

台灣 (Taiwan, ROC)

姚惠忠

自嘲、涉入與危機溝通效果：動態觀點

Study Documentation

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自嘲、涉入與危機溝通效果：動態觀點

*Self-Mockery, Involvement and Crisis Communication Effects: a Dynamic Perspective***Overview**

Type	無
Identification	E10370
Version	Production Date: 2017-05-16
Abstract 本研究以文本分析法探討自嘲策略之歸類與效果，並以4(危機回應策略：合理化、認錯道歉、自嘲昏頭、自嘲數學不好)×2(涉入程度：高、低)之實驗設計，探討自嘲策略在不同涉入消費者之間的危機溝通效果。為期反應實際危機事件的動態過程，本研究預計分兩個時點(事件發生之初、組織採取危機反應策略之後)，測量消費者的知覺，藉以觀察不同涉入消費者對不同危機回應策略之知覺變化。其研究成果為：(1)自嘲策略屬讓步類別。(2)自嘲策略對高涉入群才具有優越性對低涉入者而言，認錯道歉仍優於自嘲策略。(3)將涉入程度導入SCCT模型，充實了SCCT理論內涵，並提供危機管理者以證據為基礎之危機決策建議。而有效樣本數共178個。	
Kind of Data	抽樣調查資料 (Sample survey data)
Unit of Analysis	個人

Scope & Coverage

Time Period(s)	2014
Countries	台灣 (Taiwan, ROC)
Geographic Coverage 台灣地區	
Universe 以台灣18歲以上民眾為母體，以縣市行政區為分層，按各縣市人口佔全台灣人口數之比例，於各縣市進行比例抽樣。	

Producers & Sponsors

Primary Investigator(s)	姚惠忠
Other Producer(s)	大葉大學人力資源暨公共關係學系

Data Collection

Data Collection Dates	start 2014-12-01 end 2014-12-31
Time Period(s)	start 2014-08-01 end 2015-07-31
Data Collection Mode	面對面訪問 (Face-to-face Interviews)

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)	大葉大學人力資源暨公共關係學系
<u>Access Conditions</u>	
會員版(一般會員、院內會員)--直接下載	

Files Description

Dataset contains 1 file(s)

data	
# Cases	178
# Variable(s)	58

Variables Group(s)

Dataset contains 6 group(s)

Group 問卷編號							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	no	問卷編號	continuous	numeric-3.0	178	0	-

Group 對天貓的認知、感覺							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	a1	1.就購物網站而言,我非常瞭解天貓。	discrete	numeric-1.0	178	0	-
2	a2	2.整體而言,我對天貓的印象很好。	discrete	numeric-1.0	178	0	-

