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Abstract
The core concept of this research mainly investigates the social psychological factors of the MSN Messenger self-naming behavior. A cross analysis was carried out by the uses of self-naming signs for society support, self-disclosure and information and communication in terms of demographic variables of the users.
This research adopts quality research. The first stage is to collect self-naming dated from August 1 to August 14, 2006, in total 323 people online, chosen randomly and recorded everyday. In the second stage, 7 people were chosen and interviewed dated from May 10 to May 30, 2007. The third stage, dated from May 31 to June 10, 2007. The way of observation adopted an all-day record, and carried on a depth interview with test-receiver. An intensive content analysis of all the data of writing in MSN self-naming were carried out.
The research result finds that using self-naming sign is variety. It includes the special sign（☆）. In the aspect of the sexual difference, the tradition females are tended to use Chinese autonym. The females used more picture signs than the males, such as sign（?）. In using picture sign（ ） aspect, the males does not like the females using the emotional pictures, they preferred charcters. In emotion aspect, the females expressed emotion by MSN self-naming, they are not more tactful than the males. It is different from the traditional impression that the females should include these characteristics of astringent, gentle and soft and graceful and restrained.
In the age aspect, although self-naming content of the older is talking about the mood, the number of transformation self-naming is less then the younger. The way of expression is also more reserved. It is probably because that the younger are easily to adopt a clear way to show the feelings about loving, anger, sadness, and happiness.
In the occupation aspect, the users added the information about the profession in MSN self-naming due to the occupation. At the same time, if the user changes his work, it also affects the using status of MSN self-naming.
The findings of the research mainly are the analysis of the uses of self-naming are developing and are able to divide into three satges. The first stage, the user expects to announce personal existence and ingenuity, self-disclosure and emotion expresses. Through the second stage, the users hope that the self-naming can cause the other people concerns and interaction. The users can find the society support, society approval and social control or decide the development of social interaction. Finally, the users cause the other people's attention, start a discussion and responses by operating a subject

or the skill of similar news subject.
Advisory Committee Huang Shiou-shiuan - advisor

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