

網路使用之態度、動機與影響

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摘要

本論文主要研究問題包括：網路使用者之網路態度為何？而網路態度又會如何影響其網路的使用行為？網路使用者使用網路的動機為何？使用網路動機又如何影響其使用行為？本研究還試圖探討網路使用對於人際傳播以及其他媒介的使用有何影響？

論文運用「台灣社會變遷基本調查計畫」之資料，針對台灣地區使用網路之人口進行分析。結果顯示，無論是網路態度或是網路動機，均可以顯著解釋相對應的網路使用行為，且形成相當清楚的模式。使用網路並不一定會影響人際溝通的情況。他們彼此之間還呈現的是正向的關係。另外，使用網路的頻率和閱讀報紙、雜誌、書籍的頻率均呈現顯著的正相關。而使用網路愈頻繁，看電視的頻率就愈低。網路可能成為電視的替代性選擇。

關鍵詞：網路態度、使用與滿足理論、網路動機、網路使用行為

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Attitudes, Motives and Consequences of Internet Use

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Abstract

This paper examines audience uses of the Internet from a uses-and-gratifications perspective. Hypotheses expect both Internet attitudes and motives will predict patterns of Internet use, which will affect interpersonal communication and uses of other media. Data released from Taiwan's 2004 Social Change Survey are employed to examine the relationships among variables. Those data were collected through a proportional stratified household random sampling technique and face-to-face interviewing method. The total internet user sample size is 1026. The results show strong multivariate links among Internet attitudes, motives and patterns of use. The positive correlation found between Internet use and interpersonal communication indicates that Internet use may increase more interpersonal communication. The negative correlation between Internet use and TV viewing implies that Internet use may serve as a functional alternative to TV viewing. Directions for future research are also discussed.

Keywords: Internet Attitudes, Uses and Gratifications, Internet use