

【後設認知與傳播說服】

2 年期計畫之結案報告

計畫編號：NSC 100-2410-H-004-163-SS2

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執行機構：國立政治大學

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壹、研究進度說明

本計畫為兩年期，探討後設認知對於傳播說服的影響。第一年規劃五個研究，探討 imagery fluency 對於判斷與態度的影響。第二年規劃六個研究，探索情感與態度作為後設認知的線索。

兩年研究的內容及其發表情形說明如表一：

表一：兩年的研究進度說明

第一年			
編號	研究項目	發表文章	發表中研究編號
研究一	探討在閱讀商品廣告時 perceptual fluency 如何促發 imagery fluency，進而對於態度形成產生影響	Chang, C. (2013). Imagery fluency and Narrative Advertising Effects. <i>Journal of Advertising</i> , 42(1), 54-68.	Study 1
研究二	探討在閱讀商品廣告時 conceptual fluency 如何促發 imagery fluency，進而對於態度形成產生影響		Study 2
研究三	探討在閱聽健康推廣廣告時，圖片如何促發 imagery fluency，進而影響議題態度與信念的形成。	Chang, C. (forthcoming). Seeing Is Believing: The Direct and Contingent Influence of Pictures in Health Promotion Advertising. Paper accepted for publication in <i>Health Communication</i> .	Study 1
研究四	探討在閱聽健康推廣廣告時，在不同情境下(議題特性容易想像程度)，圖片對於促發 imagery fluency 與形成議題態度與信念所產生的差異影響		Study 2
研究五	探討在閱聽健康推廣廣告時，在不同情境下(議題特性想像的愉悅程度)，圖片對於促發 imagery fluency 與形成議題態度與信念所產生的差異影響		Study 3

第二年			
編號	研究項目	發表文章	論文中研究編號
研究一	探討 perceived affect regulation 作為後設認知的線索。以募款廣告促發的罪惡感與情感預測 (affect forecasting) 為基礎，探究不同類型募款廣告的效果。本研究鎖定 existing guilt。	Chang, C. (forthcoming). Guilt Regulation: The Relative Effects of Altruistic versus Egoistic Appeals for Charity Advertising. Paper accepted for publication in <i>Journal of Advertising</i> .	Study 1
研究二	探討 perceived affect regulation 作為後設認知的線索，本研究鎖定 integral guilt。		Study 2
研究三	探討 perceived affect regulation 作為後設認知的線索，本研究鎖定 incidental guilt。		Study 3
研究四	探討 attitudes 作為後設認知的線索。以廣告中模特兒國籍出發，探究不同自我概念的消費者，因不同模特兒國籍所代表的價值，所形成的差異反應。本計畫探究 interdependent and independent self concepts 與 publically consumed products。	Chang, C. (forthcoming). Why Do Caucasian Advertising Models Appeal to Consumers in Taiwan? A Cue-Triggered Value-Expressive Framework. Paper accepted for publication in <i>International Journal of Advertising</i> .	Study 1
研究五	探討 attitudes 作為後設認知的線索。本計畫探究 uniqueness self-concepts, rather than superiority self-concepts 與 privately consumed products。		Study 2
研究六	本研究與研究四相同，但招募一般消費者來進參與研究，增加研究結果的外推性。		Study 3

貳、完成的論文的摘要

(全文著作權以簽與出版社，無法以結案報告的公開，因此僅附上摘要)

第一年	
文章名稱	Chang, C. (2013). Imagery fluency and Narrative Advertising Effects. <i>Journal of Advertising</i> , 42(1), 54-68. Indexed in SSCI.
摘要	This article identifies important cognitive processes associated with processing narrative ads (understanding narratives and generating mental imagery of depictions in the narratives) and related subjective experiences (perceptual/conceptual fluency and imagery fluency). In line with the idea that narrative understanding facilitates imagery generation and fluency in understanding (perceptual/conceptual fluency) facilitates imagery fluency, this study presents a model in which factors influence

	imagery fluency either indirectly through influences on perceptual/conceptual fluency or directly. Findings from two experiments support the model; picture type (narrative vs. product picture) and narrative type (highly vs. less accessible) indirectly alter imagery fluency, whereas individual characteristics (experiential vs. rational processing orientation) directly alter it, which further affects ad and brand attitudes.
文章名稱	Chang, C. (forthcoming). Seeing Is Believing: The Direct and Contingent Influence of Pictures in Health Promotion Advertising. Paper accepted for publication in <i>Health Communication</i> . Indexed in SSCI.
摘要	Because pictures, compared with words, are more effective in triggering vivid imagery, their effects should increase in situations in which they play a crucial role in facilitating imagery. This study accordingly explored the relative effects of information presented in pictorial formats and verbal formats in health promotion advertising. Symptoms presented in pictorial formats increased perceptions of the severity of a disease, whereas prevention options presented in pictorial formats enhanced efficacy in preventing the disease. This study also examined two contingent situations: when people were oriented toward visual processing and when imagery could not be easily triggered without the help of pictures, such as when symptoms or prevention options were difficult or unpleasant to imagine. The findings of three studies supported the offered predictions.

第二年

文章名稱	Chang, C. (forthcoming). Guilt Regulation: The Relative Effects of Altruistic versus Egoistic Appeals for Charity Advertising. Paper accepted for publication in <i>Journal of Advertising</i> . Indexed in SSCI.
摘要	This article examines how egoistic (vs. altruistic) appeals in charity advertising help regulate guilt and result in more favorable ad attitudes and donation intentions. The proposed affect forecasting and regulation model depicts the process by which guilt states are mitigated more effectively by egoistic appeals, because they strengthen the affect forecasting belief that giving to charity leads to happiness. Such enhanced affect forecasting beliefs further improve ad attitudes, which lead to greater donation intentions. This research tests the proposed model by exploring three possible types of guilt: existing guilt (Study 1), integral guilt (Study 2), and incidental guilt (Study 3).
文章名稱	Chang, C. (forthcoming). Why Do Caucasian Advertising Models Appeal to Consumers in Taiwan? A Cue-Triggered Value-Expressive Framework. Paper accepted for publication in <i>International Journal of Advertising</i> . Indexed in SSCI.
摘要	To test the influence of model ethnicity on advertising effectiveness in East Asia, this research proposed a cue-triggered value-expressive model, according to which positive attitudes toward Western models help consumers with independent self-concepts express themselves. Western models generated more favourable ad responses (ad credibility, diagnosticity and attitudes), promoted stronger self-brand connections, and led to more favourable brand attitudes than did Asian advertising models among independent respondents in Taiwan. In contrast, consumers with interdependent self-concepts did not exhibit such differences. Independent self-concepts also consisted of two sub-dimensions: horizontal individualism focused on the desire to be different, and vertical individualism centred on the desire to be superior. The former dimension accounted for the enhanced effects of Western models. Three experiments confirmed that expressing positive attitudes toward these

	advertising models served value-expressive functions among consumers with uniqueness self-concepts when they read ads promoting products that were publicly (Study 1 and 3) or privately (Study 2) consumed.
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