明白了，我将为你撰写一篇学术综述，系统梳理情绪如何在现代社会中被国家、平台、媒体与资本武器化，操控群体认知与行为。内容将包括算法机制、心理结构、传播路径，并辅以理论模型与防御策略。

我完成后会将结构化综述内容呈现给你，包括核心文献、理论模型、案例分析和防御建议。

**情绪的武器化：现代社会中的群体心理操控与情感政治**

**引言**

“情感转向”（affective turn）以来，社会科学与人文学界日益关注情绪在公共生活中的关键作用。越来越多的研究讨论情感如何巩固和维系既有的社会秩序、如何被当作商品售卖，以及如何成为动员群众的工具 ([专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=%E8%B6%8A%E6%9D%A5%E8%B6%8A%E5%A4%9A%E5%AD%A6%E8%80%85%E5%BC%80%E5%A7%8B%E5%85%B3%E6%B3%A8%E6%83%85%E6%84%9F%E5%9C%A8%E7%90%86%E8%A7%A3%E5%BD%93%E4%BB%A3%E7%94%9F%E6%B4%BB%E4%B8%AD%E7%9A%84%E9%87%8D%E8%A6%81%E6%80%A7%EF%BC%8C%E8%AE%B8%E5%A4%9A%E8%AE%A8%E8%AE%BA%E9%9B%86%E4%B8%AD%E5%9C%A8%E6%83%85%E6%84%9F%E5%A6%82%E4%BD%95%E5%B7%A9%E5%9B%BA%E4%B8%8E%E7%BB%B4%E7%B3%BB%E7%8E%B0%E7%8A%B6%E3%80%81%E5%A6%82%E4%BD%95%E4%BD%9C%E4%B8%BA%E5%8F%AF%E8%A2%AB%E5%94%AE%E5%8D%96%E7%9A%84%E5%95%86%E5%93%81%EF%BC%8C%E4%BB%A5%E5%8F%8A%E5%A6%82%E4%BD%95%E5%8F%98%E6%88%90%E4%BA%86%E5%8A%A8%E5%91%98%E7%9A%84%E5%B7%A5%E5%85%B7%E7%AD%89%E3%80%82))。情绪不再被视为纯粹私人的内在感受，而是渗透于政治、媒体与市场的运作逻辑中，成为可以被战略性利用的力量。这种对情绪的利用常被称为“情绪的武器化”，指国家、平台、媒体与资本通过操纵人群的情绪来影响认知、塑造叙事，从而诱导集体行为。

现代社会中，“强情绪—弱事实”的非理性认知模式在“后真相”时代尤为明显 ([大众新媒体大平台](https://m.dzplus.dzng.com/share/general/0/NEWS1568835GEQSQNUMAEIPB#:~:text=%EF%BC%88%E4%B8%80%EF%BC%89%E2%80%9C%E5%BC%BA%E6%83%85%E7%BB%AA%E2%80%94%E5%BC%B1%E4%BA%8B%E5%AE%9E%E2%80%9D%E7%9A%84%E9%9D%9E%E7%90%86%E6%80%A7%E8%AE%A4%E7%9F%A5%E6%96%B9%E5%BC%8F))。理性讨论和客观事实往往让位于煽动情绪的叙事，导致公众决策更多地受情感驱动而非冷静分析 ( [〖青椒谈〗互联网时代网络群体情绪的产生与引导 \_光明网](https://theory.gmw.cn/2023-04/19/content_36506232.htm#:~:text=%E7%AC%AC%E4%B8%80%EF%BC%8C%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E5%AE%B9%E6%98%93%E5%AF%BC%E8%87%B4%E5%85%AC%E4%BC%97%E8%AE%A4%E7%9F%A5%E5%81%8F%E5%B7%AE%E3%80%82%E6%88%88%E5%A4%AB%E6%9B%BC%E8%AE%A4%E4%B8%BA%EF%BC%8C%E6%A1%86%E6%9E%B6%E4%BD%9C%E4%B8%BA%E4%B8%80%E7%A7%8D%E9%98%90%E9%87%8A%E5%9B%BE%E5%BC%8F%EF%BC%8C%E6%98%AF%E4%BA%BA%E4%BB%AC%E8%B5%96%E4%BB%A5%E5%BD%A2%E6%88%90%E8%AE%A4%E7%9F%A5%EF%BC%8C%E6%9E%84%E5%BB%BA%E4%BA%BA%E7%B1%BB%E7%A4%BE%E4%BC%9A%E5%AE%9E%E8%B7%B5%E7%BB%8F%E9%AA%8C%E7%9A%84%E9%87%8D%E8%A6%81%E5%B7%A5%E5%85%B7%EF%BC%8C%E6%A1%86%E6%9E%B6%E7%9A%84%E5%BD%A2%E6%88%90%E5%88%99%E6%9C%89%E8%B5%96%E4%BA%8E%E4%BF%A1%E6%81%AF%E7%9A%84%E9%80%89%E6%8B%A9%E3%80%82%E6%83%85%E7%BB%AA%20%E4%BC%9A%E5%B7%A6%E5%8F%B3%E4%BF%A1%E6%81%AF%E7%9A%84%E9%80%89%E6%8B%A9%EF%BC%8C%E8%BF%9B%E8%80%8C%E5%BD%B1%E5%93%8D%E6%A1%86%E6%9E%B6%E7%9A%84%E6%9E%84%E5%BB%BA%E5%92%8C%E8%AE%A4%E7%9F%A5%E7%9A%84%E5%BD%A2%E6%88%90%E3%80%82%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E5%9B%A0%E5%85%B6%E6%84%9F%E6%9F%93%E6%95%88%E5%BA%94%E3%80%81%E5%A4%B8%E5%BC%A0%E6%95%88%E5%BA%94%E3%80%81%E6%9E%81%E5%8C%96%E6%95%88%E5%BA%94%E7%9A%84%E5%AD%98%E5%9C%A8%EF%BC%8C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E5%BD%B1%E5%93%8D%E4%B8%8B%E7%9A%84%E5%85%AC%E4%BC%97%E6%9B%B4%E5%AE%B9%E6%98%93%E8%A2%AB%E6%83%85%E7%BB%AA%E6%89%80%E5%B7%A6%E5%8F%B3%EF%BC%8C%E7%90%86%E6%80%A7%E5%BE%80%E5%BE%80%E4%BC%9A%E9%80%80%E5%B1%85%E5%85%B6%E6%AC%A1%20%EF%BC%8C%E8%BF%99%E4%BC%9A%E5%8A%A0%E5%89%A7%E5%85%AC%E4%BC%97%E5%9C%A8%E7%BD%91%E7%BB%9C%E7%A9%BA%E9%97%B4%E7%9A%84%E4%BF%A1%E6%81%AF%E9%80%89%E6%8B%A9%E5%81%8F%E5%B7%AE%EF%BC%8C%E8%BF%9B%E8%80%8C%E5%BD%B1%E5%93%8D%E5%85%B6%E8%AE%A4%E7%9F%A5%E5%BD%A2%E6%88%90%EF%BC%8C%E7%BD%91%E7%BB%9C%E8%B0%A3%E8%A8%80%E5%92%8C%E7%BD%91%E7%BB%9C%E5%81%8F%E8%A7%81%E5%8D%B3%E6%98%AF%E5%85%B8%E5%9E%8B%E3%80%82%E6%9C%89%E7%A0%94%E7%A9%B6%E8%A1%A8%E6%98%8E%EF%BC%8C%E7%BD%91%E7%BB%9C%E8%B0%A3%E8%A8%80%E5%BE%80%E5%BE%80%E6%98%AF%E6%83%85%E5%A2%83%E7%9A%84%E6%83%85%E7%BB%AA%E5%8C%96%E5%8F%8D%E5%BA%94%EF%BC%8C%E6%81%90%E6%85%8C%E3%80%81%E7%84%A6))。政治理论家和传播学者开始质疑以往预设的“理性人”假设，重新审视情绪在政治与社会过程中的地位 ([专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=%E9%9A%8F%E7%9D%80%E7%A4%BE%E4%BA%A4%E5%AA%92%E4%BD%93%E7%9A%84%E5%85%B4%E8%B5%B7%EF%BC%8C%E5%85%AC%E4%BC%97%E7%9A%84%E8%A1%A8%E8%BE%BE%E5%92%8C%E8%BA%AB%E4%BB%BD%E8%AE%A4%E5%90%8C%E5%8F%97%E5%88%B0%E6%83%85%E6%84%9F%E7%9A%84%E9%A9%B1%E5%8A%A8%E8%A1%A8%E7%8E%B0%E5%BE%97%E8%B6%8A%E6%9D%A5%E8%B6%8A%E6%98%8E%E6%98%BE%EF%BC%8C%E8%BF%99%E4%B8%80%E8%BD%AC%E5%8F%98%E5%9C%A8%E9%9B%86%E4%BD%93%E8%BA%AB%E4%BB%BD%E7%9A%84%E5%BD%A2%E6%88%90%E5%92%8C%E7%A4%BE%E4%BC%9A%E5%8A%A8%E5%91%98%E6%9C%BA%E5%88%B6%E4%B8%8A%E5%8F%91%E6%8C%A5%E4%BA%86%E5%85%B3%E9%94%AE%E4%BD%9C%E7%94%A8%E3%80%82%E5%9C%A8%E6%9C%AC%E6%AC%A1%E9%87%87%E8%AE%BF%E4%B8%AD%EF%BC%8C%E5%88%98%E4%B8%96%E9%BC%8E%E6%8E%A2%E8%AE%A8%E4%BA%86%E6%83%85%E6%84%9F%E5%9C%A8%20%E6%94%BF%E6%B2%BB%E7%BB%8F%E6%B5%8E%E8%AE%A8%E8%AE%BA%E4%B8%AD%E7%9A%84%E5%9C%B0%E4%BD%8D%EF%BC%8C%E8%B4%A8%E7%96%91%E4%BA%86%E7%A4%BE%E4%BC%9A%E4%B8%8E%E6%94%BF%E6%B2%BB%E7%90%86%E8%AE%BA%E4%B8%AD%E6%99%AE%E9%81%8D%E5%AD%98%E5%9C%A8%E7%9A%84%E7%90%86%E6%80%A7%E9%A2%84%E8%AE%BE%E8%B7%9F%E5%81%8F%E8%A7%81%EF%BC%8C%E5%B9%B6%E4%BB%8E%E2%80%9C%E6%84%9F%E8%A7%89%E7%BB%93%E6%9E%84%E2%80%9D%E7%9A%84%E8%A7%92%E5%BA%A6%E8%A7%A3%E8%AF%BB%E5%BD%93%E5%89%8D%E5%9C%B0%E7%BC%98%E6%94%BF%E6%B2%BB%E5%86%B2%E7%AA%81%EF%BC%8C%E5%A6%82%E4%BF%84%E4%B9%8C%E5%92%8C%E5%B7%B4%E4%BB%A5%E5%86%B2%E7%AA%81%E3%80%82%E5%90%8C%E6%97%B6%EF%BC%8C%E5%88%98%E4%B8%96%E9%BC%8E%E5%88%86%E4%BA%AB%E4%BA%86%E4%BB%96%E5%AF%B9%E4%B8%9C%E4%BA%9A%E5%9C%B0%20%E5%8C%BA%E5%A4%8D%E6%9D%82%E6%83%85%E6%84%9F%E7%BB%93%E6%9E%84%E5%AF%B9%E5%8C%BA%E5%9F%9F%E5%92%8C%E8%A7%A3%E4%B8%8E%E5%92%8C%E5%B9%B3%E5%83%B5%E5%B1%80%E7%9A%84%E7%9C%8B%E6%B3%95%EF%BC%8C%E5%B9%B6%E6%8E%A2%E8%AE%A8%E4%BA%86%E8%B6%85%E8%B6%8A%E6%84%A4%E6%80%92%E5%92%8C%E4%BB%87%E6%81%A8%E3%80%81%E8%AE%BE%E6%83%B3%E6%96%B0%E7%9A%84%E6%94%BF%E6%B2%BB%E6%A8%A1%E5%BC%8F%E7%9A%84%E5%8F%AF%E8%83%BD%E3%80%82%E6%AD%A4%E5%A4%96%EF%BC%8C%E4%BB%96%E8%BF%98%E8%AE%A8%E8%AE%BA%E4%BA%86%E5%BD%93%E4%B8%8B%E9%9D%92%E5%B9%B4%E6%96%87%E5%8C%96%E4%B8%AD%E7%9A%84%E7%84%A6%E8%99%91%E4%BB%A5%E5%8F%8A%E4%B8%9C%E4%BA%9A%E8%AF%AD%E5%A2%83%E4%B8%AD))。正如当代哲学家韩炳哲（Byung-Chul Han）所指出的，在新自由主义的“心理政治（psychopolitics）”环境下，权力通过情绪等前反思性的途径影响人们的行为，将情感作为控制工具，并将情绪本身转化为可交易的商品 ([[PDF] Psychopolitics: Neoliberalism and New Technologies of Power](https://creativecoding.soe.ucsc.edu/courses/cmpm202_w20/texts/Han_Psychopolitics_2017.pdf#:~:text=Power%20creativecoding,it%20manages%20to%20cut)) ([Byung-Chul Han and the Psychological Dimensions of Neoliberalism](https://www.psychologytoday.com/us/blog/philosophies-in-psychology/202411/byung-chul-han-and-the-psychological-dimensions-of#:~:text=Byung,In%20Psychopolitics))。本综述将系统梳理情绪被如何武器化以实施群体心理操控、叙事引导和行为塑造，并从多个维度探讨应对机制。

本文将围绕六个方面展开讨论：(1) 情绪何以取代理性主导群体决策，在选举、舆论、消费与战争等情境中的表现；(2) 群体情绪的传播机制，如情绪感染、镜像神经元、集体标签效应等；(3) 平台与媒体通过算法进行情绪操控的策略，包括内容推送和情绪放大机制（短视频、热搜、评论引导等）；(4) “结构性焦虑”的建构机制与商业化利用，如身份焦虑、教育焦虑与快速疗愈产品等；(5) 情绪在制造敌人和推进政治目标中的作用（情绪动员模型、仇恨作为团结机制）；(6) 如何构建“情绪免疫系统”及认知冷静机制，以抵御情绪操纵。文章将综合情感理论（affect theory）、群体心理学、算法推荐机制研究、政治传播学、营销心理学和数字媒体研究等跨学科视角，辅以典型案例和模型示意，以期全面呈现现代情感政治的图景。

**情绪取代理性：群体决策的情感主导**

在人类群体决策中，情绪往往胜过理性分析而成为主要驱动力。在民主选举和公共舆论中尤其如此：研究表明，当代政治行为更多受情绪支配而非理性计算 ([Voting is irrational. Emotions always win | Eyal Winter | The Guardian](https://www.theguardian.com/commentisfree/2015/may/07/voting-irrational-emotions-politics-ideology#:~:text=political%20behaviour%20is%20governed%20more,a%20considerable%20benefit%20if%20the))。所谓“选民理性”在强大的情感动员面前往往退居次席 ( [〖青椒谈〗互联网时代网络群体情绪的产生与引导 \_光明网](https://theory.gmw.cn/2023-04/19/content_36506232.htm#:~:text=%E7%AC%AC%E4%B8%80%EF%BC%8C%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E5%AE%B9%E6%98%93%E5%AF%BC%E8%87%B4%E5%85%AC%E4%BC%97%E8%AE%A4%E7%9F%A5%E5%81%8F%E5%B7%AE%E3%80%82%E6%88%88%E5%A4%AB%E6%9B%BC%E8%AE%A4%E4%B8%BA%EF%BC%8C%E6%A1%86%E6%9E%B6%E4%BD%9C%E4%B8%BA%E4%B8%80%E7%A7%8D%E9%98%90%E9%87%8A%E5%9B%BE%E5%BC%8F%EF%BC%8C%E6%98%AF%E4%BA%BA%E4%BB%AC%E8%B5%96%E4%BB%A5%E5%BD%A2%E6%88%90%E8%AE%A4%E7%9F%A5%EF%BC%8C%E6%9E%84%E5%BB%BA%E4%BA%BA%E7%B1%BB%E7%A4%BE%E4%BC%9A%E5%AE%9E%E8%B7%B5%E7%BB%8F%E9%AA%8C%E7%9A%84%E9%87%8D%E8%A6%81%E5%B7%A5%E5%85%B7%EF%BC%8C%E6%A1%86%E6%9E%B6%E7%9A%84%E5%BD%A2%E6%88%90%E5%88%99%E6%9C%89%E8%B5%96%E4%BA%8E%E4%BF%A1%E6%81%AF%E7%9A%84%E9%80%89%E6%8B%A9%E3%80%82%E6%83%85%E7%BB%AA%20%E4%BC%9A%E5%B7%A6%E5%8F%B3%E4%BF%A1%E6%81%AF%E7%9A%84%E9%80%89%E6%8B%A9%EF%BC%8C%E8%BF%9B%E8%80%8C%E5%BD%B1%E5%93%8D%E6%A1%86%E6%9E%B6%E7%9A%84%E6%9E%84%E5%BB%BA%E5%92%8C%E8%AE%A4%E7%9F%A5%E7%9A%84%E5%BD%A2%E6%88%90%E3%80%82%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E5%9B%A0%E5%85%B6%E6%84%9F%E6%9F%93%E6%95%88%E5%BA%94%E3%80%81%E5%A4%B8%E5%BC%A0%E6%95%88%E5%BA%94%E3%80%81%E6%9E%81%E5%8C%96%E6%95%88%E5%BA%94%E7%9A%84%E5%AD%98%E5%9C%A8%EF%BC%8C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E5%BD%B1%E5%93%8D%E4%B8%8B%E7%9A%84%E5%85%AC%E4%BC%97%E6%9B%B4%E5%AE%B9%E6%98%93%E8%A2%AB%E6%83%85%E7%BB%AA%E6%89%80%E5%B7%A6%E5%8F%B3%EF%BC%8C%E7%90%86%E6%80%A7%E5%BE%80%E5%BE%80%E4%BC%9A%E9%80%80%E5%B1%85%E5%85%B6%E6%AC%A1%20%EF%BC%8C%E8%BF%99%E4%BC%9A%E5%8A%A0%E5%89%A7%E5%85%AC%E4%BC%97%E5%9C%A8%E7%BD%91%E7%BB%9C%E7%A9%BA%E9%97%B4%E7%9A%84%E4%BF%A1%E6%81%AF%E9%80%89%E6%8B%A9%E5%81%8F%E5%B7%AE%EF%BC%8C%E8%BF%9B%E8%80%8C%E5%BD%B1%E5%93%8D%E5%85%B6%E8%AE%A4%E7%9F%A5%E5%BD%A2%E6%88%90%EF%BC%8C%E7%BD%91%E7%BB%9C%E8%B0%A3%E8%A8%80%E5%92%8C%E7%BD%91%E7%BB%9C%E5%81%8F%E8%A7%81%E5%8D%B3%E6%98%AF%E5%85%B8%E5%9E%8B%E3%80%82%E6%9C%89%E7%A0%94%E7%A9%B6%E8%A1%A8%E6%98%8E%EF%BC%8C%E7%BD%91%E7%BB%9C%E8%B0%A3%E8%A8%80%E5%BE%80%E5%BE%80%E6%98%AF%E6%83%85%E5%A2%83%E7%9A%84%E6%83%85%E7%BB%AA%E5%8C%96%E5%8F%8D%E5%BA%94%EF%BC%8C%E6%81%90%E6%85%8C%E3%80%81%E7%84%A6))。例如，在选举竞选中，政客经常诉诸选民的恐惧、愤怒或希望，以激发投票热情或改变支持倾向。当公众被煽动起来，对政策细节的冷静权衡便让位于对简化叙事的情感认同 ([专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=%E9%83%BD%E5%8F%AF%E8%83%BD%E8%A2%AB%E8%BD%AC%E5%8C%96%E4%B8%BA%E6%84%A4%E6%80%92%E8%B7%9F%E4%BB%87%E6%81%A8%E3%80%82%E7%89%B9%E6%9C%97%E6%99%AE%E4%BC%BC%E4%B9%8E%E6%AF%94%E6%89%80%E6%9C%89%E4%BA%BA%E9%83%BD%E5%96%84%E4%BA%8E%E6%8C%91%E8%B5%B7%E9%80%89%E6%B0%91%E6%83%85%E7%BB%AA%E3%80%82%E4%BB%96%E5%80%9F%E5%8A%A9%E7%9B%B4%E7%99%BD%E3%80%81%E6%BF%80%E6%83%85%E7%9A%84%E6%BC%94%E8%AE%B2%EF%BC%8C%E6%BF%80%E5%8F%91%E4%BA%86%E9%83%A8%E5%88%86%E7%99%BD%E4%BA%BA%E7%BE%A4%E4%BD%93%E7%9A%84%E6%94%AF%E6%8C%81%E3%80%82%E4%BB%96%E7%9A%84%E8%AF%9D%E8%AF%AD%E7%AD%96%E7%95%A5%E6%98%AFblame%20game%EF%BC%88%E8%B0%B4%E8%B4%A3%E6%B8%B8%E6%88%8F%EF%BC%89%20%EF%BC%8C%E5%AF%B9%E5%86%85%E5%BC%BA%E8%B0%83%E8%87%AA%E5%B7%B1%E4%BB%A3%E8%A1%A8%E7%9D%80%E4%B8%80%E7%BE%A4%E2%80%9C%E8%A2%AB%E9%81%97%E5%BF%98%E7%9A%84%E4%BA%BA%E2%80%9D%E3%80%81%E5%AF%B9%E5%A4%96%E5%BC%BA%E8%B0%83%E8%87%AA%E5%B7%B1%E4%BB%A3%E8%A1%A8%E7%BE%8E%E5%9B%BD%E5%88%A9%E7%9B%8A%E3%80%82%E4%BB%96%E7%94%A8%E5%AF%B9%E7%AB%8B%E3%80%81%E6%9E%81%E7%AB%AF%E3%80%81%E7%AE%80%E5%8C%96%E7%9A%84%E8%AF%AD%E8%A8%80%E6%8C%91%E8%B5%B7%E4%BB%87%E6%81%A8%EF%BC%8C%E5%B0%86%E7%A7%BB%E6%B0%91%E9%97%AE%E9%A2%98%E6%AD%A6%E5%99%A8%E5%8C%96%EF%BC%8C%E5%BC%BA%E5%8C%96%E4%BA%86%E6%9C%AC%E5%9C%9F%E5%92%8C%E5%A4%96%E6%9D%A5%E7%9A%84%E6%8E%92%E5%A4%96%E5%AF%B9%E7%AB%8B%E6%83%85%E7%BB%AA%EF%BC%8C%E5%B0%86%E7%A4%BE%E4%BC%9A%E9%97%AE%20%E9%A2%98%E5%BD%92%E5%9B%A0%E5%AF%B9%E6%89%8B%EF%BC%88%E6%B0%91%E4%B8%BB%E5%85%9A%EF%BC%89%E3%80%81%E4%BD%93%E5%88%B6%EF%BC%88%E9%80%89%E4%B8%BE%E7%BB%93%E6%9E%9C%E8%B7%9F%E5%8F%B8%E6%B3%95%E6%9C%BA%E5%85%B3%EF%BC%89%E3%80%81%E9%9D%9E%E6%88%91%E6%97%8F%E7%B1%BB%EF%BC%88%E7%A7%BB%E6%B0%91%EF%BC%89%E6%88%96%E5%A4%96%E9%83%A8%E4%BB%96%E8%80%85%EF%BC%88%E4%B8%AD%E5%9B%BD%EF%BC%89%E3%80%82%E5%8E%9F%E6%9C%AC%E5%A4%8D%E6%9D%82%E5%A4%9A%E6%A0%B7%E7%9A%84%E7%A4%BE%E4%BC%9A%E5%85%B3%E7%B3%BB%E8%A2%AB%E7%AE%80%E5%8C%96%E4%B8%BA%E5%8D%95%E4%B8%80%E7%9A%84%E3%80%81%E7%BB%9D%E5%AF%B9%E7%9A%84%E6%95%8C%E6%88%91%E5%85%B3%E7%B3%BB%EF%BC%8C%E5%B9%B6%E6%9C%8D%E4%BB%8E%E4%BA%8E%E6%94%BF%E6%B2%BB%E6%89%80%E9%9C%80%E8%A6))。正如有学者指出的，**“后真相”时代的舆论特征是“弱事实”而“强情绪”** ([大众新媒体大平台](https://m.dzplus.dzng.com/share/general/0/NEWS1568835GEQSQNUMAEIPB#:~:text=%EF%BC%88%E4%B8%80%EF%BC%89%E2%80%9C%E5%BC%BA%E6%83%85%E7%BB%AA%E2%80%94%E5%BC%B1%E4%BA%8B%E5%AE%9E%E2%80%9D%E7%9A%84%E9%9D%9E%E7%90%86%E6%80%A7%E8%AE%A4%E7%9F%A5%E6%96%B9%E5%BC%8F))——大量信息被情绪过滤，人们更倾向于相信符合自身情感倾向的说法，而忽略与之冲突的客观证据。

