

對話世界頂尖學者

Charting the Intricate Landscape and Navigating the Future: The Intersection of Communication, Technology, and Democracy

Discussants: Dr. Homero Gil De Zuñiga and Dr. Shih-Hsien Sandra Hsu¹

Editor: Dr. Shih-Hsien Sandra Hsu

Time: January 1, 2024



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Abstract

The profound impact of communication and new technologies on our world's future is more pertinent than ever. The unprecedented influence of the internet and social media has significantly shaped key democratic actors, creating a landscape where contrasting impacts coexist. The roles of communication, social media, and artificial intelligence (AI) in sustaining healthier democracies are increasingly crucial. In this dialogue, Dr. Gil de

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Zuñiga shares observations on the evolving research trend in communication concerning new technology and politics. Initially marked by optimism, studies portrayed technology's potential to democratize information and enhance political engagement. However, recent years have revealed detrimental outcomes such as misinformation, populism, and political polarization, adding complexity to the landscape. The swift transformation of the informational landscape intensifies the challenge for citizens to equip themselves with the skills needed to assess information veracity. Dr. Gil de Zuñiga notes a socio-political paradox where increased participation does not necessarily translate to heightened information levels. This challenge is further complicated by a generational shift in information consumption, contributing to an information depth deficit. Examining the dynamics among technology, society, and governance remains important, and Dr. Gil de Zuñiga encourages future scholars to investigate how new technologies redefine the mechanisms of democracy and foster a more egalitarian society.

Introduction to Dr. Homero Gil de Zúñiga

Dr. Homero Gil de Zuñiga is Distinguished Professor of Media Effects & AI at Penn State University, Distinguished Research Professor in Political Science at the University of Salamanca, directing the Democracy Research Unit (DRU), and holding a Senior Research Fellow position at Universidad Diego Portales, Chile.

His research, grounded in theory, focuses on the societal impact of technologies like social media, algorithms, and AI. Employing survey, experimental, and computational methods, Dr. Gil de Zuñiga addresses some of today's most critical challenges facing democracies.

With over a dozen published books, including the forthcoming "Social Media Democracy Mirage" with Cambridge University Press, he has authored 140+ peer-reviewed articles and received numerous research awards. Recognized as a Fellow of the International Communication Association (ICA) and the UNESCO Policy Lab, he has also received the

Krieghbaum Under—40 Award from AEJMC and the Pennsylvania State University Medal for Outstanding Achievement in Social and Behavioral Sciences.

Acknowledged as one of the most prolific scholars in Political Communication and Social Media (2008-2018), Dr. Gil de Zuñiga is a Thomson Reuters Clarivate JCR Highly Cited Scholar for 2020 and 2022. He has secured over 50 grants and awards totaling over 4 million dollars and contributes to informing journalists for outlets such as USA Today, CNN, Al Jazeera, and more.

Dr. Homero Gil de Zuñiga's impactful contributions extend to academia and beyond, solidifying his position as a distinguished figure in media studies and political science.

HGZ: Homero Gil de Zúñiga

SHH: Shih-Hsien Sandra Hsu

SHH : What motivates and informs your engagement in the field of political communication?

HGZ : My main motivation is curiosity. As scholars, we have the opportunity to learn throughout our lives and discover something new every day. I always say that the day I stop learning and enjoying research, I'll pack my bags and retire.

I feel I began engaging in this field when I was an undergraduate student in Spain in the late 90s. I had a broad interest in political communication, initially in journalism and its role in building stronger and healthier democracies. Similarly, I've always been intrigued by new technologies and their impact on society and democracy, more generally.

SHH : Could you provide some background on your journey in this area?

