

## 中文摘要

本研究探討「電視政論性談話節目」的第三人效果。第三人效果假說指出，人們會傾向認為，媒介訊息對自己的影響較小，對他人的影響較大。當媒介訊息產生第三人效果認知時，會使人們採取對應行動，為保護自己或他人不受訊息的負面影響而支持限制媒介，因此本研究的主要目的，在探討一般人對電視政論性談話節目的認知與態度，是否存在第三人效果（third-person effect），以及第三人效果是否會導致人們支持限制電視政論性談話節目。

本研究除了探討電視政論性談話節目是否會產生第三人效果外；並採用人口變項、電視政論性談話節目的社會需要性、政治注意及政治自我能等變項，來預測電視政論性談話節目的第三人效果認知，同時也進一步採用第三人效果認知來預測人們是否支持對電視政論性談話節目進行限制。

本研究的資料來自中央研究院 2008 年台灣地區社會變遷調查計畫第五期第四次大眾傳播組的數據，這項研究共有 1980 份有效問卷。資料分析顯示，電視政論性談話節目對台灣民眾會產生第三人效果，受訪民眾普遍認為電視政論性談話節目對於一般民眾產生的負面影響，大於對自己的負面影響。

其次，在電視政論性談話節目的社會需要性方面，受訪者認為社會越不需要電視政論性談話節目，第三人效果認知差距越大。對於政治的注意程度方面，研究結果發現，受訪者對政治注意程度較高，越傾向認為對自己和其他人的負面影響較大。同時，受訪者認為電視政論性談話節目的負面影響越大，也就越傾向支持對電視政論性談話節目進行限制；電視政論性談話節目「對自己的負面影響」、「對其他人的負面的影響」和第三人效果認知差距三變項，均是預測支持政府限制電視政論性談話節目的顯著變項。

關鍵字：第三人效果、電視政論性談話節目

## **Abstract**

The research is about “third person effect” of political call-in program. The “third-person effect” hypothesis states that mass media have greater effect on others than on himself or herself. When “third person effect” occurs, people tend to protect themselves or others from being influenced negatively by media, which lead them to favor the restriction of media. Therefore, the purpose of the research is to analyze the existence of “third- person effect” among general perception and attitude toward television political call-in program and whether “third person effect” would lead people to favor political call-in program.

In addition to the analysis of third person effect of political call-in program, demographic variable, desirability of TV political call-in program, political attention and external political self-efficacy are all adopted to predict the third person effect of political call-in program. In the mean while, the result of third person effect is used to predict whether people favor the restriction of political call-in program.

The data of research comes from Academia Sinica, project of the Taiwan Social Change Survey, 2008 issue fifth, fourth time, section of mass communication. This research includes 1980 valid samples. The result of data analysis indicates that TV political call-in programs have effects on interviewees generally believe that TV political program have greater negative effects on others than on themselves.

In addition, as to the desirability of TV political call-in program, interviewees think that less desirability of TV political call-in program lead to greater gap of the perception toward third person effect. As for the political attention, the result indicates that the higher political attention of interviewee, the high tendency for people to think greater third person effect on others and themselves. Mean while, interviewees think that the greater negative influence of political call-in program, there is higher tendency for them to favor the restriction of political call-in program. The influence of political call-in program on oneself, the others and third-person perception, the three significant variables are all favorable to the restriction of TV political call-in program.

Key words: Third-person effect. Political call-in program