

台灣 (Taiwan, ROC)

何昶鴛, 朝陽科技大學休閒事業管理系

由社群媒體使用者視角探討數位休閒之面向

Study Documentation

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由社群媒體使用者視角探討數位休閒之面向

*Exploring the Dimensions of Digital Leisure: From the Perspective of Social Media Users***Overview**

Identification	E10822
Version	Production Date: 2025-08-01 1
Abstract 社群媒體透過網路跨越時間與空間限制，改變了使用者在各方面的行為與模式。隨著其功能越來越廣泛，走入民眾的日常生活。據此，本研究乃進行實證研究探討年輕世代使用社群媒體情形的面向與(因素)結構，以期更加瞭解社群媒體使用者之相關行為。本研究以蒐集國內外相關文獻與訪談使用者，再經由前測結果，產生具代表性之28個題項，以李克特七點尺度(從「從來沒有」到「每天如此」)衡量。隨後進行問卷調查，受訪者來自研究者所就讀/任教之大學進修部學生，因其兼具學生與工作者身分。資料收集採便利抽樣方式;總共發放418份問卷，有效問卷共387份。 本研究運用Mplus分析，首先確定了七個一階因子：工作、追求認同、購物、學習、娛樂、搜尋資訊及社交;接著進行探索性因素分析，並發現了兩個二階因子：實用及享樂;最後運用結構方程式驗證二階模式。研究結果顯示：模式之整體配適度良好。二階因子的組成含多個次構面，其中實用涵蓋工作、追求認同、購物、學習、搜尋資訊及社交;享樂具有娛樂、學習、購物、搜尋資訊、社交;共有2個一階因子橫跨二階因子，分別為：購物和學習，存在使用因素跨界的型態(patterns of crossing borders)。消費與學習都屬於休閒的範疇(Kelly, 1996)，社群媒體隨時、隨地可使用的特性，讓休閒以往受限於場所的限制得以鬆綁，更是打破工作(學習)、日常生活以及剩餘時間的概念，將所從事的活動清楚界定或歸類變得困難。	
Kind of Data	抽查
Unit of Analysis	個人

Scope & Coverage

Time Period(s)	2019-2020
Countries	台灣 (Taiwan, ROC)
Universe 18-25歲社群媒體使用者(朝陽科技大學進修部學生)	

Producers & Sponsors

Primary Investigator(s)	何昶鴛, 朝陽科技大學休閒事業管理系
Other Producer(s)	朝陽科技大學
Funding Agency/ies	科技部

Data Collection

Data Collection Dates	start 2019-08-01 end 2020-07-31
Time Period(s)	start 2019-10-01 end 2019-11-29
Data Collection Mode	留卷自填問卷

Data Processing & Appraisal

Data Editing

中央研究院人文社會科學研究中心調查研究專題中心所進行的資料整理方式，為不合理值檢核。

Accessibility

Contact(s)	學術調查研究資料庫(Survey Research Data Archive) (中央研究院人社中心調查研究專題中心), https://srda.sinica.edu.tw , srda@gate.sinica.edu.tw
Distributor(s)	學術調查研究資料庫(Survey Research Data Archive)
Depositor(s)	朝陽科技大學休閒事業管理系

Access Conditions

標準版(一般會員、院內會員直接下載)

Files Description

Dataset contains 1 file(s)

data	
# Cases	387
# Variable(s)	37

Variables Group(s)

Dataset contains 2 group(s)

Group 使用社群媒體的情況							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	id	問卷編號	continuous	numeric-3.0	387	0	-
2	q1	請問您開始使用(任何一個)社群媒體的時間?	discrete	numeric-2.0	387	0	-
3	q2_a	請問您過去兩個星期內, 平均每天使用Facebook的時間	discrete	numeric-1.0	387	0	-
4	q2_b	請問您過去兩個星期內, 平均每天使用LINE的時間	discrete	numeric-2.0	387	0	-
5	q2_c	請問您過去兩個星期內, 平均每天使用YouTube的時間	discrete	numeric-2.0	387	0	-
6	q2_d	請問您過去兩個星期內, 平均每天使用Instagram的時間	discrete	numeric-2.0	387	0	-
7	q3	您的性別?	discrete	numeric-2.0	387	0	-
8	q4	請問您就讀的學院?	discrete	numeric-2.0	387	0	-
9	q5	請問您過去二個星期內, 平均每天使用社群媒體(包含全部)的時間?	discrete	numeric-1.0	387	0	-

