

台灣 (Taiwan, ROC)

劉瓊如

節慶遊戲化：量表建構與模式驗證

**Study Documentation**

November 27, 2019

# Metadata Production

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**節慶遊戲化：量表建構與模式驗證*****Festival Gamification: Scale Development and Model Validation*****Overview**

<b>Identification</b>	E10608
<b>Version</b>	Production Date: 2020-08-01
<b>Abstract</b> 本研究基於自我決定理論，透過多次研究方式，探究對心流體驗有正向影響之構念，並建立節慶遊戲化量表(FGS)。 本研究分四部份，除第一部份12位專家學者之深度訪談外，其餘三部份分別以自行車節(武嶺雙進)、馬拉松節(田中路跑)及宗教節慶(大甲媽祖繞境)的參與者為研究母群，進行便利抽樣。於2018年1月1日至2018年6月30日以網路問卷及面訪方式進行調查，三部份總計收回有效問卷698份。	
<b>Kind of Data</b>	抽查
<b>Unit of Analysis</b>	個人

**Scope & Coverage**

<b>Time Period(s)</b>	2018
<b>Countries</b>	台灣 (Taiwan, ROC)
<b>Geographic Coverage</b> 臺灣地區	
<b>Universe</b> 曾參加過田中馬拉松、武嶺雙進、大甲媽祖活動等遊客	

**Producers & Sponsors**

<b>Primary Investigator(s)</b>	劉瓊如
<b>Other Producer(s)</b>	國立嘉義大學行銷與觀光管理學系
<b>Funding Agency/ies</b>	科技部

**Sampling****Sampling Procedure****Data Collection**

<b>Data Collection Dates</b>	start 2018-01-01 end 2018-06-30
<b>Time Period(s)</b>	start 2017-08-01 end 2018-07-31
<b>Data Collection Mode</b>	網路調查

## 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

<b>Contact(s)</b>	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), <a href="https://srda.sinica.edu.tw">https://srda.sinica.edu.tw</a> , <a href="mailto:srda@gate.sinica.edu.tw">srda@gate.sinica.edu.tw</a>
<b>Distributor(s)</b>	學術調查研究資料庫(Survey Research Data Archive)
<b>Depositor(s)</b>	國立嘉義大學行銷與觀光管理學系

### 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	698
# Variable(s)	44

# Variables Group(s)

Dataset contains 4 group(s)

Group 您覺得這裡的活動如何?							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	com1	1-1.我覺得我在本活動中能夠有所成長	discrete	numeric-1.0	698	0	-
2	com2	1-2.我覺得本活動的內容我都可以做得很好	discrete	numeric-1.0	698	0	-
3	com3	1-3.我有能力參加本活動	discrete	numeric-1.0	698	0	-
4	com4	1-4.我覺得的體力在本活動是沒有問題的	discrete	numeric-1.0	697	1	-
5	aut1	1-5.我可以依照自己興趣選擇活動內容	discrete	numeric-1.0	698	0	-
6	aut2	1-6.我可以自由選擇參與本活動的方式	discrete	numeric-1.0	698	0	-
7	aut3	1-7.我覺得本活動可以讓我展現自己的風格	discrete	numeric-1.0	698	0	-
8	aut4	1-8.我覺得本活動對我個人來說有特別的意義	discrete	numeric-1.0	698	0	-
9	aut5	1-9.我可以從本活動參與的經驗中反思自己的日常生活經驗	discrete	numeric-1.0	698	0	-
10	rel1	1-10(1).我和其他參與活動的人有機會認識彼此	discrete	numeric-1.0	698	0	-
11	rel2	1-10(2).我喜歡和其他的參與者共同完成本活動	discrete	numeric-1.0	698	0	-
12	rel3	1-12.和其他人共同參與本活動讓我感到舒服	discrete	numeric-1.0	698	0	-
13	rel4	1-13.我喜歡主辦單位提供活動參與者社交互動的機會	discrete	numeric-1.0	698	0	-
14	rel5	1-14.我喜歡在本活動中和其他參與者的互動	discrete	numeric-1.0	698	0	-
15	mas1	1-15.我覺得全程參與本活動不是件容易的事情	discrete	numeric-1.0	698	0	-
16	mas2	1-16.本活動過程中我可以一步一步參與完相關的活動內容	discrete	numeric-1.0	698	0	-
17	mas3	1-17.參加本活動有一些需要克服的挑戰	discrete	numeric-1.0	698	0	-
18	mas4	1-18.完成本活動的內容需要動腦筋,而不只是靠運氣	discrete	numeric-1.0	698	0	-
19	mas5	1-19.參與過程中累積的體驗,不斷激勵我繼續把本活動完成	discrete	numeric-1.0	698	0	-
20	mas6	1-20.透過完成活動中的各個階段,我覺得自己的相關能力有逐漸進步	discrete	numeric-1.0	698	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
21	fun1	1-21.我覺得我可以透過本活動去探索 一些新的人事物	discrete	numeric-1.0	698	0	-
22	fun2	1-22.我覺得本活動的參與過程能夠帶給我豐富的感官體驗	discrete	numeric-1.0	698	0	-
23	fun3	1-23.我覺得本活動的參與體驗過程可以激發我個人想像力	discrete	numeric-1.0	698	0	-
24	fun4	1-24.我覺得本活動的設計讓我感受到創意巧思	discrete	numeric-1.0	698	0	-
25	fun5	1-25.我覺得本活動可以激發我的好奇心	discrete	numeric-1.0	698	0	-
26	fun6	1-26.我感受到本活動的獨特性	discrete	numeric-1.0	698	0	-
27	fun7	1-27.本活動的設施讓我的參與體驗感到愉快	discrete	numeric-1.0	698	0	-
28	fun8	1-28.本活動規劃的服務讓我感到舒適	discrete	numeric-1.0	698	0	-
29	nar1	1-29.我從一開始就對本活動的源起感到有興趣	discrete	numeric-1.0	698	0	-
30	nar2	1-30.我喜歡本活動的相關故事或報導	discrete	numeric-1.0	698	0	-
31	nar3	1-31.我了解本活動的相關背景故事	discrete	numeric-1.0	698	0	-
32	nar4	1-32.我個人的情緒會隨著參與本活動的過程而跟著起伏	discrete	numeric-1.0	698	0	-
33	nar5	1-33.我有興趣了解本活動的行程跟內容規劃	discrete	numeric-1.0	698	0	-

