

臺灣嚴重急性呼吸道症候群流行期間民眾對於媒體報導 之看法

Public Perception of Media Reporting during the Severe Acute Respiratory Syndrome Outbreak in Taiwan

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摘要

目的：由嚴重急性呼吸道症候群流行期，臺灣民眾對於媒體報導之評價，探討對於新興傳染病時期之媒體對民眾的影響。方法：分層比例系統抽樣臺灣二十五縣市 18 歲以上之民眾為樣本，採用電腦輔助電話訪問系統，於 2003 年 6 月 1 日至 4 日進行電話訪問，訪得 1,275 位樣本，在 95% 之信心水準下，抽樣誤差為正負 2.74%。結果：受訪者認為媒體正負面影響相等者有 30.4%，而 21.4% 認為正面影響多，35.7% 認為負面影響多，12.5% 沒有意見。正面影響主要為傳播知識(49%) 與掌握疫情消息(25%)；負面影響包括過度報導引起恐慌(45%)、誇大與渲染(8%)、報導未經證實的消息(7%)、偏好政治面(7%)等。至於和平醫院封院及醫療人員染病死亡的報導引起最大的震驚。多變項邏輯斯迴歸分析顯示，年紀較長者、小學以下教育程度，以及臺北縣市以外地區的受訪者，認為媒體的負面影響比較小。收看電視的時間長短，與受媒體負面影響無關。結論：風險溝通應視為新興傳染病緊急應變的一部份。媒體應建立相關倫理與作業規範，從可認知、可處理的部分報導。衛生應變單位宣導時，可考慮不同教育程度民眾之分眾區隔衛教行銷需求。

Abstract

Background and Purpose: The current exploratory study assessed the effects and viewpoints of the public on media reports during the Severe Acute Respiratory Syndrome (SARS) outbreak in Taiwan. Methods: Subjects were selected by stratified sampling for residents aged 18 or above in Taiwan, and interviewed by using a computer-assisted telephone interview system between June 1 and June 4, 2003. A total of 1,275 adults were interviewed which provided a maximum deviation of sampling error of $\pm 2.74\%$ at the 95% confidence level. Results: Among the respondents, 21.4% thought that the positive effects were greater than the negative ones and 35.7% vice versa; 30.4% thought they were equal; and 12.5% had no opinion. Positive effects of

the media reports included disseminating knowledge (49%) and obtaining epidemic information (25%), while the negative effects included excessive news caused public panic (45%), exaggerated or twisted reporting (8%), reporting unverified news (7%), and overly politicized reporting (7%). Reports regarding the closing of Heping Hospital and the deaths of infected medical staff were the two most frightening news items. Results from the multiple logistic regression analyses revealed that the elderly, lower education, and non-Taipei area respondents tended to give higher remarks about media reporting. The time spent in watching television was not related to negative evaluation of the media. Conclusion: Crisis risk communication should be an essential part of emergency response to an emerging infectious disease. Ethics and rules of media during crisis should be established. Emphasis on the manageable and understandable side should be encouraged. Information should be tailored according to different education levels of the public.