HGZ : I grew up in Spain and pursued my undergraduate studies in journalism. Following that, I started to work as a journalist and pursued a technical graduate-level degree in new technologies in Madrid. Shortly after, I began a PhD in Political Science, also in Madrid. As I delved deeper into my studies, I realized that many fascinating research works revolved around political communication and its convergence with new technologies, often originating from the USA. Upon completing my Spanish doctoral degree, I was determined to further my education in the USA. However, due to my limited English proficiency, I spent a year working in the hospitality industry before being accepted into a respectable research program to advance my education. Fortunately, I got admitted to the Master's program in Journalism & Mass Communication at the University of Wisconsin—Madison. Subsequently, I continued my academic journey and pursued my second PhD in Communication at the same institution. Both doctoral programs, in Spain and the USA, equipped me with different skills, collectively shaping me into the researcher and professor I am today. Throughout my career, I have been privileged to have exceptional mentors. In Spain, starting from my undergraduate years, I deeply valued the guidance of Prof. María Gómez y Patiño. In the USA, Prof. Dhavan Shah mentored me during my time

in Wisconsin. Additionally, learning from fellow students who were ahead of me in the program was invaluable. Many of them, such as Prof. Hernando Rojas and Prof. Jaeho Cho, have since established themselves as esteemed professors.

SHH : Could you elaborate on your current research focus and shed light on what aspects of this field continue to intrigue your interest and dedication?

HGZ : My most recent research focuses on pivotal aspects of social media, algorithms, and AI, and their profound implications for our democracy and society at large. For instance, what is the role of social media in generating an (dis) (mis) informed public opinion? How can AI alter the way democracy works? This way, I am currently exploring these questions about the role of social media in shaping public opinion, often leading to either a well-informed or misinformed populace. Additionally, I investigate how AI might redefine the mechanisms of democracy itself.

Building on this line of research, an emerging area that captivates my attention is our ongoing exploration of how citizens perceive the relevance and necessity of politicians in society, particularly in light of AI potentially fostering a more egalitarian society. This area of study carries immense significance. Firstly, it's fundamentally flawed to assume such a premise. Secondly, this perception significantly influences how citizens engage with our political institutions and the functioning of democracy.

I anticipate that research in this domain will remain exceptionally influential for years to come, profoundly impacting our understanding of the evolving dynamics between technology, society, and governance.

SHH : What significant trends have you observed in political communication over the years?

HGZ : Over the past two decades, the internet, and particularly social media, has become the predominant arena for understanding contemporary politics. This isn't solely confined to academic research; it permeates all levels, from journalists to politicians, and the very institutions governing our democracies. The unprecedented influence of the internet and social media has shaped crucial democratic actors—citizens, journalists,

elected officials, and more.

Initially, this research trend appeared markedly optimistic, portraying technology's potential to democratize information, reduce knowledge barriers, and enhance political engagement for all. However, recent years have revealed a more nuanced and less sanguine reality. The landscape has grown increasingly complex, shedding light on both positive and negative aspects. While technology, the internet, and social media hold promise in positively transforming our world, they have also fostered detrimental outcomes such as misinformation, populism, and political polarization.

The most intriguing paradox lies in the concurrent nature of these effects. The internet and social media deliver both positive and negative consequences simultaneously, creating a landscape where these contrasting impacts coexist.

SHH : In the past, when a new medium was introduced, it was customary to discuss the advantages and disadvantages of using that medium (the optimistic vs. pessimistic view). Research followed the same path when the Internet and social media first appeared. Is it still the right direction for research? What are your thoughts on the current state of research in this domain?

HGZ : This observation is indeed fascinating, and it holds true for many technologies integrated into society. The underlying reason likely resides in the multifaceted advantages that any technology initially offers to its users—a domain often scrutinized by researchers. As these technologies gain widespread acceptance and are used over extended periods, researchers develop a deeper understanding of their various implications and effects, and oftentimes are not ideal. The internet and social media exemplify this trend.

An illustrative case demonstrating the challenge of mitigating technological harm or the unexpected outcomes of innovations is the “enshittification” assumption, articulated by journalist Cory Doctorow last year. This hypothesis suggests that any social media platform initially serves a collective good for users and citizens but

inevitably evolves towards maximizing its own benefits, consequently undermining societal well-being and civility.

