

环境与社会

我国危机事件下从众意向模型 ——基于FISHBEIN合理行为模型的修正研究

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摘要:

在合理行为模型的基础上建立我国的危机事件从众行为意向模型, 并应用该模型对2类典型危机事件下的从众行为进行问卷调查和实证分析。在合理行为模型的基础上添加了信息性社会影响因变量, 并根据已有研究在变量之间增加了新的联系。以未知性的流感病毒传播和水灾捐助为例, 通过实证研究对模型进行了修正, 使其具有很好的解释能力。实证结果表明, 危机事件下自我救助性从众行为中信息性社会影响将占据主导作用, 而在助他性从众行为中规范性社会影响占据主导作用, 在2种不同的从众行为中, 信息性社会影响与规范性社会影响的作用方式也表现迥异。

关键词: 合理行为模型 规范性社会影响 信息性社会影响 从众意向

Herd Behavior Intention Model in Crisis in China: An Amendment Study on Fishbein's Theory of Reasoned Action

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Abstract:

Based on the Fishbein Behavior Intention Model, this article builds up an herd behavior intention for public health emergencies in China, and conducts empirical analysis for self help herd behavior and altruistic herd behavior under crisis through questionnaire survey for verification. This research is based on the theory of reasoned action, and revises it into the herd behavior intention model by adding the variable of informative social influence and increasing new links between variables according to related researches. And an empirical analysis has been done through questionnaires, taking an unknown influenza and donation in flood for examples. The empirical results show that the modified model has a good explanatory power. At the same time the empirical results also show that, informational social influence will take a leading role for the self help herd behavior and vice versa the normative social influence dominant the altruistic herd behavior under emergency. In addition, the informational and normative social influences perform their affects in different ways in two in these different herd behaviors.

Keywords: theory of reasoned action normative social influence informative social influence herd behavior intention

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