article:** Cheng, X., & Jin, J. (2021). The effects of internet use on political trust: Evidence from the 2010 China General Social Survey. *Communication and Society*, 55, 57–91.

香港中文大學出版社：具有版權的資料