SHH : You have recently published a new book, “Social Media Democracy Mirage.” Could you discuss your main argument and concerns in this work?

HGZ : Absolutely! This book is coming with Cambridge University Press in 2024, and I want to take the opportunity to thank the CUP Elements’ Series Editor in Political Communication Prof. Soroka who has invaluabley shepherded this project, and of course, I also would like to thank my co-authors of the book, Prof. Marcos-Marné, Prof. Goyanes, and PhD student, Rebecca Scheffauer. Their contributions have been vital in shaping this work.

Basically, we argue that for more than two decades, research in political communication has celebrated social media’s potential to rejuvenate democracy. It was anticipated that social media platforms would offer new avenues for individuals to engage with political information and participate actively in civic matters. However, based on two comprehensive literature reviews spanning social media’s impact on political knowledge and participation (2000—2020) and supported by empirical evidence from four original US survey datasets spanning over a decade (2009—2020), this book argues that social media has only partially lived up to these expectations. It asserts the existence of a “Social Media Democracy Mirage.”

This notion suggests that while social media has fostered increased sociopolitical engagement, it has not necessarily corresponded to a more informed public opinion. The result is a socio-political paradox wherein people are more participatory than ever, yet not necessarily more informed.

SHH : How do you think research related to social media can continue to develop? What new technologies, aspects of new technologies, or user behaviors need special attention next?

HGZ : As I elaborated previously, delving into the evolution of social media algorithms, the implications of opaque information management systems, information dissemination

on social media platforms, and the influence of AI in society hold the potential to significantly transform how citizens learn, access information, seek entertainment, communicate with one another, and engage with political institutions.

SHH : Social media challenged the authoritative and exclusive role of traditional news media, but the weakening of this role created many crises. In your view, what role can social media and traditional media play in fostering and sustaining a healthy democracy?

HGZ : This is a very good observation. Social media may indeed provide lots of information that overcame the classic journalistic gate keeping role performed by more traditional media outlets. While this expansion of voices and perspectives is a positive, it also presents a downside. The absence of professional journalistic curation may result in information lacking in factual accuracy, verification, and source accountability. Consequently, it falls upon users to discern the credibility and origins of the information they encounter. Hence, media literacy has become increasingly important in our society.

The swift and profound transformation of our informational landscape intensifies the challenge for citizens to equip themselves with the skills needed to assess the veracity of the information they encounter. This stands as a critical challenge that our societies will continue grappling with in the foreseeable future.

SHH : Additionally, what role does the field of communication studies play in contributing to it?

HGZ : While I acknowledge my bias towards communication and politics, I firmly believe that the influence of communication and new technologies in shaping the future of our world has never been more relevant than it is now. The role of communication, social media, and AI in sustaining healthier democracies is more pertinent than ever.

SHH : Your involvement in recent projects focused on young people's political participation and news consumption habits. Could you provide more insight into these initiatives? What observations have you made, and what motivated your

decision to contribute to these studies?

HGZ : Yes. The way young people consume information is not only different from the way their parents did, but also how their older siblings did! While there has always been a generational shift in information consumption, the pace of these changes is accelerating rapidly. Today's youth not only gravitate toward news on social media but are particularly inclined to consume news via platforms like TikTok. This may bring obvious deleterious repercussions beginning with an information depth deficit as opposed to consuming newspapers news, or even TV news. On the bright side, there are emerging narratives of information that heavily rely on opinion leaders and Tik Tok community members or political influencers. They play a pivotal role in simplifying complex issues and disseminating crucial news to a wider audience. This phenomenon is well-documented in the work of my doctoral student, Zicheng Cheng, who explores the concept of the “second-person view” and its influence on news engagement on TikTok (see her 2023 piece in Social Science Computer Review).

