URN etd-0407109-183725-2103
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Statistics This thesis had been viewed 95 times. Download 0 times.
Department
Year 2005
Semester 1
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title Research on uses and gratification of news websites：A study of University Students in Tainan area
Date of Defense 0000-00-00
Page Count 186

Keyword
News Website
Uses and Gratification

Abstract
The World Wide Web develops until now, the important face of the emerging media Internet gradually has surmounted the past traditional media, like newspaper, broadcast, and television. Just because the characteristic of network assembles various media, its importance also develops relative quickly. The domestic network user`s behavior, is also the common behavior. However under this kind of foundation, the global network media also establishes vigorously.
The global first electronic newspaper was "San Jose Mercury News" in 1983, then electronic newspaper only could transmit the writing ,was unable to transmit the pictures, the sounds and the images, because of the technical limits therefore the transmission speed excessively slow then created the defeat the principal factor; After 1990, as a result of the World Wide Web development, "The Chicago newspaper" becomes the first nationwide electron newspaper in American by transmission speed superiority ;various media favors the potential and the superiority of network, gradually invests the network media management the sub-area, therefore it’s the immediately tendency to combine network with the media.
As for the news websites development, several traditional newspapers industry started in 1995, started by the Chinatimes.com, Udn.com, Libertytimes.com, also gradually followed the footsteps; Until 2004, the Appledaily.com on a large scale enters the Taiwan market, but the Appledaily.com also establishes in this time, thereupon the domestic news website competition shape is more intense; In the social environment, the uses of news website gradually becomes the behavior which the network race group most often uses. Therefore, according to the research limits, news website primarily includes：Chinatimes.com, the Udn.com and the Libertytimes.com, Appledaily.com.
This research uses the viewpoint of " Uses and Gratification theory " to inspect the network news readers regard the news website use condition, the motive and satisfies. " Uses and Gratification theory " is the theory that regards the people initiatively, regarding the people seek the information on own initiative, under seeking the information motive, possibly can affect by many external factors, obtain many degrees of satisfying, but " Uses and Gratification theory " does not lose is an ideal research way to research the network. Moreover, the researches about the domestic news website use " Uses and Gratification theory ", mostly have chosen the sample, the narrow question, therefore this article has used the literature regarding the construction of news website motive, the degree of satisfaction, designing set of more comprehensive research ways, also contains the research techniques of the materialization and the quantification, expecting at making an integrity the investigation that locates the social mainstream news website about " the use and the satisfy theory "

at present. According to the Taiwan Information Center in January, 2006 research, pointed out the net surfer of rate, the race group to be highest take 12-25 years old young race group, accessing the net the race group take 16-20 years old 98.52% as the surfer rate highest race group, then 21-25 years old accesses the net the race group also have 95.25%. Basing on this characteristic, therefore this research of research parent substances choose the convenient sample that locating in Tainan area university student race group primarily.

The analysis result is first by "focus group interview", using news website that regards the Tainan university student "the behavior", "the motive", " the degree of satisfy " to make the inducted reorganizing, supplying the quantification that asks the volume unable the phenomenon which explained. Then, uses " a survey report " again, focus on the news website regarding the Tainan university students to "the behavior", "the motive", " the degree of satisfy ", making a data of the investigation and the statistics. Using two kinds of research complementary between, taking in order to the balance, this also was the past studies more deficient place, but two adopted sample also the Tainan area university student.

Finally, the result generalized analysis by two parties, to obtain the conclusion, attempts to question: uses condition of News websites; Uses and Gratification of news websites; Whether the news website does let the Tainan university students be satisfied, obtains a more comprehensive explanation, and proposed the superior potential and the flaw of news websites, further propose improvement, for achievement to solid service.

The findings that, domestic at present most often the news websites which is used by the Tainan area university students, in order for the Udn.com, the Appledaily.com, Libertytimes.com and Chinatimes.com. The user most interested the subject is recreational news, social news and sporting news. The reading time as are most take 10 -20 minute, next is in 10 minutes, and the behavior of using the news website is more and more multiplex; Next, the research had discovered the motive of use news websites has four: "Function of website", "Preference of website", "information-seeking"," characterization of network", but satisfies items actually only to have three: "Function of website", "information-seeking"," characterization of network ". And the factor：sex, college and the habit of reading newspaper, all indeed could affect the partial uses motive. As for Uses and Gratification of each news website is analogue, regarding this the author attribute to each news website is closeness, therefore it must increase own characteristic.

Finally, it also had discovered the news website deficiency, its deficiency lies in the multimedia performance not good, the content without dividing the audiences and the depth is insufficient, establishing the website characteristic without using the original media brand; And this research also proposed the suitable solution, for example, by "purchases or barter" the content with other different nature media to enrich the database, with other forums, the discussion area, even is the difference character websites ,it adopts "alliance" to enriches the website depth, the breadth, even using original media of brand impression or the characteristic, to establishment the website belongs to own style, And all the suggestions for service of news websites, to make that development of the news website will be better in the future.

Advisory Committee Josephine T. C. Nio - advisor

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Date of Submission 2006-08-09