群体决策中的情绪主导在战争与冲突情境中表现得更加极端。历史经验和政治传播研究都表明，战争宣传通常通过煽动恐惧与仇恨来压制民众的理性思考。例如，政府和媒体会夸大敌方的威胁，强调本群体面临的生存危机，激起民众的恐慌和愤怒。在这种情绪高涨的氛围下，理性的反对声音容易被贴上“不爱国”等标签而被排斥，群体很难进行冷静客观的判断。情绪在此被武器化，用以塑造\*\*“非黑即白”**的叙事，促进民众对开战决策的支持。社会心理学者称之为**“情感补偿”\*\*现象：当理性论证不足时，以情绪诉求来填补，从而实现对群体行为的引导 ([公共舆论中的情绪、偏见及“聚合的奇迹” - 中国社会科学网](https://www.cssn.cn/xwcbx/__deleted_2022.12.31_13.46.18__xwcbx_xkqy/202208/t20220802_5440259.shtml#:~:text=%E5%85%AC%E5%85%B1%E8%88%86%E8%AE%BA%E4%B8%AD%E7%9A%84%E6%83%85%E7%BB%AA%E3%80%81%E5%81%8F%E8%A7%81%E5%8F%8A%E2%80%9C%E8%81%9A%E5%90%88%E7%9A%84%E5%A5%87%E8%BF%B9%E2%80%9D%20))。

消费领域同样充斥着情绪对决策的支配。营销心理学研究指出，消费者购买行为往往并非纯粹理性计算性价比，而是深受情感驱动。广告和营销常运用情感诉求，比如通过制造恐惧（不购买就会有风险）、营造FOMO（错失良机的焦虑）或煽动憧憬（使用产品即可带来快乐与成功）来影响决策。**情感理论**（affect theory）认为，情绪在此充当了沟通符号，品牌与消费者之间建立起情感连接，使消费行为成为情感表达的一部分 ([专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=%E8%B6%8A%E6%9D%A5%E8%B6%8A%E5%A4%9A%E5%AD%A6%E8%80%85%E5%BC%80%E5%A7%8B%E5%85%B3%E6%B3%A8%E6%83%85%E6%84%9F%E5%9C%A8%E7%90%86%E8%A7%A3%E5%BD%93%E4%BB%A3%E7%94%9F%E6%B4%BB%E4%B8%AD%E7%9A%84%E9%87%8D%E8%A6%81%E6%80%A7%EF%BC%8C%E8%AE%B8%E5%A4%9A%E8%AE%A8%E8%AE%BA%E9%9B%86%E4%B8%AD%E5%9C%A8%E6%83%85%E6%84%9F%E5%A6%82%E4%BD%95%E5%B7%A9%E5%9B%BA%E4%B8%8E%E7%BB%B4%E7%B3%BB%E7%8E%B0%E7%8A%B6%E3%80%81%E5%A6%82%E4%BD%95%E4%BD%9C%E4%B8%BA%E5%8F%AF%E8%A2%AB%E5%94%AE%E5%8D%96%E7%9A%84%E5%95%86%E5%93%81%EF%BC%8C%E4%BB%A5%E5%8F%8A%E5%A6%82%E4%BD%95%E5%8F%98%E6%88%90%E4%BA%86%E5%8A%A8%E5%91%98%E7%9A%84%E5%B7%A5%E5%85%B7%E7%AD%89%E3%80%82))。例如，一款汽车广告可能不谈引擎参数，而是展示家庭幸福场景，以激发观众内心的温情，从而影响其购买选择。在这些情况下，情绪俨然取代理性，成为群体决策过程中的幕后推手。

值得注意的是，情绪主导决策并不总是消极或非理性的同义词。有研究指出，在复杂不确定的情境下，情感可以作为启发式线索帮助人们做出快速判断。然而，当情绪被外部力量蓄意操纵并用来左右群体选择时，问题就变得十分严重。这不仅可能导致非理性甚至有害的集体行为（如暴民行为、战争狂热等），也削弱了民主决策和市场选择的理性基础。因此，我们有必要深入理解情绪如何在群体决策中被利用和操控。

**群体情绪的传播机制**

要理解情绪的武器化，需首先剖析情绪在群体中传播、放大的机制。**情绪感染**（emotional contagion）是其中最核心的概念之一，指一个人的情绪可以通过面部表情、语调、姿态等线索在群体中迅速传播，导致他人产生共鸣情绪。19世纪的社会心理学先驱古斯塔夫·勒庞在《乌合之众》中就描述了群体中情绪传染的威力：个人一旦融入群体，往往会不自觉地响应他人的情绪，陷入“集体心灵”状态而失去自我理性判断。现代神经科学为这一现象提供了生理依据——**镜像神经元**的发现表明，当我们观察他人表现出某种情绪时，我们大脑中对应的区域会被激活，仿佛自己也在体验类似情绪 ([Contagious depression: Automatic mimicry and the mirror neuron ...](https://www.sciencedirect.com/science/article/abs/pii/S0149763421005807#:~:text=,key%20component%20for%20empathy%20processing))。这种神经机制使人类具有**共情**和**模仿**的倾向，从而为情绪在个体间的“同步化”提供了可能。正是借由镜像神经元和共情能力，群体成员得以相互“感染”彼此的情绪：一个人的愤怒或欢乐可以经由他人的面部表情、言语和行为反馈，不断在群体中复制、放大。

除生理机制外，社会心理机制也加剧了情绪的群体传播效应。**集体标签效应**（collective labeling effect）是指群体成员共享某种身份标签或情境定义时，倾向于对相关事件产生类似的情绪反应。例如，在网络社区中，当某一群体被贴上“受害者”或“正义之师”的标签时，该群体内个体更容易对相关话题表现出一致的愤慨或热情。这种共有的身份认同和情感基调，会在内部强化情绪的一致性，并排斥不同声音，从而形成“情绪同温层”。**信息茧房效应**和**回音室效应**加剧了这一现象：人们倾向于与持相同立场和情绪的人互动，接收支持自身情感立场的信息，结果使群体情绪不断被重复确认和强化 ( [〖青椒谈〗互联网时代网络群体情绪的产生与引导 \_光明网](https://theory.gmw.cn/2023-04/19/content_36506232.htm#:~:text=%E7%AC%AC%E4%B8%80%EF%BC%8C%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E5%AE%B9%E6%98%93%E5%AF%BC%E8%87%B4%E5%85%AC%E4%BC%97%E8%AE%A4%E7%9F%A5%E5%81%8F%E5%B7%AE%E3%80%82%E6%88%88%E5%A4%AB%E6%9B%BC%E8%AE%A4%E4%B8%BA%EF%BC%8C%E6%A1%86%E6%9E%B6%E4%BD%9C%E4%B8%BA%E4%B8%80%E7%A7%8D%E9%98%90%E9%87%8A%E5%9B%BE%E5%BC%8F%EF%BC%8C%E6%98%AF%E4%BA%BA%E4%BB%AC%E8%B5%96%E4%BB%A5%E5%BD%A2%E6%88%90%E8%AE%A4%E7%9F%A5%EF%BC%8C%E6%9E%84%E5%BB%BA%E4%BA%BA%E7%B1%BB%E7%A4%BE%E4%BC%9A%E5%AE%9E%E8%B7%B5%E7%BB%8F%E9%AA%8C%E7%9A%84%E9%87%8D%E8%A6%81%E5%B7%A5%E5%85%B7%EF%BC%8C%E6%A1%86%E6%9E%B6%E7%9A%84%E5%BD%A2%E6%88%90%E5%88%99%E6%9C%89%E8%B5%96%E4%BA%8E%E4%BF%A1%E6%81%AF%E7%9A%84%E9%80%89%E6%8B%A9%E3%80%82%E6%83%85%E7%BB%AA%20%E4%BC%9A%E5%B7%A6%E5%8F%B3%E4%BF%A1%E6%81%AF%E7%9A%84%E9%80%89%E6%8B%A9%EF%BC%8C%E8%BF%9B%E8%80%8C%E5%BD%B1%E5%93%8D%E6%A1%86%E6%9E%B6%E7%9A%84%E6%9E%84%E5%BB%BA%E5%92%8C%E8%AE%A4%E7%9F%A5%E7%9A%84%E5%BD%A2%E6%88%90%E3%80%82%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E5%9B%A0%E5%85%B6%E6%84%9F%E6%9F%93%E6%95%88%E5%BA%94%E3%80%81%E5%A4%B8%E5%BC%A0%E6%95%88%E5%BA%94%E3%80%81%E6%9E%81%E5%8C%96%E6%95%88%E5%BA%94%E7%9A%84%E5%AD%98%E5%9C%A8%EF%BC%8C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E5%BD%B1%E5%93%8D%E4%B8%8B%E7%9A%84%E5%85%AC%E4%BC%97%E6%9B%B4%E5%AE%B9%E6%98%93%E8%A2%AB%E6%83%85%E7%BB%AA%E6%89%80%E5%B7%A6%E5%8F%B3%EF%BC%8C%E7%90%86%E6%80%A7%E5%BE%80%E5%BE%80%E4%BC%9A%E9%80%80%E5%B1%85%E5%85%B6%E6%AC%A1%20%EF%BC%8C%E8%BF%99%E4%BC%9A%E5%8A%A0%E5%89%A7%E5%85%AC%E4%BC%97%E5%9C%A8%E7%BD%91%E7%BB%9C%E7%A9%BA%E9%97%B4%E7%9A%84%E4%BF%A1%E6%81%AF%E9%80%89%E6%8B%A9%E5%81%8F%E5%B7%AE%EF%BC%8C%E8%BF%9B%E8%80%8C%E5%BD%B1%E5%93%8D%E5%85%B6%E8%AE%A4%E7%9F%A5%E5%BD%A2%E6%88%90%EF%BC%8C%E7%BD%91%E7%BB%9C%E8%B0%A3%E8%A8%80%E5%92%8C%E7%BD%91%E7%BB%9C%E5%81%8F%E8%A7%81%E5%8D%B3%E6%98%AF%E5%85%B8%E5%9E%8B%E3%80%82%E6%9C%89%E7%A0%94%E7%A9%B6%E8%A1%A8%E6%98%8E%EF%BC%8C%E7%BD%91%E7%BB%9C%E8%B0%A3%E8%A8%80%E5%BE%80%E5%BE%80%E6%98%AF%E6%83%85%E5%A2%83%E7%9A%84%E6%83%85%E7%BB%AA%E5%8C%96%E5%8F%8D%E5%BA%94%EF%BC%8C%E6%81%90%E6%85%8C%E3%80%81%E7%84%A6))。当个人偏见与群体偏见相互叠加，整个舆论场就会出现显著的极化，理性讨论空间日趋缩小 ( [〖青椒谈〗互联网时代网络群体情绪的产生与引导 \_光明网](https://theory.gmw.cn/2023-04/19/content_36506232.htm#:~:text=%EF%BC%8C%E8%BF%99%E4%BC%9A%E5%8A%A0%E5%89%A7%E5%85%AC%E4%BC%97%E5%9C%A8%E7%BD%91%E7%BB%9C%E7%A9%BA%E9%97%B4%E7%9A%84%E4%BF%A1%E6%81%AF%E9%80%89%E6%8B%A9%E5%81%8F%E5%B7%AE%EF%BC%8C%E8%BF%9B%E8%80%8C%E5%BD%B1%E5%93%8D%E5%85%B6%E8%AE%A4%E7%9F%A5%E5%BD%A2%E6%88%90%EF%BC%8C%E7%BD%91%E7%BB%9C%E8%B0%A3%E8%A8%80%E5%92%8C%E7%BD%91%E7%BB%9C%E5%81%8F%E8%A7%81%E5%8D%B3%E6%98%AF%E5%85%B8%E5%9E%8B%E3%80%82%E6%9C%89%E7%A0%94%E7%A9%B6%E8%A1%A8%E6%98%8E%EF%BC%8C%E7%BD%91%E7%BB%9C%E8%B0%A3%E8%A8%80%E5%BE%80%E5%BE%80%E6%98%AF%E6%83%85%E5%A2%83%E7%9A%84%E6%83%85%E7%BB%AA%E5%8C%96%E5%8F%8D%E5%BA%94%EF%BC%8C%E6%81%90%E6%85%8C%E3%80%81%E7%84%A6%E8%99%91%E6%83%85%E7%BB%AA%E6%98%AF%E7%BD%91%E7%BB%9C%E8%B0%A3%E8%A8%80%E4%BC%A0%E6%92%AD%20%E7%9A%84%E9%87%8D%E8%A6%81%E4%B8%AD%E4%BB%8B%E5%8F%98%E9%87%8F%E3%80%82%E7%94%B1%E4%BA%8E%E4%BF%A1%E6%81%AF%E8%8C%A7%E6%88%BF%E6%95%88%E5%BA%94%E5%92%8C%E7%BD%91%E7%BB%9C%E5%9B%9E%E9%9F%B3%E5%AE%A4%E6%95%88%E5%BA%94%E7%9A%84%E5%AD%98%E5%9C%A8%EF%BC%8C%E4%BC%9A%E8%BF%9B%E4%B8%80%E6%AD%A5%E5%8A%A0%E5%89%A7%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E5%BD%B1%E5%93%8D%E4%B8%8B%E7%9A%84%E5%85%AC%E4%BC%97%E4%BF%A1%E6%81%AF%E9%80%89%E6%8B%A9%EF%BC%8C%E8%BF%9B%E8%80%8C%E5%B8%A6%E6%9D%A5%E5%85%AC%E4%BC%97%E5%81%8F%E8%A7%81%E3%80%82%E5%BD%93%E4%B8%AA%E4%BD%93%E5%81%8F%E8%A7%81%E3%80%81%E7%BE%A4%E4%BD%93%E5%81%8F%E8%A7%81%E7%9B%B8%E4%BA%92%E5%8F%A0%E5%8A%A0%E6%97%B6%EF%BC%8C%E5%8F%88%E4%BC%9A%E8%BF%9B%E4%B8%80%20%E6%AD%A5%E5%8A%A0%E5%89%A7%E7%BD%91%E7%BB%9C%E8%88%86%E8%AE%BA%E7%9A%84%E6%9E%81%E5%8C%96%E3%80%82))。

现代数字社交网络为情绪传播按下“加速键”。情绪可以在网上以空前的速度和规模蔓延。例如，2014年Facebook进行的一项大规模情绪感染实验显示，通过算法操控用户看到的正面或负面内容，可以相应改变用户发帖的情绪色彩 ([Amplification of emotion on social media](https://www.hbs.edu/ris/download.aspx?name=Amit%20Amplification%20of%20Emotion%20on%20Social%20Media.pdf#:~:text=amplify%20such%20content,reinforcing%20cycle%20of%20emotional%20content6))。这证实了情绪感染在网络时代的威力：即便隔着屏幕，大量用户的情绪仍会随社交媒体内容的基调而波动。**情绪极化**（emotional polarization）是社交媒体时代群体情绪传播的新特点。当负面情绪（愤怒、怨恨、焦虑等）在网络上流行时，不同群体间的敌意和不信任迅速上升，舆论场呈现两极对立和撕裂 ([大众新媒体大平台](https://m.dzplus.dzng.com/share/general/0/NEWS1568835GEQSQNUMAEIPB#:~:text=%E5%A6%82%E4%BB%8A%EF%BC%8C%E5%85%B7%E6%9C%89%E5%BC%80%E6%94%BE%E6%80%A7%E3%80%81%E5%8F%8A%E6%97%B6%E6%80%A7%E3%80%81%E5%8C%BF%E5%90%8D%E6%80%A7%E5%92%8C%E4%BA%92%E5%8A%A8%E6%80%A7%E7%AD%89%E7%89%B9%E7%82%B9%E7%9A%84%E7%A4%BE%E4%BA%A4%E5%AA%92%E4%BD%93%E5%B7%B2%E7%BB%8F%E6%88%90%E4%B8%BA%E4%BA%BA%E4%BB%AC%E8%A1%A8%E8%BE%BE%E6%83%85%E7%BB%AA%E7%9A%84%E9%87%8D%E8%A6%81%E5%B9%B3%E5%8F%B0%EF%BC%8C%E5%9F%BA%E4%BA%8E%E6%AD%A4%E5%BD%A2%E6%88%90%E7%9A%84%E7%BD%91%E7%BB%9C%E8%88%86%E6%83%85%E5%91%88%E7%8E%B0%E2%80%9C%E5%BC%B1%E4%BA%8B%E5%AE%9E%E2%80%94%E5%BC%BA%E6%83%85%E7%BB%AA%E2%80%9D%E7%9A%84%E7%89%B9%E7%82%B9)) ([大众新媒体大平台](https://m.dzplus.dzng.com/share/general/0/NEWS1568835GEQSQNUMAEIPB#:~:text=%E6%83%85%E7%BB%AA%E6%9E%81%E5%8C%96%EF%BC%88Emotional%2FAffective%20Polarization%EF%BC%89%E6%98%AF%E7%A4%BE%E4%BC%9A%E5%BF%83%E7%90%86%E5%AD%A6%E4%B8%AD%E8%A2%AB%E5%B9%BF%E6%B3%9B%E7%A0%94%E7%A9%B6%E7%9A%84%E7%8E%B0%E8%B1%A1%E3%80%82%E5%AF%B9%E4%BA%8E%E6%83%85%E7%BB%AA%E6%9E%81%E5%8C%96%EF%BC%8C%E5%AD%A6%E7%95%8C%E5%B0%9A%E6%9C%AA%E5%BD%A2%E6%88%90%E7%BB%9F%E4%B8%80%E7%9A%84%E5%AD%A6%E6%9C%AF%E5%AE%9A%E4%B9%89%E3%80%82%E6%96%AF%E5%9D%A6%E7%A6%8F%E5%A4%A7%E5%AD%A6%20%E6%95%99%E6%8E%88%E5%B0%9A%E6%89%98%C2%B7%E8%89%BE%E6%81%A9%E6%A0%BC%E5%B0%94%E7%AD%89%E4%BA%BA%E5%AF%B9%E6%83%85%E7%BB%AA%E6%9E%81%E5%8C%96%E7%9A%84%E7%95%8C%E5%AE%9A%E6%98%AF%EF%BC%9A%E2%80%9C%E5%A4%A7%E4%BC%97%E4%B8%AD%E5%87%BA%E7%8E%B0%E7%9A%84%E4%B8%80%E7%A7%8D%E5%88%86%E8%A3%82%EF%BC%9A%E6%99%AE%E9%80%9A%E7%BE%8E%E5%9B%BD%E4%BA%BA%E8%B6%8A%E6%9D%A5%E8%B6%8A%E4%B8%8D%E5%96%9C%E6%AC%A2%E5%92%8C%E4%B8%8D%E4%BF%A1%E4%BB%BB%E6%9D%A5%E8%87%AA%E5%8F%A6%E4%B8%80%E4%B8%AA%E6%94%BF%E5%85%9A%E7%9A%84%E4%BA%BA%E3%80%82%E8%BF%99%E7%A7%8D%E5%85%9A%E6%B4%BE%E9%97%B4%E7%9A%84%E6%95%8C%E6%84%8F%E7%8E%B0%E8%B1%A1%E8%A2%AB%E7%A7%B0%E4%B8%BA%E6%83%85%E7%BB%AA%E6%9E%81%E5%8C%96%E3%80%82%E2%80%9D))。斯坦福学者Shanto Iyengar等将这种现象定义为情绪极化：大众日益厌恶和不信任与自己立场相反的人群 ([大众新媒体大平台](https://m.dzplus.dzng.com/share/general/0/NEWS1568835GEQSQNUMAEIPB#:~:text=%E5%99%A8))。在中文语境下，也有人将其描述为“情绪暴戾化”——网民受到刺激后在平台上表现出极端负面的情绪反应 ([大众新媒体大平台](https://m.dzplus.dzng.com/share/general/0/NEWS1568835GEQSQNUMAEIPB#:~:text=%E6%83%85%E7%BB%AA%E6%9E%81%E5%8C%96%EF%BC%88Emotional%2FAffective%20Polarization%EF%BC%89%E6%98%AF%E7%A4%BE%E4%BC%9A%E5%BF%83%E7%90%86%E5%AD%A6%E4%B8%AD%E8%A2%AB%E5%B9%BF%E6%B3%9B%E7%A0%94%E7%A9%B6%E7%9A%84%E7%8E%B0%E8%B1%A1%E3%80%82%E5%AF%B9%E4%BA%8E%E6%83%85%E7%BB%AA%E6%9E%81%E5%8C%96%EF%BC%8C%E5%AD%A6%E7%95%8C%E5%B0%9A%E6%9C%AA%E5%BD%A2%E6%88%90%E7%BB%9F%E4%B8%80%E7%9A%84%E5%AD%A6%E6%9C%AF%E5%AE%9A%E4%B9%89%E3%80%82%E6%96%AF%E5%9D%A6%E7%A6%8F%E5%A4%A7%E5%AD%A6%20%E6%95%99%E6%8E%88%E5%B0%9A%E6%89%98%C2%B7%E8%89%BE%E6%81%A9%E6%A0%BC%E5%B0%94%E7%AD%89%E4%BA%BA%E5%AF%B9%E6%83%85%E7%BB%AA%E6%9E%81%E5%8C%96%E7%9A%84%E7%95%8C%E5%AE%9A%E6%98%AF%EF%BC%9A%E2%80%9C%E5%A4%A7%E4%BC%97%E4%B8%AD%E5%87%BA%E7%8E%B0%E7%9A%84%E4%B8%80%E7%A7%8D%E5%88%86%E8%A3%82%EF%BC%9A%E6%99%AE%E9%80%9A%E7%BE%8E%E5%9B%BD%E4%BA%BA%E8%B6%8A%E6%9D%A5%E8%B6%8A%E4%B8%8D%E5%96%9C%E6%AC%A2%E5%92%8C%E4%B8%8D%E4%BF%A1%E4%BB%BB%E6%9D%A5%E8%87%AA%E5%8F%A6%E4%B8%80%E4%B8%AA%E6%94%BF%E5%85%9A%E7%9A%84%E4%BA%BA%E3%80%82%E8%BF%99%E7%A7%8D%E5%85%9A%E6%B4%BE%E9%97%B4%E7%9A%84%E6%95%8C%E6%84%8F%E7%8E%B0%E8%B1%A1%E8%A2%AB%E7%A7%B0%E4%B8%BA%E6%83%85%E7%BB%AA%E6%9E%81%E5%8C%96%E3%80%82%E2%80%9D))。情绪传播机制与社群分化相结合，导致群体间情感对立深化，形成“**仇恨的循环**”：每一方都在对方的激烈情绪中获得自身情绪合理化的依据，进而回馈以更强烈的情绪对抗。

总的来说，群体情绪的传播是一套生理—心理—社会复合机制共同作用的结果。镜像神经元提供了情绪“传染”的神经通路，社会认同和群体标签塑造了情绪同质化的土壤，信息过滤和算法推荐则为情绪传播装上了“助推器”。了解这些机制有助于解释为何**愤怒、恐慌等情绪能在群体中快速燎原**，并为后续讨论平台算法和政治动员如何加以利用奠定基础。