SHH : **Your extensive list of publications is impressive. Could you share which piece of your research is particularly meaningful and what makes it your favorite?**

HGZ : Thank you for your kind words. This is the toughest question so far!!! The fact is that publishing a paper is like having little academic kids, you have to “love them all equally.” However, and thankfully different from having real kids, there are always some papers that one may end up appreciating more than others. Papers that introduce new theories and validate them through empirical testing do tend to stand out. Thus, I really like the papers where we propose new theories and test them empirically. For instance, papers revolving social capital and social media, second screening, media efficacy, or on the news finds me perception, are among my favorites.

Then it is up to other researchers to discern whether those papers are more influential than others, or more “meaningful” as you posed in your question. To me, they are all similarly important and influential. Ultimately, it's the collective contribution that matters, and the diverse range of topics researchers delve into

enriches the whole academic landscape. I am just happy to see others use my work, and to witness others using my papers to assist in their own work.

SHH : Having conducted research, taught, and worked in academic institutions across various European countries and states in the U.S., you bring a unique perspective on political communication, social media, and democracy. While Europe and the U.S. are often categorized as Western countries, your experiences suggest potential differences. Have you noticed variations in the research areas and focus of scholars in these countries concerning the abovementioned topics? What differences have you observed across countries and organizations, and what do you believe might account for these distinctions?

HGZ : Having this international and diverse academic background and experience has only strengthened my conviction regarding the importance of integrating research findings and empirical testing from countries beyond the US. Emphasizing a comparative perspective across various political contexts and societies significantly advances our field and enhances our comprehension of complex phenomena. This deficiency in our field and social scientific scholarship underscores the crucial need for more studies that encompass diverse empirical research from around the world.

SHH : Additionally, considering your cross-cultural experiences, what opportunities do you see for cross-cultural or interdisciplinary research? Lastly, in terms of future collaborative efforts, what steps could be taken to promote interdisciplinary or international research partnerships?

HGZ : Yes! This is clearly another advantage of our discipline. I view communication as inherently interdisciplinary and multicultural. This perspective naturally fosters enduring, diverse, and impactful collaborations, which I believe will serve as the foundation of future advancements in communication.

I take great pride in collaborating with others, and particularly mentoring students and junior faculty. Practically, all of my articles are co-authored. The main reason is that even when leading a paper, I always look for some students who might

be interested in co-authoring so they can practice, learn, and foster their CV to be successful in an increasingly more competitive job market. This approach is my way of paying forward the mentorship I received. Following the footsteps of my own mentors, I aim to support and guide others in their academic journey as well.

SHH : To maintain your position at the forefront of your expertise, could you share insights for current and future researchers regarding the proactive steps you take to continually develop your skills?

HGZ : It is interesting that the first and last questions of this interview may garner similar responses. If I were to offer insights, I would encourage present and future researchers to maintain their curiosity, as it will indelibly fuel their research agenda. Also, the most proactive approach to advancing and refining their research skills surely involves continuous reading of published works. Reading acts as the vitamin of science. When coupled with curiosity, it becomes the most efficient means to pursue impactful research.

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爬梳剔抉與引領未來：傳播、科技與民主的十字路口 Charting the Intricate Landscape and Navigating the Future: The Intersection of Communication, Technology, and Democracy

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Time: January 1, 2024



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摘要

當前傳播與新科技對所處世界未來走向之深遠影響，可謂史無前例。網路和社群媒體前所未有之影響力，大大地塑造著扮演關鍵角色的民主行動者，創造出對立影響彼此共存之局面。傳播、社群媒體和人工智慧如何扮演維繫健全民主體制之角色，顯得更為重要。在本期對話中，Gil de Zuñiga 博士分享他對於新科技及政治傳播研究領

