

# 以演化心理學探討網路溝通平台使用轉換之行為

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## 摘要

資訊系統在企業組織裡佔有非常重要的關鍵因素，企業組織也非常依賴資訊系統幫忙解決公司遭遇到的問題和營運困境，另外人類的生活無時無刻不受到資訊科技的影響，因此學者紛紛將研究重心放在資訊科技上。本研究以演化心理學為基礎，探討兩個影響使用者在資訊系統使用行為的心理特質：最小努力與社會互動，透過這兩個心理特質形成新的演化理論 - 科技互動理論，然後再結合自我效能理論提出認知調適，用以解釋相同心理特質的使用者在資訊系統上卻有著不同的使用者行為。本研究提出兩個論點：(1) 對資訊系統的互動性增加會影響使用者對該系統的認知努力減少。(2) 對資訊系統的認知調適增加會影響使用者對該系統的認知努力減少。藉由質性研究方法之隱喻抽取技術來蒐集使用者使用網路溝通平台系統的感受，從中精粹出共識構念，以及構念與構念間的因果關係。研究貢獻包含從新的觀點 - 演化心理學深入瞭解資訊系統之使用者行為；確認「互動」與「認知努力」、「認知調適」與「認知努力」的因果關係，並提供後續研究發展建議。

關鍵詞：演化心理學、科技互動理論、最小努力、社會互動、認知調適、網路溝通平台

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