Group 第一部分：事件描述							
#	Name	Label	Type	Format	Valid	Invalid	Question
1	b1	1.上述事件,對我而言是重要的。	discrete	numeric-1.0	178	0	-
2	b2	2.上述事件,對我而言是有價值的。	discrete	numeric-1.0	178	0	-
3	b3	3.上述事件,對我而言有特別意義。	discrete	numeric-1.0	178	0	-
4	b4	4.上述事件,對我而言是有趣的。	discrete	numeric-1.0	178	0	-
5	b5	5.我感覺上述事件與我緊密相關。	discrete	numeric-1.0	178	0	-
6	b6	6.我會主動瞭解上述事件的相關訊息。	discrete	numeric-1.0	178	0	-
7	b7	7.當與朋友聊到上述事件時,讓我感到興奮。	discrete	numeric-1.0	178	0	-
8	b8	8.我會被上述事件所吸引。	discrete	numeric-1.0	178	0	-
9	b9	9.我認為我需要關注上述事件。	discrete	numeric-1.0	178	0	-
10	b10	10.我認為不值得在上述事件上投入太多心力。(反向)	discrete	numeric-1.0	178	0	-
11	c1	1.我認為此事件純屬意外,天貓不需要為此事件負責。	discrete	numeric-1.0	178	0	-
12	c2	2.我認為此事件雖屬意外,天貓仍然需要為此事件負責。	discrete	numeric-1.0	178	0	-
13	c3	3.我認為此事件可以將責任歸咎於天貓,天貓應該承擔。	discrete	numeric-1.0	178	0	-
14	c4	4.我認為此事件的起因是天貓可以控制的,天貓應負起責任。	discrete	numeric-1.0	178	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
15	d1	1.根據此事件,對於天貓,我沒有生氣的感覺。(反向)	discrete	numeric-1.0	178	0	-
16	d2	2.根據此事件,對於天貓,我覺得失望。	discrete	numeric-1.0	178	0	-
17	d3	3.根據此事件,對於天貓,我感到惱怒。	discrete	numeric-1.0	178	0	-
18	d4	4.一想起此事件或相關報導,我就覺得不高興。	discrete	numeric-1.0	178	0	-
19	e1	1.根據此事件,我認為天貓是可以信賴的。	discrete	numeric-1.0	178	0	-
20	e2	2.根據此事件,我認為天貓是關心消費者的。	discrete	numeric-1.0	178	0	-
21	e3	3.根據此事件,我認為天貓是可靠的。	discrete	numeric-1.0	178	0	-
22	e4	4.根據此事件,在大部分的情況下,我願意相信天貓。	discrete	numeric-1.0	178	0	-
23	e5	5.根據此事件,我認為天貓是不負責任的。(反向)	discrete	numeric-1.0	178	0	-
24	f1	1.我會因為此事件,向別人表示:天貓不是一個好的購物平台。	discrete	numeric-1.0	178	0	-
25	f2	2.我會建議親戚或朋友:不要到天貓購買商品。	discrete	numeric-1.0	178	0	-
26	f3	3當有人批評天貓時,我會表示同意。	discrete	numeric-1.0	178	0	-
27	f4	4.我會推薦天貓給那些向我尋求建議的人(反向)	discrete	numeric-1.0	178	0	-

Group 基本資料

#	Name	Label	Type	Format	Valid	Invalid	Question
1	gender	一、性別	discrete	numeric-1.0	178	0	-
2	age	二、年齡	discrete	numeric-1.0	178	0	-
3	education	三、教育程度	discrete	numeric-1.0	178	0	-
4	career	四、職業	discrete	numeric-2.0	177	1	-
5	exp	五、上網購物經驗	discrete	numeric-1.0	178	0	-
6	location	六、居住地	discrete	numeric-2.0	178	0	-

Group 第二部分：天貓對事件之回應

#	Name	Label	Type	Format	Valid	Invalid	Question
1	m1	1.天貓以計量單位弄錯,回應1.5米內褲事件。	discrete	numeric-1.0	178	0	-
2	m2	2.天貓以道歉補償方式,回應1.5米內褲事件。	discrete	numeric-1.0	178	0	-
3	m3	3.天貓以自己昏頭為由,請網友盡情嘲笑。	discrete	numeric-1.0	178	0	-
4	m4	4.天貓以自嘲馬雲數學能力不好,回應1.5米內褲事件。	discrete	numeric-1.0	178	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
5	g1	1.我認為此事件純屬意外, 天貓不需要為此事件負責。(反向)	discrete	numeric-1.0	178	0	-
6	g2	2.我認為此事件雖屬意外, 天貓仍然需要為此事件負責。	discrete	numeric-1.0	178	0	-
7	g3	3.我認為此事件可以將責任歸咎於天貓, 天貓應該承擔。	discrete	numeric-1.0	178	0	-
8	g4	4.我認為此事件的起因是天貓可以控制的, 天貓應負起責任。	discrete	numeric-1.0	178	0	-
9	h1	1.根據天貓的回應, 對於天貓, 我沒有生氣的感覺。(反向)	discrete	numeric-1.0	178	0	-
10	h2	2.根據天貓的回應, 對於天貓, 我覺得失望。	discrete	numeric-1.0	178	0	-
11	h3	3.根據天貓的回應, 對於天貓, 我感到惱怒。	discrete	numeric-1.0	178	0	-
12	h4	4.一想起天貓的回應或相關報導, 我就覺得不高興。	discrete	numeric-1.0	178	0	-
13	i1	1.根據天貓的回應, 我認為天貓是可以信賴的。	discrete	numeric-1.0	178	0	-
14	i2	2.根據天貓的回應, 我認為天貓是關心消費者的。	discrete	numeric-1.0	178	0	-
15	i3	3.根據天貓的回應, 我認為天貓是可靠的。	discrete	numeric-1.0	178	0	-
16	i4	4.根據天貓的回應, 在大部分的情況下, 我願意相信天貓。	discrete	numeric-1.0	178	0	-
17	i5	5.根據天貓的回應, 我認為天貓是不負責任的。(反向)	discrete	numeric-1.0	178	0	-
18	j1	1.我會因為天貓的回應, 向別人表示: 天貓不是一個好的購物平台。	discrete	numeric-1.0	178	0	-
19	j2	2.我會建議親戚或朋友: 不要到天貓購買商品。	discrete	numeric-1.0	178	0	-
20	j3	3.當有人批評天貓時, 我會表示同意。	discrete	numeric-1.0	178	0	-
21	j4	4.我會推薦天貓給那些向我尋求建議的人(反向)	discrete	numeric-1.0	178	0	-

