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| 論文中文摘要： | 網路提供了一個便利、低成本的訊息獲取平台，但也可能造成關於COVID-19疫苗議題的假新聞現象。包括投資者在內的大眾通常會根據最新消息採取行動。帶有醫療信息的假新聞在 2019-2020 年 COVID-19 大流行期間由於不會進行任何驗證，因此可能會造成數百萬人的生命和經濟損失。  本研究的目的是找出假新聞影響 COVID-19 疫苗公司股價的關鍵因素，並探討這些因素之間的關係。本研究採用MCDM模型，透過模糊DEMATEL方法選擇評估維度和準則。模糊邏輯可用於測量與人類主觀判斷相關的模糊概念，DEMATEL 技術提供了一種分析方法來探討專家關於複雜問題的知識。本研究蒐集了符合文獻綜述準則的專家共21人。21位專家包括金融機構投資人、金融從業人員、具有金融背景的管理人員和具有醫學專業背景的醫生。而且他們都有利用網路來關注疫苗公司的議題。本研究旨在透過了解假新聞的特徵，找出這些特徵之間的關係，探討假新聞影響COVID-19疫苗公司股價的關鍵因素。 |
| 論文外文摘要： | The internet provides a convenient and low-cost platform for obtaining information, but it may cause the phenomenon of fake news about the COVID-19 vaccine issue. The general public, including investors, often act on the latest news. Fake news with medical information, but during the 2019-2020 COVID-19 pandemic may cause millions of people’s lives and economic losses, no verification will be performed.  The purpose of this research is to identify the key factors of fake news that affect the stock price of COVID-19 vaccine companies, and to explore the relationship between these factors. In this study, a MCDM model is used, and the evaluation dimensions and criteria are selected through the fuzzy DEMATEL method. Fuzzy logic can be employed to measure ambiguous concepts related with human’s subjective judgments and the DEMATEL technique provides an analytical approach to retrieve the knowledge of experts regarding a complex problem. This research collected 21 experts which met the criterion of literature reviews. The 21 experts included the financial institution investors, financial practitioners, managers who have financial background and the doctors with medical professional background. Moreover, they all utilized the Internet to identify issues of vaccine companies. By understanding the characteristic of fake news, the present research aims to find out the relationship between these factors and explore the key factors of fake news that affect the stock price of COVID-19 vaccine companies. |
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