**平台算法与媒体的情绪操控**

当今数字媒体平台通过精密的算法设计，系统性地放大并操控用户情绪，以达到黏住用户、引导舆论的目的。社交媒体的**内容推荐算法**往往以“参与度”（engagement）为优化目标，即根据点赞、分享、评论等互动数据来决定推送什么样的内容。然而研究发现，这种以参与度为导向的算法有一个危险倾向：**它会优先放大耸动、极端的情绪化内容** ([大众新媒体大平台](https://m.dzplus.dzng.com/share/general/0/NEWS1568835GEQSQNUMAEIPB#:~:text=%E6%84%9F%E8%AE%A4%E7%9F%A5%E5%92%8C%E5%88%A4%E6%96%AD%E7%9A%84%E8%BF%87%E5%BA%A6%E7%AE%80%E5%8C%96%EF%BC%8C%E4%BD%BF%E7%AE%97%E6%B3%95%E6%9B%B4%E5%AE%B9%E6%98%93%E6%8E%A8%E9%80%81%E4%B8%8E%E7%94%A8%E6%88%B7%E5%B7%B2%E6%9C%89%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9B%B8%E5%85%B3%E7%9A%84%E5%86%85%E5%AE%B9%EF%BC%8C%E5%8A%A0%E6%B7%B1%E4%BA%86%E7%94%A8%E6%88%B7%E5%AF%B9%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E4%BD%93%E9%AA%8C%E3%80%82%E7%AE%97%E6%B3%95%E5%80%BE%E5%90%91%E4%BA%8E%E6%8E%A8%E8%8D%90%E6%BF%80%E5%8F%91%E5%BC%BA%E7%83%88%E6%83%85%E7%BB%AA%E5%8F%8D%E5%BA%94%E7%9A%84%E5%86%85%E5%AE%B9%EF%BC%8C%E6%83%85%E6%84%9F%E6%A0%87%E7%AD%BE%E4%BD%BF%E7%AE%97%E6%B3%95%E6%9B%B4%E6%98%93%E6%8E%A8%E8%8D%90%E8%B4%9F%20%E9%9D%A2%E6%83%85%E6%84%9F%E7%9B%B8%E5%85%B3%E5%86%85%E5%AE%B9%EF%BC%8C%E8%80%8C%E5%BF%BD%E8%A7%86%E4%BA%86%E5%85%B6%E4%BB%96%E7%90%86%E6%80%A7%E6%83%85%E6%84%9F%E7%9A%84%E6%8E%A8%E8%8D%90%EF%BC%8C%E9%80%9A%E8%BF%87%E7%94%A8%E6%88%B7%E5%AF%B9%E5%85%B6%E8%AE%A4%E5%90%8C%E7%9A%84%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E6%8C%81%E7%BB%AD%E6%9A%B4%E9%9C%B2%EF%BC%8C%E6%94%BE%E5%A4%A7%E4%BA%86%E7%94%A8%E6%88%B7%E5%AF%B9%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E5%85%B3%E6%B3%A8%EF%BC%8C%E5%8A%A0%E9%80%9F%E7%BD%91%E7%BB%9C%E6%83%85%E7%BB%AA%E6%84%9F%E6%9F%93%EF%BC%8C%E5%AF%BC%E8%87%B4%E7%94%A8%E6%88%B7%E6%9B%B4%E6%98%93%E5%8F%97%E5%88%B0%E8%B4%9F%E9%9D%A2%E6%83%85%E7%BB%AA%E5%BD%B1%E5%93%8D%E3%80%82))。情绪强烈的帖子（特别是表达愤怒、敌意的内容）更能抓住用户注意力，促使互动，从而在算法中获得更高权重并被更多传播 ([Engagement, User Satisfaction, and the Amplification of Divisive Content on Social Media | Knight First Amendment Institute](https://knightcolumbia.org/content/engagement-user-satisfaction-and-the-amplification-of-divisive-content-on-social-media#:~:text=engagement,group%20animosity.%20In%20comparison%2C%20of))。一项针对Twitter的实证研究显示，算法推荐的政治帖文中有62%包含愤怒情绪，46%带有对立阵营的敌意，比按时间顺序查看时高出许多 ([Engagement, User Satisfaction, and the Amplification of Divisive Content on Social Media | Knight First Amendment Institute](https://knightcolumbia.org/content/engagement-user-satisfaction-and-the-amplification-of-divisive-content-on-social-media#:~:text=engagement,group%20animosity.%20In%20comparison%2C%20of))。**换言之，算法在无形中偏爱“愤怒”和“仇恨”**，从而造成信息流中负面情绪过剩的不平衡局面。

短视频平台的算法更是将情绪放大机制发挥到极致。诸如抖音、TikTok这类平台采用的协同过滤算法，会根据用户以往的观看行为不断精调推送内容。这种千人千面的推荐使用户陷入自己情绪偏好的回圈：如果某人对刺激性、愤怒型的视频做出过强烈反应，算法就会源源不断地推送更多此类内容 ([大众新媒体大平台](https://m.dzplus.dzng.com/share/general/0/NEWS1568835GEQSQNUMAEIPB#:~:text=%E6%84%9F%E8%AE%A4%E7%9F%A5%E5%92%8C%E5%88%A4%E6%96%AD%E7%9A%84%E8%BF%87%E5%BA%A6%E7%AE%80%E5%8C%96%EF%BC%8C%E4%BD%BF%E7%AE%97%E6%B3%95%E6%9B%B4%E5%AE%B9%E6%98%93%E6%8E%A8%E9%80%81%E4%B8%8E%E7%94%A8%E6%88%B7%E5%B7%B2%E6%9C%89%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9B%B8%E5%85%B3%E7%9A%84%E5%86%85%E5%AE%B9%EF%BC%8C%E5%8A%A0%E6%B7%B1%E4%BA%86%E7%94%A8%E6%88%B7%E5%AF%B9%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E4%BD%93%E9%AA%8C%E3%80%82%E7%AE%97%E6%B3%95%E5%80%BE%E5%90%91%E4%BA%8E%E6%8E%A8%E8%8D%90%E6%BF%80%E5%8F%91%E5%BC%BA%E7%83%88%E6%83%85%E7%BB%AA%E5%8F%8D%E5%BA%94%E7%9A%84%E5%86%85%E5%AE%B9%EF%BC%8C%E6%83%85%E6%84%9F%E6%A0%87%E7%AD%BE%E4%BD%BF%E7%AE%97%E6%B3%95%E6%9B%B4%E6%98%93%E6%8E%A8%E8%8D%90%E8%B4%9F%20%E9%9D%A2%E6%83%85%E6%84%9F%E7%9B%B8%E5%85%B3%E5%86%85%E5%AE%B9%EF%BC%8C%E8%80%8C%E5%BF%BD%E8%A7%86%E4%BA%86%E5%85%B6%E4%BB%96%E7%90%86%E6%80%A7%E6%83%85%E6%84%9F%E7%9A%84%E6%8E%A8%E8%8D%90%EF%BC%8C%E9%80%9A%E8%BF%87%E7%94%A8%E6%88%B7%E5%AF%B9%E5%85%B6%E8%AE%A4%E5%90%8C%E7%9A%84%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E6%8C%81%E7%BB%AD%E6%9A%B4%E9%9C%B2%EF%BC%8C%E6%94%BE%E5%A4%A7%E4%BA%86%E7%94%A8%E6%88%B7%E5%AF%B9%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E5%85%B3%E6%B3%A8%EF%BC%8C%E5%8A%A0%E9%80%9F%E7%BD%91%E7%BB%9C%E6%83%85%E7%BB%AA%E6%84%9F%E6%9F%93%EF%BC%8C%E5%AF%BC%E8%87%B4%E7%94%A8%E6%88%B7%E6%9B%B4%E6%98%93%E5%8F%97%E5%88%B0%E8%B4%9F%E9%9D%A2%E6%83%85%E7%BB%AA%E5%BD%B1%E5%93%8D%E3%80%82))。研究指出，**算法倾向于推荐能激发强烈情绪反应的内容**。尤其带有**负面情感标签**的内容更容易被推荐，而算法往往忽视平和理性的内容 ([大众新媒体大平台](https://m.dzplus.dzng.com/share/general/0/NEWS1568835GEQSQNUMAEIPB#:~:text=%E6%84%9F%E8%AE%A4%E7%9F%A5%E5%92%8C%E5%88%A4%E6%96%AD%E7%9A%84%E8%BF%87%E5%BA%A6%E7%AE%80%E5%8C%96%EF%BC%8C%E4%BD%BF%E7%AE%97%E6%B3%95%E6%9B%B4%E5%AE%B9%E6%98%93%E6%8E%A8%E9%80%81%E4%B8%8E%E7%94%A8%E6%88%B7%E5%B7%B2%E6%9C%89%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9B%B8%E5%85%B3%E7%9A%84%E5%86%85%E5%AE%B9%EF%BC%8C%E5%8A%A0%E6%B7%B1%E4%BA%86%E7%94%A8%E6%88%B7%E5%AF%B9%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E4%BD%93%E9%AA%8C%E3%80%82%E7%AE%97%E6%B3%95%E5%80%BE%E5%90%91%E4%BA%8E%E6%8E%A8%E8%8D%90%E6%BF%80%E5%8F%91%E5%BC%BA%E7%83%88%E6%83%85%E7%BB%AA%E5%8F%8D%E5%BA%94%E7%9A%84%E5%86%85%E5%AE%B9%EF%BC%8C%E6%83%85%E6%84%9F%E6%A0%87%E7%AD%BE%E4%BD%BF%E7%AE%97%E6%B3%95%E6%9B%B4%E6%98%93%E6%8E%A8%E8%8D%90%E8%B4%9F%20%E9%9D%A2%E6%83%85%E6%84%9F%E7%9B%B8%E5%85%B3%E5%86%85%E5%AE%B9%EF%BC%8C%E8%80%8C%E5%BF%BD%E8%A7%86%E4%BA%86%E5%85%B6%E4%BB%96%E7%90%86%E6%80%A7%E6%83%85%E6%84%9F%E7%9A%84%E6%8E%A8%E8%8D%90%EF%BC%8C%E9%80%9A%E8%BF%87%E7%94%A8%E6%88%B7%E5%AF%B9%E5%85%B6%E8%AE%A4%E5%90%8C%E7%9A%84%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E6%8C%81%E7%BB%AD%E6%9A%B4%E9%9C%B2%EF%BC%8C%E6%94%BE%E5%A4%A7%E4%BA%86%E7%94%A8%E6%88%B7%E5%AF%B9%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E5%85%B3%E6%B3%A8%EF%BC%8C%E5%8A%A0%E9%80%9F%E7%BD%91%E7%BB%9C%E6%83%85%E7%BB%AA%E6%84%9F%E6%9F%93%EF%BC%8C%E5%AF%BC%E8%87%B4%E7%94%A8%E6%88%B7%E6%9B%B4%E6%98%93%E5%8F%97%E5%88%B0%E8%B4%9F%E9%9D%A2%E6%83%85%E7%BB%AA%E5%BD%B1%E5%93%8D%E3%80%82))。用户在持续接触这些激发其既有负面情绪的内容后，会加深对此类情绪的关注，情绪被进一步强化，形成自我强化的循环 ([大众新媒体大平台](https://m.dzplus.dzng.com/share/general/0/NEWS1568835GEQSQNUMAEIPB#:~:text=%E6%84%9F%E8%AE%A4%E7%9F%A5%E5%92%8C%E5%88%A4%E6%96%AD%E7%9A%84%E8%BF%87%E5%BA%A6%E7%AE%80%E5%8C%96%EF%BC%8C%E4%BD%BF%E7%AE%97%E6%B3%95%E6%9B%B4%E5%AE%B9%E6%98%93%E6%8E%A8%E9%80%81%E4%B8%8E%E7%94%A8%E6%88%B7%E5%B7%B2%E6%9C%89%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9B%B8%E5%85%B3%E7%9A%84%E5%86%85%E5%AE%B9%EF%BC%8C%E5%8A%A0%E6%B7%B1%E4%BA%86%E7%94%A8%E6%88%B7%E5%AF%B9%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E4%BD%93%E9%AA%8C%E3%80%82%E7%AE%97%E6%B3%95%E5%80%BE%E5%90%91%E4%BA%8E%E6%8E%A8%E8%8D%90%E6%BF%80%E5%8F%91%E5%BC%BA%E7%83%88%E6%83%85%E7%BB%AA%E5%8F%8D%E5%BA%94%E7%9A%84%E5%86%85%E5%AE%B9%EF%BC%8C%E6%83%85%E6%84%9F%E6%A0%87%E7%AD%BE%E4%BD%BF%E7%AE%97%E6%B3%95%E6%9B%B4%E6%98%93%E6%8E%A8%E8%8D%90%E8%B4%9F%20%E9%9D%A2%E6%83%85%E6%84%9F%E7%9B%B8%E5%85%B3%E5%86%85%E5%AE%B9%EF%BC%8C%E8%80%8C%E5%BF%BD%E8%A7%86%E4%BA%86%E5%85%B6%E4%BB%96%E7%90%86%E6%80%A7%E6%83%85%E6%84%9F%E7%9A%84%E6%8E%A8%E8%8D%90%EF%BC%8C%E9%80%9A%E8%BF%87%E7%94%A8%E6%88%B7%E5%AF%B9%E5%85%B6%E8%AE%A4%E5%90%8C%E7%9A%84%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E6%8C%81%E7%BB%AD%E6%9A%B4%E9%9C%B2%EF%BC%8C%E6%94%BE%E5%A4%A7%E4%BA%86%E7%94%A8%E6%88%B7%E5%AF%B9%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E5%85%B3%E6%B3%A8%EF%BC%8C%E5%8A%A0%E9%80%9F%E7%BD%91%E7%BB%9C%E6%83%85%E7%BB%AA%E6%84%9F%E6%9F%93%EF%BC%8C%E5%AF%BC%E8%87%B4%E7%94%A8%E6%88%B7%E6%9B%B4%E6%98%93%E5%8F%97%E5%88%B0%E8%B4%9F%E9%9D%A2%E6%83%85%E7%BB%AA%E5%BD%B1%E5%93%8D%E3%80%82))。**“持续曝光–情绪放大”的机制，加速了网络情绪感染，用户变得更容易受到负面情绪的影响 (**[**大众新媒体大平台**](https://m.dzplus.dzng.com/share/general/0/NEWS1568835GEQSQNUMAEIPB#:~:text=%E6%84%9F%E8%AE%A4%E7%9F%A5%E5%92%8C%E5%88%A4%E6%96%AD%E7%9A%84%E8%BF%87%E5%BA%A6%E7%AE%80%E5%8C%96%EF%BC%8C%E4%BD%BF%E7%AE%97%E6%B3%95%E6%9B%B4%E5%AE%B9%E6%98%93%E6%8E%A8%E9%80%81%E4%B8%8E%E7%94%A8%E6%88%B7%E5%B7%B2%E6%9C%89%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9B%B8%E5%85%B3%E7%9A%84%E5%86%85%E5%AE%B9%EF%BC%8C%E5%8A%A0%E6%B7%B1%E4%BA%86%E7%94%A8%E6%88%B7%E5%AF%B9%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E4%BD%93%E9%AA%8C%E3%80%82%E7%AE%97%E6%B3%95%E5%80%BE%E5%90%91%E4%BA%8E%E6%8E%A8%E8%8D%90%E6%BF%80%E5%8F%91%E5%BC%BA%E7%83%88%E6%83%85%E7%BB%AA%E5%8F%8D%E5%BA%94%E7%9A%84%E5%86%85%E5%AE%B9%EF%BC%8C%E6%83%85%E6%84%9F%E6%A0%87%E7%AD%BE%E4%BD%BF%E7%AE%97%E6%B3%95%E6%9B%B4%E6%98%93%E6%8E%A8%E8%8D%90%E8%B4%9F%20%E9%9D%A2%E6%83%85%E6%84%9F%E7%9B%B8%E5%85%B3%E5%86%85%E5%AE%B9%EF%BC%8C%E8%80%8C%E5%BF%BD%E8%A7%86%E4%BA%86%E5%85%B6%E4%BB%96%E7%90%86%E6%80%A7%E6%83%85%E6%84%9F%E7%9A%84%E6%8E%A8%E8%8D%90%EF%BC%8C%E9%80%9A%E8%BF%87%E7%94%A8%E6%88%B7%E5%AF%B9%E5%85%B6%E8%AE%A4%E5%90%8C%E7%9A%84%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E6%8C%81%E7%BB%AD%E6%9A%B4%E9%9C%B2%EF%BC%8C%E6%94%BE%E5%A4%A7%E4%BA%86%E7%94%A8%E6%88%B7%E5%AF%B9%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E5%85%B3%E6%B3%A8%EF%BC%8C%E5%8A%A0%E9%80%9F%E7%BD%91%E7%BB%9C%E6%83%85%E7%BB%AA%E6%84%9F%E6%9F%93%EF%BC%8C%E5%AF%BC%E8%87%B4%E7%94%A8%E6%88%B7%E6%9B%B4%E6%98%93%E5%8F%97%E5%88%B0%E8%B4%9F%E9%9D%A2%E6%83%85%E7%BB%AA%E5%BD%B1%E5%93%8D%E3%80%82)**)。这也是为何我们常看到短视频平台上充斥着夸张愤怒的发泄、煽情悲情的故事——因为算法明白愤怒和眼泪能留住眼球**。

除了算法推荐，本身具有编辑功能的平台机制（如热搜榜、推荐话题）也被用来情绪操控。在微博、Twitter等平台上，“热搜”榜单决定了每天数以亿计用户关注的话题。平台运营者或其他利益方可以通过技术手段干预热搜，使特定情绪导向的话题登上榜单、获得曝光。例如，当某事件需要引导公众愤怒以转移注意时，相关标签可能被推上热搜制造群情激愤的氛围；反之，若要平息某争议，平台可降低负面话题热度，用娱乐性内容稀释用户的愤怒情绪。这种对议程设置的操控，本质上也是对群体情绪的操控。

**评论引导**也是媒体操纵情绪的微妙工具。很多新闻网站和社交平台会精选或置顶某些评论，以影响读者对帖文的情绪解读。例如，一篇报道某社会事件的文章下，如果置顶评论充满愤怒谴责，后续读者往往更倾向加入愤怒的讨论；若置顶的是冷静分析，舆论走向可能理性得多。一些平台甚至存在**水军**和**舆情引导员**，通过在评论区带节奏来营造特定情绪场（如大规模的爱国愤怒、仇恨言论等），让不明真相的用户卷入其中而不自觉。

数字媒体研究者将上述算法和运营策略概括为\*\*“情绪放大器”**：平台利用人性的弱点（对情绪刺激更敏感）来放大特定情绪，以实现流量和效益最大化 (**[**Amplification of emotion on social media**](https://www.hbs.edu/ris/download.aspx?name=Amit%20Amplification%20of%20Emotion%20on%20Social%20Media.pdf#:~:text=amplify%20such%20content,reinforcing%20cycle%20of%20emotional%20content6)**)。社交媒体上的**愤怒机器**正在成形——正如有学者形容的，社交平台日渐成为促成集体动员的愤怒机器，通过操弄用户的愤怒来提高点击率和参与度 (**[**专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻**](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=match%20at%20L158%20%E6%89%8B%E5%BD%93%E4%BD%9C%E6%98%AF%E7%A7%8D%E6%97%8F%E5%8C%96%E5%8C%BA%E5%88%86%E7%9A%84%E6%81%B6%E6%80%A7%E5%BE%AA%E7%8E%AF%E3%80%82%E6%84%A4%E6%80%92%E8%B7%9F%E4%BB%87%E6%81%A8%E8%B5%B0%E5%88%B0%E6%9E%81%E7%AB%AF%EF%BC%8C%E4%B8%8D%E5%B0%B1%E6%98%AF%E8%A6%81%E6%83%A9%E7%BD%9A%E3%80%81%E6%8A%A5%E5%A4%8D%E3%80%81%E6%B6%88%E7%81%AD%E5%AF%B9%E6%96%B9%E5%90%97%EF%BC%9F%E5%BD%93%E4%BA%8B%E6%83%85%E8%B5%B0%E5%88%B0%E8%BF%99%E4%B8%AA%E5%9C%B0%E6%AD%A5%EF%BC%8C%E4%B9%9F%E6%84%8F%E5%91%B3%E7%9D%80%E4%BA%BA%E4%BB%AC%E5%BC%80%E5%A7%8B%E4%B8%8D%E7%9B%B8%E4%BF%A1%E5%92%8C%E8%A7%A3%E7%9A%84%E5%8F%AF%E8%83%BD%EF%BC%8C%E4%BB%A5%E5%8F%8A%E5%AF%B9%E4%BA%8E%E7%A4%BE%E4%BC%9A%E4%BD%93%E7%B3%BB%E8%B7%9F%E5%88%B6%E5%BA%A6%E7%A8%8B%20%E5%BA%8F%E4%BF%A1%E4%BB%BB%E5%BA%A6%E7%9A%84%E5%B4%A9%E6%BA%83%E3%80%82%E6%9C%89%E4%BA%9B%E7%BE%8E%E5%9B%BD%E5%AA%92%E4%BD%93%E8%B4%A9%E5%8D%96%E6%84%A4%E6%80%92%E6%9D%A5%E6%8F%90%E9%AB%98%E6%94%B6%E8%A7%86%E7%8E%87%EF%BC%8C%E4%B9%9F%E6%98%AF%E6%93%8D%E5%BC%84%E6%84%A4%E6%80%92%E7%9A%84%E5%85%B1%E8%B0%8B%E3%80%82%E7%A4%BE%E4%BA%A4%E5%AA%92%E4%BD%93%E5%88%99%E5%8F%98%E6%88%90%E4%BA%86%E4%BF%83%E6%88%90%E9%9B%86%E4%BD%93%E5%8A%A8%E5%91%98%E7%9A%84%E6%84%A4%E6%80%92%E6%9C%BA%E5%99%A8%E3%80%82)**)。长此以往，整个舆论生态被扭曲为一个**“情绪回音室”\*\*：极端情绪不断累积反响，而理性声音难以传播，从而为政治宣传和商业营销提供了可乘之机。在下一节，我们将进一步探讨资本如何利用这种情绪操控机制来构建和牟利于社会的结构性焦虑。

**结构性焦虑的建构与商业利用**

在现代社会，**焦虑**（anxiety）已经成为一种普遍而持续的情绪状态。更值得警惕的是，这种焦虑并非完全源自个人内心，而是被社会结构与市场力量系统性地制造和利用。所谓**结构性焦虑**，指嵌入于社会结构中的、大范围存在的集体不安与忧虑情绪，例如身份焦虑、教育焦虑、职场焦虑等。这些焦虑情绪并非偶发，而是由社会竞争压力、不确定性，以及媒体和商业机构的推波助澜所共同塑造。

**身份焦虑**（status anxiety）是现代人普遍面临的一种结构性焦虑，反映为对自身社会地位和价值的不确定感。这一概念由学者阿兰·德波顿（Alain de Botton）提出，指出在人们高度在意他人评价和社会比较的环境中，个人容易因为“怕掉队”而陷入持续焦虑。媒体与商业资本敏锐地捕捉到了这种心理，将其转化为盈利契机。广告中充斥着对比和暗示：使用某品牌即可彰显高贵身份，否则就“落伍”；选择某种生活方式才能显出品味，不然就“不够成功”。这些信息不断刺激情绪中的不安全感，制造出永无止境的身份焦虑，从而驱动消费需求。例如，高端奢侈品营销常常**贩卖精英身份幻象**，让消费者担心自己若不拥有这些物品就不属“成功人士”之列，从而不惜负债购买。

