

1. 請依下列假設畫出研究模式，假設與變項間的關係需清楚標示，模式需簡單易懂。
(共 2 題，每題 10 分)

(1)

- H1a: Consumers' perceived interactivity will positively influence their initial online trust in an e-vendor.
H1b: Consumers' perceived interactivity will positively influence their attitude toward an e-vendor.
H1c: Consumers' perceived interactivity will positively influence their attitude toward an e-vendor's Web site.
H2a: Consumers' perceived Web assurance will positively influence their initial online trust in an e-vendor.
H2b: Consumers' perceived Web assurance will negatively influence their perceived risk.
H2c: Consumers' perceived Web assurance will positively influence their perceived interactivity.
H2d: Consumers' perceived Web assurance will positively influence their attitude toward an e-vendor's Web site.
H3a: Consumers' disposition to trust will positively influence their initial online trust in an e-vendor.
H3b: Consumers' disposition to trust will positively influence their perceived Web assurance.
H3c: Consumers' disposition to trust will be negatively related to their perceived risk.
H4a: Consumers' initial online trust will negatively influence their perceived risk.
H4b: Consumers' initial online trust will positively influence their attitude toward an e-vendor.
H4c: Consumers' perceived risk will negatively influence their attitude toward an e-vendor.
H4d: Consumers' perceived risk will negatively influence their purchase intention.
H4e: Consumers' attitude toward an e-vendor will positively influence their purchase intention.
H5a: Consumers' attitude toward an e-vendor's Web site will positively influence their attitude toward an e-vendor.
H5b: Consumers' attitude toward an e-vendor's Web site will positively influence their purchase intention.
H5c: Consumers' initial online trust will positively influence their attitude toward an e-vendor's Web site.

(2)

- H1a: The level of photo-message activity from one's social network will positively predict relationship formation motives.
- H1b: The level of photo-message activity from one's social network will positively predict relationship maintenance motives.
- H2a: Relationship formation motives will positively predict intentions to send and share photo messages.
- H2b: Relationship maintenance motives will positively predict intentions to send and share photo messages.
- H3a: Technology clusters will positively predict perceived usefulness of photo-messaging.
- H3b: Technology clusters will positively predict perceived ease of use of photo-messaging.
- H3c: Technology clusters will positively predict behavioral intention to use photo-messaging.
- H3d: Technology clusters will positively predict the use frequency of photo-messaging.
- H4a: Perceived ease of use will positively influence perceived usefulness of photo-messaging.
- H4b: Perceived usefulness will positively influence behavioral intention to use photo-messaging.
- H4c: Perceived ease of use will positively influence behavioral intention to use photo-messaging.
- H4d: Behavioral intention will positively predict the use frequency of photo-messaging.

2. 請將下列英文段落翻譯成中文。(共 8 題，每題 10 分，文章出處不需翻譯)

(1)

Both user-generated content (UGC) and electronic word-of-mouth (eWoM) reflect a consumer-dominated channel of marketing communication and brand-related content, where the sender does not have commercially oriented intentions and is independent of firms. However, the two concepts of UGC and eWoM differ depending on whether the content is generated by users or only conveyed by users. Whereas UGC requires some form of content to be generated, eWoM merely requires content conveyance by users and can also include users' conveyance of professionally created content. A video generated by a user is considered UGC. By contrast, a user – who watches and subsequently shares and forwards a video – engages in eWoM, independent of the type of generating source.

(Hautz, J., Füller, J., Hutter, K., & Thürndl, C. (2014). Let users generate your video ads? The impact of video source and quality on consumers' perceptions and intended behaviors. *Journal of Interactive Marketing*, 28(1), 1-15.)

(2)

Understanding the ways in which brands can preserve the one-to-one characteristics and intimate relationship qualities offered by social media while still meeting consumer expectations amidst the escalating volume of interactions has become essential. Drawing on the communications literature, this research proposes that parasocial interaction (PSI) theory may be used as a theoretical lens for designing successful social media strategies. Three studies, using a multi-method approach, provide evidence of PSI's role in the development of positive relationship outcomes. Evidence from this research suggests that these effects may not hold when consumers are aware of the possibility that the brand's social media response may be automated.

(Labrecque, L. (2014). Fostering consumer-brand relationships in social media environments: The role of parasocial interaction. *Journal of Interactive Marketing*, 28(2), 134-148.)