Group 使用社群媒體從事的活動							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	q6	記錄生活上發生的事情(例如: 出遊打卡)	discrete	numeric-1.0	387	0	-
2	q7	課業上的討論(例如: 討論作業、報告)	discrete	numeric-1.0	387	0	-
3	q8	與家人問候(例如: 通話、聊天)	discrete	numeric-1.0	387	0	-
4	q9	使用社群媒體學習新事物	discrete	numeric-1.0	387	0	-
5	q10	表達我的意見和看法(例如: 在文章或貼文下留言)	discrete	numeric-1.0	387	0	-
6	q11	使用#標籤, 尋找自己有興趣的產品或資訊	discrete	numeric-1.0	387	0	-
7	q12	不會使用社群媒體分享資訊給朋友(例如: 美食、旅遊)	discrete	numeric-1.0	387	0	-
8	q13	聽音樂	discrete	numeric-1.0	387	0	-
9	q14	與顧客聯絡或建立關係	discrete	numeric-1.0	387	0	-
10	q15	利用社群媒體找到以前的朋友	discrete	numeric-1.0	387	0	-
11	q16	獲得資訊(例如: 了解流行和時事)	discrete	numeric-1.0	387	0	-
12	q17	瀏覽自己有興趣的資訊(例如: 景點、美妝、寵物)	discrete	numeric-1.0	387	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
13	q18	處理公事(例如：回覆工作群組、討論公事、看資料)	discrete	numeric-1.0	387	0	-
14	q19	透過社群媒體產生新的靈感或想法	discrete	numeric-1.0	387	0	-
15	q20	購買產品或下訂單	discrete	numeric-1.0	387	0	-
16	q21	不會使用社群媒體觀看影片	discrete	numeric-1.0	387	0	-
17	q22	參與討論(例如：發燒議題或是有興趣的文章)	discrete	numeric-1.0	387	0	-
18	q23	遇有空間，就會連上社群媒體去做自己想做的事	discrete	numeric-1.0	387	0	-
19	q24	遇到問題時，利用社群媒體找答案	discrete	numeric-1.0	387	0	-
20	q25	提供顧客服務(例如：回答顧客的問題，提供優惠的資訊)	discrete	numeric-1.0	387	0	-
21	q26	利用社群媒體認識或結交新朋友	discrete	numeric-1.0	387	0	-
22	q27	PO文章	discrete	numeric-1.0	387	0	-
23	q28	了解顧客的需求(例如：掌握顧客的喜好與有興趣的產品)	discrete	numeric-1.0	387	0	-
24	q29	查看好友近況(例如：動態消息)	discrete	numeric-1.0	387	0	-
25	q30	不使用社群媒體與朋友保持聯絡	discrete	numeric-1.0	387	0	-
26	q31	獲得產品促銷的資訊	discrete	numeric-1.0	387	0	-
27	q32	玩遊戲	discrete	numeric-1.0	387	0	-
28	q33	在自己的PO文，追求更多的按讚數或留言數	discrete	numeric-1.0	387	0	-

Variables Description

Dataset contains 37 variable(s)

File : data

id: 問卷編號

Information [Type= continuous] [Format=numeric] [Range= 1-177] [Missing=*]

Statistics [NW/ W] [Valid=387 /-] [Invalid=0 /-] [Mean=70.925 /-] [StdDev=44.048 /-]

q1: 請問您開始使用(任何一個)社群媒體的時間?