Group 策略分組

#	Name	Label	Type	Format	Valid	Invalid	Question
1	r_s	策略分組	discrete	numeric-1.0	178	0	-

Variables Description

Dataset contains 58 variable(s)

File : data			
# no: 問卷編碼			
Information		[Type= continuous] [Format=numeric] [Range= 101-453] [Missing=*]	
Statistics [NW/ W]		[Valid=178 /-] [Invalid=0 /-] [Mean=277 /-] [StdDev=111.724 /-]	
# a1: 1.就購物網站而言,我非常瞭解天貓。			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=178 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	很不同意	73	<div></div> 41.0%
2	不同意	44	<div></div> 24.7%
3	普通	43	<div></div> 24.2%
4	有點同意	17	<div></div> 9.6%
5	很同意	1	<div></div> 0.6%
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.			
# a2: 2.整體而言,我對天貓的印象很好。			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=178 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	很不同意	33	<div></div> 18.5%
2	不同意	38	<div></div> 21.3%
3	普通	90	<div></div> 50.6%
4	有點同意	13	<div></div> 7.3%
5	很同意	4	<div></div> 2.2%
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.			
# b1: 1.上述事件,對我而言是重要的。			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=178 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	很不同意	23	<div></div> 12.9%
2	不同意	70	<div></div> 39.3%
3	普通	51	<div></div> 28.7%
4	有點同意	29	<div></div> 16.3%
5	很同意	5	<div></div> 2.8%
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.			
# b2: 2.上述事件,對我而言是有價值的。			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=178 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	很不同意	23	<div></div> 12.9%
2	不同意	60	<div></div> 33.7%
3	普通	52	<div></div> 29.2%
4	有點同意	35	<div></div> 19.7%
5	很同意	8	<div></div> 4.5%

File : data			
# b2: 2. 上述事件,對我而言是有價值的。			
<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>			
# b3: 3. 上述事件,對我而言有特別意義。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	31	<div><div></div></div> 17.4%
2	不同意	64	<div><div></div></div> 36.0%
3	普通	58	<div><div></div></div> 32.6%
4	有點同意	20	<div><div></div></div> 11.2%
5	很同意	5	<div><div></div></div> 2.8%
<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>			
# b4: 4. 上述事件,對我而言是有趣的。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	20	<div><div></div></div> 11.2%
2	不同意	32	<div><div></div></div> 18.0%
3	普通	44	<div><div></div></div> 24.7%
4	有點同意	60	<div><div></div></div> 33.7%
5	很同意	22	<div><div></div></div> 12.4%
<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>			
# b5: 5. 我感覺上述事件與我緊密相關。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	52	<div><div></div></div> 29.2%
2	不同意	60	<div><div></div></div> 33.7%
3	普通	42	<div><div></div></div> 23.6%
4	有點同意	19	<div><div></div></div> 10.7%
5	很同意	5	<div><div></div></div> 2.8%
<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>			
# b6: 6. 我會主動瞭解上述事件的相關訊息。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	29	<div><div></div></div> 16.3%
2	不同意	60	<div><div></div></div> 33.7%
3	普通	56	<div><div></div></div> 31.5%
4	有點同意	25	<div><div></div></div> 14.0%
5	很同意	8	<div><div></div></div> 4.5%
<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>			