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域趨勢之觀察：由最初的樂觀主義派研究，描繪科技對於資訊民主化和強化政治參與之潛力，轉向於近年來關注科技帶來假訊息、民粹主義與政治極化等負面後果，這種科技效果的轉變使得局面更加錯綜複雜。資訊版圖樣貌的迅速轉變，加劇了公民在評估資訊真實性所需具備之技能上的挑戰。Gil de Zuñiga 博士提到一種社會政治悖論現象，亦即參與的增加並不必然意味著資訊水準的提高。而資訊消費中的世代轉變，導致所接收資訊深度不足，使得上述挑戰變得更為複雜多變。檢視科技、社會和治理之間動態關係的研究仍至為重要，Gil de Zuñiga 博士鼓勵未來的學者持續關注新科技如何重新定義民主機制，並且促進更為平等的社會。

Homero Gil de Zuñiga 博士介紹

Homero Gil de Zuñiga 博士是賓州州立大學媒體效果與人工智慧的特聘教授、薩拉曼卡大學政治學特聘研究教授，負責主持民主研究室 (DRU)，並同時在智利的狄艾戈波特雷斯大學擔任資深研究員。Gil de Zuñiga 博士的研究以理論為基礎，關注社群媒體、演算法和人工智慧等技術的社會影響，並透過調查法、實驗法和電腦運算方法進行研究，直指當今民主體制所面臨一些最關鍵的挑戰。Gil de Zuñiga 博士研究能量豐沛，曾出版十多本書，包括即將由劍橋大學出版社出版的《社群媒體民主幻影》，同時發表過 140 多篇經專業學術同儕審查之期刊文章，榮獲許多研究獎項。他得到許多肯定，是國際傳播協會 (ICA) 和聯合國教科文組織政策實驗室認可之院士，也獲頒 AEJMC 的 Kriegbaum Under-40 獎，及賓州州立大學社會和行為科學傑出成就獎章。

Gil de Zuñiga 博士被公認為 2008 年至 2018 年間政治傳播與社群媒體領域最多產的學者之一，亦為 2020 年與 2022 年 Thomson Reuters Clarivate JCR 調查中高度被引用學者。他已獲得 50 多項研究獎助計畫與獎項，總計超過四百萬美元，並接受《今日美國》、CNN、半島電視台等媒體之採訪。Gil de Zuñiga 博士的學術貢獻延伸至其他領域，是當前媒體與政治學研究之重要學者之一。

HGZ：Homero Gil de Zuñiga

SHH：Shih-Hsien Sandra Hsu

SHH：是哪些因素使您投入政治傳播領域的研究？

HGZ：促使我投入的主要動機是好奇心。作為學者，我們有一生的學習機會，並能由每天的生活中發現新事物。我總是說，當我停止學習與享受研究的那一天，我就會收拾行李退休。

我在西班牙讀大學時，約莫 90 年代後期，便開始接觸這個領域。我對政治傳播的興趣相當廣泛，是由關注新聞業及新聞在建立更為強大與健康的民主體制中的角色開始的。同樣，新科技本身與新科技對於社會、民主等廣泛影響，也一直吸引著我。

SHH：您能聊聊您是如何開展此領域的歷程？

HGZ：我在西班牙長大，大學主修新聞學。之後，我開始擔任記者，並在馬德里攻讀新科技的技術研究生學位。過了不久，我也在馬德里開始攻讀政治學博士學位。當我更投入於研究中，我意識到許多與政治傳播及其與新科技融合相關領域的傑出研究，通常源於美國。完成西班牙博士學位後，我下定決心前往美國繼續深造。然而，受限於當時的英語能力，在獲得知名學府錄取前，我先在飯店業工作一年。我有幸進入美國威斯康辛大學麥迪遜分校新聞與大眾傳播攻讀碩士學位，並且於該所學校傳播領域取得第二個博士學位。在西班牙和美國兩所博士學程的訓練，都為我裝備不同的技能，並共同形塑我成為今天這樣的研究者與教授。在整個職業生涯中，我很榮幸遇到多位傑出導師。在西班牙就讀大學開始，我就非常重視 María Gómez y Patiño 教授的指導，而於美國威斯康辛州求學期間，則受到 Dhavan Shah 教授的帶領。此外，在求學期間和同儕學習的經驗對我也相當寶貴，其中許多人如 Hernando Rojas 教授和 Jaeho Cho 教授，都成為受人尊敬的教授。