**教育焦虑**是当代社会尤其在中国极为突出的现象。独生子女政策和社会流动竞争使得父母对孩子教育成败抱有极高期待，“不能让孩子输在起跑线上”的观念盛行 ([商业社会不仅贩卖焦虑，也贩卖幸福和爱\_澎湃号·湃客\_澎湃新闻-The Paper](https://www.thepaper.cn/newsDetail_forward_16292473#:~:text=%E4%B8%80%E7%9B%B4%E4%BB%A5%E6%9D%A5%EF%BC%8C%E6%95%99%E8%82%B2%E5%AD%A9%E5%AD%90%E8%A2%AB%E5%8C%85%E8%A3%85%E6%88%90%E4%B8%80%E5%9C%BA%E5%8D%9A%E5%BC%88%EF%BC%8C%E6%97%A0%E8%AE%BA%E6%98%AF%E5%AD%A9%E5%AD%90%E8%BF%98%E6%98%AF%E7%88%B6%E6%AF%8D%EF%BC%8C%E9%83%BD%E6%9C%9F%E5%BE%85%E5%9C%A8%E8%BF%99%E5%9C%BA%E8%A2%AB%E9%87%8F%E5%8C%96%E7%9A%84%E4%BA%89%E5%A4%BA%E4%B8%AD%E6%8B%94%E5%BE%97%E5%A4%B4%E7%AD%B9%E3%80%82%E4%BB%8E%E5%9F%8E%E5%B8%82%E5%88%B0%E4%B9%A1%E6%9D%91%EF%BC%8C%E5%AF%B9%E4%BA%8E%E5%B9%B4%E8%BD%BB%E7%88%B6%E6%AF%8D%E8%80%8C%E8%A8%80%EF%BC%8C%E2%80%9C%E4%B8%8D%E8%83%BD%E8%AE%A9%E5%AD%A9%E5%AD%90%E8%BE%93%E5%9C%A8%E8%B5%B7%E8%B7%91%E7%BA%BF%E4%B8%8A%E2%80%9D%E2%80%9C%E7%A7%91%E5%AD%A6%E5%9C%B0%E8%A7%84%20%E5%88%92%E5%AD%A9%E5%AD%90%E7%9A%84%E4%B8%80%E7%94%9F%E2%80%9D%E2%80%9C%E8%AE%A9%E6%9C%AC%E5%B0%B1%E6%99%AE%E9%80%9A%E7%9A%84%E5%AD%A9%E5%AD%90%E5%8F%98%E5%BE%97%E4%B8%8D%E6%99%AE%E9%80%9A%E2%80%9D%E6%88%90%E4%B8%BA%E6%96%B0%E7%94%9F%E4%BB%A3%E7%88%B6%E6%AF%8D%E7%9A%84%E4%BA%BA%E7%94%9F%E4%BB%BB%E5%8A%A1%EF%BC%8C%E8%80%8C%E8%BF%99%E6%A0%B7%E6%B2%89%E9%87%8D%E7%9A%84%E4%BB%BB%E5%8A%A1%E4%BA%A6%E5%8C%85%E6%8F%BD%E4%BA%86%E4%BB%96%E4%BB%AC%E7%94%9F%E6%B4%BB%E4%B8%AD%E5%87%A0%E4%B9%8E%E5%85%A8%E9%83%A8%E7%9A%84%E7%84%A6%E8%99%91%E6%9D%A5%E6%BA%90%E3%80%82))。各种校外辅导班、早教课程被包装为“必需品”，媒体渲染的案例和专家言论进一步放大了家长的担忧。在商业机构的推波助澜下，兴趣班、辅导班等文化产品俨然成为身份地位的象征，其背后是**商业社会对家长焦虑的贩卖** ([商业社会不仅贩卖焦虑，也贩卖幸福和爱\_澎湃号·湃客\_澎湃新闻-The Paper](https://www.thepaper.cn/newsDetail_forward_16292473#:~:text=%E6%80%9D%E7%9A%84%E8%A7%82%E7%82%B9%EF%BC%8C%E6%AF%94%E5%A6%82%E5%A5%B9%E5%8F%8D%E6%80%9D%E7%8E%B0%E4%BB%A3%E7%A4%BE%E4%BC%9A%E4%BA%B2%E5%AD%90%E7%94%9F%E6%B4%BB%E4%B8%AD%E7%9A%84%E6%B6%88%E8%B4%B9%E6%96%87%E5%8C%96%E6%97%B6%E8%AE%A4%E4%B8%BA%EF%BC%8C%E5%85%B4%E8%B6%A3%E7%8F%AD%E3%80%81%E8%BE%85%E5%AF%BC%E7%8F%AD%E7%AD%89%E6%96%87%E5%8C%96%E4%BA%A7%E5%93%81%E6%98%AF%E4%B8%80%E7%A7%8D%E8%BA%AB%E4%BB%BD%E7%9A%84%E8%B1%A1%E5%BE%81%EF%BC%8C%E5%85%B6%E8%83%8C%E5%90%8E%E5%AE%9E%E5%88%99%E5%95%86%E4%B8%9A%E7%A4%BE%E4%BC%9A%E5%AF%B9%E7%84%A6%E8%99%91%E3%80%81%E5%B9%B8%E7%A6%8F%E4%B8%8E%E7%88%B1%E7%9A%84%E8%B4%A9%E5%8D%96%EF%BC%9B%E8%80%8C%E5%BD%93%E4%B8%8B%E2%80%9C%E5%B7%A8%E5%A9%B4%E2%80%9D%E4%B8%8E%E2%80%9C%E5%B0%8F%20%E5%A4%A7%E4%BA%BA%E2%80%9D%E7%9A%84%E5%85%B1%E5%AD%98%E5%9C%A8%E6%A0%B9%E6%9C%AC%E4%B8%8A%E6%98%AF%E7%94%B1%E4%BA%8E%E4%BC%A0%E7%BB%9F%E4%B8%8E%E7%8E%B0%E4%BB%A3%E4%B8%A4%E7%A7%8D%E6%95%99%E8%82%B2%E8%A7%82%E7%9A%84%E5%88%86%E7%A6%BB%E2%80%A6%E2%80%A6))。教育公司和商业媒体反复渲染升学竞争的残酷，不断暗示家长如果不投入更多资源，孩子就会落后，从而激起强烈的教育焦虑并**维持其持续发酵** ([谁在贩卖教育焦虑？“焦虑”缘何得以维持？ - 中国新闻网](https://www.chinanews.com/gn/2021/03-23/9438207.shtml#:~:text=%E8%B0%81%E5%9C%A8%E8%B4%A9%E5%8D%96%E6%95%99%E8%82%B2%E7%84%A6%E8%99%91%EF%BC%9F%E2%80%9C%E7%84%A6%E8%99%91%E2%80%9D%E7%BC%98%E4%BD%95%E5%BE%97%E4%BB%A5%E7%BB%B4%E6%8C%81%EF%BC%9F%20))。正如有评论指出：“家长焦虑的另一源头是商业机构……它们不断渗透进学校教育系统，贩卖‘焦虑’是其惯用手段” ([谁在贩卖教育焦虑？“焦虑”缘何得以维持？ - 中国新闻网](https://www.chinanews.com/gn/2021/03-23/9438207.shtml#:~:text=%E8%B0%81%E5%9C%A8%E8%B4%A9%E5%8D%96%E6%95%99%E8%82%B2%E7%84%A6%E8%99%91%EF%BC%9F%E2%80%9C%E7%84%A6%E8%99%91%E2%80%9D%E7%BC%98%E4%BD%95%E5%BE%97%E4%BB%A5%E7%BB%B4%E6%8C%81%EF%BC%9F%20))。通过制造和维持教育焦虑，庞大的培训产业和相关媒体得以牟取暴利。

除了身份和教育，在健康、美貌、职场等领域也充斥着类似的结构性焦虑。例如：“斜杠青年”神话让年轻人焦虑于不够多才多艺；养生和医疗广告夸大疾病风险使大众陷入健康焦虑；职场竞争渲染导致对失业及掉队的长期不安。在这些案例中，资本都扮演了\*\*“焦虑推手”\*\*的角色：一方面利用媒体反复强调某种匮乏和危机感，诱使大众产生焦虑情绪；另一方面提供昂贵的商品或服务作为“解决方案”，如速成疗愈课程、抗衰美容产品、高强度培训营等，从中牟利。

这种\*\*“贩卖焦虑”**的商业模式背后，是营销心理学中著名的**恐惧诉求\*\*（fear appeal）原理：通过激发受众内心的不安和恐惧，从而提高说服力。消费者在焦虑驱动下往往更冲动，容易相信商家提供的承诺。然而，当整个社会被各种结构性焦虑裹挟时，集体心理健康和理性判断都会受到损害。人们可能因为恐慌而做出过度反应（如过度消费保健品、竭力攀比学历），也容易被别有用心者利用来煽动不满情绪。

需要指出的是，结构性焦虑并非凭空捏造——它往往有着现实的根源，如社会不平等、公共服务不足等。但资本和媒体的行为使得焦虑被过度渲染、泛化，并从应解决的问题异化为可牟利的“商机”。一旦焦虑被商业化利用，它反过来又会延续甚至加深原本的问题。例如，教育焦虑催生的校外培训热潮，加剧了教育不公平和内卷化，令新一代家长更焦虑。由此形成的恶性循环，使群体陷入持续的情绪紧张，失去对真实问题理性对话和改革的空间。

**情绪动员与敌人塑造**

情绪被武器化的最显著体现之一，就是被用来**制造敌人形象**并动员群体投入政治或社会行动。统治者和宣传机器深谙仇恨、恐惧等情绪可以成为强大的凝聚工具：通过指认一个共同的敌人、激起大众对其仇恨和恐惧，原本松散的群体会迅速团结起来，产生强烈的内部认同和行动动力。这种\*\*“仇恨作为团结机制”\*\*的策略在历史和当代政治中屡见不鲜。

政治哲学家卡尔·施密特曾提出，“政治的本质在于区分朋友和敌人”。情绪动员正是实现这种区分的有效手段。**情绪动员模型**指出，领袖可以通过刻意操纵集体情绪来驱动群众行为：比如煽动愤怒以号召抗争，煽起恐惧以寻求服从，激发仇恨以引导攻击。在此过程中，复杂的社会问题被简化为**单一的“敌我”对立**图景，一切责任归咎于某个敌对群体或因素 ([专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=%E9%83%BD%E5%8F%AF%E8%83%BD%E8%A2%AB%E8%BD%AC%E5%8C%96%E4%B8%BA%E6%84%A4%E6%80%92%E8%B7%9F%E4%BB%87%E6%81%A8%E3%80%82%E7%89%B9%E6%9C%97%E6%99%AE%E4%BC%BC%E4%B9%8E%E6%AF%94%E6%89%80%E6%9C%89%E4%BA%BA%E9%83%BD%E5%96%84%E4%BA%8E%E6%8C%91%E8%B5%B7%E9%80%89%E6%B0%91%E6%83%85%E7%BB%AA%E3%80%82%E4%BB%96%E5%80%9F%E5%8A%A9%E7%9B%B4%E7%99%BD%E3%80%81%E6%BF%80%E6%83%85%E7%9A%84%E6%BC%94%E8%AE%B2%EF%BC%8C%E6%BF%80%E5%8F%91%E4%BA%86%E9%83%A8%E5%88%86%E7%99%BD%E4%BA%BA%E7%BE%A4%E4%BD%93%E7%9A%84%E6%94%AF%E6%8C%81%E3%80%82%E4%BB%96%E7%9A%84%E8%AF%9D%E8%AF%AD%E7%AD%96%E7%95%A5%E6%98%AFblame%20game%EF%BC%88%E8%B0%B4%E8%B4%A3%E6%B8%B8%E6%88%8F%EF%BC%89%20%EF%BC%8C%E5%AF%B9%E5%86%85%E5%BC%BA%E8%B0%83%E8%87%AA%E5%B7%B1%E4%BB%A3%E8%A1%A8%E7%9D%80%E4%B8%80%E7%BE%A4%E2%80%9C%E8%A2%AB%E9%81%97%E5%BF%98%E7%9A%84%E4%BA%BA%E2%80%9D%E3%80%81%E5%AF%B9%E5%A4%96%E5%BC%BA%E8%B0%83%E8%87%AA%E5%B7%B1%E4%BB%A3%E8%A1%A8%E7%BE%8E%E5%9B%BD%E5%88%A9%E7%9B%8A%E3%80%82%E4%BB%96%E7%94%A8%E5%AF%B9%E7%AB%8B%E3%80%81%E6%9E%81%E7%AB%AF%E3%80%81%E7%AE%80%E5%8C%96%E7%9A%84%E8%AF%AD%E8%A8%80%E6%8C%91%E8%B5%B7%E4%BB%87%E6%81%A8%EF%BC%8C%E5%B0%86%E7%A7%BB%E6%B0%91%E9%97%AE%E9%A2%98%E6%AD%A6%E5%99%A8%E5%8C%96%EF%BC%8C%E5%BC%BA%E5%8C%96%E4%BA%86%E6%9C%AC%E5%9C%9F%E5%92%8C%E5%A4%96%E6%9D%A5%E7%9A%84%E6%8E%92%E5%A4%96%E5%AF%B9%E7%AB%8B%E6%83%85%E7%BB%AA%EF%BC%8C%E5%B0%86%E7%A4%BE%E4%BC%9A%E9%97%AE%20%E9%A2%98%E5%BD%92%E5%9B%A0%E5%AF%B9%E6%89%8B%EF%BC%88%E6%B0%91%E4%B8%BB%E5%85%9A%EF%BC%89%E3%80%81%E4%BD%93%E5%88%B6%EF%BC%88%E9%80%89%E4%B8%BE%E7%BB%93%E6%9E%9C%E8%B7%9F%E5%8F%B8%E6%B3%95%E6%9C%BA%E5%85%B3%EF%BC%89%E3%80%81%E9%9D%9E%E6%88%91%E6%97%8F%E7%B1%BB%EF%BC%88%E7%A7%BB%E6%B0%91%EF%BC%89%E6%88%96%E5%A4%96%E9%83%A8%E4%BB%96%E8%80%85%EF%BC%88%E4%B8%AD%E5%9B%BD%EF%BC%89%E3%80%82%E5%8E%9F%E6%9C%AC%E5%A4%8D%E6%9D%82%E5%A4%9A%E6%A0%B7%E7%9A%84%E7%A4%BE%E4%BC%9A%E5%85%B3%E7%B3%BB%E8%A2%AB%E7%AE%80%E5%8C%96%E4%B8%BA%E5%8D%95%E4%B8%80%E7%9A%84%E3%80%81%E7%BB%9D%E5%AF%B9%E7%9A%84%E6%95%8C%E6%88%91%E5%85%B3%E7%B3%BB%EF%BC%8C%E5%B9%B6%E6%9C%8D%E4%BB%8E%E4%BA%8E%E6%94%BF%E6%B2%BB%E6%89%80%E9%9C%80%E8%A6))。这种叙事策略通过情绪共振获得强大生命力——当人们被告知谁是“坏人”、“害我们的人”时，愤怒和憎恨会提供一种道德上的确信，令他们相信自己的报复和对抗是正当的 ([专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=%E9%A2%98%E5%BD%92%E5%9B%A0%E5%AF%B9%E6%89%8B%EF%BC%88%E6%B0%91%E4%B8%BB%E5%85%9A%EF%BC%89%E3%80%81%E4%BD%93%E5%88%B6%EF%BC%88%E9%80%89%E4%B8%BE%E7%BB%93%E6%9E%9C%E8%B7%9F%E5%8F%B8%E6%B3%95%E6%9C%BA%E5%85%B3%EF%BC%89%E3%80%81%E9%9D%9E%E6%88%91%E6%97%8F%E7%B1%BB%EF%BC%88%E7%A7%BB%E6%B0%91%EF%BC%89%E6%88%96%E5%A4%96%E9%83%A8%E4%BB%96%E8%80%85%EF%BC%88%E4%B8%AD%E5%9B%BD%EF%BC%89%E3%80%82%E5%8E%9F%E6%9C%AC%E5%A4%8D%E6%9D%82%E5%A4%9A%E6%A0%B7%E7%9A%84%E7%A4%BE%E4%BC%9A%E5%85%B3%E7%B3%BB%E8%A2%AB%E7%AE%80%E5%8C%96%E4%B8%BA%E5%8D%95%E4%B8%80%E7%9A%84%E3%80%81%E7%BB%9D%E5%AF%B9%E7%9A%84%E6%95%8C%E6%88%91%E5%85%B3%E7%B3%BB%EF%BC%8C%E5%B9%B6%E6%9C%8D%E4%BB%8E%E4%BA%8E%E6%94%BF%E6%B2%BB%E6%89%80%E9%9C%80%E8%A6%81%E7%9A%84%20%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E3%80%82%E6%8A%8A%E6%84%A4%E6%80%92%E8%83%BD%E9%87%8F%E6%93%8D%E5%BC%84%E4%B8%BA%E9%81%93%E5%BE%B7%E6%89%B9%E5%88%A4%E7%9A%84%E8%BF%87%E7%A8%8B%E6%98%AF%E5%88%A9%E7%94%A8%E6%9C%AC%E8%B4%A8%E5%8C%96%E7%9A%84%E6%97%8F%E7%BE%A4%E6%88%96%E6%96%87%E5%8C%96%E8%BA%AB%E4%BB%BD%E6%9D%A5%E8%BE%A8%E8%AF%86%E8%B0%81%E6%98%AF%E5%A5%BD%E4%BA%BA%E8%BF%98%E6%98%AF%E5%9D%8F%E4%BA%BA%EF%BC%8C%E4%B8%8D%E6%96%AD%E5%87%B8%E6%98%BE%E8%87%AA%E5%B7%B1%E6%9B%B4%E5%85%B7%E6%9C%89%E9%81%93%E5%BE%B7%E7%9A%84%E6%AD%A3%E5%BD%93%E6%80%A7%E3%80%82%E7%84%B6%E8%80%8C%E5%9C%A8%E4%B8%80%E4%B8%AA%E4%B8%8D%E5%AE%89%E7%9A%84%E7%A4%BE%E4%BC%9A%EF%BC%8C%E6%86%8E%E6%81%B6%E3%80%81%E6%84%A4%E6%80%92%E8%B7%9F%E4%BB%87))。

