

行政院國家科學委員會專題研究計畫 期末報告

後設認知與傳播說服(第2年)

計畫類別：個別型
計畫編號：NSC 100-2410-H-004-163-SS2
執行期間：101年08月01日至102年10月31日
執行單位：國立政治大學廣告學系

計畫主持人：張卿卿

公開資訊：本計畫涉及專利或其他智慧財產權，2年後可公開查詢

中華民國 102年12月18日

中文摘要：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。兩年研究整合於四篇期刊論文發表，論文一 (Chang, C. (2013). Imagery fluency and Narrative Advertising Effects. *Journal of Advertising*, 42(1), 54-68) 涵蓋兩項實驗，探討在閱讀商品廣告時 perceptual fluency 與 conceptual fluency 如何促發 imagery fluency，進而對於態度形成產生影響。論文二 (Chang, C. (forthcoming). Seeing Is Believing: The Direct and Contingent Influence of Pictures in Health Promotion Advertising. Paper accepted for publication in *Health Communication*.) 涵蓋三個實驗，實驗一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。實驗二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。實驗三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。論文三 (Chang, C. (forthcoming). Guilt Regulation: The Relative Effects of Altruistic versus Egoistic Appeals for Charity Advertising. Paper accepted for publication in *Journal of Advertising*.) 涵蓋三個實驗，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。實驗一鎖定 existing guilt。探討 perceived affect regulation 作為後設認知的線索，實驗二鎖定 integral guilt。探討 perceived affect regulation 作為後設認知的線索，而實驗三鎖定 incidental guilt。論文四 (Chang, C. (forthcoming). Why Do Caucasian Advertising Models Appeal to Consumers in Taiwan? A Cue-Triggered Value-Expressive Framework. Paper accepted for publication in *International Journal of Advertising*.) 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。實驗一探究 interdependent and independent self concepts 與 publically consumed products。探討 attitudes 作為後設認知的線索。實驗二探究

uniqueness self-concepts, rather than superiority self-concepts 與 privately consumed products。實驗三招募一般消費者來進參與研究，增加研究結果的外推性。

中文關鍵詞：說服 後設認知 廣告 健康傳播

英文摘要：Emerging consensus among psychologists suggests 'there is more to thinking than thought content' (Schwarz, 2004, p. 332). It is important to understand subjective experiences, usually through meta-cognition research, or the study of thinking. This project examines how a broad spectrum of subjective experiences, including non-affective 'cognitive' feelings and affective feelings, influence media persuasion. The investigated cognitive subjective experiences include imagery fluency, feelings of familiarity, experienced ease of counterarguing, and ease of being persuaded, which focus on fluency of information processing. The focal affective subjective experiences include discrete emotions and fluency of feelings. Each subjective experience will be the topic of a proposed study, some of which pertain to processing persuasive messages, and others of which center on resisting persuasive messages. The overall purpose of the project is to examine how meta-cognition can clarify our understanding of persuasion process.

英文關鍵詞：Persuasion Meta-cognition Advertising Health communication

【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

執行期限：100/08/01 ~ 102/07/31

執行機構：國立政治大學

主持人：張卿卿 教授(廣告學系)

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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國科會補助計畫衍生研發成果推廣資料表

日期:2013/12/18

國科會補助計畫	計畫名稱: 後設認知與傳播說服
	計畫主持人: 張卿卿
	計畫編號: 100-2410-H-004-163-SS2 學門領域: 廣告
無研發成果推廣資料	

100 年度專題研究計畫研究成果彙整表

計畫主持人：張卿卿		計畫編號：100-2410-H-004-163-SS2					
計畫名稱：後設認知與傳播說服							
成果項目		量化			單位	備註（質化說明：如數個計畫共同成果、成果列為該期刊之封面故事...等）	
		實際已達成數（被接受或已發表）	預期總達成數（含實際已達成數）	本計畫實際貢獻百分比			
國內	論文著作	期刊論文	0	0	100%	篇	
		研究報告/技術報告	0	0	100%		
		研討會論文	0	0	100%		
		專書	0	0	100%		
	專利	申請中件數	0	0	100%	件	
		已獲得件數	0	0	100%		
	技術移轉	件數	0	0	100%	件	
		權利金	0	0	100%	千元	
	參與計畫人力（本國籍）	碩士生	0	0	100%	人次	
		博士生	0	0	100%		
博士後研究員		0	0	100%			
專任助理		0	0	100%			
國外	論文著作	期刊論文	4	4	100%	篇	多項實驗彙整成四篇論文，皆發表為傳播領域國際上廣告與健康傳播的核心期刊。
		研究報告/技術報告	0	0	100%		
		研討會論文	0	0	100%		
		專書	0	0	100%		
	專利	申請中件數	0	0	100%	件	
		已獲得件數	0	0	100%		
	技術移轉	件數	0	0	100%	件	
		權利金	0	0	100%	千元	
	參與計畫人力（外國籍）	碩士生	0	0	100%	人次	
		博士生	0	0	100%		
		博士後研究員	0	0	100%		
		專任助理	0	0	100%		

<p>其他成果 (無法以量化表達之成果如辦理學術活動、獲得獎項、重要國際合作、研究成果國際影響力及其他協助產業技術發展之具體效益事項等，請以文字敘述填列。)</p>	<p>主要以論文發表與培養研究生為主。</p>
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	成果項目	量化	名稱或內容性質簡述
科 教 處 計 畫 加 填 項 目	測驗工具(含質性與量性)	0	
	課程/模組	0	
	電腦及網路系統或工具	0	
	教材	0	
	舉辦之活動/競賽	0	
	研討會/工作坊	0	
	電子報、網站	0	
	計畫成果推廣之參與(閱聽)人數	0	

國科會補助專題研究計畫成果報告自評表

請就研究內容與原計畫相符程度、達成預期目標情況、研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）、是否適合在學術期刊發表或申請專利、主要發現或其他有關價值等，作一綜合評估。

1. 請就研究內容與原計畫相符程度、達成預期目標情況作一綜合評估

達成目標

未達成目標（請說明，以 100 字為限）

實驗失敗

因故實驗中斷

其他原因

說明：

2. 研究成果在學術期刊發表或申請專利等情形：

論文： 已發表 未發表之文稿 撰寫中 無

專利： 已獲得 申請中 無

技轉： 已技轉 洽談中 無

其他：（以 100 字為限）

3. 請依學術成就、技術創新、社會影響等方面，評估研究成果之學術或應用價值（簡要敘述成果所代表之意義、價值、影響或進一步發展之可能性）（以 500 字為限）

兩年的研究結果已於傳播領域主要期刊發表了四篇論文，分別在 Journal of Advertising 發表兩篇，在 International Journal of Advertising, Health Communication 發表一篇。