File : data			
# b7: 7.當與朋友聊到上述事件時,讓我感到興奮。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	30	<div><div></div></div> 16.9%
2	不同意	52	<div><div></div></div> 29.2%
3	普通	67	<div><div></div></div> 37.6%
4	有點同意	26	<div><div></div></div> 14.6%
5	很同意	3	<div><div></div></div> 1.7%
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.			
# b8: 8.我會被上述事件所吸引。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	26	<div><div></div></div> 14.6%
2	不同意	38	<div><div></div></div> 21.3%
3	普通	68	<div><div></div></div> 38.2%
4	有點同意	35	<div><div></div></div> 19.7%
5	很同意	11	<div><div></div></div> 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.			
# b9: 9.我認為我需要關注上述事件。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	32	<div><div></div></div> 18.0%
2	不同意	60	<div><div></div></div> 33.7%
3	普通	56	<div><div></div></div> 31.5%
4	有點同意	24	<div><div></div></div> 13.5%
5	很同意	6	<div><div></div></div> 3.4%
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.			
# b10: 10.我認為不值得在上述事件上投入太多心力。(反向)			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	8	<div><div></div></div> 4.5%
2	不同意	29	<div><div></div></div> 16.3%
3	普通	49	<div><div></div></div> 27.5%
4	有點同意	59	<div><div></div></div> 33.1%
5	很同意	33	<div><div></div></div> 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.			
# c1: 1.我認為此事件純屬意外,天貓不需要為此事件負責。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		

File : data			
# c1: 1.我認為此事件純屬意外,天貓不需要為此事件負責。			
Statistics [NW/ W]		[Valid=178 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	很不同意	37	<div><div></div></div> 20.8%
2	不同意	84	<div><div></div></div> 47.2%
3	普通	34	<div><div></div></div> 19.1%
4	有點同意	20	<div><div></div></div> 11.2%
5	很同意	3	<div><div></div></div> 1.7%
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.			
# c2: 2.我認為此事件雖屬意外,天貓仍然需要為此事件負責。			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=178 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	很不同意	3	<div><div></div></div> 1.7%
2	不同意	17	<div><div></div></div> 9.6%
3	普通	36	<div><div></div></div> 20.2%
4	有點同意	89	<div><div></div></div> 50.0%
5	很同意	33	<div><div></div></div> 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.			
# c3: 3.我認為此事件可以將責任歸咎於天貓,天貓應該承擔。			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=178 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	很不同意	4	<div><div></div></div> 2.2%
2	不同意	18	<div><div></div></div> 10.1%
3	普通	51	<div><div></div></div> 28.7%
4	有點同意	84	<div><div></div></div> 47.2%
5	很同意	21	<div><div></div></div> 11.8%
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.			
# c4: 4.我認為此事件的起因是天貓可以控制的,天貓應負起責任。			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=178 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	很不同意	3	<div><div></div></div> 1.7%
2	不同意	11	<div><div></div></div> 6.2%
3	普通	47	<div><div></div></div> 26.4%
4	有點同意	78	<div><div></div></div> 43.8%
5	很同意	39	<div><div></div></div> 21.9%
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.			
# d1: 1.根據此事件,對於天貓,我沒有生氣的感覺。(反向)			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=178 /-] [Invalid=0 /-]	

File : data

d1: 1.根據此事件,對於天貓,我沒有生氣的感覺。(反向)