### Group 您來這裡活動會讓您有任何感覺？

#	Name	Label	Type	Format	Valid	Invalid	Question
1	flo1	2-1.在參與活動時,我覺得活動完全在我掌握之中	discrete	numeric-1.0	698	0	-
2	flo2	2-2.我全神貫注在活動當中	discrete	numeric-1.0	698	0	-
3	flo3	2-3.當我在 參與活動時,時間似乎過得很快	discrete	numeric-1.0	698	0	-

### Group 基本資料

#	Name	Label	Type	Format	Valid	Invalid	Question
1	sex	3-1.性別	discrete	numeric-1.0	698	0	-
2	fam	3-2.家庭組成	discrete	numeric-1.0	698	0	-
3	edu	3-3.學歷	discrete	numeric-1.0	698	0	-
4	age	3-4.年齡	discrete	numeric-1.0	698	0	-
5	job	3-5.職業	discrete	numeric-1.0	698	0	-
6	ple	3-6.居住地區	discrete	numeric-1.0	698	0	-
7	ime	3-7.個人月收入	discrete	numeric-1.0	698	0	-



<b>Group 外加變項</b>							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	act	施測活動地點	discrete	numeric-1.0	698	0	-

# Variables Description

**Dataset contains 44 variable(s)**

<b>File : data</b>			
# com1: 1-1.我覺得我在本活動中能夠有所成長			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	1	0.1%
2	有些不同意	15	2.1%
3	普通	177	25.4%
4	有些同意	377	54.0%
5	非常同意	128	18.3%
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.			
# com2: 1-2.我覺得本活動的內容我都可以做得很好			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	2	0.3%
2	有些不同意	19	2.7%
3	普通	201	28.8%
4	有些同意	407	58.3%
5	非常同意	69	9.9%
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.			
# com3: 1-3.我有能力參加本活動			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	非常不同意	2	0.3%
2	有些不同意	22	3.2%
3	普通	116	16.6%
4	有些同意	388	55.6%
5	非常同意	170	24.4%
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.			
# com4: 1-4.我覺得的體力在本活動是沒有問題的			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=697 /-] [Invalid=1 /-]		
Value	Label	Cases	Percentage
1	非常不同意	5	0.7%
2	有些不同意	36	5.2%
3	普通	167	24.0%
4	有些同意	342	49.1%
5	非常同意	147	21.1%
Sysmiss		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.			
# aut1: 1-5.我可以依照自己興趣選擇活動內容			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		