SHH：您能否詳細說明您目前的研究焦點，並闡明該領域哪些面向吸引你持續投入其中？

HGZ：我最近的研究焦點是社群媒體、演算法和人工智慧的關鍵面，以及它們對我們的民主和整體社會可能造成的深遠影響。例如，社群媒體在產生獲得（虛假）（錯誤）資訊的公眾輿論方面扮演什麼角色？人工智慧如何改變民主的運作方式？因此，我目前正探討關於社群媒體形塑民意之角色等研究問題，因為社群

媒體往往導致公眾不是消息靈通，便是受到錯誤訊息影響。此外，我還研究人工智慧如何重新定義民主本身的機制。基於此一脈絡研究基礎上開展的新興領域中，我開始注意到持續探索公民如何看待政治人物在社會中的相關性與必要性，特別是考慮到人工智慧可能促進一個更為平等的社會此前提。這個研究領域具有重大意義：首先，這種前提假設有其根本缺陷。其次，這種觀點將強烈影響公民如何參與我們的政治機構以及民主的運作方式。我預期此研究領域在未來幾年仍具有不凡的影響力，深刻影響我們對於科技、社會與治理間不斷變化動態的理解。

SHH：過去幾年的研究中，您在政治傳播中觀察到哪些重要趨勢？

HGZ：在過去的二十年間，網際網路，尤其是社群媒體，已成為理解當代政治的主要場域。這種現象不僅限於學術研究，它更滲透到各個層面，從記者到政治人物，以及那些管理我們民主體制的機構。網路和社群媒體前所未有的影響力塑造了重要的民主行動者——公民、記者、民選官員等。

關於這方面的研究趨勢，一開始明顯屬於樂觀主義派，描繪科技在提供產生民主化的資訊、減少知識障礙，及增強所有人政治參與方面的潛力。然而，近年來的研究趨勢開始展現出一種更微妙又不那麼樂觀的現實面。當前的樣貌變得更加複雜，科技所帶來的正面與負面的影響效果都開始顯現出來。即使科技、網路和社群媒體仍承載著積極改變我們所處世界的厚望，但同時它們也助長了錯誤訊息、民粹主義與政治極化等有害結果。最有趣的悖論在於這些正負效果同時發生，網路與社群媒體同時產生正面及負面的後果，創造出這些截然不同的對立影響相互共存的樣貌。

SHH：過去每當一種新的媒介被引入時，人們通常會由樂觀或悲觀的角度來討論使用該媒介的優缺點。當網路和社群媒體首次出現時，相關研究遵循同樣的分析路徑。這仍然是正確的研究方向嗎？您對該領域的研究現況有何看法？

HGZ：這項觀察確實非令人著迷，且對於融入社會的許多科技也的確如此發展。根本原因可能在於任何科技一開始，都為其使用者帶來多重的好處——這些也是學術研究者經常仔細探究的領域。隨著這些科技更廣泛、長期地被接受與使用後，研究者會逐漸深入了解它們不同的運用方式與效果，而這些結果往往並非

如起初預期般理想。網際網路和社群媒體就體現了此一趨勢。

新聞記者 Cory Doctorow 去年陳述的「平台劣質化 (enshittification)」假設，便體現這種希望減輕科技或創新帶來的危害與非預期結果的棘手處。此假設認為，任何社群媒體平台起初都是為了服務使用者與公民的集體福祉，然而卻無可避免地朝向自身利益最大化的方向發展，從而損害社會的福祉與文明。