以**仇恨动员**为典型，政客和宣传机构往往通过\*\*“责怪游戏”**来塑造敌人形象 (**[**专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻**](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=%E9%83%BD%E5%8F%AF%E8%83%BD%E8%A2%AB%E8%BD%AC%E5%8C%96%E4%B8%BA%E6%84%A4%E6%80%92%E8%B7%9F%E4%BB%87%E6%81%A8%E3%80%82%E7%89%B9%E6%9C%97%E6%99%AE%E4%BC%BC%E4%B9%8E%E6%AF%94%E6%89%80%E6%9C%89%E4%BA%BA%E9%83%BD%E5%96%84%E4%BA%8E%E6%8C%91%E8%B5%B7%E9%80%89%E6%B0%91%E6%83%85%E7%BB%AA%E3%80%82%E4%BB%96%E5%80%9F%E5%8A%A9%E7%9B%B4%E7%99%BD%E3%80%81%E6%BF%80%E6%83%85%E7%9A%84%E6%BC%94%E8%AE%B2%EF%BC%8C%E6%BF%80%E5%8F%91%E4%BA%86%E9%83%A8%E5%88%86%E7%99%BD%E4%BA%BA%E7%BE%A4%E4%BD%93%E7%9A%84%E6%94%AF%E6%8C%81%E3%80%82%E4%BB%96%E7%9A%84%E8%AF%9D%E8%AF%AD%E7%AD%96%E7%95%A5%E6%98%AFblame%20game%EF%BC%88%E8%B0%B4%E8%B4%A3%E6%B8%B8%E6%88%8F%EF%BC%89%20%EF%BC%8C%E5%AF%B9%E5%86%85%E5%BC%BA%E8%B0%83%E8%87%AA%E5%B7%B1%E4%BB%A3%E8%A1%A8%E7%9D%80%E4%B8%80%E7%BE%A4%E2%80%9C%E8%A2%AB%E9%81%97%E5%BF%98%E7%9A%84%E4%BA%BA%E2%80%9D%E3%80%81%E5%AF%B9%E5%A4%96%E5%BC%BA%E8%B0%83%E8%87%AA%E5%B7%B1%E4%BB%A3%E8%A1%A8%E7%BE%8E%E5%9B%BD%E5%88%A9%E7%9B%8A%E3%80%82%E4%BB%96%E7%94%A8%E5%AF%B9%E7%AB%8B%E3%80%81%E6%9E%81%E7%AB%AF%E3%80%81%E7%AE%80%E5%8C%96%E7%9A%84%E8%AF%AD%E8%A8%80%E6%8C%91%E8%B5%B7%E4%BB%87%E6%81%A8%EF%BC%8C%E5%B0%86%E7%A7%BB%E6%B0%91%E9%97%AE%E9%A2%98%E6%AD%A6%E5%99%A8%E5%8C%96%EF%BC%8C%E5%BC%BA%E5%8C%96%E4%BA%86%E6%9C%AC%E5%9C%9F%E5%92%8C%E5%A4%96%E6%9D%A5%E7%9A%84%E6%8E%92%E5%A4%96%E5%AF%B9%E7%AB%8B%E6%83%85%E7%BB%AA%EF%BC%8C%E5%B0%86%E7%A4%BE%E4%BC%9A%E9%97%AE%20%E9%A2%98%E5%BD%92%E5%9B%A0%E5%AF%B9%E6%89%8B%EF%BC%88%E6%B0%91%E4%B8%BB%E5%85%9A%EF%BC%89%E3%80%81%E4%BD%93%E5%88%B6%EF%BC%88%E9%80%89%E4%B8%BE%E7%BB%93%E6%9E%9C%E8%B7%9F%E5%8F%B8%E6%B3%95%E6%9C%BA%E5%85%B3%EF%BC%89%E3%80%81%E9%9D%9E%E6%88%91%E6%97%8F%E7%B1%BB%EF%BC%88%E7%A7%BB%E6%B0%91%EF%BC%89%E6%88%96%E5%A4%96%E9%83%A8%E4%BB%96%E8%80%85%EF%BC%88%E4%B8%AD%E5%9B%BD%EF%BC%89%E3%80%82%E5%8E%9F%E6%9C%AC%E5%A4%8D%E6%9D%82%E5%A4%9A%E6%A0%B7%E7%9A%84%E7%A4%BE%E4%BC%9A%E5%85%B3%E7%B3%BB%E8%A2%AB%E7%AE%80%E5%8C%96%E4%B8%BA%E5%8D%95%E4%B8%80%E7%9A%84%E3%80%81%E7%BB%9D%E5%AF%B9%E7%9A%84%E6%95%8C%E6%88%91%E5%85%B3%E7%B3%BB%EF%BC%8C%E5%B9%B6%E6%9C%8D%E4%BB%8E%E4%BA%8E%E6%94%BF%E6%B2%BB%E6%89%80%E9%9C%80%E8%A6)**)。例如，2016年美国大选期间，唐纳德·特朗普极力煽动部分选民对移民和少数族裔的愤怒与仇恨。他采用直白激烈的语言，声称移民“偷走了就业”“带来犯罪”，将移民问题**武器化**为竞选动员的工具 (**[**专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻**](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=%E9%83%BD%E5%8F%AF%E8%83%BD%E8%A2%AB%E8%BD%AC%E5%8C%96%E4%B8%BA%E6%84%A4%E6%80%92%E8%B7%9F%E4%BB%87%E6%81%A8%E3%80%82%E7%89%B9%E6%9C%97%E6%99%AE%E4%BC%BC%E4%B9%8E%E6%AF%94%E6%89%80%E6%9C%89%E4%BA%BA%E9%83%BD%E5%96%84%E4%BA%8E%E6%8C%91%E8%B5%B7%E9%80%89%E6%B0%91%E6%83%85%E7%BB%AA%E3%80%82%E4%BB%96%E5%80%9F%E5%8A%A9%E7%9B%B4%E7%99%BD%E3%80%81%E6%BF%80%E6%83%85%E7%9A%84%E6%BC%94%E8%AE%B2%EF%BC%8C%E6%BF%80%E5%8F%91%E4%BA%86%E9%83%A8%E5%88%86%E7%99%BD%E4%BA%BA%E7%BE%A4%E4%BD%93%E7%9A%84%E6%94%AF%E6%8C%81%E3%80%82%E4%BB%96%E7%9A%84%E8%AF%9D%E8%AF%AD%E7%AD%96%E7%95%A5%E6%98%AFblame%20game%EF%BC%88%E8%B0%B4%E8%B4%A3%E6%B8%B8%E6%88%8F%EF%BC%89%20%EF%BC%8C%E5%AF%B9%E5%86%85%E5%BC%BA%E8%B0%83%E8%87%AA%E5%B7%B1%E4%BB%A3%E8%A1%A8%E7%9D%80%E4%B8%80%E7%BE%A4%E2%80%9C%E8%A2%AB%E9%81%97%E5%BF%98%E7%9A%84%E4%BA%BA%E2%80%9D%E3%80%81%E5%AF%B9%E5%A4%96%E5%BC%BA%E8%B0%83%E8%87%AA%E5%B7%B1%E4%BB%A3%E8%A1%A8%E7%BE%8E%E5%9B%BD%E5%88%A9%E7%9B%8A%E3%80%82%E4%BB%96%E7%94%A8%E5%AF%B9%E7%AB%8B%E3%80%81%E6%9E%81%E7%AB%AF%E3%80%81%E7%AE%80%E5%8C%96%E7%9A%84%E8%AF%AD%E8%A8%80%E6%8C%91%E8%B5%B7%E4%BB%87%E6%81%A8%EF%BC%8C%E5%B0%86%E7%A7%BB%E6%B0%91%E9%97%AE%E9%A2%98%E6%AD%A6%E5%99%A8%E5%8C%96%EF%BC%8C%E5%BC%BA%E5%8C%96%E4%BA%86%E6%9C%AC%E5%9C%9F%E5%92%8C%E5%A4%96%E6%9D%A5%E7%9A%84%E6%8E%92%E5%A4%96%E5%AF%B9%E7%AB%8B%E6%83%85%E7%BB%AA%EF%BC%8C%E5%B0%86%E7%A4%BE%E4%BC%9A%E9%97%AE%20%E9%A2%98%E5%BD%92%E5%9B%A0%E5%AF%B9%E6%89%8B%EF%BC%88%E6%B0%91%E4%B8%BB%E5%85%9A%EF%BC%89%E3%80%81%E4%BD%93%E5%88%B6%EF%BC%88%E9%80%89%E4%B8%BE%E7%BB%93%E6%9E%9C%E8%B7%9F%E5%8F%B8%E6%B3%95%E6%9C%BA%E5%85%B3%EF%BC%89%E3%80%81%E9%9D%9E%E6%88%91%E6%97%8F%E7%B1%BB%EF%BC%88%E7%A7%BB%E6%B0%91%EF%BC%89%E6%88%96%E5%A4%96%E9%83%A8%E4%BB%96%E8%80%85%EF%BC%88%E4%B8%AD%E5%9B%BD%EF%BC%89%E3%80%82%E5%8E%9F%E6%9C%AC%E5%A4%8D%E6%9D%82%E5%A4%9A%E6%A0%B7%E7%9A%84%E7%A4%BE%E4%BC%9A%E5%85%B3%E7%B3%BB%E8%A2%AB%E7%AE%80%E5%8C%96%E4%B8%BA%E5%8D%95%E4%B8%80%E7%9A%84%E3%80%81%E7%BB%9D%E5%AF%B9%E7%9A%84%E6%95%8C%E6%88%91%E5%85%B3%E7%B3%BB%EF%BC%8C%E5%B9%B6%E6%9C%8D%E4%BB%8E%E4%BA%8E%E6%94%BF%E6%B2%BB%E6%89%80%E9%9C%80%E8%A6)**)。通过不断**归因于外部他者\*\*（如移民、中国、政治对手），特朗普把原本复杂的社会经济问题简化成\*\*“我们”受害于“他们”**的叙事，将选民的不满情绪引向那些被描绘成敌人的群体 (**[**专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻**](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=%E9%83%BD%E5%8F%AF%E8%83%BD%E8%A2%AB%E8%BD%AC%E5%8C%96%E4%B8%BA%E6%84%A4%E6%80%92%E8%B7%9F%E4%BB%87%E6%81%A8%E3%80%82%E7%89%B9%E6%9C%97%E6%99%AE%E4%BC%BC%E4%B9%8E%E6%AF%94%E6%89%80%E6%9C%89%E4%BA%BA%E9%83%BD%E5%96%84%E4%BA%8E%E6%8C%91%E8%B5%B7%E9%80%89%E6%B0%91%E6%83%85%E7%BB%AA%E3%80%82%E4%BB%96%E5%80%9F%E5%8A%A9%E7%9B%B4%E7%99%BD%E3%80%81%E6%BF%80%E6%83%85%E7%9A%84%E6%BC%94%E8%AE%B2%EF%BC%8C%E6%BF%80%E5%8F%91%E4%BA%86%E9%83%A8%E5%88%86%E7%99%BD%E4%BA%BA%E7%BE%A4%E4%BD%93%E7%9A%84%E6%94%AF%E6%8C%81%E3%80%82%E4%BB%96%E7%9A%84%E8%AF%9D%E8%AF%AD%E7%AD%96%E7%95%A5%E6%98%AFblame%20game%EF%BC%88%E8%B0%B4%E8%B4%A3%E6%B8%B8%E6%88%8F%EF%BC%89%20%EF%BC%8C%E5%AF%B9%E5%86%85%E5%BC%BA%E8%B0%83%E8%87%AA%E5%B7%B1%E4%BB%A3%E8%A1%A8%E7%9D%80%E4%B8%80%E7%BE%A4%E2%80%9C%E8%A2%AB%E9%81%97%E5%BF%98%E7%9A%84%E4%BA%BA%E2%80%9D%E3%80%81%E5%AF%B9%E5%A4%96%E5%BC%BA%E8%B0%83%E8%87%AA%E5%B7%B1%E4%BB%A3%E8%A1%A8%E7%BE%8E%E5%9B%BD%E5%88%A9%E7%9B%8A%E3%80%82%E4%BB%96%E7%94%A8%E5%AF%B9%E7%AB%8B%E3%80%81%E6%9E%81%E7%AB%AF%E3%80%81%E7%AE%80%E5%8C%96%E7%9A%84%E8%AF%AD%E8%A8%80%E6%8C%91%E8%B5%B7%E4%BB%87%E6%81%A8%EF%BC%8C%E5%B0%86%E7%A7%BB%E6%B0%91%E9%97%AE%E9%A2%98%E6%AD%A6%E5%99%A8%E5%8C%96%EF%BC%8C%E5%BC%BA%E5%8C%96%E4%BA%86%E6%9C%AC%E5%9C%9F%E5%92%8C%E5%A4%96%E6%9D%A5%E7%9A%84%E6%8E%92%E5%A4%96%E5%AF%B9%E7%AB%8B%E6%83%85%E7%BB%AA%EF%BC%8C%E5%B0%86%E7%A4%BE%E4%BC%9A%E9%97%AE%20%E9%A2%98%E5%BD%92%E5%9B%A0%E5%AF%B9%E6%89%8B%EF%BC%88%E6%B0%91%E4%B8%BB%E5%85%9A%EF%BC%89%E3%80%81%E4%BD%93%E5%88%B6%EF%BC%88%E9%80%89%E4%B8%BE%E7%BB%93%E6%9E%9C%E8%B7%9F%E5%8F%B8%E6%B3%95%E6%9C%BA%E5%85%B3%EF%BC%89%E3%80%81%E9%9D%9E%E6%88%91%E6%97%8F%E7%B1%BB%EF%BC%88%E7%A7%BB%E6%B0%91%EF%BC%89%E6%88%96%E5%A4%96%E9%83%A8%E4%BB%96%E8%80%85%EF%BC%88%E4%B8%AD%E5%9B%BD%EF%BC%89%E3%80%82%E5%8E%9F%E6%9C%AC%E5%A4%8D%E6%9D%82%E5%A4%9A%E6%A0%B7%E7%9A%84%E7%A4%BE%E4%BC%9A%E5%85%B3%E7%B3%BB%E8%A2%AB%E7%AE%80%E5%8C%96%E4%B8%BA%E5%8D%95%E4%B8%80%E7%9A%84%E3%80%81%E7%BB%9D%E5%AF%B9%E7%9A%84%E6%95%8C%E6%88%91%E5%85%B3%E7%B3%BB%EF%BC%8C%E5%B9%B6%E6%9C%8D%E4%BB%8E%E4%BA%8E%E6%94%BF%E6%B2%BB%E6%89%80%E9%9C%80%E8%A6)**)。这种策略取得了显著效果：被激发的愤怒和恐惧使选民对特朗普产生认同，视其为捍卫“我们”的英雄。这正印证了刘世鼎教授所言：“政治的核心关乎如何组织嫌恶、愤怒和仇恨” (**[**专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻**](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=%E8%BF%99%E6%9C%AC%E4%B9%A6%E5%85%B3%E5%BF%83%E7%9A%84%E4%B8%80%E4%B8%AA%E6%A0%B8%E5%BF%83%E9%97%AE%E9%A2%98%E6%98%AF%EF%BC%9A%E6%84%A4%E6%80%92%E8%B7%9F%E4%BB%87%E6%81%A8%E6%98%AF%E5%A6%82%E4%BD%95%E9%80%9A%E8%BF%87%E7%89%B9%E5%AE%9A%E8%AF%9D%E8%AF%AD%E5%AE%9E%E8%B7%B5%E3%80%81%E5%BD%B1%E5%83%8F%E3%80%81%E6%96%87%E5%8C%96%E7%94%9F%E4%BA%A7%E8%B7%9F%E4%BB%AA%E5%BC%8F%E6%9D%A5%E5%8A%A8%E5%91%98%EF%BC%9F%E5%9C%A8%E6%88%91%E4%BB%AC%E7%9C%8B%E6%9D%A5%EF%BC%8C%E6%94%BF%E6%B2%BB%E7%9A%84%E6%A0%B8%E5%BF%83%E5%B0%B1%E6%98%AF%E5%85%B3%E4%B9%8E%E5%A6%82%E4%BD%95%E7%BB%84%E7%BB%87%E5%AB%8C%E6%81%B6%E3%80%81%E6%84%A4%E6%80%92%E8%B7%9F%E4%BB%87%E6%81%A8%E3%80%82%E7%89%B9%E6%9C%97%E6%99%AE%E6%89%80%E7%94%A8%E7%9A%84%E7%AD%96%20%E7%95%A5%EF%BC%8C%E5%B0%B1%E6%98%AF%E5%8A%A8%E5%91%98%E8%BF%99%E7%B1%BB%E6%9E%81%E7%AB%AF%E7%9A%84%E6%83%85%E7%BB%AA%EF%BC%8C%E9%80%8F%E8%BF%87%E6%83%85%E7%BB%AA%E7%9A%84%E4%B8%A4%E6%9E%81%E5%8C%96%E6%9D%A5%E8%8E%B7%E5%BE%97%E6%94%AF%E6%8C%81%E3%80%82)**)。当权者通过制度化手段**按自身利益分配情绪\*\*，选择性地告诉民众谁是敌人、谁是受害者英雄，从而为政策实施提供情感支持 ([专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=%E7%94%9F%E6%B4%BB%E6%8E%8C%E6%8F%A1%E3%80%81%E5%9F%B9%E5%85%BB%E3%80%81%E5%8A%A8%E5%91%98%E7%89%B9%E5%AE%9A%E6%94%BF%E6%B2%BB%E6%84%9F%E8%A7%89%EF%BC%8C%E4%BB%8E%E8%80%8C%E6%BF%80%E5%8F%91%E5%AF%B9%E5%85%B6%E6%9C%89%E5%88%A9%E7%9A%84%E8%A1%8C%E4%B8%BA%E3%80%82%E6%97%A0%E8%AE%BA%E5%93%AA%E4%B8%AA%E4%BD%93%E5%88%B6%EF%BC%8C%E6%B0%91%E6%97%8F%E4%B8%BB%E4%B9%89%E3%80%81%E7%88%B1%E5%9B%BD%E4%B8%BB%E4%B9%89%E9%83%BD%E9%9C%80%E8%A6%81%E9%80%9A%E8%BF%87%E5%8A%A8%E5%91%98%E6%84%A4%E6%80%92%E6%9D%A5%E6%89%93%E9%80%A0%E6%83%85%E6%84%9F%E7%A4%BE%E7%BE%A4%E8%B7%9F%E5%AF%B9%E6%94%BF%E6%B2%BB%E9%A2%86%E8%A2%96%E7%9A%84%E8%AE%A4%E5%90%8C%E3%80%82%E6%84%A4%E6%80%92%E8%B7%9F%E4%BB%87%E6%81%A8%E6%98%AF%E5%8F%AF%E4%BB%A5%E8%A2%AB%20%E5%88%B6%E5%BA%A6%E5%8C%96%E6%88%90%E4%B8%BA%E6%94%BF%E7%AD%96%E7%9A%84%E5%8A%A8%E5%8A%9B%E3%80%82%E6%84%A4%E6%80%92%E6%94%BF%E6%9D%83%E7%9A%84%E4%BD%9C%E7%94%A8%E5%B0%B1%E6%98%AF%E6%8C%89%E7%85%A7%E7%BB%9F%E6%B2%BB%E8%80%85%E7%9A%84%E5%88%A9%E7%9B%8A%E5%88%86%E9%85%8D%E6%83%85%E7%BB%AA%EF%BC%8C%E9%80%89%E6%8B%A9%E6%80%A7%E7%A1%AE%E8%AE%A4%E8%B0%81%E6%98%AF%E6%95%8C%E4%BA%BA%E3%80%81%E5%9D%8F%E4%BA%BA%E3%80%81%E9%9D%9E%E4%BA%BA%EF%BC%8C%E8%B0%81%E6%98%AF%E5%8F%97%E5%AE%B3%E8%80%85%E3%80%81%E8%8B%B1%E9%9B%84%EF%BC%8C%E8%AE%A9%E6%B0%91%E4%BC%97%E4%BF%9D%E6%8C%81%E5%AF%B9%E6%95%8C%E5%9B%BD%E7%9A%84%E8%AD%A6%E8%A7%89%E3%80%82%E8%B0%81%E6%88%96%E4%BB%80%E4%B9%88%E6%98%AF%E5%AF%BC%E8%87%B4%E6%88%91%E4%BB%AC%E7%9A%84%20%E6%84%A4%E6%80%92%EF%BC%9F%E6%83%85%E6%84%9F%E5%88%86%E9%85%8D%E8%B7%9F%E6%83%85%E6%84%9F%E6%8A%95%E8%B5%84%E5%B0%B1%E6%98%AF%E5%9B%BD%E5%AE%B6%E6%9C%BA%E5%99%A8%E4%BC%9A%E6%8F%90%E5%87%BA%E4%B8%80%E7%A7%8D%E5%8F%99%E8%BF%B0%EF%BC%8C%E6%98%8E%E7%A1%AE%E6%8C%87%E5%87%BA%E4%BA%BA%E4%BB%AC%E4%B8%8D%E6%BB%A1%E7%9A%84%E5%8E%9F%E5%9B%A0%EF%BC%8C%E5%B9%B6%E6%89%BF%E8%AF%BA%E5%AF%B9%E8%BF%99%E4%B8%80%E5%8E%9F%E5%9B%A0%E9%87%87%E5%8F%96%E8%A1%8C%E5%8A%A8%E3%80%82))。

现代媒体环境使这种敌人塑造和情绪动员更为容易和隐蔽。极化的媒体生态中，不同意识形态阵营各自培育着针对对方的仇恨叙事。例如，一些偏激媒体**贩卖愤怒来提高收视率**，与政客一起操弄公众愤怒 ([专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=match%20at%20L158%20%E6%89%8B%E5%BD%93%E4%BD%9C%E6%98%AF%E7%A7%8D%E6%97%8F%E5%8C%96%E5%8C%BA%E5%88%86%E7%9A%84%E6%81%B6%E6%80%A7%E5%BE%AA%E7%8E%AF%E3%80%82%E6%84%A4%E6%80%92%E8%B7%9F%E4%BB%87%E6%81%A8%E8%B5%B0%E5%88%B0%E6%9E%81%E7%AB%AF%EF%BC%8C%E4%B8%8D%E5%B0%B1%E6%98%AF%E8%A6%81%E6%83%A9%E7%BD%9A%E3%80%81%E6%8A%A5%E5%A4%8D%E3%80%81%E6%B6%88%E7%81%AD%E5%AF%B9%E6%96%B9%E5%90%97%EF%BC%9F%E5%BD%93%E4%BA%8B%E6%83%85%E8%B5%B0%E5%88%B0%E8%BF%99%E4%B8%AA%E5%9C%B0%E6%AD%A5%EF%BC%8C%E4%B9%9F%E6%84%8F%E5%91%B3%E7%9D%80%E4%BA%BA%E4%BB%AC%E5%BC%80%E5%A7%8B%E4%B8%8D%E7%9B%B8%E4%BF%A1%E5%92%8C%E8%A7%A3%E7%9A%84%E5%8F%AF%E8%83%BD%EF%BC%8C%E4%BB%A5%E5%8F%8A%E5%AF%B9%E4%BA%8E%E7%A4%BE%E4%BC%9A%E4%BD%93%E7%B3%BB%E8%B7%9F%E5%88%B6%E5%BA%A6%E7%A8%8B%20%E5%BA%8F%E4%BF%A1%E4%BB%BB%E5%BA%A6%E7%9A%84%E5%B4%A9%E6%BA%83%E3%80%82%E6%9C%89%E4%BA%9B%E7%BE%8E%E5%9B%BD%E5%AA%92%E4%BD%93%E8%B4%A9%E5%8D%96%E6%84%A4%E6%80%92%E6%9D%A5%E6%8F%90%E9%AB%98%E6%94%B6%E8%A7%86%E7%8E%87%EF%BC%8C%E4%B9%9F%E6%98%AF%E6%93%8D%E5%BC%84%E6%84%A4%E6%80%92%E7%9A%84%E5%85%B1%E8%B0%8B%E3%80%82%E7%A4%BE%E4%BA%A4%E5%AA%92%E4%BD%93%E5%88%99%E5%8F%98%E6%88%90%E4%BA%86%E4%BF%83%E6%88%90%E9%9B%86%E4%BD%93%E5%8A%A8%E5%91%98%E7%9A%84%E6%84%A4%E6%80%92%E6%9C%BA%E5%99%A8%E3%80%82))。社交媒体则扮演了“愤怒机器”的角色，为愤怒和仇恨提供了病毒式传播的平台 ([专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=match%20at%20L158%20%E6%89%8B%E5%BD%93%E4%BD%9C%E6%98%AF%E7%A7%8D%E6%97%8F%E5%8C%96%E5%8C%BA%E5%88%86%E7%9A%84%E6%81%B6%E6%80%A7%E5%BE%AA%E7%8E%AF%E3%80%82%E6%84%A4%E6%80%92%E8%B7%9F%E4%BB%87%E6%81%A8%E8%B5%B0%E5%88%B0%E6%9E%81%E7%AB%AF%EF%BC%8C%E4%B8%8D%E5%B0%B1%E6%98%AF%E8%A6%81%E6%83%A9%E7%BD%9A%E3%80%81%E6%8A%A5%E5%A4%8D%E3%80%81%E6%B6%88%E7%81%AD%E5%AF%B9%E6%96%B9%E5%90%97%EF%BC%9F%E5%BD%93%E4%BA%8B%E6%83%85%E8%B5%B0%E5%88%B0%E8%BF%99%E4%B8%AA%E5%9C%B0%E6%AD%A5%EF%BC%8C%E4%B9%9F%E6%84%8F%E5%91%B3%E7%9D%80%E4%BA%BA%E4%BB%AC%E5%BC%80%E5%A7%8B%E4%B8%8D%E7%9B%B8%E4%BF%A1%E5%92%8C%E8%A7%A3%E7%9A%84%E5%8F%AF%E8%83%BD%EF%BC%8C%E4%BB%A5%E5%8F%8A%E5%AF%B9%E4%BA%8E%E7%A4%BE%E4%BC%9A%E4%BD%93%E7%B3%BB%E8%B7%9F%E5%88%B6%E5%BA%A6%E7%A8%8B%20%E5%BA%8F%E4%BF%A1%E4%BB%BB%E5%BA%A6%E7%9A%84%E5%B4%A9%E6%BA%83%E3%80%82%E6%9C%89%E4%BA%9B%E7%BE%8E%E5%9B%BD%E5%AA%92%E4%BD%93%E8%B4%A9%E5%8D%96%E6%84%A4%E6%80%92%E6%9D%A5%E6%8F%90%E9%AB%98%E6%94%B6%E8%A7%86%E7%8E%87%EF%BC%8C%E4%B9%9F%E6%98%AF%E6%93%8D%E5%BC%84%E6%84%A4%E6%80%92%E7%9A%84%E5%85%B1%E8%B0%8B%E3%80%82%E7%A4%BE%E4%BA%A4%E5%AA%92%E4%BD%93%E5%88%99%E5%8F%98%E6%88%90%E4%BA%86%E4%BF%83%E6%88%90%E9%9B%86%E4%BD%93%E5%8A%A8%E5%91%98%E7%9A%84%E6%84%A4%E6%80%92%E6%9C%BA%E5%99%A8%E3%80%82))。通过社交网络，仇恨言论可以迅速找到共鸣者并形成群体，加深对敌对群体的妖魔化。在民族主义浪潮中，我们也看到情绪动员的影子：爱国主义被裹挟进愤怒和仇恨，对内强调受害叙事、对外树立威胁形象，以激起民众持续的敌忾心。这被刘世鼎称为\*\*“愤怒政权”**的运作方式，即让民众始终保持对“敌国”的警觉和愤懑，将愤怒制度化为政策的推动力 (**[**专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻**](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=%E7%94%9F%E6%B4%BB%E6%8E%8C%E6%8F%A1%E3%80%81%E5%9F%B9%E5%85%BB%E3%80%81%E5%8A%A8%E5%91%98%E7%89%B9%E5%AE%9A%E6%94%BF%E6%B2%BB%E6%84%9F%E8%A7%89%EF%BC%8C%E4%BB%8E%E8%80%8C%E6%BF%80%E5%8F%91%E5%AF%B9%E5%85%B6%E6%9C%89%E5%88%A9%E7%9A%84%E8%A1%8C%E4%B8%BA%E3%80%82%E6%97%A0%E8%AE%BA%E5%93%AA%E4%B8%AA%E4%BD%93%E5%88%B6%EF%BC%8C%E6%B0%91%E6%97%8F%E4%B8%BB%E4%B9%89%E3%80%81%E7%88%B1%E5%9B%BD%E4%B8%BB%E4%B9%89%E9%83%BD%E9%9C%80%E8%A6%81%E9%80%9A%E8%BF%87%E5%8A%A8%E5%91%98%E6%84%A4%E6%80%92%E6%9D%A5%E6%89%93%E9%80%A0%E6%83%85%E6%84%9F%E7%A4%BE%E7%BE%A4%E8%B7%9F%E5%AF%B9%E6%94%BF%E6%B2%BB%E9%A2%86%E8%A2%96%E7%9A%84%E8%AE%A4%E5%90%8C%E3%80%82%E6%84%A4%E6%80%92%E8%B7%9F%E4%BB%87%E6%81%A8%E6%98%AF%E5%8F%AF%E4%BB%A5%E8%A2%AB%20%E5%88%B6%E5%BA%A6%E5%8C%96%E6%88%90%E4%B8%BA%E6%94%BF%E7%AD%96%E7%9A%84%E5%8A%A8%E5%8A%9B%E3%80%82%E6%84%A4%E6%80%92%E6%94%BF%E6%9D%83%E7%9A%84%E4%BD%9C%E7%94%A8%E5%B0%B1%E6%98%AF%E6%8C%89%E7%85%A7%E7%BB%9F%E6%B2%BB%E8%80%85%E7%9A%84%E5%88%A9%E7%9B%8A%E5%88%86%E9%85%8D%E6%83%85%E7%BB%AA%EF%BC%8C%E9%80%89%E6%8B%A9%E6%80%A7%E7%A1%AE%E8%AE%A4%E8%B0%81%E6%98%AF%E6%95%8C%E4%BA%BA%E3%80%81%E5%9D%8F%E4%BA%BA%E3%80%81%E9%9D%9E%E4%BA%BA%EF%BC%8C%E8%B0%81%E6%98%AF%E5%8F%97%E5%AE%B3%E8%80%85%E3%80%81%E8%8B%B1%E9%9B%84%EF%BC%8C%E8%AE%A9%E6%B0%91%E4%BC%97%E4%BF%9D%E6%8C%81%E5%AF%B9%E6%95%8C%E5%9B%BD%E7%9A%84%E8%AD%A6%E8%A7%89%E3%80%82%E8%B0%81%E6%88%96%E4%BB%80%E4%B9%88%E6%98%AF%E5%AF%BC%E8%87%B4%E6%88%91%E4%BB%AC%E7%9A%84%20%E6%84%A4%E6%80%92%EF%BC%9F%E6%83%85%E6%84%9F%E5%88%86%E9%85%8D%E8%B7%9F%E6%83%85%E6%84%9F%E6%8A%95%E8%B5%84%E5%B0%B1%E6%98%AF%E5%9B%BD%E5%AE%B6%E6%9C%BA%E5%99%A8%E4%BC%9A%E6%8F%90%E5%87%BA%E4%B8%80%E7%A7%8D%E5%8F%99%E8%BF%B0%EF%BC%8C%E6%98%8E%E7%A1%AE%E6%8C%87%E5%87%BA%E4%BA%BA%E4%BB%AC%E4%B8%8D%E6%BB%A1%E7%9A%84%E5%8E%9F%E5%9B%A0%EF%BC%8C%E5%B9%B6%E6%89%BF%E8%AF%BA%E5%AF%B9%E8%BF%99%E4%B8%80%E5%8E%9F%E5%9B%A0%E9%87%87%E5%8F%96%E8%A1%8C%E5%8A%A8%E3%80%82)**)。例如，在某些国家的官方话语中，经常会选定一个“假想敌”作为民众不满的出气筒，一旦内部出现矛盾或危机，就通过渲染外部威胁来转移视线。这种**情感分配**和**情感投资\*\*的过程，实际上是国家机器通过叙事为大众的愤怒找到宣泄出口，同时为自身的强硬政策获取支持正当性 ([专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=%E7%94%9F%E6%B4%BB%E6%8E%8C%E6%8F%A1%E3%80%81%E5%9F%B9%E5%85%BB%E3%80%81%E5%8A%A8%E5%91%98%E7%89%B9%E5%AE%9A%E6%94%BF%E6%B2%BB%E6%84%9F%E8%A7%89%EF%BC%8C%E4%BB%8E%E8%80%8C%E6%BF%80%E5%8F%91%E5%AF%B9%E5%85%B6%E6%9C%89%E5%88%A9%E7%9A%84%E8%A1%8C%E4%B8%BA%E3%80%82%E6%97%A0%E8%AE%BA%E5%93%AA%E4%B8%AA%E4%BD%93%E5%88%B6%EF%BC%8C%E6%B0%91%E6%97%8F%E4%B8%BB%E4%B9%89%E3%80%81%E7%88%B1%E5%9B%BD%E4%B8%BB%E4%B9%89%E9%83%BD%E9%9C%80%E8%A6%81%E9%80%9A%E8%BF%87%E5%8A%A8%E5%91%98%E6%84%A4%E6%80%92%E6%9D%A5%E6%89%93%E9%80%A0%E6%83%85%E6%84%9F%E7%A4%BE%E7%BE%A4%E8%B7%9F%E5%AF%B9%E6%94%BF%E6%B2%BB%E9%A2%86%E8%A2%96%E7%9A%84%E8%AE%A4%E5%90%8C%E3%80%82%E6%84%A4%E6%80%92%E8%B7%9F%E4%BB%87%E6%81%A8%E6%98%AF%E5%8F%AF%E4%BB%A5%E8%A2%AB%20%E5%88%B6%E5%BA%A6%E5%8C%96%E6%88%90%E4%B8%BA%E6%94%BF%E7%AD%96%E7%9A%84%E5%8A%A8%E5%8A%9B%E3%80%82%E6%84%A4%E6%80%92%E6%94%BF%E6%9D%83%E7%9A%84%E4%BD%9C%E7%94%A8%E5%B0%B1%E6%98%AF%E6%8C%89%E7%85%A7%E7%BB%9F%E6%B2%BB%E8%80%85%E7%9A%84%E5%88%A9%E7%9B%8A%E5%88%86%E9%85%8D%E6%83%85%E7%BB%AA%EF%BC%8C%E9%80%89%E6%8B%A9%E6%80%A7%E7%A1%AE%E8%AE%A4%E8%B0%81%E6%98%AF%E6%95%8C%E4%BA%BA%E3%80%81%E5%9D%8F%E4%BA%BA%E3%80%81%E9%9D%9E%E4%BA%BA%EF%BC%8C%E8%B0%81%E6%98%AF%E5%8F%97%E5%AE%B3%E8%80%85%E3%80%81%E8%8B%B1%E9%9B%84%EF%BC%8C%E8%AE%A9%E6%B0%91%E4%BC%97%E4%BF%9D%E6%8C%81%E5%AF%B9%E6%95%8C%E5%9B%BD%E7%9A%84%E8%AD%A6%E8%A7%89%E3%80%82%E8%B0%81%E6%88%96%E4%BB%80%E4%B9%88%E6%98%AF%E5%AF%BC%E8%87%B4%E6%88%91%E4%BB%AC%E7%9A%84%20%E6%84%A4%E6%80%92%EF%BC%9F%E6%83%85%E6%84%9F%E5%88%86%E9%85%8D%E8%B7%9F%E6%83%85%E6%84%9F%E6%8A%95%E8%B5%84%E5%B0%B1%E6%98%AF%E5%9B%BD%E5%AE%B6%E6%9C%BA%E5%99%A8%E4%BC%9A%E6%8F%90%E5%87%BA%E4%B8%80%E7%A7%8D%E5%8F%99%E8%BF%B0%EF%BC%8C%E6%98%8E%E7%A1%AE%E6%8C%87%E5%87%BA%E4%BA%BA%E4%BB%AC%E4%B8%8D%E6%BB%A1%E7%9A%84%E5%8E%9F%E5%9B%A0%EF%BC%8C%E5%B9%B6%E6%89%BF%E8%AF%BA%E5%AF%B9%E8%BF%99%E4%B8%80%E5%8E%9F%E5%9B%A0%E9%87%87%E5%8F%96%E8%A1%8C%E5%8A%A8%E3%80%82))。