<b>File : data</b>			
# aut1: 1-5.我可以依照自己興趣選擇活動內容			
Statistics [NW/ W]		[Valid=698 /-] [Invalid=0 /-]	
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	非常不同意	0	
2	有些不同意	10	1.4%
3	普通	96	13.8%
4	有些同意	441	63.2%
5	非常同意	151	21.6%
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.			
# aut2: 1-6.我可以自由選擇參與本活動的方式			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=698 /-] [Invalid=0 /-]	
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	非常不同意	1	0.1%
2	有些不同意	12	1.7%
3	普通	77	11.0%
4	有些同意	413	59.2%
5	非常同意	195	27.9%
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.			
# aut3: 1-7.我覺得本活動可以讓我展現自己的風格			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=698 /-] [Invalid=0 /-]	
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	非常不同意	0	
2	有些不同意	45	6.4%
3	普通	282	40.4%
4	有些同意	284	40.7%
5	非常同意	87	12.5%
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.			
# aut4: 1-8.我覺得本活動對我個人來說有特別的意義			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=698 /-] [Invalid=0 /-]	
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	非常不同意	1	0.1%
2	有些不同意	20	2.9%
3	普通	229	32.8%
4	有些同意	288	41.3%
5	非常同意	160	22.9%
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.			
# aut5: 1-9.我可以從本活動參與的經驗中反思自己的日常生活經驗			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=698 /-] [Invalid=0 /-]	

## File : data

# aut5: 1-9.我可以從本活動參與的經驗中反思自己的日常生活經驗

Value	Label	Cases	Percentage
1	非常不同意	2	0.3%
2	有些不同意	33	4.7%
3	普通	216	30.9%
4	有些同意	340	48.7%
5	非常同意	107	15.3%

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.

# rel1: 1-10(1).我和其他參與活動的人有機會認識彼此

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	0.6%
2	有些不同意	30	4.3%
3	普通	159	22.8%
4	有些同意	358	51.3%
5	非常同意	147	21.1%

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.

# rel2: 1-10(2).我喜歡和其他的參與者共同完成本活動

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.3%
2	有些不同意	15	2.1%
3	普通	154	22.1%
4	有些同意	358	51.3%
5	非常同意	169	24.2%

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.

# rel3: 1-12.和其他人共同參與本活動讓我感到舒服

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.4%
2	有些不同意	22	3.2%
3	普通	149	21.3%
4	有些同意	387	55.4%
5	非常同意	137	19.6%

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.

# rel4: 1-13.我喜歡主辦單位提供活動參與者社交互動的機會

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

## File : data

### # rel4: 1-13.我喜歡主辦單位提供活動參與者社交互動的機會

Value	Label	Cases	Percentage
1	非常不同意	2	0.3%
2	有些不同意	27	3.9%
3	普通	173	24.8%
4	有些同意	358	51.3%
5	非常同意	138	19.8%

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.

### # rel5: 1-14.我喜歡在本活動中和其他參與者的互動

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.1%
2	有些不同意	24	3.4%
3	普通	163	23.4%
4	有些同意	372	53.3%
5	非常同意	138	19.8%

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.

### # mas1: 1-15.我覺得全程參與本活動不是件容易的事情

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	15	2.1%
2	有些不同意	67	9.6%
3	普通	151	21.6%
4	有些同意	274	39.3%
5	非常同意	191	27.4%

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.

### # mas2: 1-16.本活動過程中我可以一步一步參與完相關的活動內容

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	1	0.1%
2	有些不同意	15	2.1%
3	普通	116	16.6%
4	有些同意	437	62.6%
5	非常同意	129	18.5%

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.

### # mas3: 1-17.參加本活動有一些需要克服的挑戰

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

## File : data

# mas3: 1-17.參加本活動有一些需要克服的挑戰

Value	Label	Cases	Percentage
1	非常不同意	1	0.1%
2	有些不同意	10	1.4%
3	普通	116	16.6%
4	有些同意	381	54.6%
5	非常同意	190	27.2%

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.

# mas4: 1-18.完成本活動的內容需要動腦筋,而不只是靠運氣

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	7	1.0%
2	有些不同意	66	9.5%
3	普通	219	31.4%
4	有些同意	312	44.7%
5	非常同意	94	13.5%

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.

# mas5: 1-19.參與過程中累積的體驗,不斷激勵我繼續把本活動完成

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.3%
2	有些不同意	11	1.6%
3	普通	143	20.5%
4	有些同意	405	58.0%
5	非常同意	137	19.6%

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.

