

文化差異對於製作個人首(網)頁動機之影響：以“使用與滿足”理論為出發 Examining the Influence of Cultural Differences on the Motivations of Personal Home Page Posters: A Uses and Gratifications Approach

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1. 中文摘要

本研究主要針對一般消費者在建構個人網頁可能持有之動機深入調查，剖析網際網路對目前或潛在網際網路消費者所可能提供的用途及需求之滿足，並協助學界進一步瞭解使用與滿足理論在現今網際網路充斥的媒體環境中的適用性。除此之外，由於文獻普遍顯示文化對人類行為有不同的影響，本研究進一步探究個人網頁可能持有之動機是否因文化之不同而有差異。

針對蒐尋引擎所彙集的個人網頁資料，經由系統隨機抽樣的方式抽取研究樣本，以電子郵件的方式進行連續三波的問卷分發。問卷主要包含一個開放式問題及三十七題動機量表。所收集的一百四十一份有效問卷，針對開放式問題所作之持續比較資料分析，共發現十九種動機；同時針對量表所作之因素分析，台灣部分共發現八個動機構面，美國部分則發現七個。資料結果顯示：以往使用與滿足理論所歸納之動機構面得以解釋網路使用者部分之使用動機，唯本於全球資訊網之媒體特質，本研究查得不同於傳統媒體之新構面。最後，有關文化間之差異性方面，研究者發現雖不同群體間有些共同動機（即利他性/提供資訊，控制/表達，以及推廣動機），不同文化間也確有不同動機構面。

關鍵詞：因素分析；使用與滿足；個人網頁；動機。

Abstract

The purpose of this study was to investigate the potential underlying

motivations behind posting, maintaining, and/or updating a personal home page with the uses and gratifications perspective. Besides, much research has been done to support that culture has tremendous effects on people, this study intended to further examine if there was a cultural difference in the motivations of posting personal home page between those of Taiwan and the United States.

A questionnaire contained one open-ended question, a filtering question and 36 items was distributed to the sample through emails. Nineteen possible motivations were obtained by the constant comparative method of the open-ended responses from the 141 valid respondents. The responses of those 36 motivation items were subject to principle component analysis with Varimax rotation. As a result, eight motivations were found from the Chinese respondents, while seven motivations from the English respondents. Among these motivations, factor Altruism/Provide Information, Control/Expression, and Promotion were found in both respondent groups. There were, however, some factors tended to be culture-bound.

Keywords: Factor Analysis; Motivations; Personal Home Pages; Uses and Gratifications.

2. Research Background

There are lots of reasons that might contribute to the increasing number of personal home pages on the Web. As the potential motives behind spending certain amount of time, efforts, or money

to design, post and update a personal home page have come mostly from personal observations and opinions, one of the major purposes of this study was to examine the underlying motivations for posting a personal home page on the World Wide Web.

Past research and theory that looked at what audience might get out of media was the Uses and Gratifications theory. Most of the research that adopted Uses and Gratifications theory had done to examine audience's motivation in various media use. Media such as television (McQuail, Blumler, & Brown, 1972), radio (Lazarsfeld, 1940), newspaper (Berelson, 1949), etc. have been extensively examined with Uses and Gratifications theory. Yet, research related to the underlying dimensions of the gratifications sought in posting a personal home page on the World Wide Web was far from being fully understood.

Thus, this study adopted the uses and gratifications perspective and synthesized several possible motives from past research in related areas as an attempt to shed some light on the understanding of potential motives behind posting a personal home page. Motivation Relaxation, Pass Time, Socialization, and Entertainment were obtained as potential motivations from Rubin's (1981) study on television motivations.

Kippax and Murray's (1977) study also suggested that the information and knowledge seeking could be one of the motivations behind media use. Different from being a message content receiver in using traditional mass media, a home page poster acted as a message content provider, hence, the motivation of information and knowledge seeking was changed to "providing" information for personal home page posters who became message providers on the Web.

As WWW is capable of communicating to a large group of

audience, and at the same time receiving instance response from individual message provider, this study adopted some motivations found in interpersonal communication.

Research in interpersonal communication suggested some potential motives for posting personal home pages. The motive of control (Rubin, Perse, & Barbato, 1988) and personal expression (Bennis, Schein, Steele, & Berlew, 1968; Bochner, 1984), thus, were included in the study. Additionally, motive artistic expression, innovation, altruism, promotion, and vanity were included from Guidry's (1997) study. She suggested these as potential motives for posting a personal home page. Finally, a pilot test and some home page observations suggested that information providence and sharing as well as economic/convenient might be potential motives for posting a personal home page as well. Thus, they were also included as potential motivations in this study.

As much research has been done to support that culture has tremendous effects on people. Some research has supported that cultural difference will result in different altruistic behaviors (Strahilevitz, 1994), while others proposed that people with collective cultural influence, such as Japan, Taiwan, and China, tend to act differently from people with individualistic influence, such as United States, and UK (Markus & Kitayama, 1991; Triandis, 1980). This study intended to further examine if there was a cultural difference in the motivations of posting personal home page between those of Taiwan and the United States.

3. Methodology

Through a systematic-random sampling technique, a total sample of 505 web sites was obtained from two sources. One source was the Yahoo search engine for the English personal home page web sites and the other was the Kimo search

engine for the Chinese personal home page web sites, each obtained a sample size of 300 and 205, respectively.