Value	Label	Cases	Percentage
1	很不同意	2	1.1%
2	不同意	16	9.0%
3	普通	76	42.7%
4	有點同意	64	36.0%
5	很同意	20	11.2%

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.

d2: 2.根據此事件,對於天貓,我覺得失望。

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	很不同意	14	7.9%
2	不同意	48	27.0%
3	普通	89	50.0%
4	有點同意	25	14.0%
5	很同意	2	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.

d3: 3.根據此事件,對於天貓,我感到惱怒。

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	很不同意	23	12.9%
2	不同意	60	33.7%
3	普通	81	45.5%
4	有點同意	14	7.9%
5	很同意	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.

d4: 4.一想起此事件或相關報導,我就覺得不高興。

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	很不同意	26	14.6%
2	不同意	51	28.7%
3	普通	86	48.3%
4	有點同意	15	8.4%
5	很同意	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.

e1: 1.根據此事件,我認為天貓是可以信賴的。

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

File : data

e1: 1.根據此事件,我認為天貓是可以信賴的。

Value	Label	Cases	Percentage
1	很不同意	13	<div><div></div></div> 7.3%
2	不同意	77	<div><div></div></div> 43.3%
3	普通	75	<div><div></div></div> 42.1%
4	有點同意	11	<div><div></div></div> 6.2%
5	很同意	2	<div><div></div></div> 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.

e2: 2.根據此事件,我認為天貓是關心消費者的。

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	很不同意	17	<div><div></div></div> 9.6%
2	不同意	79	<div><div></div></div> 44.4%
3	普通	64	<div><div></div></div> 36.0%
4	有點同意	17	<div><div></div></div> 9.6%
5	很同意	1	<div><div></div></div> 0.6%

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.

e3: 3.根據此事件,我認為天貓是可靠的。

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	很不同意	18	<div><div></div></div> 10.1%
2	不同意	77	<div><div></div></div> 43.3%
3	普通	70	<div><div></div></div> 39.3%
4	有點同意	12	<div><div></div></div> 6.7%
5	很同意	1	<div><div></div></div> 0.6%

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.

e4: 4.根據此事件,在大部分的情況下,我願意相信天貓。

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	很不同意	17	<div><div></div></div> 9.6%
2	不同意	52	<div><div></div></div> 29.2%
3	普通	80	<div><div></div></div> 44.9%
4	有點同意	25	<div><div></div></div> 14.0%
5	很同意	4	<div><div></div></div> 2.2%

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.

e5: 5.根據此事件,我認為天貓是不負責任的。（反向）

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

File : data

e5: 5.根據此事件,我認為天貓是不負責任的。(反向)

Value	Label	Cases	Percentage
1	很不同意	4	<div><div></div></div> 2.2%
2	不同意	31	<div><div></div></div> 17.4%
3	普通	75	<div><div></div></div> 42.1%
4	有點同意	58	<div><div></div></div> 32.6%
5	很同意	10	<div><div></div></div> 5.6%

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.

f1: 1.我會因為此事件,向別人表示:天貓不是一個好的購物平台。

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	很不同意	8	<div><div></div></div> 4.5%
2	不同意	61	<div><div></div></div> 34.3%
3	普通	72	<div><div></div></div> 40.4%
4	有點同意	29	<div><div></div></div> 16.3%
5	很同意	8	<div><div></div></div> 4.5%

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.

f2: 2.我會建議親戚或朋友:不要到天貓購買商品。

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	很不同意	9	<div><div></div></div> 5.1%
2	不同意	71	<div><div></div></div> 39.9%
3	普通	65	<div><div></div></div> 36.5%
4	有點同意	30	<div><div></div></div> 16.9%
5	很同意	3	<div><div></div></div> 1.7%

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.

f3: 3.當有人批評天貓時,我會表示同意。

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	很不同意	4	<div><div></div></div> 2.2%
2	不同意	34	<div><div></div></div> 19.1%
3	普通	94	<div><div></div></div> 52.8%
4	有點同意	43	<div><div></div></div> 24.2%
5	很同意	3	<div><div></div></div> 1.7%

