

認同與休閒動機關係之研究：以內外向為干擾變數

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摘要

在現今的社會裡，人們的互動十分頻繁，個人常常會面對很多朋友、同事的邀約，社會認同是影響其決定參加與否的最主要原因。由於過去對於社會認同與休閒動機之關係探討得較少，且本研究加入內外向作為干擾變數，以期能更深入瞭解兩者之關係。主要假設一，社會認同正向影響休閒動機，主要假設二，內外向對社會認同與休閒動機關係有干擾效果。透過問卷調查，本研究發放500份，以三大都會區為調查範圍，按其之人口比例發放問卷，有效問卷總計441份，有效問卷回收率為88.2%，研究結果發現：第一，社會認同正向影響休閒動機，並且社會認同也正向影響休閒動機的四個構面(智力型、社交型、能力型及避免刺激休閒動機)。第二，內外向對社會認同與休閒動機關係有干擾效果，再針對休閒動機之各構面作深入分析，發現內外向僅對社會認同與「智力型」、「能力型」休閒動機關係具有干擾效果，且外向程度高者大於外向程度低者。最後本研究提出建議，供學術界與實務界作為參考。

關鍵詞：社會認同、休閒動機、內外向

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