

研究論文

網路新聞使用對親環境行為的影響： 有調節的仲介效應

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摘要

在環境問題上，新聞媒介一直以來承擔著教育與引導的重任，但分析新聞使用對受眾親環境行為影響的研究數量有限且深度不足。因此本研究提出了一個有調節的仲介效應模型，考察在網路新聞使用與親環境行為的關係中，知識水平的仲介效應與正面情緒的調節效應是否成立，並以霧霾污染問題為個案，在北京、上海及廣州三地針對1,589名受訪者進行問卷調查。調查結果顯示，網路新聞使用與主、客觀知識水平均能直接預測受訪者的親環境行為。與此同時，網路新聞使用還能通過提高受訪者的主、客觀知識水平來驅動親環境行為。此外，正面情緒程度越高，主觀知識水平對網路新聞使用與親環境行為之間關係的仲介效應越強。因此，本研究提出的有調節的仲介效應成立。

關鍵詞：網路新聞、親環境行為、客觀知識、主觀知識、正面情緒

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Research Article

The Impact of Internet News Use on Pro-Environmental Behavior: A Moderated-Mediation Model

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Abstract

News media plays a crucial role in educating and guiding the public on environmental issues. Studies on the impact of news use on pro-environmental behavior, however, are quite limited and insufficient. Thus, this study proposed a moderated mediation model in an attempt to explore whether the association between Internet news use and pro-environmental behavior was mediated by knowledge levels and positive emotion. Focusing on the issue of haze pollution in China, the results of a survey of 1,589 respondents in Beijing, Shanghai, and Guangzhou indicated that Internet news use, subjective knowledge, and objective knowledge were direct predictors of pro-environmental behavior. This study also suggested that Internet news use could contribute to pro-environmental behavior by increasing both subjective knowledge and objective knowledge. Furthermore, this study also found that the mediation effect of subjective knowledge on the association between Internet news use and pro-environmental behavior became stronger when the level of positive emotion was higher. As a result, the moderated mediation model was supported by the present study.

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Keywords: Internet news, pro-environmental behavior, objective knowledge, subjective knowledge, positive emotion

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