

網路親子社群參與者資訊分享行為之研究

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摘要

本研究旨在瞭解網路親子社群參與者的資訊分享行為、社群環境知覺，以及不同背景網路親子社群參與者在資訊分享行為、社群環境知覺的差異情形，亦探討社群環境知覺對資訊分享行為的影響。透過網路問卷進行資料收集，有效問卷共計 296 份。分析方法包括敘述統計、單因子變異數分析、皮爾森積差相關和多元迴歸。研究結果摘述如下：1.參與者的資訊分享行為偏少，社群環境知覺良好。2.年齡是影響資訊分享行為、互惠知覺和信任知覺的重要因素。3.低社經地位參與者在網路親子社群中獲得許多情感和資訊性支持。4.參與者的互惠和信任感受越強時，資訊分享、資訊給予和資訊獲取的行為表現會越頻繁。5.資訊性互惠、工具性互惠和能力信任有助於提升資訊分享行為和資訊給予行為。

關鍵字：資訊分享、互惠知覺、信任知覺、親職教育

The Study of Information Sharing in Virtual Parenting Communities

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Abstract

The purposes of this study are to investigate the information sharing behavior, community environment perception in virtual parenting communities, and examine the differences in information sharing behavior, community environment perception among different demographic background participants. In addition, we investigate whether community environment perception affects information sharing behavior. The study creates a final data set of 296 female participants in Mombaby Club, BabyHome and Kimy community websites via on-line questionnaire. Descriptive statistic, One-Way ANOVA, Pearson's product-moment correlation and multiple regression are adopted in this study.

The results of the quantitative analysis are reported as follows:

- (1) The frequency of information sharing behavior tends to be low. The community environment perception is good.
- (2) Age is the critical factor to affect information sharing behavior.
- (3) Low socioeconomic status participants acquire a lot of emotion and information support in virtual parenting communities.
- (4) Participants with higher reciprocity and trust perception behave more information sharing behavior, information giving behavior and information getting behavior.
- (5) Informational reciprocity, tangible reciprocity and ability trust enhance information sharing behavior and information giving behavior.

Keywords: information sharing, reciprocity perception, trust perception, parenting education