(3)

The use of distributed media, such as SNSes and mobile phones, for organizing protests has been of recent note. Cell phone use has been shown to correlate with political participation for those who have large social networks, acknowledging the usefulness of digital connectivity. The Internet's decentralized architecture is well suited for the social networks of youth movements, providing activists with resources for communication and networking. Recent examples include election protests in Iran in 2009, where new media use, especially Twitter, was instrumental in organizing protestors, although this has been questioned. The importance of SNSes and mobile phones in the recent "Arab spring" uprisings has also been widely debated and well-covered.

(Skoric, M., & Poor, N. (2013). Youth engagement in Singapore: The interplay of social and traditional media. *Journal of Broadcasting & Electronic Media*, 57(2), 187-204.)

(4)

Social media shape the modern media landscape in two ways. First, because these websites and mobile applications display content from different news providers in a single location, users no longer need to select a news source; instead they select the story itself. This represents a fundamental break from past modes of news consumption wherein people habituated themselves to a trusted source—instead social media users can select news from a wide range of sources deemed by friends or fellow internet users to be interesting or important. This suggests that habitual de facto selective exposure will be substantially less common in the context of social media.

(Messing, S., & Westwood, S. J. (2014). Selective exposure in the age of social media:

Endorsements trump partisan source affiliation when selecting news online. *Communication Research*, 41(8), 1042-1063.

(5)

This study examined an aspect of Facebook disclosure that has as yet gone unexplored: whether a user prefers to share information directly, for example, through status updates, or indirectly, via photos with no caption or relationship status changes without context or explanation. The focus was on the sharing of important positive and negative life events related to romantic relationships, health, and work/school in relation to likelihood of sharing this type of information on Facebook and general attitudes toward privacy. An online survey of 599 adult Facebook users found that when positive life events were shared, users preferred to do so indirectly, whereas negative life events were more likely to be disclosed directly. Privacy shared little association with how information was shared. Implications for understanding the finer nuances of how news is shared on Facebook are discussed.

(Bevan, J. L., Commings, M. B., Kubiniec, A., Mogannam, M., Price, M., & Todd, R. (2015). How are important life events disclosed on Facebook? Relationships with likelihood of sharing and privacy. *CyberPsychology, Behavior, and Social Networking*, 18(1), DOI: 10.1089/cyber.2014.0373)

(6)

A doctor's communication and interpersonal skills encompass the ability to gather information in order to facilitate accurate diagnosis, counsel appropriately, give therapeutic instructions, and establish caring relationships with patients. These are the core clinical skills in the practice of medicine, with the ultimate goal of achieving the best outcome and patient satisfaction, which are essential for the effective delivery of health care. The ultimate objective of any doctor-patient communication is to improve the patient's health and medical care. Studies on doctor-patient communication have demonstrated patient discontent even when many doctors considered the communication adequate or even excellent. Doctors tend to overestimate their abilities in communication.

(Ha, J. F., Anat, D. S., & Longnecker, N. (2010). Doctor-patient communication: A review. *The Ochsner Journal*, 10, 38-43.)

(7)

In constructing social reality in a mass-mediated world, people have the tendency to view media messages in different ways. They tend to believe that the message may be biased or slanted in favor of others and against them, and they perceive the biased message as having a differential influence on themselves in relation to others with themselves being immune from the influence. The first tendency is known as the hostile media effect, while

the second is called the third-person effect. In the robust research paradigm of the influence of presumed media influence in mass communication, these two phenomena underscore the critical role of perceptions in interpreting media content and inferring its impact on audience.

(Wei, R., Lo, V. H. (2013). Perceived poll bias and inference of biased poll impact in the 2010 U.S. midterm elections: Media performance in the eyes of the beholder. *The Open Communication Journal*, 7, 12-20)

(8)

Whether violent and prosocial video game play affects the player's social behavior and related cognitive, affective, and arousal variables is still debated. On one hand, it has been argued that the content of video games determines what will be learned. For instance, according to the General Learning Model (GLM), the effects of video game play on social outcomes are assumed to depend to a large extent on the content of the game being played. Whereas violent video game exposure should increase aggression-related variables and decrease prosocial responses, prosocial video games are assumed to decrease aggression related variables and to increase prosocial responses. It is important to note that the GLM accounts for both short-term effects of playing video games but also for long-term changes as a result of repeated exposure to video games.

(Greitemeyer, T., & Mügge, D. O. (2014). Video games do affect social outcomes: A meta-analytic review of the effects of violent and prosocial video game play. *Personality and Social Psychology Bulletin*, 40(5), 578-589.)