URN etd-0407109-183718-1503
Author Lu Chia Pei
Author's Email Address No Public.
Statistics This thesis had been viewed 45 times. Download 74 times.
Department
Year 2006
Semester 1
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title The Exploratory Study of Audiences' Life Style of X Generation in Taiwan and the Use and Gratification with Television Programs
Date of Defense 0000-00-00
Page Count 325
Keyword No Any Keyword Information.

Abstract
X generation, born in 1966~1980, is a unique group. During their growth, facing speedily updated technology, the appearance of lots cable channels, the changing with politics, and economic make X generation learning the fragility of human nature, having the uncertainty in the future, and tending to pay attention to reality. Not only tend to purchase practical products, they also reflect the value of life, and to learn the way of problem solving. To understand the generation which having the most people that next to the amount of baby boom and to realize their life style and the use and gratification of television mediation, this study applied qualitative research to interview 30 samples of X generation from north, south, and center of Taiwan discussing. Research questions include (1)what kind of life styles do X generation television audiences have, (2)what kind of needs satisfaction do they acquire by watching television programs, and (3) how do the perspectives on interests, exercise, and thinking of X generation television audiences influence individual's selection on the types and channels of television programs. The research finds all interviewees agree that X generation is the transitional generation which existing in the middle of the prior and next generation, the differences of individuals interests, jobs, and living habits would influence the selection of television programs types and watching periods. As for the motivation of watching television programs, except for news, knowledgeable, travel, and professional programs to acquire information and to understand the development of society, their daily watching was to seek entertainment, leisure, and kill time, to acquire the new information, leisure and pleasure, to raise the soul and to satisfy individual's curiosity. Hence, while the programmer planning and making programs, they can develop the traveling part, make all kinds of professional and knowledgeable programs; meanwhile they can maintain the quality of programs and its unique.
Advisory Committee - advisor

Files etd-0407109-183718-1503-001.pdf

indicate access worldwide
Date of Submission 2007-01-31