Respondents received questionnaire via emails that was listed in their home page web site. Each email started with a brief introduction and instructions for replying to the questionnaire and then followed by the complete questionnaire. The complete questionnaire started with a single open-ended question--“Please provide three major reasons for posting your personal home page” in an attempt to collect potential motivations for posting a personal home page that might not be included in the motivation scale.

Thirty-three items representing thirteen motivations, three additional items and a filter item “I was required to do so as part of my job, class project, etc” were included in this five-point bipolar motivation scale, which resulted in a total of 37 items. The 13 motivations were based on a synthesis of previous research in related areas, and the three add-on items were as a result of some home page web site observations and a pilot test.

Three waves of questionnaire and instructions were sent out to the selected sample. While filtering out the invalid questionnaires due to repeated replies, unreadable messages, blank questionnaires, etc., the total number of valid respondents was 141, with 66 English respondents, and 75 Chinese respondents. The response rate was 29.39% and 42.64% for the English and Chinese respondents, respectively.

Seven out of the 75 Chinese respondents and three out of the 66 English respondents were excluded from further analysis due to their “strong agree” to the filter question, which asked if they posted a personal home page out of work or school requirement.

To further enhance the rigidity of this study, several mechanics were implemented. First, a pilot test with a sample size of eight that contained

various degree of computer competencies and experience was conducted prior to the actual study to identify any potential problems pertaining to screen display, target audience’s comprehension of the questionnaire, and potential motives for posting a personal home page. Second, to obscure the potential order effect of these 37 items, the 37 items were divided into two sets to create two different versions of the motivation questions. Finally, extrapolation method and Kolmogorov-Smirnov test was used to assess the non-response bias of the study.

4. Results and Discussion

(1) Responses to the Open-Ended Questions

When asked to name three major reasons why they first posted a personal home page, 59 out of the 68 Chinese respondents, while 17 out of our 63 English respondents, provided at least one motivation for their posting motivation. Constant comparative method was adopted to analyze the qualitative data collected in this study. As a result, 19 categories and classifying definitions were generated and then re-coded by three different coders. The 19 categories were Relaxation, Pass time, Affiliation/Relatedness, Entertainment/hobby/personal preference, Control, Personal expression, Artistic Expression, Innovation, Altruism, Promotion, Fame, Requirement, Convenient, Provide Information, Follow the Trend, Learn, Try it out, Computer affinity, and Others.

The top three categories with the highest number of Chinese responses were Entertainment/hobby/personal preference, Affiliation/Relatedness, and Personal expression, with a frequency and percentage of 27 (15.25%), 25 (14.12%), and 21 (11.86%), respectively. The top category with the highest number of responses from the English respondents was Personal Expression, with a frequency and percentage of 6

(10.34%). There were six categories that had equal number of responses, which was ranked as the second highest number of response among the 19 categories. These six categories were Affiliation/Relatedness, Entertainment/hobby/personal preference, Promotion, Fame, Convenient, and Follow the trend. Each had a frequency of 5 and percentage 8.62%, respectively.

When compares these two groups, over 50 percent of the responses in both groups were allocated to motivation Entertainment/hobby/personal preference, Affiliation/Relatedness, Personal Expression, and Fame. Among these motivations, the Chinese respondents provided a motive Learn that was not included in the top 50 percent for English respondents. While the motivations Promotion, Convenient, and Follow the Trend were not included in the top 50 percent for Chinese respondents.

(2) Responses to the Motivation Scale

After an initial run of principal component analysis, the Varimax rotation was adopted. With a set-up criterion as eigenvalue greater than 1.0, the result of the Varimax-rotated factor analysis generated eight factors for the Chinese responses and seven for the English responses, both explained over 75% of the variance. Eight motivations found from the Chinese respondents were: Altruism/Provide Information, Socialization/Interest, Control/Self Expression, Promotion, Relaxation, Convenient/ Economical, Pass Time, and Trendy/ Innovation. Seven motivations found from the English respondents were: Control/Expression, Provide Information/ Altruism/Convenient, Pass Time/ Relaxation, Artistic & Personal Expression, Promotion, Provide Family Information, and Learn/Fun/Interest.

Among these motivations, Altruism/Provide Information, Convenient/Economical, and Innovation-Trendy have not been found in previous uses and gratifications

studies.

When compares the factors found from respondents with different cultural backgrounds, we found that there were some common factors that were free from culture differences. The factor Altruism/Provide Information, Control/Expression, and Promotion were found in both groups.

Yet there were some factors that were culture-bound, the factor Socialization/Entertainment found from the Chinese respondents was not found in the English respondents, while English respondents provided a factor Learn/Fun/Interest that was not found from the Chinese respondents. Also, factors Convenient/Economical and Innovation-Trendy found from the Chinese respondents were not found from the English respondents, while factors Artistic & Personal Expression and Provide Family Information found from the English respondents were not found from the Chinese respondents.

5. Conclusion

Based on the data analysis, the present study found that motivations synthesized from a review of previous research in various mass media and personal communication literature helped explain some of the underlying motivations behind posting a personal home page. However, due to WWW's unique feature, as enabling a user to be both a message sender and receiver, some new motivation constructs were identified in the study. Finally, while some motivations were free from culture differences, some factors were culture-bound.

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