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.

f4: 4.我會推薦天貓給那些向我尋求建議的人(反向)

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

File : data

f4: 4.我會推薦天貓給那些向我尋求建議的人(反向)

Value	Label	Cases	Percentage
1	很不同意	22	<div><div></div></div> 12.4%
2	不同意	47	<div><div></div></div> 26.4%
3	普通	95	<div><div></div></div> 53.4%
4	有點同意	13	<div><div></div></div> 7.3%
5	很同意	1	<div><div></div></div> 0.6%

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.

gender: 一、性別

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	男性	93	<div><div></div></div> 52.2%
2	女性	85	<div><div></div></div> 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.

age: 二、年齡

Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	20歲以下	13	<div><div></div></div> 7.3%
2	20~29歲	87	<div><div></div></div> 48.9%
3	30~39歲	36	<div><div></div></div> 20.2%
4	40~49歲	25	<div><div></div></div> 14.0%
5	50~59歲	17	<div><div></div></div> 9.6%
6	60歲以上	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.

education: 三、教育程度

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	國小	1	<div><div></div></div> 0.6%
2	國中	4	<div><div></div></div> 2.2%
3	高中職	13	<div><div></div></div> 7.3%
4	大學專科	123	<div><div></div></div> 69.1%
5	研究所以上	37	<div><div></div></div> 20.8%

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.

career: 四、職業

Information	[Type= discrete] [Format=numeric] [Range= 1-11] [Missing=*]
Statistics [NW/ W]	[Valid=177 /-] [Invalid=1 /-]

Value	Label	Cases	Percentage
1	軍警	4	<div><div></div></div> 2.3%
2	公務人員	4	<div><div></div></div> 2.3%

File : data

career: 四、職業

Value	Label	Cases	Percentage
3	教育	25	14.1%
4	商	13	7.3%
5	工	17	9.6%
6	農	1	0.6%
7	醫療	1	0.6%
8	服務業	42	23.7%
9	家管	6	3.4%
10	學生	54	30.5%
11	其它	10	5.6%
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.

exp: 五、上網購物經驗

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	總是(幾乎每天或每隔二、三天)	5	2.8%
2	經常(每週)	26	14.6%
3	偶爾(每月)	62	34.8%
4	很少(幾個月)	76	42.7%
5	從來不曾	9	5.1%

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.

location: 六、居住地

Information	[Type= discrete] [Format=numeric] [Range= 1-17] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	台北	22	12.4%
2	新北	20	11.2%
3	基隆	11	6.2%
4	桃園	12	6.7%
5	新竹	15	8.4%
6	苗栗	0	
7	台中	10	5.6%
8	彰化	7	3.9%
9	南投	9	5.1%
10	雲林	8	4.5%
11	嘉義	6	3.4%
12	台南	11	6.2%
13	高雄	21	11.8%
14	屏東	3	1.7%
15	宜蘭	6	3.4%
16	花蓮	7	3.9%
17	台東	10	5.6%


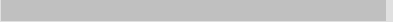
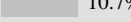

File : data			
# location: 六、居住地			
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# m1: 1.天貓以計量單位弄錯, 回應1.5米內褲事件。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	22	<div><div></div></div> 12.4%
2	不同意	54	<div><div></div></div> 30.3%
3	普通	46	<div><div></div></div> 25.8%
4	有點同意	35	<div><div></div></div> 19.7%
5	很同意	21	<div><div></div></div> 11.8%
<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>			
# m2: 2.天貓以道歉補償方式, 回應1.5米內褲事件。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	34	<div><div></div></div> 19.1%
2	不同意	51	<div><div></div></div> 28.7%
3	普通	41	<div><div></div></div> 23.0%
4	有點同意	40	<div><div></div></div> 22.5%
5	很同意	12	<div><div></div></div> 6.7%
<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>			
# m3: 3.天貓以自己昏頭為由, 請網友盡情嘲笑。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	29	<div><div></div></div> 16.3%
2	不同意	50	<div><div></div></div> 28.1%
3	普通	46	<div><div></div></div> 25.8%
4	有點同意	41	<div><div></div></div> 23.0%
5	很同意	12	<div><div></div></div> 6.7%
<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>			
# m4: 4.天貓以自嘲馬雲數學能力不好, 回應1.5米內褲事件。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	30	<div><div></div></div> 16.9%
2	不同意	46	<div><div></div></div> 25.8%
3	普通	36	<div><div></div></div> 20.2%
4	有點同意	50	<div><div></div></div> 28.1%
5	很同意	16	<div><div></div></div> 9.0%
<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>			