# mas6: 1-20.透過完成活動中的各個階段,我覺得自己的相關能力有逐漸進步

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.3%
2	有些不同意	15	2.1%
3	普通	150	21.5%
4	有些同意	409	58.6%
5	非常同意	122	17.5%

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.

# fun1: 1-21.我覺得我可以透過本活動去探索 一些新的人事物

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

## File : data

# fun1: 1-21.我覺得我可以透過本活動去探索 一些新的人事物

Value	Label	Cases	Percentage
1	非常不同意	2	0.3%
2	有些不同意	10	1.4%
3	普通	108	15.5%
4	有些同意	414	59.3%
5	非常同意	164	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.

# fun2: 1-22.我覺得本活動的參與過程能夠帶給我豐富的感官體驗

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	有些不同意	14	2.0%
3	普通	108	15.5%
4	有些同意	394	56.4%
5	非常同意	182	26.1%

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.

# fun3: 1-23.我覺得本活動的參與體驗過程可以激發我個人想像力

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	4	0.6%
2	有些不同意	25	3.6%
3	普通	243	34.8%
4	有些同意	321	46.0%
5	非常同意	105	15.0%

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.

# fun4: 1-24.我覺得本活動的設計讓我感受到創意巧思

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	6	0.9%
2	有些不同意	28	4.0%
3	普通	257	36.8%
4	有些同意	304	43.6%
5	非常同意	103	14.8%

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.

# fun5: 1-25.我覺得本活動可以激發我的好奇心

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]



<b>File : data</b>			
# fun5: 1-25.我覺得本活動可以激發我的好奇心			
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	非常不同意	5	0.7%
2	有些不同意	28	4.0%
3	普通	216	30.9%
4	有些同意	339	48.6%
5	非常同意	110	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.			
# fun6: 1-26.我感受到本活動的獨特性			
<b>Information</b>	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
<b>Statistics [NW/ W]</b>	[Valid=698 /-] [Invalid=0 /-]		
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	非常不同意	3	0.4%
2	有些不同意	18	2.6%
3	普通	161	23.1%
4	有些同意	336	48.1%
5	非常同意	180	25.8%
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.			
# fun7: 1-27.本活動的設施讓我的參與體驗感到愉快			
<b>Information</b>	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
<b>Statistics [NW/ W]</b>	[Valid=698 /-] [Invalid=0 /-]		
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	非常不同意	2	0.3%
2	有些不同意	10	1.4%
3	普通	145	20.8%
4	有些同意	401	57.4%
5	非常同意	140	20.1%
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.			
# fun8: 1-28.本活動規劃的服務讓我感到舒適			
<b>Information</b>	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
<b>Statistics [NW/ W]</b>	[Valid=698 /-] [Invalid=0 /-]		
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	非常不同意	1	0.1%
2	有些不同意	16	2.3%
3	普通	175	25.1%
4	有些同意	395	56.6%
5	非常同意	111	15.9%
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.			
# nar1: 1-29.我從一開始就對本活動的源起感到有興趣			
<b>Information</b>	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
<b>Statistics [NW/ W]</b>	[Valid=698 /-] [Invalid=0 /-]		

## File : data

# nar1: 1-29.我從一開始就對本活動的源起感到有興趣

Value	Label	Cases	Percentage
1	非常不同意	3	0.4%
2	有些不同意	29	4.2%
3	普通	205	29.4%
4	有些同意	318	45.6%
5	非常同意	143	20.5%

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.

# nar2: 1-30.我喜歡本活動的相關故事或報導

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	2	0.3%
2	有些不同意	19	2.7%
3	普通	195	27.9%
4	有些同意	367	52.6%
5	非常同意	115	16.5%

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.

# nar3: 1-31.我了解本活動的相關背景故事

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.4%
2	有些不同意	46	6.6%
3	普通	233	33.4%
4	有些同意	315	45.1%
5	非常同意	101	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.

# nar4: 1-32.我個人的情緒會隨著參與本活動的過程而跟著起伏

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.4%
2	有些不同意	23	3.3%
3	普通	204	29.2%
4	有些同意	354	50.7%
5	非常同意	114	16.3%

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.

# nar5: 1-33.我有興趣了解本活動的行程跟內容規劃

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

## File : data

# nar5: 1-33.我有興趣了解本活動的行程跟內容規劃

Value	Label	Cases	Percentage
1	非常不同意	1	0.1%
2	有些不同意	13	1.9%
3	普通	164	23.5%
4	有些同意	399	57.2%
5	非常同意	121	17.3%

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.