SHH：您最近出版了新書《社群媒體民主幻影》，能否介紹您在其中主要的論點與關懷呢？

HGZ：當然！這本書將於 2024 年由劍橋大學出版社出版，我想藉此機會感謝 CUP Elements 政治傳播系列叢書編輯 Soroka 教授，他為此計畫提供寶貴的指導。當然，我還要感謝我的共同作者 Marcos-Marné 教授、Goyanes 教授和博士生 Rebecca Scheffauer。他們的貢獻對於這本書的完成至關重要。

基本上，我們認為這二十多年來，政治傳播研究一直在讚揚社群媒體振興民主的潛力，並期待社群媒體平台能成為個人獲取政治資訊與積極參與公民事務的新途徑。然而，根據兩篇涵蓋社群媒體對於政治知識及參與之影響 (2000-2020) 的深度文獻探討，並佐以十多年來 (2009-2020) 四個美國調查資料庫原始數據的實證分析結果，本書認為社群媒體僅達到部分期望，因此斷言「社群媒體民主幻影」的存在。

此觀點認為，即使社群媒體促使社會政治參與的增加，但它並不一定等同於促進具充分資訊的民意。這樣的結果即為一種社會政治悖論，人們比以往任何時候都更具參與性，卻不一定更了解情況。

SHH：您認為與社群媒體相關的研究會如何持續發展？接下來需要特別關注哪些新科技、新科技的哪些面向，或哪些使用者行為？

HGZ：正如我先前所闡述的，深入研究社群媒體演算法的演變、不透明資訊管理系統的影響、社群媒體平台上的資訊傳播，以及人工智慧對社會的影響等，這些都有可能顯著地改變公民如何學習、獲取資訊的方式，和如何尋求娛樂、相互交流、與政治機構互動等面向。

SHH：社群媒體挑戰了傳統新聞媒體的權威性和獨有性，但這種角色的弱化也引發了許多危機。您認為社群媒體和傳統媒體在促進和維繫健康的民主體制上，能發

揮什麼作用？

HGZ：這是一個相當好的觀察。社群媒體確實可以提供大量訊息，克服傳統媒體所扮演的經典新聞守門角色。雖然讓更多人接觸到這些意見和觀點是正面的，但它也帶來負面影響。缺乏專業的新聞策劃可能會導致資訊缺乏事實準確性、驗證和消息來源問責。因此，使用者需扛下辨別他們遇到資訊的可信度和消息來源之責。所以，媒介素養在我們的社會中愈趨重要。

我們所處的資訊情境樣貌迅速且深刻的轉變，加劇了公民所面臨的挑戰，他們需要具備評估所接觸到資訊之準確性的技能。這是我們的社會在可預見的未來將持續因應的重大挑戰。

SHH：此外，傳播研究領域在其中扮演了什麼角色？

HGZ：雖然我承認自己對傳播和政治研究有所偏好，但我堅信，當前傳播和新科技在塑造我們所處世界未來樣貌的影響力，是前所未有的重要。傳播、社群媒體和人工智慧對於維持更健全民主方面的作用，比以往任何時候都更為關鍵。

SHH：您最近參與的計畫主要關注年輕人的政治參與和新聞消費習慣。您能否提供關於參與這類研究的見解？您觀察到什麼現象？又是什麼原因促使您投入這些研究中？

HGZ：好的。年輕人消費資訊的方式不僅與他們的父母不同，就連與他們的哥哥姐姐相比，也很不同！雖然每個世代的資訊消費習慣一直有所差異，但這變化的步伐卻正迅速加快中。當今的年輕人不僅傾向於接收社群媒體上的新聞，而且特別傾向於透過 TikTok 等平台消費新聞資訊。相較於由報紙和電視中獲取新聞資訊，這種資訊消費習慣可能帶來明顯有害的影響，第一步就是由資訊深度不足開始。往好處想，越來越多資訊的敘事極度依賴意見領袖和 TikTok 社群成員或政治網紅，他們在簡化複雜問題，並向更廣泛的受眾傳播重要資訊上扮演關鍵角色。我的博士生 Zi Cheng Cheng 所做的研究充分說明此現象，並探討「第二人稱視角」的概念及其對於 TikTok 新聞參與度的影響（請參考她於 2023 年發表於社會科學電腦評論的研究。）