Information [Type= discrete] [Format=numeric] [Range= -9-4] [Missing=*]

Statistics [NW/ W] [Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
-9	未填答	7	1.8%
1	國小	161	41.6%
2	國中	161	41.6%
3	高中	32	8.3%
4	大學	26	6.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q2_a: 請問您過去兩個星期內， 平均每天使用Facebook的時間

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	完全沒有用	23	5.9%
2	半小時以內	109	28.2%
3	一小時以內	90	23.3%
4	二小時以內	52	13.4%
5	三小時以內	33	8.5%
6	四小時以內	19	4.9%
7	四小時以上	61	15.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q2_b: 請問您過去兩個星期內， 平均每天使用LINE的時間

Information [Type= discrete] [Format=numeric] [Range= -9-7] [Missing=*]

Statistics [NW/ W] [Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
-9	未填答	1	0.3%
1	完全沒有用	3	0.8%
2	半小時以內	47	12.1%
3	一小時以內	51	13.2%
4	二小時以內	66	17.1%
5	三小時以內	46	11.9%
6	四小時以內	30	7.8%
7	四小時以上	143	37.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q2_c: 請問您過去兩個星期內， 平均每天使用YouTube的時間

Information [Type= discrete] [Format=numeric] [Range= -9-7] [Missing=*]

Statistics [NW/ W] [Valid=387 /-] [Invalid=0 /-]

File : data

q2_c: 請問您過去兩個星期內， 平均每天使用**YouTube**的時間

Value	Label	Cases	Percentage
-9	未填答	2	0.5%
1	完全沒有用	3	0.8%
2	半小時以內	49	12.7%
3	一小時以內	62	16.0%
4	二小時以內	64	16.5%
5	三小時以內	56	14.5%
6	四小時以內	44	11.4%
7	四小時以上	107	27.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q2_d: 請問您過去兩個星期內， 平均每天使用**Instagram**的時間

Information	[Type= discrete] [Format=numeric] [Range= -9-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
-9	未填答	4	1.0%
1	完全沒有用	15	3.9%
2	半小時以內	48	12.4%
3	一小時以內	51	13.2%
4	二小時以內	58	15.0%
5	三小時以內	48	12.4%
6	四小時以內	39	10.1%
7	四小時以上	124	32.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q3: 您的性別?

Information	[Type= discrete] [Format=numeric] [Range= -9-2] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
-9	未填答	2	0.5%
1	男	200	51.7%
2	女	185	47.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q4: 請問您就讀的學院?

Information	[Type= discrete] [Format=numeric] [Range= -9-5] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
-9	未填答	1	0.3%
1	管理學院	313	80.9%
2	理工學院	34	8.8%
3	設計學院	13	3.4%
4	人文學院	16	4.1%
5	資訊學院	10	2.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data

q5: 請問您過去二個星期內， 平均每天使用社群媒體(包含全部)的時間？

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	4小時以下	44	11.4%
2	4~6小時	99	25.6%
3	6~8小時	90	23.3%
4	8~12小時	71	18.3%
5	12~16小時	29	7.5%
6	16小時以上	54	14.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q6: 記錄生活上發生的事情(例如：出遊打卡)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	23	5.9%
2	極少如此	92	23.8%
3	很少如此	57	14.7%
4	有時如此	136	35.1%
5	蠻常發生	33	8.5%
6	經常發生	39	10.1%
7	每天如此	7	1.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q7: 課業上的討論(例如：討論作業、報告)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	19	4.9%
2	極少如此	54	14.0%
3	很少如此	66	17.1%
4	有時如此	131	33.9%
5	蠻常發生	64	16.5%
6	經常發生	41	10.6%
7	每天如此	12	3.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q8: 與家人問候(例如：通話、聊天)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	7	1.8%
2	極少如此	24	6.2%
3	很少如此	59	15.2%
4	有時如此	116	30.0%

File : data

q8: 與家人問候(例如：通話、聊天)

Value	Label	Cases	Percentage
5	蠻常發生	70	18.1%
6	經常發生	51	13.2%
7	每天如此	60	15.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q9: 使用社群媒體學習新事物

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	5	1.3%
2	極少如此	17	4.4%
3	很少如此	39	10.1%
4	有時如此	145	37.5%
5	蠻常發生	76	19.6%
6	經常發生	52	13.4%
7	每天如此	53	13.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q10: 表達我的意見和看法(例如：在文章或貼文下留言)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	29	7.5%
2	極少如此	92	23.8%
3	很少如此	70	18.1%
4	有時如此	120	31.0%
5	蠻常發生	37	9.6%
6	經常發生	24	6.2%
7	每天如此	15	3.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q11: 使用#標籤，尋找自己有興趣的產品或資訊

