

A Study on the Elementary School Teacher's Internet Use Motives, Gratifications, and Flow Experience

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ABSTRACT

The study was aimed at exploring relationships among the elementary school teacher's internet use motives, gratifications, and flow experience. The study distributed a self-administered questionnaire based on random and quota sampling method. The researcher choose 17 elementary schools. 590 questionnaires were distributed, resulted in 476 effective respondents, the effective return rate was 80.68 percent. And Descriptive statistic, reliability test, t-test, one-way ANOVA, paired-samples t test, Pearson product-moment correlation and stepwise multiple regression analysis were utilized to examine the relationships among variables. The results indicated that: 1. There were significant differences in internet use motives among elementary school teachers with different personal backgrounds-sex, age, marital status, years of service, school size, frequency of use, use of time and different purpose of use. 2. There were significant differences in internet use gratifications among elementary school teachers with different personal backgrounds-sex, age, marital status, years of service, school size, frequency of use, use of time and different purpose of use. 3. There were significant differences in flow experience among elementary school teachers with different personal backgrounds-sex, age, marital status, years of service, school size, frequency of use, use of time and different purpose of use. 4. There were significant differences in internet use motives with gratifications. 5. There was a significant positive correlation between internet use motives and flow experience. 6. There was a significant positive correlation between internet use gratifications and flow experience. 7. There were significant predict in internet use motives and gratifications among elementary school teachers with flow experience.

Keywords : internet use motives、 gratifications、 flow experience

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