需要强调的是，被动员的情绪一旦走向极端，往往破坏性极强。一旦**仇恨走到极端**，人们开始不相信任何妥协可能，只寻求对“敌人”的惩罚和消灭 ([专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=match%20at%20L158%20%E6%89%8B%E5%BD%93%E4%BD%9C%E6%98%AF%E7%A7%8D%E6%97%8F%E5%8C%96%E5%8C%BA%E5%88%86%E7%9A%84%E6%81%B6%E6%80%A7%E5%BE%AA%E7%8E%AF%E3%80%82%E6%84%A4%E6%80%92%E8%B7%9F%E4%BB%87%E6%81%A8%E8%B5%B0%E5%88%B0%E6%9E%81%E7%AB%AF%EF%BC%8C%E4%B8%8D%E5%B0%B1%E6%98%AF%E8%A6%81%E6%83%A9%E7%BD%9A%E3%80%81%E6%8A%A5%E5%A4%8D%E3%80%81%E6%B6%88%E7%81%AD%E5%AF%B9%E6%96%B9%E5%90%97%EF%BC%9F%E5%BD%93%E4%BA%8B%E6%83%85%E8%B5%B0%E5%88%B0%E8%BF%99%E4%B8%AA%E5%9C%B0%E6%AD%A5%EF%BC%8C%E4%B9%9F%E6%84%8F%E5%91%B3%E7%9D%80%E4%BA%BA%E4%BB%AC%E5%BC%80%E5%A7%8B%E4%B8%8D%E7%9B%B8%E4%BF%A1%E5%92%8C%E8%A7%A3%E7%9A%84%E5%8F%AF%E8%83%BD%EF%BC%8C%E4%BB%A5%E5%8F%8A%E5%AF%B9%E4%BA%8E%E7%A4%BE%E4%BC%9A%E4%BD%93%E7%B3%BB%E8%B7%9F%E5%88%B6%E5%BA%A6%E7%A8%8B%20%E5%BA%8F%E4%BF%A1%E4%BB%BB%E5%BA%A6%E7%9A%84%E5%B4%A9%E6%BA%83%E3%80%82%E6%9C%89%E4%BA%9B%E7%BE%8E%E5%9B%BD%E5%AA%92%E4%BD%93%E8%B4%A9%E5%8D%96%E6%84%A4%E6%80%92%E6%9D%A5%E6%8F%90%E9%AB%98%E6%94%B6%E8%A7%86%E7%8E%87%EF%BC%8C%E4%B9%9F%E6%98%AF%E6%93%8D%E5%BC%84%E6%84%A4%E6%80%92%E7%9A%84%E5%85%B1%E8%B0%8B%E3%80%82%E7%A4%BE%E4%BA%A4%E5%AA%92%E4%BD%93%E5%88%99%E5%8F%98%E6%88%90%E4%BA%86%E4%BF%83%E6%88%90%E9%9B%86%E4%BD%93%E5%8A%A8%E5%91%98%E7%9A%84%E6%84%A4%E6%80%92%E6%9C%BA%E5%99%A8%E3%80%82))。历史上极端民族主义和种族仇恨带来的惨剧不胜枚举，正是情绪动员失控的后果。因此，当今社会必须警惕政治人物和媒体对群体情绪的煽动与操控，识破通过制造敌人来掩盖复杂真相的伎俩。唯有保持对这类**情感政治**运作机制的敏感和批判，公众才能避免成为情绪战争中的棋子。

**构建“情绪免疫系统”：培养认知冷静**

在情绪被广泛操控的时代，个人和社会亟需打造自身的“**情绪免疫系统**”，以对抗外界刻意引发的情绪感染和认知扭曲。所谓情绪免疫系统，指个体和群体对情绪操纵的抵抗力，包括识别情绪操控手段、管理自身情绪反应，以及维持理性思考的能力。培养这种“免疫力”需要在教育、媒体素养和心理训练等多方面下功夫。以下几点措施被认为有助于增强情绪免疫：

* **提升情绪辨识力**：首先，要训练人们识别自身和他人的情绪状态，以及诱发这些情绪的触发因素。当我们能清晰地察觉“我现在很愤怒，因为刚看到一篇耸动新闻”，就更有可能警惕这种愤怒是否被有意挑起。情绪辨识力是情商（EQ）的重要组成部分。通过学习基础的情绪分类（如能分辨愤怒、恐惧、悲伤、羞耻等细微差别），以及了解生理激发与情绪的关系，人们可以在情绪升温时及时给它贴上“标签”。研究显示，**给情绪命名有助于缓和其强度**，因为这启动了大脑的理性区域去处理情绪信息，而非任由情绪泛滥成灾。比如，当网络舆论汹涌时，如果个体能够冷静地对自己说：“我注意到这条消息让我感到震惊和愤怒”，就已经迈出了一步，避免被情绪所完全支配。
* **延迟判断与反应**：快速的情绪反应往往是情绪操纵者希望看到的结果，因为此时人们最容易不假思索地传播信息或采取行动。针对这一点，一个实用技巧是\*\*“延迟判断”**或**“暂停法”\*\*。具体做法是在看到煽动性内容或遇到令人生气的事件时，强迫自己 **等待一段时间再做评判或回应**。例如，给自己设定“冷却期”：**至少等待5分钟或更长，再决定是否转发一条令人愤怒的消息**。这段时间可以用来深呼吸、转移注意，或者简单核查一下消息来源是否可靠。当情绪最初的冲击波过去，理性思考的能力便会部分恢复，我们才可能发现原先被情绪遮蔽的信息细节。在群体传播层面，如果更多人愿意延迟转发和评论冲动谣言，虚假信息和极端情绪就不容易病毒式扩散。
* **结构化信息输入**：构建情绪免疫还需要从源头管理我们获取的信息。正所谓“**病从口入**，谣言从眼入”，每天输入的信息质量决定了我们的情绪健康。实践策略包括：**限定信息来源**（优先选择可信赖的媒体和官方渠道），**设定浏览时间**（避免无节制刷社交媒体导致情绪过载），**多元化信息结构**（涉猎不同立场的观点，避免困在单一回音室）等。心理学者建议通过\*\*“信息节食”**来减少情绪污染：比如每天只固定几次查看新闻，不在睡前刷手机；对耸人听闻的标题存疑，主动寻求事实核查；关注正面积极的信息以中和过多的负面刺激。此外，还应**不断更新认知\*\*，将新信息与自己已有的知识框架整合，以提升对信息真伪和倾向的判断力 ([警惕情绪的“交叉感染”-华中师范大学心理学院](https://psych.ccnu.edu.cn/info/1112/4100.htm#:~:text=%E8%AE%A4%E7%9F%A5%E7%AD%96%E7%95%A5%EF%BC%8C%E5%88%A9%E7%94%A8%E5%87%86%E7%A1%AE%E3%80%81%E5%AE%98%E6%96%B9%E7%9A%84%E4%BF%A1%E6%81%AF%E6%B8%A0%E9%81%93%EF%BC%8C%E4%B8%8D%E6%96%AD%E8%BE%93%E5%85%A5%E5%8F%8A%E6%97%B6%E7%9A%84%E3%80%81%E6%9C%89%E6%95%88%E7%9A%84%E4%BF%A1%E6%81%AF%EF%BC%8C%E4%B8%8D%E6%96%AD%E6%95%B4%E5%90%88%E8%87%AA%E5%B7%B1%E5%8E%9F%E6%9C%89%E7%9A%84%E8%AE%A4%E7%9F%A5%E8%B5%84%E6%BA%90%EF%BC%8C%E8%AE%A9%E8%87%AA%E5%B7%B1%E7%9A%84%E8%AE%A4%E7%9F%A5%E2%80%9C%E4%B8%8E%E6%97%B6%E4%BF%B1%E8%BF%9B%E2%80%9D%EF%BC%8C%E8%BF%9B%E8%80%8C%E5%AF%B9%E7%9B%B8%E5%85%B3%E4%BF%A1%E6%81%AF%E5%81%9A%E5%87%BA%E6%AD%A3%E7%A1%AE%E7%9A%84%E8%AF%84%E4%BB%B7%EF%BC%8C%E5%A2%9E%20%E5%BC%BA%E8%87%AA%E8%BA%AB%E6%83%85%E7%BB%AA%E5%85%8D%E7%96%AB%E5%8A%9B%EF%BC%8C%E5%87%8F%E5%B0%91%E4%B8%8E%E4%BB%96%E4%BA%BA%E6%83%85%E7%BB%AA%E7%9A%84%E2%80%9C%E4%BA%A4%E5%8F%89%E6%84%9F%E6%9F%93%E2%80%9D%E3%80%82))。有研究强调利用**准确、权威的信息渠道**，**不断输入及时有效的信息**，让认知与时俱进，从而对相关信息做出正确评价，增强情绪免疫力，减少与他人情绪的“交叉感染” ([警惕情绪的“交叉感染”-华中师范大学心理学院](https://psych.ccnu.edu.cn/info/1112/4100.htm#:~:text=%E8%AE%A4%E7%9F%A5%E7%AD%96%E7%95%A5%EF%BC%8C%E5%88%A9%E7%94%A8%E5%87%86%E7%A1%AE%E3%80%81%E5%AE%98%E6%96%B9%E7%9A%84%E4%BF%A1%E6%81%AF%E6%B8%A0%E9%81%93%EF%BC%8C%E4%B8%8D%E6%96%AD%E8%BE%93%E5%85%A5%E5%8F%8A%E6%97%B6%E7%9A%84%E3%80%81%E6%9C%89%E6%95%88%E7%9A%84%E4%BF%A1%E6%81%AF%EF%BC%8C%E4%B8%8D%E6%96%AD%E6%95%B4%E5%90%88%E8%87%AA%E5%B7%B1%E5%8E%9F%E6%9C%89%E7%9A%84%E8%AE%A4%E7%9F%A5%E8%B5%84%E6%BA%90%EF%BC%8C%E8%AE%A9%E8%87%AA%E5%B7%B1%E7%9A%84%E8%AE%A4%E7%9F%A5%E2%80%9C%E4%B8%8E%E6%97%B6%E4%BF%B1%E8%BF%9B%E2%80%9D%EF%BC%8C%E8%BF%9B%E8%80%8C%E5%AF%B9%E7%9B%B8%E5%85%B3%E4%BF%A1%E6%81%AF%E5%81%9A%E5%87%BA%E6%AD%A3%E7%A1%AE%E7%9A%84%E8%AF%84%E4%BB%B7%EF%BC%8C%E5%A2%9E%20%E5%BC%BA%E8%87%AA%E8%BA%AB%E6%83%85%E7%BB%AA%E5%85%8D%E7%96%AB%E5%8A%9B%EF%BC%8C%E5%87%8F%E5%B0%91%E4%B8%8E%E4%BB%96%E4%BA%BA%E6%83%85%E7%BB%AA%E7%9A%84%E2%80%9C%E4%BA%A4%E5%8F%89%E6%84%9F%E6%9F%93%E2%80%9D%E3%80%82))。简而言之，就是打造一个更健康的信息摄入环境，尽量不给恶意情绪操纵以可乘之机。
* **培养元认知与批判性思维**：元认知是指对自己思维和情绪过程的觉察与反思能力。这种能力对于情绪免疫至关重要。当个体具备元认知，就能在情绪高涨时“跳出”自身，从更高视角审视：“我的这种强烈情绪是否合理？是否有人在利用我的情绪？” 配合批判性思维的训练，人们可以针对情绪煽动的信息多提问几个\*\*“真的吗”\*\*：“这个故事听起来让人愤慨，但其中有没有夸大或断章取义的成分？”、“消息源是谁，他可能有什么动机？” 等等。通过质疑和验证，很多煽情信息会露出破绽，情绪热度也会随之下降。
* **情绪管理与疏导**：情绪免疫并不意味压抑情绪，而是以健康方式释放和管理它们。如果长期压抑，反而容易在面对刺激时情绪爆发而失控。相反，**正念减压**、**运动锻炼**、**与人倾诉**等都是增强情绪免疫的良方。正念训练（mindfulness）可以帮助个体学会专注当下、观察自己的情绪念头而不被裹挟。规律运动和充足睡眠则提升整体心理韧性，让人不至于在疲惫时对负面情绪不堪一击。当每个人都能较好地调节自身情绪，“免疫系统”就更有能力应对大规模的情绪攻击。例如，面对网络谣言引发的恐慌，如果一个社区平时注重科普教育、成员心理素质较稳健，那么在谣言来袭时他们就更可能冷静求证而非盲目恐慌。

通过以上多层次的努力，我们可以逐步构建起对情绪操控的**社会性免疫**。媒体素养教育应该将情绪识别和信息辨别作为重点；社交平台有责任推广“慢思考”的产品设计（如在用户尝试转发未读文章时提示其先阅读）；公共政策层面也可倡导心理健康和理性思考的价值观。当越来越多的个人具备情绪免疫力，全社会对煽动性谣言、仇恨动员的抵抗力就会增强。情绪不再轻易被武器化，大众有望以更加冷静和审慎的方式参与公共生活。

**结论**

在21世纪的媒介化社会，情绪如同一柄双刃剑：一方面是人类体验与社群联结的基础，另一方面却也成为各种权力机制操弄群众的利器。本综述考察了情绪在现代社会被武器化的诸多方面——从选举政治中的非理性动员，到网络时代情绪的快速传播；从平台算法对愤怒和恐惧的放大，到商业资本对焦虑的生产与获利；从仇恨情绪塑造敌人形象推进政治议程，到个体与社会构建情绪免疫以抗衡操控。跨学科的视角使我们认识到，这是一个既涉及心理神经机制，又牵连媒体技术、市场逻辑和政治权力的复杂图景。