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	49	12.7%
2	極少如此	64	16.5%
3	很少如此	66	17.1%
4	有時如此	110	28.4%
5	蠻常發生	49	12.7%
6	經常發生	24	6.2%
7	每天如此	25	6.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data

q12: 不會使用社群媒體分享資訊給朋友(例如：美食、旅遊)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	6	1.6%
2	極少如此	5	1.3%
3	很少如此	8	2.1%
4	有時如此	91	23.5%
5	蠻常發生	78	20.2%
6	經常發生	83	21.4%
7	每天如此	116	30.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q13: 聽音樂

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	3	0.8%
2	極少如此	13	3.4%
3	很少如此	16	4.1%
4	有時如此	70	18.1%
5	蠻常發生	53	13.7%
6	經常發生	76	19.6%
7	每天如此	156	40.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q14: 與顧客聯絡或建立關係

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	75	19.4%
2	極少如此	58	15.0%
3	很少如此	70	18.1%
4	有時如此	99	25.6%
5	蠻常發生	36	9.3%
6	經常發生	25	6.5%
7	每天如此	24	6.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q15: 利用社群媒體找到以前的朋友

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	15	3.9%
2	極少如此	61	15.8%
3	很少如此	57	14.7%

File : data

q15: 利用社群媒體找到以前的朋友

Value	Label	Cases	Percentage
4	有時如此	152	39.3%
5	蠻常發生	50	12.9%
6	經常發生	35	9.0%
7	每天如此	17	4.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q16: 獲得資訊(例如：了解流行和時事)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	3	0.8%
2	極少如此	7	1.8%
3	很少如此	24	6.2%
4	有時如此	106	27.4%
5	蠻常發生	78	20.2%
6	經常發生	79	20.4%
7	每天如此	90	23.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q17: 瀏覽自己有興趣的資訊(例如：景點、美妝、寵物)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	3	0.8%
2	極少如此	8	2.1%
3	很少如此	19	4.9%
4	有時如此	85	22.0%
5	蠻常發生	80	20.7%
6	經常發生	85	22.0%
7	每天如此	107	27.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q18: 處理公事(例如：回覆工作群組、討論公事、看資料)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	17	4.4%
2	極少如此	38	9.8%
3	很少如此	43	11.1%
4	有時如此	119	30.7%
5	蠻常發生	56	14.5%
6	經常發生	42	10.9%
7	每天如此	72	18.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data

q19: 透過社群媒體產生新的靈感或想法

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	從來沒有	12	3.1%
2	極少如此	21	5.4%
3	很少如此	61	15.8%
4	有時如此	119	30.7%
5	蠻常發生	67	17.3%
6	經常發生	51	13.2%
7	每天如此	56	14.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q20: 購買產品或下訂單

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	從來沒有	29	7.5%
2	極少如此	30	7.8%
3	很少如此	37	9.6%
4	有時如此	114	29.5%
5	蠻常發生	79	20.4%
6	經常發生	58	15.0%
7	每天如此	40	10.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q21: 不會使用社群媒體觀看影片

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	從來沒有	2	0.5%
2	極少如此	1	0.3%
3	很少如此	9	2.3%
4	有時如此	43	11.1%
5	蠻常發生	37	9.6%
6	經常發生	62	16.0%
7	每天如此	233	60.2%

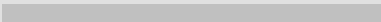
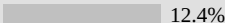
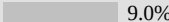
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q22: 參與討論(例如：發燒議題或是有興趣的文章)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	從來沒有	23	5.9%
2	極少如此	64	16.5%
3	很少如此	78	20.2%

File : data

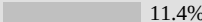
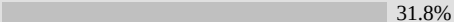
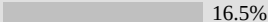
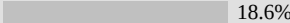
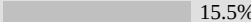
q22: 參與討論(例如：發燒議題或是有興趣的文章)

