

# 國立中正大學 110 學年度碩士班招生考試試題

科目名稱：傳播英文

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系所組別：傳播學系電訊傳播

**翻譯題**（請以中文依序完整翻譯下列段落，文章出處無需翻譯。共 4 頁，8 個段落）

## **Paragraph 1** (10 points)

Conspiracy theories have flourished about the origins of a novel coronavirus (SARS-CoV-2) that causes an acute respiratory syndrome (coronavirus disease 2019 [COVID-19]) in humans. This article reports the results from a study that evaluates the impact of exposure to framed messages about the origins of COVID-19. We tested four hypotheses: two focusing on its origins as either zoonotic or human-engineered and two concerning the impacts of origin beliefs on the desire to penalize China or support increased funding for biomedical research. The results accentuate the importance of finding ways to combat the spread of misinformation and conspiracy theories related to this global pandemic.

(Source: Bolsen, T., Palm, R., & Kingsland, J. T. (2020). *Framing the Origins of COVID-19*. *Science Communication*, 42(5), 562-585.)

## **Paragraph 2** (10 points)

We investigated the differential diffusion of all of the verified true and false news stories distributed on Twitter from 2006 to 2017. The data comprise ~126,000 stories tweeted by ~3 million people more than 4.5 million times. We classified news as true or false using information from six independent fact-checking organizations that exhibited 95 to 98% agreement on the classifications. Falsehood diffused significantly farther, faster, deeper, and more broadly than the truth in all categories of information, and the effects were more pronounced for false political news than for false news about terrorism, natural disasters, science, urban legends, or financial information. We found that false news was more novel than true news, which suggests that people were more likely to share novel information. Whereas false stories inspired fear, disgust, and surprise in replies, true stories inspired anticipation, sadness, joy, and trust. Contrary to conventional wisdom, robots accelerated the spread of true and false news at the same rate, implying that false news spreads more than the truth because humans, not robots, are more likely to spread it.

(Source: Vosoughi, S., Roy, D., & Aral, S. (2018). *The spread of true and false news online*. *Science*, 359(6380), 1146-1151.)

**Paragraph 3 (15 points)**

The purpose of this study was to explore the spread of health rumors and verified information on SNSs using the Zika virus as a case study. Methods: A content analysis of Zika- related news stories on SNSs between February 2016 and January 2017 was conducted to verify accuracy (phase 1). Phase 1 was followed by an analysis of volume of shares (phase 2) and a thematic analysis of headlines (phase 3). Results: Rumors had three times more shares than verified stories. Popular rumors portray Zika as a conspiracy against the public and a low-risk issue and connect it to the use of pesticides. Discussion: This study identifies the value of integrating in-depth analysis of popular health-related rumors into the development of communication strategies. Translation to Health Education Practice: Misinformation on SNSs can hinder disease prevention efforts. This study shows how information circulating on SNSs can be analyzed from a quantitative and qualitative standpoint to help Health Educators maximize the use of online communication platforms.

*(Source: Sommariva, S., Vamos, C., Mantzarlis, A., Đào, L. U. L., & Martinez Tyson, D. (2018). Spreading the (fake) news: exploring health messages on social media and the implications for health professionals using a case study. American journal of health education, 49(4), 246-255.)*

**Paragraph 4 (15 points)**

The situation in Taiwanese media, as the interview themes revealed, is a complex product of social cultural, traditional journalistic norms and a fiercely competitive media environment that is desperately using different means available to grab declining audience attention. The situation is fraught, and gender adds its own intricate issues. Throughout, our participant's responses emphasized certain tensions between their perceptions of autonomy as journalists, the advantages afforded by gender and how incivility related to gender online altered their professional routines.

*(Source: Pain, P., & Chen, V. (2019). This reporter is so Ugly, How can She Appear on TV? Negotiating gender online and offline in Taiwanese media. Journalism Practice, 13(2), 140-158.)*

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## Paragraph 5 (10 points)

This study proposes a theoretical model to explain how perceived brand control over an influencer's post and the perceived commercial orientation of such a post affects consumer trust in influencers. Results show that trust of the influencer is reduced more by the post's perceived commercial orientation than perceived brand control of the influencer's post. Although perceived brand control also reduces the willingness to search for more information. The results also show that trust of the influencer is salient in predicting post credibility, which in turn predicts interest and willingness to search for more information.

(Source: Martínez-López, F., Anaya-Sánchez, R., Esteban-Millat, I., Torrez-Meruvia, H., D'Alessandro, S., & Miles, M. (2020) *Influencer marketing: brand control, commercial orientation and post credibility*, *Journal of Marketing Management*, 36:17-18, 1805-1831.)

## Paragraph 6 (10 points)

The results confirm the long-term effects of news media coverage and bring a new level of understanding to the agenda-setting theory with regard to a controversial social issue. Four findings merit notice. (1) The affective attribute salience of the news coverage is as influential as substantive attribute salience. (2) There is a strong relationship, but not causality, between news coverage and the changes of audience attitudes on controversial issues. (3) A methodological finding showed that the number of articles is as valid as the frequency of attributes cited in the article to examine agenda-setting effects. (4) The effect of news media on the public opinion about controversial issue is more complex than the causality that media drives public opinion.

(Source: Chen, V. Y., & Pain, P. (2018). *What changed public opinion on the same-sex marriage issue? New implications of attribute measures and attribute priming in media agenda setting*. *Newspaper Research Journal*, 39(4), 453-469.)

## Paragraph 7 (15 points)

We conducted an empirical study to examine the differences of three different news communication paradigms (traditional video news, VR news without interaction and VR news with interaction) in terms of user experience and media effects. Based on the experimental results and observations of user behaviors during the experiment, we presented a detailed

discussion of the causes of these differences and guidelines for the design and application of immersive VR news. The main findings of this study are as follows: (1) traditional video news excels in terms of empathy and nervousness; (2) VR news with interaction is superior in terms of immersion, interest, accuracy, and credibility; and (3) VR news without interaction performs the poorest in all categories. We believe that our study makes a significant contribution to the literature because our research will provide a valuable reference for VR-based immersive news product design studies and will help designers create a better user experience.

(Source: Wu, H., Cai, T., Luo, D., Liu, Y., & Zhang, Z. (2021). *Immersive virtual reality news: A study of user experience and media effects*. *International Journal of Human-Computer Studies*, 147, 102576.)

**Paragraph 8 (15 points)**

Humans do not use technology solely in the context of learning (i.e., to attain new knowledge). For example, humans use mobile phones to navigate, communicate, and shop; Internet of Thing (IoT) devices to optimize their living space and everyday activities; in-car entertainment, and so on. Hence, as humans' reliance on ubiquitous devices grows, so does the need for seamless integration of these type of devices in our daily lives. In other words, humans need technology that blends into the environment, adapts to users' cognitive capacities, and works towards fulfilling users' needs. This has been an active area of research following Weiser's vision of Ubiquitous Computing. Therefore, research on the assessment of users' cognitive load has made use of sensor devices to generate findings used to improve the interaction between users and computing devices.

(Source: Sharma, K., Mangaroska, K., van Berkel, N., Giannakos, M., & Kostakos, V. (2020). *Information flow and cognition affect each other: Evidence from digital learning*. *International Journal of Human-Computer Studies*, 146, 102549.)