

鎖定特定時空情境變數以提升資料品質： 情境研究的理論與實務操作

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摘要

本文以意義建構理論為基礎，提出訊息意義隨情境改變的觀點，並將此觀點具體實踐在調查題項的建構上，藉以提升資料品質與效度。作者除檢討缺乏特定時空情境的問項會造成資料的劣化與效度的威脅外，並具體建議在調查題項建構過程中，應如何在實務中納入特定時空情境因素以作為讓受測者填答的依據，也讓研究者得以在特定時空的特定情境上詮釋訊息對受測者的意義及受測者的反應。

關鍵字：情境研究 意義建構理論 特定時空情境

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Anchoring Time/Space Specified Situational Variables to Increase Data Quality: Theoretical and Practical Approaches in Situation Theory

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Abstract

Based on the Sense-Making Theory, this paper proposes the viewpoint of relative meanings of situational messages, and suggests the inclusion of time/space specific factors in the construction of query items, to increase the quality and validity of data. Practically, the author introduces the process of building situational factors to anchor respondents' answers. Besides, researchers can employ the collected situated data to predict the meanings of messages to users and the reactions from users.

Keywords: situational research, Sense-Making theory, time/space specific situation