Value	Label	Cases	Percentage
4	有時如此	117	 30.2%
5	蠻常發生	48	 12.4%
6	經常發生	35	 9.0%
7	每天如此	22	 5.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q23: 遇有空閒，就會連上社群媒體去做自己想做的事

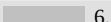
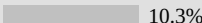
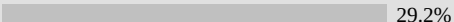
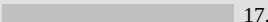
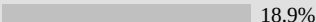
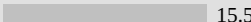
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	6	 1.6%
2	極少如此	18	 4.7%
3	很少如此	44	 11.4%
4	有時如此	123	 31.8%
5	蠻常發生	64	 16.5%
6	經常發生	72	 18.6%
7	每天如此	60	 15.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q24: 遇到問題時，利用社群媒體找答案

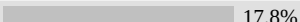
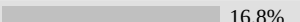
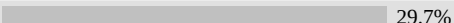
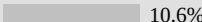
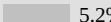
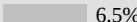
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	9	 2.3%
2	極少如此	24	 6.2%
3	很少如此	40	 10.3%
4	有時如此	113	 29.2%
5	蠻常發生	68	 17.6%
6	經常發生	73	 18.9%
7	每天如此	60	 15.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q25: 提供顧客服務(例如：回答顧客的問題，提供優惠的資訊)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	69	 17.8%
2	極少如此	65	 16.8%
3	很少如此	52	 13.4%
4	有時如此	115	 29.7%
5	蠻常發生	41	 10.6%
6	經常發生	20	 5.2%
7	每天如此	25	 6.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data

q26: 利用社群媒體認識或結交新朋友

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	30	7.8%
2	極少如此	68	17.6%
3	很少如此	60	15.5%
4	有時如此	112	28.9%
5	蠻常發生	51	13.2%
6	經常發生	41	10.6%
7	每天如此	25	6.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q27: PO文章

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	29	7.5%
2	極少如此	72	18.6%
3	很少如此	64	16.5%
4	有時如此	106	27.4%
5	蠻常發生	49	12.7%
6	經常發生	40	10.3%
7	每天如此	27	7.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q28: 了解顧客的需求(例如：掌握顧客的喜好與有興趣的產品)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	63	16.3%
2	極少如此	74	19.1%
3	很少如此	55	14.2%
4	有時如此	115	29.7%
5	蠻常發生	36	9.3%
6	經常發生	19	4.9%
7	每天如此	25	6.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q29: 查看好友近況(例如：動態消息)

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	4	1.0%
2	極少如此	9	2.3%
3	很少如此	21	5.4%

File : data

q29: 查看好友近況(例如：動態消息)

Value	Label	Cases	Percentage
4	有時如此	91	23.5%
5	蠻常發生	82	21.2%
6	經常發生	58	15.0%
7	每天如此	122	31.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q30: 不使用社群媒體與朋友保持聯絡

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	4	1.0%
2	極少如此	3	0.8%
3	很少如此	6	1.6%
4	有時如此	38	9.8%
5	蠻常發生	50	12.9%
6	經常發生	75	19.4%
7	每天如此	211	54.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q31: 獲得產品促銷的資訊

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	16	4.1%
2	極少如此	35	9.0%
3	很少如此	53	13.7%
4	有時如此	129	33.3%
5	蠻常發生	71	18.3%
6	經常發生	44	11.4%
7	每天如此	39	10.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

q32: 玩遊戲

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	22	5.7%
2	極少如此	40	10.3%
3	很少如此	40	10.3%
4	有時如此	90	23.3%
5	蠻常發生	63	16.3%
6	經常發生	41	10.6%
7	每天如此	91	23.5%

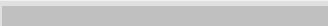
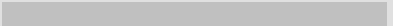
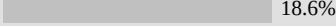
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : data

q33: 在自己的PO文, 追求更多的按讚數或留言數

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]

Statistics [NW/ W] [Valid=387 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	從來沒有	88	 22.7%
2	極少如此	103	 26.6%
3	很少如此	72	 18.6%
4	有時如此	66	 17.1%
5	蠻常發生	26	 6.7%
6	經常發生	18	 4.7%
7	每天如此	14	 3.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.