理解科普文本的簡易效應研究 Easiness effects in reading the plain language summaries.

張祥偉、林子渝、陳紹慶

科普文章是學術機構及傳播媒體將最新研究發現向一般大眾介紹的重要媒介，帶來的效益與限制仍需要有系統的研究調查。近年簡易效應的研究初步確認幾種待查證的傳播後果：讀者高估科普文章的可信度，膨脹判讀真實資訊的信心，以及疏於查證第一手資訊。本研究採取重製Kerwer等人(2020)的研究程序，確認中文心理學科普文章的簡易效應，以及探討相關研究的發展方向。 Many academic institue and media are editing the plain language summaries of the latest research findings for the lay persons. The benefits and limitations of plain language summaries are requiring the systematic investigations. The latest researches have revealed the easiness effect and its consequence for readers: They could have a higher credibility to the summary content; they might acquire an inflated confidence to evaluate the information; they may have a weak motivation to access the original source. This study will investigate the easiness effect in reading Chinese plain language summaries through the reproduction of Kerwer et al.(2020). The results will be the clues for the future studies.