File : data			
# g1: 1.我認為此事件純屬意外,天貓不需要為此事件負責。(反向)			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	17	<div><div></div></div> 9.6%
2	不同意	92	<div><div></div></div> 51.7%
3	普通	43	<div><div></div></div> 24.2%
4	有點同意	24	<div><div></div></div> 13.5%
5	很同意	2	<div><div></div></div> 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.			
# g2: 2.我認為此事件雖屬意外,天貓仍然需要為此事件負責。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	4	<div><div></div></div> 2.2%
2	不同意	20	<div><div></div></div> 11.2%
3	普通	49	<div><div></div></div> 27.5%
4	有點同意	82	<div><div></div></div> 46.1%
5	很同意	23	<div><div></div></div> 12.9%
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.			
# g3: 3.我認為此事件可以將責任歸咎於天貓,天貓應該承擔。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	3	<div><div></div></div> 1.7%
2	不同意	24	<div><div></div></div> 13.5%
3	普通	51	<div><div></div></div> 28.7%
4	有點同意	78	<div><div></div></div> 43.8%
5	很同意	22	<div><div></div></div> 12.4%
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.			
# g4: 4.我認為此事件的起因是天貓可以控制的,天貓應負起責任。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	2	<div><div></div></div> 1.1%
2	不同意	13	<div><div></div></div> 7.3%
3	普通	54	<div><div></div></div> 30.3%
4	有點同意	78	<div><div></div></div> 43.8%
5	很同意	31	<div><div></div></div> 17.4%
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.			
# h1: 1.根據天貓的回應,對於天貓,我沒有生氣的感覺。(反向)			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		

File : data			
# h1: 1.根據天貓的回應,對於天貓,我沒有生氣的感覺。(反向)			
Statistics [NW/ W]		[Valid=178 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	很不同意	5	<div><div></div>2.8%</div>
2	不同意	25	<div><div></div>14.0%</div>
3	普通	76	<div><div></div>42.7%</div>
4	有點同意	54	<div><div></div>30.3%</div>
5	很同意	18	<div><div></div>10.1%</div>
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.			
# h2: 2.根據天貓的回應,對於天貓,我覺得失望。			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=178 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	很不同意	14	<div><div></div>7.9%</div>
2	不同意	46	<div><div></div>25.8%</div>
3	普通	79	<div><div></div>44.4%</div>
4	有點同意	32	<div><div></div>18.0%</div>
5	很同意	7	<div><div></div>3.9%</div>
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.			
# h3: 3.根據天貓的回應,對於天貓,我感到惱怒。			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=178 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	很不同意	28	<div><div></div>15.7%</div>
2	不同意	48	<div><div></div>27.0%</div>
3	普通	81	<div><div></div>45.5%</div>
4	有點同意	17	<div><div></div>9.6%</div>
5	很同意	4	<div><div></div>2.2%</div>
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.			
# h4: 4.一想起天貓的回應或相關報導,我就覺得不高興。			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=178 /-] [Invalid=0 /-]	
Value	Label	Cases	Percentage
1	很不同意	29	<div><div></div>16.3%</div>
2	不同意	45	<div><div></div>25.3%</div>
3	普通	86	<div><div></div>48.3%</div>
4	有點同意	13	<div><div></div>7.3%</div>
5	很同意	5	<div><div></div>2.8%</div>
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.			
# i1: 1.根據天貓的回應,我認為天貓是可以信賴的。			
Information		[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]	
Statistics [NW/ W]		[Valid=178 /-] [Invalid=0 /-]	