# flo1: 2-1.在參與活動時,我覺得活動完全在我掌握之中

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	3	0.4%
2	有些不同意	50	7.2%
3	普通	262	37.5%
4	有些同意	340	48.7%
5	非常同意	43	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.

# flo2: 2-2.我全神貫注在活動當中

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	有些不同意	20	2.9%
3	普通	137	19.6%
4	有些同意	414	59.3%
5	非常同意	127	18.2%

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.

# flo3: 2-3.當我在 參與活動時,時間似乎過得很快

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	非常不同意	0	
2	有些不同意	23	3.3%
3	普通	125	17.9%
4	有些同意	366	52.4%
5	非常同意	184	26.4%

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.

# sex: 3-1.性別

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=698 /-] [Invalid=0 /-]

<b>File : data</b>			
# sex: 3-1.性別			
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	男性	478	<div><div></div></div> 68.5%
2	女性	220	<div><div></div></div> 31.5%
<i>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.</i>			
# fam: 3-2.家庭組成			
<b>Information</b>	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
<b>Statistics [NW/ W]</b>	[Valid=698 /-] [Invalid=0 /-]		
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	單身	562	<div><div></div></div> 80.5%
2	已婚、無小孩	44	<div><div></div></div> 6.3%
3	已婚、有小孩	92	<div><div></div></div> 13.2%
<i>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.</i>			
# edu: 3-3.學歷			
<b>Information</b>	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
<b>Statistics [NW/ W]</b>	[Valid=698 /-] [Invalid=0 /-]		
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	高中/職(含以下)	28	<div><div></div></div> 4.0%
2	大專/大學	465	<div><div></div></div> 66.6%
3	研究所(含以上)	205	<div><div></div></div> 29.4%
<i>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.</i>			
# age: 3-4.年齡			
<b>Information</b>	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]		
<b>Statistics [NW/ W]</b>	[Valid=698 /-] [Invalid=0 /-]		
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	18~24歲	179	<div><div></div></div> 25.6%
2	25~34歲	375	<div><div></div></div> 53.7%
3	35~44歲	127	<div><div></div></div> 18.2%
4	45~54歲	15	<div><div></div></div> 2.1%
5	55~64歲	2	<div><div></div></div> 0.3%
6	65歲以上	0	
<i>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.</i>			
# job: 3-5.職業			
<b>Information</b>	[Type= discrete] [Format=numeric] [Range= 1-9] [Missing=*]		
<b>Statistics [NW/ W]</b>	[Valid=698 /-] [Invalid=0 /-]		
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	民意代表、行政主管、企業主管	22	<div><div></div></div> 3.2%
2	軍警公教人員	143	<div><div></div></div> 20.5%
3	農林漁牧人員	14	<div><div></div></div> 2.0%
4	技術員或服務作人員或售貨員	249	<div><div></div></div> 35.7%
5	學生	169	<div><div></div></div> 24.2%
6	家庭主婦	9	<div><div></div></div> 1.3%

<b>File : data</b>			
# job: 3-5.職業			
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
7	退休人員	1	0.1%
8	待業中	35	5.0%
9	其它	56	8.0%
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.			
# ple: 3-6.居住地區			
<b>Information</b>	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
<b>Statistics [NW/ W]</b>	[Valid=698 /-] [Invalid=0 /-]		
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	台灣北部(台北、新北、基、桃、竹)	185	26.5%
2	台灣中部(苗、中、彰、投)	205	29.4%
3	台灣南部(雲、嘉、南、高、屏)	292	41.8%
4	台灣東部(宜蘭、花蓮、台東)	16	2.3%
5	台灣離島	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.			
# ime: 3-7.個人月收入			
<b>Information</b>	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]		
<b>Statistics [NW/ W]</b>	[Valid=698 /-] [Invalid=0 /-]		
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	無收入	89	12.8%
2	1~20000元	134	19.2%
3	20001~40000元	275	39.4%
4	400001~60000元	163	23.4%
5	60001~80000元	29	4.2%
6	80001以上	8	1.1%
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.			
# act: 施測活動地點			
<b>Information</b>	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
<b>Statistics [NW/ W]</b>	[Valid=698 /-] [Invalid=0 /-]		
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	田中路跑	253	36.2%
2	武嶺雙進	226	32.4%
3	大甲媽祖	219	31.4%
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.			