情感理论提醒我们，情绪并非私人领域的无害发泄，而始终在塑造公共生活的面貌 ([专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=%E8%B6%8A%E6%9D%A5%E8%B6%8A%E5%A4%9A%E5%AD%A6%E8%80%85%E5%BC%80%E5%A7%8B%E5%85%B3%E6%B3%A8%E6%83%85%E6%84%9F%E5%9C%A8%E7%90%86%E8%A7%A3%E5%BD%93%E4%BB%A3%E7%94%9F%E6%B4%BB%E4%B8%AD%E7%9A%84%E9%87%8D%E8%A6%81%E6%80%A7%EF%BC%8C%E8%AE%B8%E5%A4%9A%E8%AE%A8%E8%AE%BA%E9%9B%86%E4%B8%AD%E5%9C%A8%E6%83%85%E6%84%9F%E5%A6%82%E4%BD%95%E5%B7%A9%E5%9B%BA%E4%B8%8E%E7%BB%B4%E7%B3%BB%E7%8E%B0%E7%8A%B6%E3%80%81%E5%A6%82%E4%BD%95%E4%BD%9C%E4%B8%BA%E5%8F%AF%E8%A2%AB%E5%94%AE%E5%8D%96%E7%9A%84%E5%95%86%E5%93%81%EF%BC%8C%E4%BB%A5%E5%8F%8A%E5%A6%82%E4%BD%95%E5%8F%98%E6%88%90%E4%BA%86%E5%8A%A8%E5%91%98%E7%9A%84%E5%B7%A5%E5%85%B7%E7%AD%89%E3%80%82))。群体心理学和传播学的研究为我们揭示了情绪洪流是如何形成的，以及它如何裹挟理性随波逐流 ( [〖青椒谈〗互联网时代网络群体情绪的产生与引导 \_光明网](https://theory.gmw.cn/2023-04/19/content_36506232.htm#:~:text=%E7%AC%AC%E4%B8%80%EF%BC%8C%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E5%AE%B9%E6%98%93%E5%AF%BC%E8%87%B4%E5%85%AC%E4%BC%97%E8%AE%A4%E7%9F%A5%E5%81%8F%E5%B7%AE%E3%80%82%E6%88%88%E5%A4%AB%E6%9B%BC%E8%AE%A4%E4%B8%BA%EF%BC%8C%E6%A1%86%E6%9E%B6%E4%BD%9C%E4%B8%BA%E4%B8%80%E7%A7%8D%E9%98%90%E9%87%8A%E5%9B%BE%E5%BC%8F%EF%BC%8C%E6%98%AF%E4%BA%BA%E4%BB%AC%E8%B5%96%E4%BB%A5%E5%BD%A2%E6%88%90%E8%AE%A4%E7%9F%A5%EF%BC%8C%E6%9E%84%E5%BB%BA%E4%BA%BA%E7%B1%BB%E7%A4%BE%E4%BC%9A%E5%AE%9E%E8%B7%B5%E7%BB%8F%E9%AA%8C%E7%9A%84%E9%87%8D%E8%A6%81%E5%B7%A5%E5%85%B7%EF%BC%8C%E6%A1%86%E6%9E%B6%E7%9A%84%E5%BD%A2%E6%88%90%E5%88%99%E6%9C%89%E8%B5%96%E4%BA%8E%E4%BF%A1%E6%81%AF%E7%9A%84%E9%80%89%E6%8B%A9%E3%80%82%E6%83%85%E7%BB%AA%20%E4%BC%9A%E5%B7%A6%E5%8F%B3%E4%BF%A1%E6%81%AF%E7%9A%84%E9%80%89%E6%8B%A9%EF%BC%8C%E8%BF%9B%E8%80%8C%E5%BD%B1%E5%93%8D%E6%A1%86%E6%9E%B6%E7%9A%84%E6%9E%84%E5%BB%BA%E5%92%8C%E8%AE%A4%E7%9F%A5%E7%9A%84%E5%BD%A2%E6%88%90%E3%80%82%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E5%9B%A0%E5%85%B6%E6%84%9F%E6%9F%93%E6%95%88%E5%BA%94%E3%80%81%E5%A4%B8%E5%BC%A0%E6%95%88%E5%BA%94%E3%80%81%E6%9E%81%E5%8C%96%E6%95%88%E5%BA%94%E7%9A%84%E5%AD%98%E5%9C%A8%EF%BC%8C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E5%BD%B1%E5%93%8D%E4%B8%8B%E7%9A%84%E5%85%AC%E4%BC%97%E6%9B%B4%E5%AE%B9%E6%98%93%E8%A2%AB%E6%83%85%E7%BB%AA%E6%89%80%E5%B7%A6%E5%8F%B3%EF%BC%8C%E7%90%86%E6%80%A7%E5%BE%80%E5%BE%80%E4%BC%9A%E9%80%80%E5%B1%85%E5%85%B6%E6%AC%A1%20%EF%BC%8C%E8%BF%99%E4%BC%9A%E5%8A%A0%E5%89%A7%E5%85%AC%E4%BC%97%E5%9C%A8%E7%BD%91%E7%BB%9C%E7%A9%BA%E9%97%B4%E7%9A%84%E4%BF%A1%E6%81%AF%E9%80%89%E6%8B%A9%E5%81%8F%E5%B7%AE%EF%BC%8C%E8%BF%9B%E8%80%8C%E5%BD%B1%E5%93%8D%E5%85%B6%E8%AE%A4%E7%9F%A5%E5%BD%A2%E6%88%90%EF%BC%8C%E7%BD%91%E7%BB%9C%E8%B0%A3%E8%A8%80%E5%92%8C%E7%BD%91%E7%BB%9C%E5%81%8F%E8%A7%81%E5%8D%B3%E6%98%AF%E5%85%B8%E5%9E%8B%E3%80%82%E6%9C%89%E7%A0%94%E7%A9%B6%E8%A1%A8%E6%98%8E%EF%BC%8C%E7%BD%91%E7%BB%9C%E8%B0%A3%E8%A8%80%E5%BE%80%E5%BE%80%E6%98%AF%E6%83%85%E5%A2%83%E7%9A%84%E6%83%85%E7%BB%AA%E5%8C%96%E5%8F%8D%E5%BA%94%EF%BC%8C%E6%81%90%E6%85%8C%E3%80%81%E7%84%A6)) ( [〖青椒谈〗互联网时代网络群体情绪的产生与引导 \_光明网](https://theory.gmw.cn/2023-04/19/content_36506232.htm#:~:text=%E7%AC%AC%E4%B8%89%EF%BC%8C%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E8%AF%B1%E5%8F%91%E5%85%AC%E4%BC%97%E7%BD%91%E7%BB%9C%E5%A4%B1%E8%8C%83%E8%A1%8C%E4%B8%BA%E3%80%82%E6%97%A9%E5%9C%A819%E4%B8%96%E7%BA%AA%EF%BC%8C%E7%A4%BE%E4%BC%9A%E5%AD%A6%E5%A5%A0%E5%9F%BA%E4%BA%BA%E6%B6%82%E5%B0%94%E5%B9%B2%E5%B0%B1%E8%AE%A4%E8%AF%86%E5%88%B0%E9%9B%86%E4%BD%93%E6%83%85%E6%84%9F%E5%AF%B9%E9%9B%86%E4%BD%93%E8%A1%8C%E4%B8%BA%E7%9A%84%E5%8A%A8%E5%91%98%E4%BD%9C%E7%94%A8%EF%BC%8C%E6%8C%87%E5%87%BA%E7%94%B1%E4%BA%8E%E9%9B%86%E4%BD%93%E6%83%85%E6%84%9F%E8%83%BD%E5%A4%9F%E4%BF%83%E8%BF%9B%E7%BE%A4%E4%BD%93%E7%94%B1%E5%86%85%E8%80%8C%E5%A4%96%E4%BA%A7%E7%94%9F%E5%87%9D%E8%81%9A%E5%8A%9B%E5%92%8C%E5%90%91%20%E5%BF%83%E5%8A%9B%EF%BC%8C%E4%BB%8E%E8%80%8C%E4%BF%83%E8%BF%9B%E9%9B%86%E4%BD%93%E5%9B%A2%E7%BB%93%E4%B9%83%E8%87%B3%E9%9B%86%E4%BD%93%E8%A1%8C%E5%8A%A8%EF%BC%8C%E6%BF%80%E5%8F%91%E7%BE%A4%E4%BD%93%E6%80%A7%E8%A1%8C%E4%B8%BA%E3%80%82%E5%B0%A4%E5%85%B6%E6%98%AF%E7%BE%A4%E4%BD%93%E6%80%A8%E6%81%A8%E3%80%81%E7%BE%A4%E4%BD%93%E6%84%A4%E6%80%92%E7%AD%89%E8%B4%9F%E9%9D%A2%E6%83%85%E7%BB%AA%E5%AF%B9%E7%BE%A4%E4%BD%93%E7%9A%84%E5%8A%A8%E5%91%98%E4%BD%9C%E7%94%A8%E6%9B%B4%E6%98%AF%E7%AA%81%E5%87%BA%E3%80%82%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E6%84%9F%E6%9F%93%E6%95%88%E5%BA%94%E3%80%81%E5%A4%B8%E5%BC%A0%E6%95%88%E5%BA%94%E5%92%8C%E6%9E%81%E5%8C%96%E6%95%88%E5%BA%94%E7%9A%84%E5%AD%98%E5%9C%A8%EF%BC%8C%20%E4%BD%BF%E5%BE%97%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E8%83%BD%E5%A4%9F%E5%9C%A8%E7%9F%AD%E6%97%B6%E9%97%B4%E5%86%85%E5%BF%AB%E9%80%9F%E4%BC%A0%E6%92%AD%E3%80%81%E5%8F%91%E9%85%B5%EF%BC%8C%E8%BF%9B%E8%80%8C%E5%B8%A6%E5%8A%A8%E5%85%AC%E4%BC%97%E8%A2%AB%E5%8D%B7%E5%85%A5%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%EF%BC%8C%E5%A4%B1%E5%8E%BB%E7%90%86%E6%80%A7%EF%BC%8C%E4%BA%A7%E7%94%9F%E7%BD%91%E7%BB%9C%E5%A4%B1%E8%8C%83%E8%A1%8C%E4%B8%BA%EF%BC%8C%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E4%BA%8B%E4%BB%B6%E3%80%81%E7%BD%91%E7%BB%9C%E6%9A%B4%E5%8A%9B%E5%B0%B1%E6%98%AF%E5%85%B8%E5%9E%8B%E3%80%82))。算法和数字媒体研究则点明，在数据驱动的时代，情绪被数字平台有意无意地编码进推荐系统，形成自我强化的循环 ([大众新媒体大平台](https://m.dzplus.dzng.com/share/general/0/NEWS1568835GEQSQNUMAEIPB#:~:text=%E6%84%9F%E8%AE%A4%E7%9F%A5%E5%92%8C%E5%88%A4%E6%96%AD%E7%9A%84%E8%BF%87%E5%BA%A6%E7%AE%80%E5%8C%96%EF%BC%8C%E4%BD%BF%E7%AE%97%E6%B3%95%E6%9B%B4%E5%AE%B9%E6%98%93%E6%8E%A8%E9%80%81%E4%B8%8E%E7%94%A8%E6%88%B7%E5%B7%B2%E6%9C%89%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9B%B8%E5%85%B3%E7%9A%84%E5%86%85%E5%AE%B9%EF%BC%8C%E5%8A%A0%E6%B7%B1%E4%BA%86%E7%94%A8%E6%88%B7%E5%AF%B9%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E4%BD%93%E9%AA%8C%E3%80%82%E7%AE%97%E6%B3%95%E5%80%BE%E5%90%91%E4%BA%8E%E6%8E%A8%E8%8D%90%E6%BF%80%E5%8F%91%E5%BC%BA%E7%83%88%E6%83%85%E7%BB%AA%E5%8F%8D%E5%BA%94%E7%9A%84%E5%86%85%E5%AE%B9%EF%BC%8C%E6%83%85%E6%84%9F%E6%A0%87%E7%AD%BE%E4%BD%BF%E7%AE%97%E6%B3%95%E6%9B%B4%E6%98%93%E6%8E%A8%E8%8D%90%E8%B4%9F%20%E9%9D%A2%E6%83%85%E6%84%9F%E7%9B%B8%E5%85%B3%E5%86%85%E5%AE%B9%EF%BC%8C%E8%80%8C%E5%BF%BD%E8%A7%86%E4%BA%86%E5%85%B6%E4%BB%96%E7%90%86%E6%80%A7%E6%83%85%E6%84%9F%E7%9A%84%E6%8E%A8%E8%8D%90%EF%BC%8C%E9%80%9A%E8%BF%87%E7%94%A8%E6%88%B7%E5%AF%B9%E5%85%B6%E8%AE%A4%E5%90%8C%E7%9A%84%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E6%8C%81%E7%BB%AD%E6%9A%B4%E9%9C%B2%EF%BC%8C%E6%94%BE%E5%A4%A7%E4%BA%86%E7%94%A8%E6%88%B7%E5%AF%B9%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E5%85%B3%E6%B3%A8%EF%BC%8C%E5%8A%A0%E9%80%9F%E7%BD%91%E7%BB%9C%E6%83%85%E7%BB%AA%E6%84%9F%E6%9F%93%EF%BC%8C%E5%AF%BC%E8%87%B4%E7%94%A8%E6%88%B7%E6%9B%B4%E6%98%93%E5%8F%97%E5%88%B0%E8%B4%9F%E9%9D%A2%E6%83%85%E7%BB%AA%E5%BD%B1%E5%93%8D%E3%80%82)) ([Amplification of emotion on social media](https://www.hbs.edu/ris/download.aspx?name=Amit%20Amplification%20of%20Emotion%20on%20Social%20Media.pdf#:~:text=amplify%20such%20content,reinforcing%20cycle%20of%20emotional%20content6))。政治传播和社会学的视角让我们看到，愤怒与仇恨如何被当作资产来投资和分配，从而维系统治结构 ([专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=%E7%94%9F%E6%B4%BB%E6%8E%8C%E6%8F%A1%E3%80%81%E5%9F%B9%E5%85%BB%E3%80%81%E5%8A%A8%E5%91%98%E7%89%B9%E5%AE%9A%E6%94%BF%E6%B2%BB%E6%84%9F%E8%A7%89%EF%BC%8C%E4%BB%8E%E8%80%8C%E6%BF%80%E5%8F%91%E5%AF%B9%E5%85%B6%E6%9C%89%E5%88%A9%E7%9A%84%E8%A1%8C%E4%B8%BA%E3%80%82%E6%97%A0%E8%AE%BA%E5%93%AA%E4%B8%AA%E4%BD%93%E5%88%B6%EF%BC%8C%E6%B0%91%E6%97%8F%E4%B8%BB%E4%B9%89%E3%80%81%E7%88%B1%E5%9B%BD%E4%B8%BB%E4%B9%89%E9%83%BD%E9%9C%80%E8%A6%81%E9%80%9A%E8%BF%87%E5%8A%A8%E5%91%98%E6%84%A4%E6%80%92%E6%9D%A5%E6%89%93%E9%80%A0%E6%83%85%E6%84%9F%E7%A4%BE%E7%BE%A4%E8%B7%9F%E5%AF%B9%E6%94%BF%E6%B2%BB%E9%A2%86%E8%A2%96%E7%9A%84%E8%AE%A4%E5%90%8C%E3%80%82%E6%84%A4%E6%80%92%E8%B7%9F%E4%BB%87%E6%81%A8%E6%98%AF%E5%8F%AF%E4%BB%A5%E8%A2%AB%20%E5%88%B6%E5%BA%A6%E5%8C%96%E6%88%90%E4%B8%BA%E6%94%BF%E7%AD%96%E7%9A%84%E5%8A%A8%E5%8A%9B%E3%80%82%E6%84%A4%E6%80%92%E6%94%BF%E6%9D%83%E7%9A%84%E4%BD%9C%E7%94%A8%E5%B0%B1%E6%98%AF%E6%8C%89%E7%85%A7%E7%BB%9F%E6%B2%BB%E8%80%85%E7%9A%84%E5%88%A9%E7%9B%8A%E5%88%86%E9%85%8D%E6%83%85%E7%BB%AA%EF%BC%8C%E9%80%89%E6%8B%A9%E6%80%A7%E7%A1%AE%E8%AE%A4%E8%B0%81%E6%98%AF%E6%95%8C%E4%BA%BA%E3%80%81%E5%9D%8F%E4%BA%BA%E3%80%81%E9%9D%9E%E4%BA%BA%EF%BC%8C%E8%B0%81%E6%98%AF%E5%8F%97%E5%AE%B3%E8%80%85%E3%80%81%E8%8B%B1%E9%9B%84%EF%BC%8C%E8%AE%A9%E6%B0%91%E4%BC%97%E4%BF%9D%E6%8C%81%E5%AF%B9%E6%95%8C%E5%9B%BD%E7%9A%84%E8%AD%A6%E8%A7%89%E3%80%82%E8%B0%81%E6%88%96%E4%BB%80%E4%B9%88%E6%98%AF%E5%AF%BC%E8%87%B4%E6%88%91%E4%BB%AC%E7%9A%84%20%E6%84%A4%E6%80%92%EF%BC%9F%E6%83%85%E6%84%9F%E5%88%86%E9%85%8D%E8%B7%9F%E6%83%85%E6%84%9F%E6%8A%95%E8%B5%84%E5%B0%B1%E6%98%AF%E5%9B%BD%E5%AE%B6%E6%9C%BA%E5%99%A8%E4%BC%9A%E6%8F%90%E5%87%BA%E4%B8%80%E7%A7%8D%E5%8F%99%E8%BF%B0%EF%BC%8C%E6%98%8E%E7%A1%AE%E6%8C%87%E5%87%BA%E4%BA%BA%E4%BB%AC%E4%B8%8D%E6%BB%A1%E7%9A%84%E5%8E%9F%E5%9B%A0%EF%BC%8C%E5%B9%B6%E6%89%BF%E8%AF%BA%E5%AF%B9%E8%BF%99%E4%B8%80%E5%8E%9F%E5%9B%A0%E9%87%87%E5%8F%96%E8%A1%8C%E5%8A%A8%E3%80%82))。营销心理学揭示了恐惧如何转化为消费驱动力，“贩卖焦虑”成为商业社会的潜规则 ([商业社会不仅贩卖焦虑，也贩卖幸福和爱\_澎湃号·湃客\_澎湃新闻-The Paper](https://www.thepaper.cn/newsDetail_forward_16292473#:~:text=%E6%80%9D%E7%9A%84%E8%A7%82%E7%82%B9%EF%BC%8C%E6%AF%94%E5%A6%82%E5%A5%B9%E5%8F%8D%E6%80%9D%E7%8E%B0%E4%BB%A3%E7%A4%BE%E4%BC%9A%E4%BA%B2%E5%AD%90%E7%94%9F%E6%B4%BB%E4%B8%AD%E7%9A%84%E6%B6%88%E8%B4%B9%E6%96%87%E5%8C%96%E6%97%B6%E8%AE%A4%E4%B8%BA%EF%BC%8C%E5%85%B4%E8%B6%A3%E7%8F%AD%E3%80%81%E8%BE%85%E5%AF%BC%E7%8F%AD%E7%AD%89%E6%96%87%E5%8C%96%E4%BA%A7%E5%93%81%E6%98%AF%E4%B8%80%E7%A7%8D%E8%BA%AB%E4%BB%BD%E7%9A%84%E8%B1%A1%E5%BE%81%EF%BC%8C%E5%85%B6%E8%83%8C%E5%90%8E%E5%AE%9E%E5%88%99%E5%95%86%E4%B8%9A%E7%A4%BE%E4%BC%9A%E5%AF%B9%E7%84%A6%E8%99%91%E3%80%81%E5%B9%B8%E7%A6%8F%E4%B8%8E%E7%88%B1%E7%9A%84%E8%B4%A9%E5%8D%96%EF%BC%9B%E8%80%8C%E5%BD%93%E4%B8%8B%E2%80%9C%E5%B7%A8%E5%A9%B4%E2%80%9D%E4%B8%8E%E2%80%9C%E5%B0%8F%20%E5%A4%A7%E4%BA%BA%E2%80%9D%E7%9A%84%E5%85%B1%E5%AD%98%E5%9C%A8%E6%A0%B9%E6%9C%AC%E4%B8%8A%E6%98%AF%E7%94%B1%E4%BA%8E%E4%BC%A0%E7%BB%9F%E4%B8%8E%E7%8E%B0%E4%BB%A3%E4%B8%A4%E7%A7%8D%E6%95%99%E8%82%B2%E8%A7%82%E7%9A%84%E5%88%86%E7%A6%BB%E2%80%A6%E2%80%A6))。

在梳理这些现象的同时，我们也探讨了可能的应对之策。面对铺天盖地的情绪操控，培养理性的**自省**和**批判**习惯就像为心灵安装防火墙，可以在关键时刻阻断谣言和仇恨的蔓延。建设健康的媒体生态和加强公众的媒介素养，则是从源头减少情绪武器化危害的治本之策。或许我们无法也不该消除情绪在公共生活中的作用，但我们可以努力让情绪回归其应有的位置：由理性来驾驭情绪的马车，而非被其牵着狂奔。

正如韩炳哲所警示的，当今的心理政治以微笑的面孔出现，透过情感来实现高度的控制和剥削 ([Psychopolitics by Byung-Chul Han | Amil Mohanan](https://amil.mohanan.net/posts/2018/02/psychopolitics-by-byung-chul-han/" \l ":~:text=Han%20argues%20that%20power%20takes,self%E2%80%99%20for%20its%20own%20purposes))。对此，我们唯有以更高的情感智慧和民主意识来回应。构建“情绪免疫系统”不是要让人变得冷漠无情，而是使公众不再轻易被煽动和挑拨，从而在信息汹涌的时代保有独立思考的冷静与坚持真相的勇气。当群众拥有对自身情绪的觉知和掌控力，情绪武器化的威力也将大打折扣。理性与情感并非对立，两者可以也必须在成熟的公民社会中找到平衡。唯有如此，我们才能走出情绪操控的阴霾，让民主对话和社会进步回到坚实的理性与共情并存的道路上。

**参考文献：**

【3】 Eyal Winter. *Voting is irrational. Emotions always win.* The Guardian, 2015 ([Voting is irrational. Emotions always win | Eyal Winter | The Guardian](https://www.theguardian.com/commentisfree/2015/may/07/voting-irrational-emotions-politics-ideology#:~:text=political%20behaviour%20is%20governed%20more,a%20considerable%20benefit%20if%20the))

【7】 黎娟娟. 互联网时代网络群体情绪的产生与引导 ( [〖青椒谈〗互联网时代网络群体情绪的产生与引导 \_光明网](https://theory.gmw.cn/2023-04/19/content_36506232.htm#:~:text=%E7%AC%AC%E4%B8%80%EF%BC%8C%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E5%AE%B9%E6%98%93%E5%AF%BC%E8%87%B4%E5%85%AC%E4%BC%97%E8%AE%A4%E7%9F%A5%E5%81%8F%E5%B7%AE%E3%80%82%E6%88%88%E5%A4%AB%E6%9B%BC%E8%AE%A4%E4%B8%BA%EF%BC%8C%E6%A1%86%E6%9E%B6%E4%BD%9C%E4%B8%BA%E4%B8%80%E7%A7%8D%E9%98%90%E9%87%8A%E5%9B%BE%E5%BC%8F%EF%BC%8C%E6%98%AF%E4%BA%BA%E4%BB%AC%E8%B5%96%E4%BB%A5%E5%BD%A2%E6%88%90%E8%AE%A4%E7%9F%A5%EF%BC%8C%E6%9E%84%E5%BB%BA%E4%BA%BA%E7%B1%BB%E7%A4%BE%E4%BC%9A%E5%AE%9E%E8%B7%B5%E7%BB%8F%E9%AA%8C%E7%9A%84%E9%87%8D%E8%A6%81%E5%B7%A5%E5%85%B7%EF%BC%8C%E6%A1%86%E6%9E%B6%E7%9A%84%E5%BD%A2%E6%88%90%E5%88%99%E6%9C%89%E8%B5%96%E4%BA%8E%E4%BF%A1%E6%81%AF%E7%9A%84%E9%80%89%E6%8B%A9%E3%80%82%E6%83%85%E7%BB%AA%20%E4%BC%9A%E5%B7%A6%E5%8F%B3%E4%BF%A1%E6%81%AF%E7%9A%84%E9%80%89%E6%8B%A9%EF%BC%8C%E8%BF%9B%E8%80%8C%E5%BD%B1%E5%93%8D%E6%A1%86%E6%9E%B6%E7%9A%84%E6%9E%84%E5%BB%BA%E5%92%8C%E8%AE%A4%E7%9F%A5%E7%9A%84%E5%BD%A2%E6%88%90%E3%80%82%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E5%9B%A0%E5%85%B6%E6%84%9F%E6%9F%93%E6%95%88%E5%BA%94%E3%80%81%E5%A4%B8%E5%BC%A0%E6%95%88%E5%BA%94%E3%80%81%E6%9E%81%E5%8C%96%E6%95%88%E5%BA%94%E7%9A%84%E5%AD%98%E5%9C%A8%EF%BC%8C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E5%BD%B1%E5%93%8D%E4%B8%8B%E7%9A%84%E5%85%AC%E4%BC%97%E6%9B%B4%E5%AE%B9%E6%98%93%E8%A2%AB%E6%83%85%E7%BB%AA%E6%89%80%E5%B7%A6%E5%8F%B3%EF%BC%8C%E7%90%86%E6%80%A7%E5%BE%80%E5%BE%80%E4%BC%9A%E9%80%80%E5%B1%85%E5%85%B6%E6%AC%A1%20%EF%BC%8C%E8%BF%99%E4%BC%9A%E5%8A%A0%E5%89%A7%E5%85%AC%E4%BC%97%E5%9C%A8%E7%BD%91%E7%BB%9C%E7%A9%BA%E9%97%B4%E7%9A%84%E4%BF%A1%E6%81%AF%E9%80%89%E6%8B%A9%E5%81%8F%E5%B7%AE%EF%BC%8C%E8%BF%9B%E8%80%8C%E5%BD%B1%E5%93%8D%E5%85%B6%E8%AE%A4%E7%9F%A5%E5%BD%A2%E6%88%90%EF%BC%8C%E7%BD%91%E7%BB%9C%E8%B0%A3%E8%A8%80%E5%92%8C%E7%BD%91%E7%BB%9C%E5%81%8F%E8%A7%81%E5%8D%B3%E6%98%AF%E5%85%B8%E5%9E%8B%E3%80%82%E6%9C%89%E7%A0%94%E7%A9%B6%E8%A1%A8%E6%98%8E%EF%BC%8C%E7%BD%91%E7%BB%9C%E8%B0%A3%E8%A8%80%E5%BE%80%E5%BE%80%E6%98%AF%E6%83%85%E5%A2%83%E7%9A%84%E6%83%85%E7%BB%AA%E5%8C%96%E5%8F%8D%E5%BA%94%EF%BC%8C%E6%81%90%E6%85%8C%E3%80%81%E7%84%A6)) ( [〖青椒谈〗互联网时代网络群体情绪的产生与引导 \_光明网](https://theory.gmw.cn/2023-04/19/content_36506232.htm#:~:text=%E7%AC%AC%E4%B8%89%EF%BC%8C%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E8%AF%B1%E5%8F%91%E5%85%AC%E4%BC%97%E7%BD%91%E7%BB%9C%E5%A4%B1%E8%8C%83%E8%A1%8C%E4%B8%BA%E3%80%82%E6%97%A9%E5%9C%A819%E4%B8%96%E7%BA%AA%EF%BC%8C%E7%A4%BE%E4%BC%9A%E5%AD%A6%E5%A5%A0%E5%9F%BA%E4%BA%BA%E6%B6%82%E5%B0%94%E5%B9%B2%E5%B0%B1%E8%AE%A4%E8%AF%86%E5%88%B0%E9%9B%86%E4%BD%93%E6%83%85%E6%84%9F%E5%AF%B9%E9%9B%86%E4%BD%93%E8%A1%8C%E4%B8%BA%E7%9A%84%E5%8A%A8%E5%91%98%E4%BD%9C%E7%94%A8%EF%BC%8C%E6%8C%87%E5%87%BA%E7%94%B1%E4%BA%8E%E9%9B%86%E4%BD%93%E6%83%85%E6%84%9F%E8%83%BD%E5%A4%9F%E4%BF%83%E8%BF%9B%E7%BE%A4%E4%BD%93%E7%94%B1%E5%86%85%E8%80%8C%E5%A4%96%E4%BA%A7%E7%94%9F%E5%87%9D%E8%81%9A%E5%8A%9B%E5%92%8C%E5%90%91%20%E5%BF%83%E5%8A%9B%EF%BC%8C%E4%BB%8E%E8%80%8C%E4%BF%83%E8%BF%9B%E9%9B%86%E4%BD%93%E5%9B%A2%E7%BB%93%E4%B9%83%E8%87%B3%E9%9B%86%E4%BD%93%E8%A1%8C%E5%8A%A8%EF%BC%8C%E6%BF%80%E5%8F%91%E7%BE%A4%E4%BD%93%E6%80%A7%E8%A1%8C%E4%B8%BA%E3%80%82%E5%B0%A4%E5%85%B6%E6%98%AF%E7%BE%A4%E4%BD%93%E6%80%A8%E6%81%A8%E3%80%81%E7%BE%A4%E4%BD%93%E6%84%A4%E6%80%92%E7%AD%89%E8%B4%9F%E9%9D%A2%E6%83%85%E7%BB%AA%E5%AF%B9%E7%BE%A4%E4%BD%93%E7%9A%84%E5%8A%A8%E5%91%98%E4%BD%9C%E7%94%A8%E6%9B%B4%E6%98%AF%E7%AA%81%E5%87%BA%E3%80%82%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E6%84%9F%E6%9F%93%E6%95%88%E5%BA%94%E3%80%81%E5%A4%B8%E5%BC%A0%E6%95%88%E5%BA%94%E5%92%8C%E6%9E%81%E5%8C%96%E6%95%88%E5%BA%94%E7%9A%84%E5%AD%98%E5%9C%A8%EF%BC%8C%20%E4%BD%BF%E5%BE%97%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%E8%83%BD%E5%A4%9F%E5%9C%A8%E7%9F%AD%E6%97%B6%E9%97%B4%E5%86%85%E5%BF%AB%E9%80%9F%E4%BC%A0%E6%92%AD%E3%80%81%E5%8F%91%E9%85%B5%EF%BC%8C%E8%BF%9B%E8%80%8C%E5%B8%A6%E5%8A%A8%E5%85%AC%E4%BC%97%E8%A2%AB%E5%8D%B7%E5%85%A5%E7%BE%A4%E4%BD%93%E6%83%85%E7%BB%AA%EF%BC%8C%E5%A4%B1%E5%8E%BB%E7%90%86%E6%80%A7%EF%BC%8C%E4%BA%A7%E7%94%9F%E7%BD%91%E7%BB%9C%E5%A4%B1%E8%8C%83%E8%A1%8C%E4%B8%BA%EF%BC%8C%E7%BD%91%E7%BB%9C%E7%BE%A4%E4%BD%93%E4%BA%8B%E4%BB%B6%E3%80%81%E7%BD%91%E7%BB%9C%E6%9A%B4%E5%8A%9B%E5%B0%B1%E6%98%AF%E5%85%B8%E5%9E%8B%E3%80%82))

