

青少年使用行動社群 App 對其自我認同與人際親密能力影響之研究

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摘要

本研究主要在探索青少年在行動社群App的使用動機、自我認同、以及人際親密能力的發展，進而檢視新科技如何影響青少年成長的二個重要面向：自我認同與人際親密關係。本研究以問卷調查法，針對國內有行動社群App使用經驗的高中職學生進行資料蒐集。研究結果發現，大部分高中職學生覺得社群App裡與真實生活中的自我是相同的，也認為社群App裡與真實生活中的人際關係相同。此外，結構方程模式估計結果顯示，國內高中職學生對行動社群App的使用動機是透過對自我認同的提升，間接地影響其人際親密能力，而此一間接效果衍生出的影響力，甚至遠高於其直接效果。

關鍵詞：行動社群 App、App 使用動機、自我認同、人際親密能力

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Adolescents' Use Behavior of Mobile Social Apps and its Effect on their Self-Identity and Interpersonal Intimacy Competence

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Abstract

The purpose of this study is to examine the motivation of adolescents' mobile social app use and its effect on their self-identity and interpersonal intimacy competence, with an aim to understand how the new technology influences the two important aspects regarding the growth of these App generation: self-identity and interpersonal intimacy competence. By questionnaire survey, this study collects 318 effective samples on high school students who have experiences in using mobile apps in Taiwan. It is found that most of these students feel the same 'selves' and have the same interpersonal relationship in the virtual community in apps as those in real life. Moreover, by applying structural equation modelling (SEM) approach, this study also finds that for these students, their app use motivation has significant and positive effect on self-identity, and self-identity in turn has significant and positive effect on interpersonal intimacy competence. Such an indirect effect of motivation on intimacy competence through self-identity is even stronger than its direct effect.

Keywords: mobile social app, app use motivation, self-identity, interpersonal intimacy competence

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