

家庭傳播型態與 E 世代閱聽人網路素養之
關聯性研究

A Family Communication Pattern And
E-generation' s Internet Literacy

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中文摘要

本研究是以「家庭傳播型態」中的「社會取向」(放任型與保護型)與「概念取向」(多元型與一致型)所形成的家庭傳播型態，來討論不同家庭傳播型態下台北市大學生的網路使用情形及「網路素養」(網路知識、網路技能、網路態度)之異同處。針對台北市大學生共 466 位，以獨立樣本 T 檢定、單因子變異數分析、皮爾遜積差相關、相關比及多元迴歸法檢驗之。

本研究發現，愈強調高社會取向的家庭，大學生網路技能得分愈高，但網路態度得分卻愈低，愈強調高概念取向的家庭，大學生的網路技能、網路態度以及整體的網路素養得分愈高。

除此之外，父母的教育程度高者，多採行概念取向家庭傳播型態，父母的教育程度低者，多採行社會取向家庭傳播型態。父母教育程度及使用網路的情況，會影響大學生的網路使用情況與網路素養。且在「年級」、「就讀學院」、「父母教育程度」以及「電腦資源」部分，會影響大學生的網路使用情況與網路素養。

關鍵詞：家庭傳播型態、網路素養、網路使用行為

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Abstract

This study used the “socio-oriented” and “concept-oriented” Family Communication Pattern (FCP) to discuss the differences of college students' Internet-use behavior and Internet literacy (knowledge-oriented, skill-oriented, attitude oriented) under different family communicative styles. A sample of 466 college students were analyzed statistically using T-test, One-way ANOVA, Pearson Correlation and Multiple Regression. The results showed that college students of high socio-oriented families had higher scores in the socio-oriented part but lower scores in the attitude-oriented part; college students of high concept-oriented families had higher scores in the skill-oriented part, the attitude-oriented part, and overall Internet-use literacy. Furthermore, parents with more education used more concept-oriented family communicative style while parents with less education used more socio-oriented family communicative style. Both parents' educational background and Internet-use behavior affected college students' Internet-use behavior and literacy. Other influential factors included grade, schools attended, parents' educational background, and computer resource available.

Key words : Family Communication Pattern EInternet LiteracyEInternet-use Behavior

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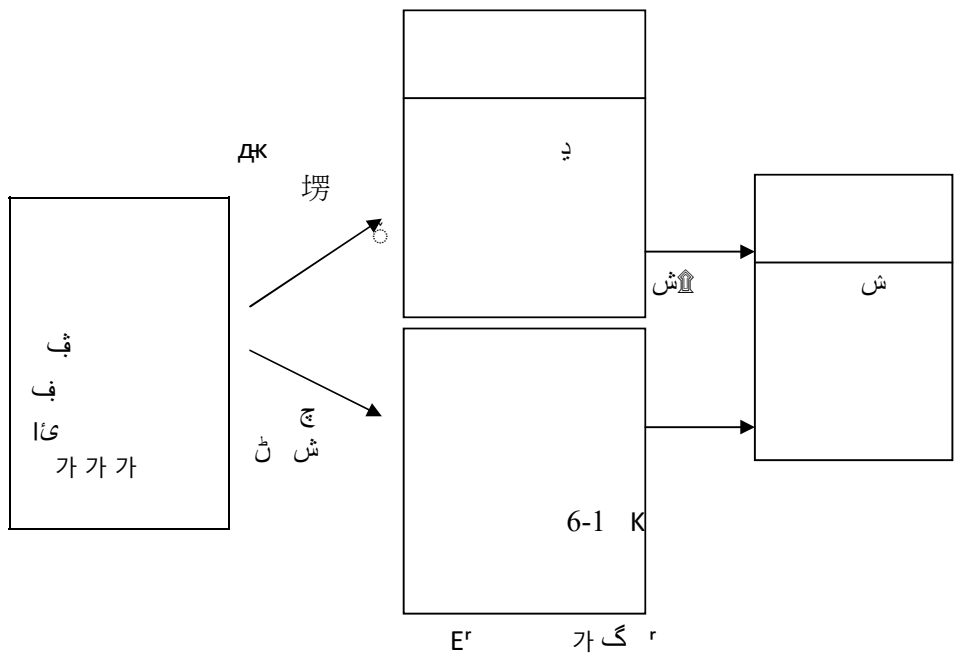
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