File : data


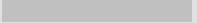
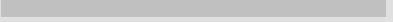
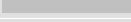

i1: 1.根據天貓的回應,我認為天貓是可以信賴的。

Value	Label	Cases	Percentage
1	很不同意	9	 5.1%
2	不同意	50	 28.1%
3	普通	96	 53.9%
4	有點同意	19	 10.7%
5	很同意	4	 2.2%

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.

i2: 2.根據天貓的回應,我認為天貓是關心消費者的。

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	很不同意	11	 6.2%
2	不同意	42	 23.6%
3	普通	85	 47.8%
4	有點同意	30	 16.9%
5	很同意	10	 5.6%

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.

# i3: 3.根據天貓的回應,我認為天貓是可靠的。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	11	<div><div></div></div> 6.2%
2	不同意	53	<div><div></div></div> 29.8%
3	普通	90	<div><div></div></div> 50.6%
4	有點同意	17	<div><div></div></div> 9.6%
5	很同意	7	<div><div></div></div> 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.			
# i4: 4.根據天貓的回應,在大部分的情況下,我願意相信天貓。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	5	<div><div></div></div> 2.8%
2	不同意	53	<div><div></div></div> 29.8%
3	普通	81	<div><div></div></div> 45.5%
4	有點同意	30	<div><div></div></div> 16.9%
5	很同意	9	<div><div></div></div> 5.1%
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.			
# i5: 5.根據天貓的回應,我認為天貓是不負責任的。(反向)			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	11	<div><div></div></div> 6.2%
2	不同意	48	<div><div></div></div> 27.0%
3	普通	68	<div><div></div></div> 38.2%
4	有點同意	37	<div><div></div></div> 20.8%
5	很同意	14	<div><div></div></div> 7.9%
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.			
# j1: 1.我會因為天貓的回應,向別人表示:天貓不是一個好的購物平台。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	很不同意	9	<div><div></div></div> 5.1%
2	不同意	60	<div><div></div></div> 33.7%
3	普通	75	<div><div></div></div> 42.1%
4	有點同意	29	<div><div></div></div> 16.3%
5	很同意	5	<div><div></div></div> 2.8%
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.			
# j2: 2.我會建議親戚或朋友:不要到天貓購買商品。			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]		

j2: 2.我會建議親戚或朋友: 不要到天貓購買商品。

Value	Label	Cases	Percentage
1	很不同意	8	<div><div></div></div> 4.5%
2	不同意	65	<div><div></div></div> 36.5%
3	普通	77	<div><div></div></div> 43.3%
4	有點同意	22	<div><div></div></div> 12.4%
5	很同意	6	<div><div></div></div> 3.4%

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.

j3: 3.當有人批評天貓時, 我會表示同意。

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	很不同意	7	<div><div></div></div> 3.9%
2	不同意	45	<div><div></div></div> 25.3%
3	普通	93	<div><div></div></div> 52.2%
4	有點同意	28	<div><div></div></div> 15.7%
5	很同意	5	<div><div></div></div> 2.8%

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.

j4: 4.我會推薦天貓給那些向我尋求建議的人(反向)

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	很不同意	15	<div><div></div></div> 8.4%
2	不同意	41	<div><div></div></div> 23.0%
3	普通	100	<div><div></div></div> 56.2%
4	有點同意	18	<div><div></div></div> 10.1%
5	很同意	4	<div><div></div></div> 2.2%

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.

r_s: 策略分組

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=178 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	合理化策略	43	<div><div></div></div> 24.2%
2	認錯道歉策略	46	<div><div></div></div> 25.8%
3	自嘲昏頭	44	<div><div></div></div> 24.7%
4	自嘲馬雲	45	<div><div></div></div> 25.3%

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.