

臺灣已婚婦女網路自我效能之影響因素研究：以中部地區為例

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摘要

改善性別數位落差是各國提昇全民資訊素養的重要議題，其中以已婚婦女較受關注。本研究實徵已婚婦女的網路自我效能與前置因素之相關性，並探討女性意識對已婚婦女使用網路自信心扮演的角色。採分層隨機抽樣，以問卷方式實地調查台灣中部6縣市的已婚婦女，利用結構方程模式驗證研究假設，路徑分析及複核效化。本研究發現已婚婦女的女性意識正向影響其網路自我效能；先前經驗不僅影響已婚婦女的網路自我效能，也經由網路焦慮影響網路自我效能。社會支持是影響已婚婦女的網路自我效能的顯著外部因素，也是提高女性意識及降低網路焦慮的決定因素，研究發現提供設計婦女資訊教育之參考依據。

關鍵詞：網路自我效能、女性意識、先前經驗、社會支持、網路焦慮

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