【11】 Hoge et al. *Engagement, User Satisfaction, and the Amplification of Divisive Content on Social Media.* Knight First Amendment Institute, 2023 ([Engagement, User Satisfaction, and the Amplification of Divisive Content on Social Media | Knight First Amendment Institute](https://knightcolumbia.org/content/engagement-user-satisfaction-and-the-amplification-of-divisive-content-on-social-media#:~:text=engagement,group%20animosity.%20In%20comparison%2C%20of))

【13】 刘晓燕, 张乐乐. 后真相时代社交媒体情绪极化研究. 《青年记者》2024年第7期 ([大众新媒体大平台](https://m.dzplus.dzng.com/share/general/0/NEWS1568835GEQSQNUMAEIPB#:~:text=%E5%A6%82%E4%BB%8A%EF%BC%8C%E5%85%B7%E6%9C%89%E5%BC%80%E6%94%BE%E6%80%A7%E3%80%81%E5%8F%8A%E6%97%B6%E6%80%A7%E3%80%81%E5%8C%BF%E5%90%8D%E6%80%A7%E5%92%8C%E4%BA%92%E5%8A%A8%E6%80%A7%E7%AD%89%E7%89%B9%E7%82%B9%E7%9A%84%E7%A4%BE%E4%BA%A4%E5%AA%92%E4%BD%93%E5%B7%B2%E7%BB%8F%E6%88%90%E4%B8%BA%E4%BA%BA%E4%BB%AC%E8%A1%A8%E8%BE%BE%E6%83%85%E7%BB%AA%E7%9A%84%E9%87%8D%E8%A6%81%E5%B9%B3%E5%8F%B0%EF%BC%8C%E5%9F%BA%E4%BA%8E%E6%AD%A4%E5%BD%A2%E6%88%90%E7%9A%84%E7%BD%91%E7%BB%9C%E8%88%86%E6%83%85%E5%91%88%E7%8E%B0%E2%80%9C%E5%BC%B1%E4%BA%8B%E5%AE%9E%E2%80%94%E5%BC%BA%E6%83%85%E7%BB%AA%E2%80%9D%E7%9A%84%E7%89%B9%E7%82%B9)) ([大众新媒体大平台](https://m.dzplus.dzng.com/share/general/0/NEWS1568835GEQSQNUMAEIPB#:~:text=%E6%83%85%E7%BB%AA%E6%9E%81%E5%8C%96%EF%BC%88Emotional%2FAffective%20Polarization%EF%BC%89%E6%98%AF%E7%A4%BE%E4%BC%9A%E5%BF%83%E7%90%86%E5%AD%A6%E4%B8%AD%E8%A2%AB%E5%B9%BF%E6%B3%9B%E7%A0%94%E7%A9%B6%E7%9A%84%E7%8E%B0%E8%B1%A1%E3%80%82%E5%AF%B9%E4%BA%8E%E6%83%85%E7%BB%AA%E6%9E%81%E5%8C%96%EF%BC%8C%E5%AD%A6%E7%95%8C%E5%B0%9A%E6%9C%AA%E5%BD%A2%E6%88%90%E7%BB%9F%E4%B8%80%E7%9A%84%E5%AD%A6%E6%9C%AF%E5%AE%9A%E4%B9%89%E3%80%82%E6%96%AF%E5%9D%A6%E7%A6%8F%E5%A4%A7%E5%AD%A6%20%E6%95%99%E6%8E%88%E5%B0%9A%E6%89%98%C2%B7%E8%89%BE%E6%81%A9%E6%A0%BC%E5%B0%94%E7%AD%89%E4%BA%BA%E5%AF%B9%E6%83%85%E7%BB%AA%E6%9E%81%E5%8C%96%E7%9A%84%E7%95%8C%E5%AE%9A%E6%98%AF%EF%BC%9A%E2%80%9C%E5%A4%A7%E4%BC%97%E4%B8%AD%E5%87%BA%E7%8E%B0%E7%9A%84%E4%B8%80%E7%A7%8D%E5%88%86%E8%A3%82%EF%BC%9A%E6%99%AE%E9%80%9A%E7%BE%8E%E5%9B%BD%E4%BA%BA%E8%B6%8A%E6%9D%A5%E8%B6%8A%E4%B8%8D%E5%96%9C%E6%AC%A2%E5%92%8C%E4%B8%8D%E4%BF%A1%E4%BB%BB%E6%9D%A5%E8%87%AA%E5%8F%A6%E4%B8%80%E4%B8%AA%E6%94%BF%E5%85%9A%E7%9A%84%E4%BA%BA%E3%80%82%E8%BF%99%E7%A7%8D%E5%85%9A%E6%B4%BE%E9%97%B4%E7%9A%84%E6%95%8C%E6%84%8F%E7%8E%B0%E8%B1%A1%E8%A2%AB%E7%A7%B0%E4%B8%BA%E6%83%85%E7%BB%AA%E6%9E%81%E5%8C%96%E3%80%82%E2%80%9D)) ([大众新媒体大平台](https://m.dzplus.dzng.com/share/general/0/NEWS1568835GEQSQNUMAEIPB#:~:text=%EF%BC%88%E4%B8%80%EF%BC%89%E2%80%9C%E5%BC%BA%E6%83%85%E7%BB%AA%E2%80%94%E5%BC%B1%E4%BA%8B%E5%AE%9E%E2%80%9D%E7%9A%84%E9%9D%9E%E7%90%86%E6%80%A7%E8%AE%A4%E7%9F%A5%E6%96%B9%E5%BC%8F))

【14】 刘晓燕, 张乐乐. 后真相时代社交媒体情绪极化研究 ([大众新媒体大平台](https://m.dzplus.dzng.com/share/general/0/NEWS1568835GEQSQNUMAEIPB#:~:text=%E6%84%9F%E8%AE%A4%E7%9F%A5%E5%92%8C%E5%88%A4%E6%96%AD%E7%9A%84%E8%BF%87%E5%BA%A6%E7%AE%80%E5%8C%96%EF%BC%8C%E4%BD%BF%E7%AE%97%E6%B3%95%E6%9B%B4%E5%AE%B9%E6%98%93%E6%8E%A8%E9%80%81%E4%B8%8E%E7%94%A8%E6%88%B7%E5%B7%B2%E6%9C%89%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9B%B8%E5%85%B3%E7%9A%84%E5%86%85%E5%AE%B9%EF%BC%8C%E5%8A%A0%E6%B7%B1%E4%BA%86%E7%94%A8%E6%88%B7%E5%AF%B9%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E4%BD%93%E9%AA%8C%E3%80%82%E7%AE%97%E6%B3%95%E5%80%BE%E5%90%91%E4%BA%8E%E6%8E%A8%E8%8D%90%E6%BF%80%E5%8F%91%E5%BC%BA%E7%83%88%E6%83%85%E7%BB%AA%E5%8F%8D%E5%BA%94%E7%9A%84%E5%86%85%E5%AE%B9%EF%BC%8C%E6%83%85%E6%84%9F%E6%A0%87%E7%AD%BE%E4%BD%BF%E7%AE%97%E6%B3%95%E6%9B%B4%E6%98%93%E6%8E%A8%E8%8D%90%E8%B4%9F%20%E9%9D%A2%E6%83%85%E6%84%9F%E7%9B%B8%E5%85%B3%E5%86%85%E5%AE%B9%EF%BC%8C%E8%80%8C%E5%BF%BD%E8%A7%86%E4%BA%86%E5%85%B6%E4%BB%96%E7%90%86%E6%80%A7%E6%83%85%E6%84%9F%E7%9A%84%E6%8E%A8%E8%8D%90%EF%BC%8C%E9%80%9A%E8%BF%87%E7%94%A8%E6%88%B7%E5%AF%B9%E5%85%B6%E8%AE%A4%E5%90%8C%E7%9A%84%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E6%8C%81%E7%BB%AD%E6%9A%B4%E9%9C%B2%EF%BC%8C%E6%94%BE%E5%A4%A7%E4%BA%86%E7%94%A8%E6%88%B7%E5%AF%B9%E8%B4%9F%E9%9D%A2%E6%83%85%E6%84%9F%E7%9A%84%E5%85%B3%E6%B3%A8%EF%BC%8C%E5%8A%A0%E9%80%9F%E7%BD%91%E7%BB%9C%E6%83%85%E7%BB%AA%E6%84%9F%E6%9F%93%EF%BC%8C%E5%AF%BC%E8%87%B4%E7%94%A8%E6%88%B7%E6%9B%B4%E6%98%93%E5%8F%97%E5%88%B0%E8%B4%9F%E9%9D%A2%E6%83%85%E7%BB%AA%E5%BD%B1%E5%93%8D%E3%80%82))

【18】 安超. *结构性的养育焦虑*. 载于《拉扯大的孩子》, 2021 ([商业社会不仅贩卖焦虑，也贩卖幸福和爱\_澎湃号·湃客\_澎湃新闻-The Paper](https://www.thepaper.cn/newsDetail_forward_16292473#:~:text=%E6%80%9D%E7%9A%84%E8%A7%82%E7%82%B9%EF%BC%8C%E6%AF%94%E5%A6%82%E5%A5%B9%E5%8F%8D%E6%80%9D%E7%8E%B0%E4%BB%A3%E7%A4%BE%E4%BC%9A%E4%BA%B2%E5%AD%90%E7%94%9F%E6%B4%BB%E4%B8%AD%E7%9A%84%E6%B6%88%E8%B4%B9%E6%96%87%E5%8C%96%E6%97%B6%E8%AE%A4%E4%B8%BA%EF%BC%8C%E5%85%B4%E8%B6%A3%E7%8F%AD%E3%80%81%E8%BE%85%E5%AF%BC%E7%8F%AD%E7%AD%89%E6%96%87%E5%8C%96%E4%BA%A7%E5%93%81%E6%98%AF%E4%B8%80%E7%A7%8D%E8%BA%AB%E4%BB%BD%E7%9A%84%E8%B1%A1%E5%BE%81%EF%BC%8C%E5%85%B6%E8%83%8C%E5%90%8E%E5%AE%9E%E5%88%99%E5%95%86%E4%B8%9A%E7%A4%BE%E4%BC%9A%E5%AF%B9%E7%84%A6%E8%99%91%E3%80%81%E5%B9%B8%E7%A6%8F%E4%B8%8E%E7%88%B1%E7%9A%84%E8%B4%A9%E5%8D%96%EF%BC%9B%E8%80%8C%E5%BD%93%E4%B8%8B%E2%80%9C%E5%B7%A8%E5%A9%B4%E2%80%9D%E4%B8%8E%E2%80%9C%E5%B0%8F%20%E5%A4%A7%E4%BA%BA%E2%80%9D%E7%9A%84%E5%85%B1%E5%AD%98%E5%9C%A8%E6%A0%B9%E6%9C%AC%E4%B8%8A%E6%98%AF%E7%94%B1%E4%BA%8E%E4%BC%A0%E7%BB%9F%E4%B8%8E%E7%8E%B0%E4%BB%A3%E4%B8%A4%E7%A7%8D%E6%95%99%E8%82%B2%E8%A7%82%E7%9A%84%E5%88%86%E7%A6%BB%E2%80%A6%E2%80%A6))

【23】 刘世鼎, 史唯. *情感空间: 当代中国的情感政治*. 爱丁堡大学出版社, 2024 ([专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=%E9%83%BD%E5%8F%AF%E8%83%BD%E8%A2%AB%E8%BD%AC%E5%8C%96%E4%B8%BA%E6%84%A4%E6%80%92%E8%B7%9F%E4%BB%87%E6%81%A8%E3%80%82%E7%89%B9%E6%9C%97%E6%99%AE%E4%BC%BC%E4%B9%8E%E6%AF%94%E6%89%80%E6%9C%89%E4%BA%BA%E9%83%BD%E5%96%84%E4%BA%8E%E6%8C%91%E8%B5%B7%E9%80%89%E6%B0%91%E6%83%85%E7%BB%AA%E3%80%82%E4%BB%96%E5%80%9F%E5%8A%A9%E7%9B%B4%E7%99%BD%E3%80%81%E6%BF%80%E6%83%85%E7%9A%84%E6%BC%94%E8%AE%B2%EF%BC%8C%E6%BF%80%E5%8F%91%E4%BA%86%E9%83%A8%E5%88%86%E7%99%BD%E4%BA%BA%E7%BE%A4%E4%BD%93%E7%9A%84%E6%94%AF%E6%8C%81%E3%80%82%E4%BB%96%E7%9A%84%E8%AF%9D%E8%AF%AD%E7%AD%96%E7%95%A5%E6%98%AFblame%20game%EF%BC%88%E8%B0%B4%E8%B4%A3%E6%B8%B8%E6%88%8F%EF%BC%89%20%EF%BC%8C%E5%AF%B9%E5%86%85%E5%BC%BA%E8%B0%83%E8%87%AA%E5%B7%B1%E4%BB%A3%E8%A1%A8%E7%9D%80%E4%B8%80%E7%BE%A4%E2%80%9C%E8%A2%AB%E9%81%97%E5%BF%98%E7%9A%84%E4%BA%BA%E2%80%9D%E3%80%81%E5%AF%B9%E5%A4%96%E5%BC%BA%E8%B0%83%E8%87%AA%E5%B7%B1%E4%BB%A3%E8%A1%A8%E7%BE%8E%E5%9B%BD%E5%88%A9%E7%9B%8A%E3%80%82%E4%BB%96%E7%94%A8%E5%AF%B9%E7%AB%8B%E3%80%81%E6%9E%81%E7%AB%AF%E3%80%81%E7%AE%80%E5%8C%96%E7%9A%84%E8%AF%AD%E8%A8%80%E6%8C%91%E8%B5%B7%E4%BB%87%E6%81%A8%EF%BC%8C%E5%B0%86%E7%A7%BB%E6%B0%91%E9%97%AE%E9%A2%98%E6%AD%A6%E5%99%A8%E5%8C%96%EF%BC%8C%E5%BC%BA%E5%8C%96%E4%BA%86%E6%9C%AC%E5%9C%9F%E5%92%8C%E5%A4%96%E6%9D%A5%E7%9A%84%E6%8E%92%E5%A4%96%E5%AF%B9%E7%AB%8B%E6%83%85%E7%BB%AA%EF%BC%8C%E5%B0%86%E7%A4%BE%E4%BC%9A%E9%97%AE%20%E9%A2%98%E5%BD%92%E5%9B%A0%E5%AF%B9%E6%89%8B%EF%BC%88%E6%B0%91%E4%B8%BB%E5%85%9A%EF%BC%89%E3%80%81%E4%BD%93%E5%88%B6%EF%BC%88%E9%80%89%E4%B8%BE%E7%BB%93%E6%9E%9C%E8%B7%9F%E5%8F%B8%E6%B3%95%E6%9C%BA%E5%85%B3%EF%BC%89%E3%80%81%E9%9D%9E%E6%88%91%E6%97%8F%E7%B1%BB%EF%BC%88%E7%A7%BB%E6%B0%91%EF%BC%89%E6%88%96%E5%A4%96%E9%83%A8%E4%BB%96%E8%80%85%EF%BC%88%E4%B8%AD%E5%9B%BD%EF%BC%89%E3%80%82%E5%8E%9F%E6%9C%AC%E5%A4%8D%E6%9D%82%E5%A4%9A%E6%A0%B7%E7%9A%84%E7%A4%BE%E4%BC%9A%E5%85%B3%E7%B3%BB%E8%A2%AB%E7%AE%80%E5%8C%96%E4%B8%BA%E5%8D%95%E4%B8%80%E7%9A%84%E3%80%81%E7%BB%9D%E5%AF%B9%E7%9A%84%E6%95%8C%E6%88%91%E5%85%B3%E7%B3%BB%EF%BC%8C%E5%B9%B6%E6%9C%8D%E4%BB%8E%E4%BA%8E%E6%94%BF%E6%B2%BB%E6%89%80%E9%9C%80%E8%A6)) ([专访｜刘世鼎：挖掘被遮蔽的情感经验，有助于理解当今世界的危机\_腾讯新闻](https://news.qq.com/rain/a/20241016A04T5U00#:~:text=%E7%94%9F%E6%B4%BB%E6%8E%8C%E6%8F%A1%E3%80%81%E5%9F%B9%E5%85%BB%E3%80%81%E5%8A%A8%E5%91%98%E7%89%B9%E5%AE%9A%E6%94%BF%E6%B2%BB%E6%84%9F%E8%A7%89%EF%BC%8C%E4%BB%8E%E8%80%8C%E6%BF%80%E5%8F%91%E5%AF%B9%E5%85%B6%E6%9C%89%E5%88%A9%E7%9A%84%E8%A1%8C%E4%B8%BA%E3%80%82%E6%97%A0%E8%AE%BA%E5%93%AA%E4%B8%AA%E4%BD%93%E5%88%B6%EF%BC%8C%E6%B0%91%E6%97%8F%E4%B8%BB%E4%B9%89%E3%80%81%E7%88%B1%E5%9B%BD%E4%B8%BB%E4%B9%89%E9%83%BD%E9%9C%80%E8%A6%81%E9%80%9A%E8%BF%87%E5%8A%A8%E5%91%98%E6%84%A4%E6%80%92%E6%9D%A5%E6%89%93%E9%80%A0%E6%83%85%E6%84%9F%E7%A4%BE%E7%BE%A4%E8%B7%9F%E5%AF%B9%E6%94%BF%E6%B2%BB%E9%A2%86%E8%A2%96%E7%9A%84%E8%AE%A4%E5%90%8C%E3%80%82%E6%84%A4%E6%80%92%E8%B7%9F%E4%BB%87%E6%81%A8%E6%98%AF%E5%8F%AF%E4%BB%A5%E8%A2%AB%20%E5%88%B6%E5%BA%A6%E5%8C%96%E6%88%90%E4%B8%BA%E6%94%BF%E7%AD%96%E7%9A%84%E5%8A%A8%E5%8A%9B%E3%80%82%E6%84%A4%E6%80%92%E6%94%BF%E6%9D%83%E7%9A%84%E4%BD%9C%E7%94%A8%E5%B0%B1%E6%98%AF%E6%8C%89%E7%85%A7%E7%BB%9F%E6%B2%BB%E8%80%85%E7%9A%84%E5%88%A9%E7%9B%8A%E5%88%86%E9%85%8D%E6%83%85%E7%BB%AA%EF%BC%8C%E9%80%89%E6%8B%A9%E6%80%A7%E7%A1%AE%E8%AE%A4%E8%B0%81%E6%98%AF%E6%95%8C%E4%BA%BA%E3%80%81%E5%9D%8F%E4%BA%BA%E3%80%81%E9%9D%9E%E4%BA%BA%EF%BC%8C%E8%B0%81%E6%98%AF%E5%8F%97%E5%AE%B3%E8%80%85%E3%80%81%E8%8B%B1%E9%9B%84%EF%BC%8C%E8%AE%A9%E6%B0%91%E4%BC%97%E4%BF%9D%E6%8C%81%E5%AF%B9%E6%95%8C%E5%9B%BD%E7%9A%84%E8%AD%A6%E8%A7%89%E3%80%82%E8%B0%81%E6%88%96%E4%BB%80%E4%B9%88%E6%98%AF%E5%AF%BC%E8%87%B4%E6%88%91%E4%BB%AC%E7%9A%84%20%E6%84%A4%E6%80%92%EF%BC%9F%E6%83%85%E6%84%9F%E5%88%86%E9%85%8D%E8%B7%9F%E6%83%85%E6%84%9F%E6%8A%95%E8%B5%84%E5%B0%B1%E6%98%AF%E5%9B%BD%E5%AE%B6%E6%9C%BA%E5%99%A8%E4%BC%9A%E6%8F%90%E5%87%BA%E4%B8%80%E7%A7%8D%E5%8F%99%E8%BF%B0%EF%BC%8C%E6%98%8E%E7%A1%AE%E6%8C%87%E5%87%BA%E4%BA%BA%E4%BB%AC%E4%B8%8D%E6%BB%A1%E7%9A%84%E5%8E%9F%E5%9B%A0%EF%BC%8C%E5%B9%B6%E6%89%BF%E8%AF%BA%E5%AF%B9%E8%BF%99%E4%B8%80%E5%8E%9F%E5%9B%A0%E9%87%87%E5%8F%96%E8%A1%8C%E5%8A%A8%E3%80%82))

【27】 华中师范大学心理学院. *警惕情绪的“交叉感染”* ([警惕情绪的“交叉感染”-华中师范大学心理学院](https://psych.ccnu.edu.cn/info/1112/4100.htm#:~:text=%E8%AE%A4%E7%9F%A5%E7%AD%96%E7%95%A5%EF%BC%8C%E5%88%A9%E7%94%A8%E5%87%86%E7%A1%AE%E3%80%81%E5%AE%98%E6%96%B9%E7%9A%84%E4%BF%A1%E6%81%AF%E6%B8%A0%E9%81%93%EF%BC%8C%E4%B8%8D%E6%96%AD%E8%BE%93%E5%85%A5%E5%8F%8A%E6%97%B6%E7%9A%84%E3%80%81%E6%9C%89%E6%95%88%E7%9A%84%E4%BF%A1%E6%81%AF%EF%BC%8C%E4%B8%8D%E6%96%AD%E6%95%B4%E5%90%88%E8%87%AA%E5%B7%B1%E5%8E%9F%E6%9C%89%E7%9A%84%E8%AE%A4%E7%9F%A5%E8%B5%84%E6%BA%90%EF%BC%8C%E8%AE%A9%E8%87%AA%E5%B7%B1%E7%9A%84%E8%AE%A4%E7%9F%A5%E2%80%9C%E4%B8%8E%E6%97%B6%E4%BF%B1%E8%BF%9B%E2%80%9D%EF%BC%8C%E8%BF%9B%E8%80%8C%E5%AF%B9%E7%9B%B8%E5%85%B3%E4%BF%A1%E6%81%AF%E5%81%9A%E5%87%BA%E6%AD%A3%E7%A1%AE%E7%9A%84%E8%AF%84%E4%BB%B7%EF%BC%8C%E5%A2%9E%20%E5%BC%BA%E8%87%AA%E8%BA%AB%E6%83%85%E7%BB%AA%E5%85%8D%E7%96%AB%E5%8A%9B%EF%BC%8C%E5%87%8F%E5%B0%91%E4%B8%8E%E4%BB%96%E4%BA%BA%E6%83%85%E7%BB%AA%E7%9A%84%E2%80%9C%E4%BA%A4%E5%8F%89%E6%84%9F%E6%9F%93%E2%80%9D%E3%80%82))

【31】 Amit Goldenberg & Robb Willer. *Amplification of emotion on social media.* *Nature Human Behaviour*, 2023 ([Amplification of emotion on social media](https://www.hbs.edu/ris/download.aspx?name=Amit%20Amplification%20of%20Emotion%20on%20Social%20Media.pdf#:~:text=amplify%20such%20content,reinforcing%20cycle%20of%20emotional%20content6))

【32】 Byung-Chul Han. *Psychopolitics: Neoliberalism and New Technologies of Power.*, 2017 ([[PDF] Psychopolitics: Neoliberalism and New Technologies of Power](https://creativecoding.soe.ucsc.edu/courses/cmpm202_w20/texts/Han_Psychopolitics_2017.pdf#:~:text=Power%20creativecoding,it%20manages%20to%20cut)) ([Byung-Chul Han and the Psychological Dimensions of Neoliberalism](https://www.psychologytoday.com/us/blog/philosophies-in-psychology/202411/byung-chul-han-and-the-psychological-dimensions-of#:~:text=Byung,In%20Psychopolitics))

【37】 澎湃新闻专访：刘世鼎谈情感转向与情感政治