影響使用微網誌的因素、使用行為與使用滿足之關係：以噗浪為例

The Relationships among Factors, Usages, and Gratifications of Micro-blog Users: The Case of Plurk

陳玉雯[*]
Yu-Wen Chen

張婉菁[**]
Wan-Jing April Chang

[*]　　國立彰化師範大學人力資源管理研究所碩士生
　　　Master, Graduate Institute of Human Resource Management, National Changhua University of Education.

[**]　　國立新竹教育大學教育心理與諮商學系副教授(通訊作者)
　　　Associate Professor, Department of Educational Psychology and Counseling, National Hsinchu University of Education.(corresponding author)

摘要

　　本研究目的在於探討微網誌使用者的動機、行為與滿足之間的關係。本研究採用問卷調查法，回收有效問卷 205 份，以皮爾森相關、結構方程式分析和階層性迴歸分析進行假設模式的驗證。分析結果發現：(1)影響使用微網誌的因素對使用行為有部分的正向影響：績效期望、努力期望與促成環境正向顯著影響人訊互動行為；績效期望與促成環境正向顯著影響人際互動行為；(2)使用行為對使用滿足有部分的正向影響：人際互動皆正向顯著影響資訊獲得、心情分享、娛樂消遣和關係維持；人訊互動亦正向顯著影響關係維持。最後，根據研究結果提出理論與實務之意涵以及後續研究之建議。

關鍵字：微網誌、使用行為、使用滿足、噗浪

ABSTRACT

　　The purpose of the present study is to examine the relationships among motives, usages, and gratifications of Plurk users. A total of 205 samples were collected through survey. Data were analyzed via Pearson correlation, structural equation modeling and hierarchical regression to test the proposed model. The results showed that (1) User motives have a positively impact on usages: performance expectation, effort expectation and facilitating condition have positively impacts on human-message interaction; and performance expectation and facilitating condition have positively impacts on human-human interaction; (2) Usages have a positively impact on user gratification: human-human interaction has a positively impact on information obtained, mood sharing, entertainment, and relationship maintenance; and human-message interaction has a positively impact on relationship maintenance. Finally, theoretical and practical implications and suggestions for future studies are also discussed.

Keywords: Micro-blog, Usage, Gratification, Plurk