

以期望理論觀點探討部落格互動行為與滿足

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摘要

本研究利用「期望理論」來衡量人們的期望價值、將部落格互動行為分成「人訊互動」、「人際互動」兩種模式，運用「使用與滿足理論」來瞭解部落格使用後所獲得之滿足。

研究發現：人們對部落格的「知覺報償」和「偏好心理」愈高時，愈樂於透過部落格從事「人訊互動」、「人際互動」等互動行為，而互動行為程度愈高，滿意度則愈高。但無論人們對於部落格的「知覺能力」為何，均不會促使其使用部落格。因此，也就不會獲得任何的滿足。

關鍵字：互動行為、使用與滿足、部落格、期望理論

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The Interactive Behaviors and Gratifications of Blog Uses: In the Perspective of Expectancy Theory Perspective

ABSTRACT

In this study, people's expectancy value is measured by "Expectancy Theory." The interactive behavior in blogs is divided into two modes: "human-message interaction" and "human-human interaction." Satisfaction after using the blogs will be scrutinized through "Uses and Gratifications Theory."

The findings of our research indicates that the higher the "perceived reward" and "preference valence" that people hold for blogs, the more they are willing to engage in interactive behaviors such as "human-message interaction" and "human-human interaction" through blogs. In addition, the study also found that the higher the extent of interactive behavior, the higher the satisfaction is. However, bloggers' "perceptive ability" in blogs has no bearing on their use of blogs, that is, there's no connection between "perceptive ability" and gratifications.

KEYWORDS: blogs, Expectancy Theory, interactive behavior, uses and gratifications