SHH：您的研究能量驚人，發表相當多的期刊文章。您能與我們分享一下在這些研究中，哪項是您覺得最具意義和最喜歡的研究？

HGZ：謝謝您的美言，這是到目前為止最難的問題！事實上，發表一篇論文就像養育一個學術小孩，你必須「平等地愛他們」。然而，值得慶幸的是，與養育真正的孩子不同，總有一些論文最終可能會受到更多欣賞。引入新理論並透過實證測量去驗證它們的論文往往會脫穎而出。因此，我真的很喜歡那些我們提出新理論並進行實證檢驗的論文。例如，有關社會資本和社群媒體、雙螢媒介多工、媒體效能或新聞自己會來找我的認知程度等研究，都列在我的最愛中。

然後當由其他研究者來判定這些論文是否比其他論文更具影響力，或者您在問題中提出的那樣更具有「意義」。對我而言，它們都同樣重要且具有影響力，研究者深入研究的各種主題豐富了整個學術領域，這種研究對於整個領域的最終集體貢獻，才是最重要的。我非常高興看到別人採用我的研究，並親見我的研究能對其他人的工作有所幫助。

SHH：您曾在歐洲多個國家和美國各州的學術機構進行研究、教學和工作，為政治傳播、社群媒體和民主提供獨特的視角。雖然歐洲和美國通常被歸類為西方國家，但您的經驗顯示仍有潛在差異。在上述研究領域中，您是否注意到這些國家的學者有不同的研究領域和關懷呢？您觀察到哪些不同國家與組織間的差異？又能如何解釋這種差異？

HGZ：擁有國際化、多元化的學術背景和經驗，讓我更堅信整合美國以外國家的研究成果和實證測量的重要性。強調不同政治背景和社會的比較研究視角，能大幅度地推進我們的領域，並且強化我們對於複雜現象的認識。我們的領域和社會科學學術中的這種不足，迫切需要更多各國的多元實證研究來補足。

SHH：此外，因為您具有跨文化的經歷，您認為有哪些跨文化或跨學科的研究機會？就未來的合作而言，可以採取哪些步驟來促使跨學科或國際化的研究夥伴關係？

HGZ：是的！這顯然是我們學科的另一項優勢。我認為傳播本質上是跨學科和多元文化的。這種觀點自然會促進持久、多樣化和有影響力的合作，我相信這將成為未來傳播領域進步的基礎。

我對於與他人合作，特別在指導學生和培育資淺教師上感到非常自豪。實際上，我所有的文章都是與人合作撰寫的。主要原因是，即使是我所主導的研

究，我也總是會尋找一些對共同研究感興趣的學生，使他們能藉由參與研究的練習、學習、豐富自己的履歷，以便在競爭日益激烈的就業市場中站穩腳步。追隨那些曾指導過我的導師們的腳步，我透過這種方式以回報我過去曾接受過的指導方式，我也以支持與指引他人學術旅程為目標。

SHH：為了保持您在專業知識領域的前線位置，您能否向當前和未來的研究人員分享您採取哪些積極方式持續增進您的研究能力？

HGZ：有趣的是，這次訪談的第一個問題和最後一個問題都會得到類似的回答。若要我提供見解，我會鼓勵現在及未來的研究者保持好奇心，因為這將持久不滅地推動他們的研究議題。此外，持續不斷閱讀已發表的作品，是提升與完善研究技能最積極主動的方法。閱讀是科學的維他命，當與好奇心結合時，就成為強有力的工具，進行具有影響力的研究。

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