

## 摘 要

本研究旨在瞭解新移民子女電視識讀能力與親子共視行為之相關研究。係以九十六學年度彰化縣、彰化市四、六年級新移民子女進行問卷調查。研究工具為「新移民子女親子共視與電視識讀能力問卷」，發出問卷1140份，回收937份，有效問卷782份，整體問卷可用率為83.5%。經由資料處理及分析後的主要研究發現如下：

- 一、彰化縣、市新移民子女對「電視語言」較為熟悉，其次是「電視科技」、「電視節目類別」、「電視觀眾」、「電視呈現」，而最不熟悉的是「電視機構」。
- 二、就讀彰化市的學校、母親國籍為中國大陸、母親教育程度越高的新移民子女，其電視識讀能力越高。而性別、年級、收視時數以及親子共視頻率則與新移民子女電視識讀能力無相關。
- 三、在親子共視行為的三種不同參與類型裡，新移民女性較常以積極約束型參與新移民子女的收視行為。
- 四、新移民女性以積極約束參與新移民子女收視行為會因母親教育程度的不同而有所差異；新移民女性以討論型參與新移民子女收視行為會因子女的學校所在地區、母親國籍的不同、母親教育程度的不同、不同收視時數和共視頻率而有所差異；新移民女性以消極約束型參與新移民子女收視行為會因子女的學校所在地區、母親國籍的不同、母親教育程度的不同和不同收視時數而有所差異；
- 五、新移民女性參與子女收視行為各層面皆與新移民子女整體的電視識讀能力有顯著相關。

本研究最後根據研究發現提出三項研究建議，供父母、教育人員、未來相關研究、有心提升兒童電視識讀能力或介入兒童收視行為者之參考

關鍵字：新移民女性、新移民子女、親子共視、電視識讀能力

## Abstract

The purpose of this research aimed to study the correlation between new immigrants' parental mediation and their children's television literacy. This study conducted a survey using a questionnaire on new immigrants' children who were in the fourth or the sixth grade in an elementary school in 2007. The research instrument was "Questionnaire of the new immigrants' parental mediation and their children's television literacy". There were 1140 questionnaires distributed and 937 returned, among which 782 were valid. After the data was analyzed, the major findings were as follows.

1. New immigrants' children in Changhua county or Changhua city are most familiar with "television language" and then "television technology, "the type of television programs, "audience" and "television presentation". What they were the least familiar with was "television organization"
2. It was also found that those who went to a school in Changhua city, those whose mother's nationality was PRC, and those whose mother was better educated have higher literacy. However, sex, age, televiue hours and the frequency of parental mediation did not have a significant effect on their television literacy.
3. Among the three different participating types, female new immigrants quite often adopt to participate viewing.
4. The behavior of female new immigrants differs because of their educational background. Also, the viewing behavior differs owing to factors such as the location of the school, the nationality of the mother, the education the mother had received, different viewing hours.
5. Female new immigrants' viewing meditation and their children's overall television literacy were significantly correlated.

Finally, this study pointed out three suggestions for parents, educators, and those who are concerned about improving children's literacy or meditation for future studies.