

事件涉入、經濟評估、行為動機對國際賑災參與意願之影響 - 以知覺貿易互賴程度為干擾變數

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摘要

近年來，世界各地天災不斷，致使國際賑災已成為重要的議題，本研究藉由情境式涉入、持久性涉入、參與報酬、不參與成本、減輕他人痛苦、減輕自我痛苦和知覺貿易互賴程度等變數，探討其如何影響「參與國際賑災意願」。經過實證後發現，適當的情境涉入、持久性涉入與合宜的參與報酬、不參與成本，能夠影響人們的行為動機，進而提升人們參與國際賑災的意願；另外，研究中的干擾變數「知覺貿易互賴程度」對於行為動機與參與國際賑災意願的關係發揮其干擾效果。研究採用日本311大地震作為本研究標的，突顯了人們的行為動機轉換，亦即在無國家利益（貿易互賴）干擾的前提下，大多都會以減輕他人痛苦的利他行為來參與國際事務，但在國家利益干擾之後，人們會因為考慮受本國與災國長久的貿易關係，使得原先的利他行為動機轉換成利己行為動機。研究結果給我們的啟示：一般都認為助人行為就肯定是利他的表徵，然而這只是屬於助人行為動機中的一環，其實還有利己的動機成分；另一方面，雖然捐助者長期接收受災國的資訊並不表示會參與國際賑災，反倒是評估不參與成本的高低才是重要的因素，故在非營利組織需要發起募款或招募志工時，可以對與不同行為動機的捐助者給予不同的訴求

關鍵詞：國際賑災意願、助人行為動機、知覺貿易互賴程度

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