

網路遊戲之涉入程度與人際互動對領導效能影響之研究

吳鳳庭、鍾育明

E-mail: 9805607@mail.dyu.edu.tw

摘要

本研究目的在於探討論現實世界，組織領導者其現行之領導效能與虛擬世界間領導效能的關係。網路社群等同另一類型的組織，我們必定要探討到其領導能力，從文獻得知領導是學者極有興趣觀察的社會現象，而關於虛擬世界領導效能文獻上鮮少有提起，過去有關領導的研究一直重視於現實世界為主題，而欠缺虛擬世界領導相關研究，有鑑於此，本研究基於上述的研究背景與研究動機藉由網路遊戲為媒介探討現實世界領導與虛擬世界領導之間關係影響為何，並以涉入程度及人際互動型態去分析領導效能之因素。根據本研究的研究結果發現，領導效能會受到涉入因素影響，而遊戲的情境設計亦會影響到涉入程度的認知。大學生為主要影響族群，而網路遊戲涉入確實也影響到現實生活的行為。

關鍵詞：涉入程度；人際互動；領導效能

目錄

中文摘要	iii	英文摘要	iii
iv 誌謝辭		v 內容目錄	v
vi 表目錄		viii 圖目錄	viii
ix 第一章 緒論	1	第一節 研究背景	1
1 第二節 研究動機	4	第三節 研究目的	4
6 第二章 文獻探討	8	第一節 領導的意義	8
8 第二節 線上遊戲意義	25	第三節 線上遊戲涉入的影響因素	25
28 第四節 網路人際互動	31	第三章 研究方法	35
35 第一節 研究架構	35	第二節 研究假設	36
36 第三節 研究變數	36	第四節 統計分析方法	38
38 第四章 研究分析	40	第一節 樣本結構以及人口統計分析	40
40 第二節 各構面之信度分析	43	第三節 相關性分析	48
48 第四節 各研究變項之相關迴歸分析	51	第五章 結論與建議	55
55 第一節 研究結論	55	第二節 研究限制	57
57 參考文獻	59	附錄A 線上遊戲使用意見問卷	67

參考文獻

一、中文部分 IDC(國際數據資訊)，玩家需求多元化使台灣線上遊戲市場持續成長 [線上資料]，來源：

http://www.idc.com.tw/report/News/Taiwan/news_Taiwan_080715.html[2008, July 15]。Verderber, R. F. and Verderber, K. S.(1996)，人際關係與溝通(曾端真，曾玲悝譯)，台北:揚智出版社，(原著於1995年出版)。日本????????協?，2007年????????市場調?報告[線上資料]，來源: http://www.japanonlinegame.org/pdf/JOGA_mreport_20080703.pdf [2008, September 15]。江文雄(1999)，技術及職業教育概論，台北:師大書苑。吳清山(2004)，學校行政，台北:心理出版。林雅琪(2008)，哈佛驚豔，Yahoo!、英特爾垂涎的V型人才[線上資料]，來源: <http://forum.30.com.tw/Board/show.aspx?go=1089>[2008, September 3]。秦夢群(1989)。教育行政理論與應用。台北:五南。陳彰儀(1995)。組織心理學。台北市:心理出版社。曾清芸(2008)，國小畢業潮，線上遊戲危險期，暑假別讓孩子成為網路迷！專家提醒當心價值扭曲[線上資料]，來源: http://www.kingcar.org.tw/lecture_txt.asp?NewsID=37andNewsType=1[2008, September 15]。黃昆輝(1989)，教育行政學，台北:東華書局。楊永年(2001)，數位領導之研究，TandD飛訊，3，1-12。資策會FIND，研究顯示[線上資料]，來源: <http://www.find.org.tw/find/home.aspx>[2008, April 14]。資策會MIC，研究顯示[線上資料]，來源: <http://mic.iii.org.tw/index.asp>[2008, April 14]。維基百科，人際關係 [線上資料]，來源:

http://zh.wikipedia.org/wiki/%E4%BA%BA%E9%9A%9B%E9%97%9C%E4%BF%82#_ref-1[2008, July 23]。蔡培村(1983)，學校行政與教學，高雄:復文。羅虞村(1999)，領導理論研究，台北:文景。二、英文部分 Argyle, Michael (1988). Bodily communication. Madison, Conn.: International Universities Press. Barak, A., & Gluck-Ofri, O. (2007). Degree and Reciprocity of Self-Disclosure in Online Forums. *CyberPsychology and Behavior*, 10(3), 407-417. Bennis, W. G., & Nanus, B. (1985). *Leaders: the strategies for taking charge*. New York: Harper

and Row. Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2001). *Consumer behavior*. (10th ed.). New York: The Dryden Press.

Brammer, L. M. (1993). *The Helping Relationship: Process and Skill*. New York: Allyn and Bacon.

Brown, J. S. & Thomas, D. (2008). The gamer disposition [Online]. Available: http://conversationstarter.hbsp.com/2008/02/the_gamer_disposition.html [2008, August 17].

Bryman, A. (1992). *Charisma and Leadership in Organizations*. London: Sage.

Clark, M. S., & Reis, H. T. (1988). Interpersonal processes in close relationships. *Annual Review of Psychology*, 39, 609-672.

Conley, David T. (1996). *Are You Ready to Restructure? A Guidebook for Educators, Parents, and Community Members*. Thousand Oaks, California: Corwin Press.

Conley, David T.; Diane M. Dunlap; & Paul Goldman. (1992). The "Vision Thing" and School Restructuring. *OSSC Report* 32(2), 1-8.

Derlega, V. J. and Metts, S. and Petronio, S. & Margulis, S. T. (1993). *Self-Disclosure*. Newbury Park, California: Sage.

Draenos, S. (2000). Bidding for auction success. *Upside*, 12(5), 126-133.

Fiedler, F. E, Garcia, & J. E. (1987). *New Approaches to Effective Leadership: Cognitive Resources and Organizational Performance*. New York: John Wiley and Sons.

Fill, C. (1995). *Marketing communications: framework, theories, and application*. UK: Prentice Hall, 121-123.

Fillenbaum, G. G. (1968). Heider ' s Theory of Balance: Internal Distinctions and Populational Generality. *Human Relations*, 21(2), 177-210.

Fornell, C. & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39 – 50.

GigaOM (2007). GigaOM Top 10 Most Popular MMOs [Online]. Available: <http://gigaom.com/2007/06/13/top-ten-most-popular-mmoms/> [2008, August 11].

Granitz, N., Ward, J. (1996), Virtual community: a sociocognitive analysis. *Advances in Consumer Research*, 23(1), 161-166.

Hemphill, J. K., and Coons, A. E. (1957). Development of the Leader Behavior Description Questionnaire. In R. M. Stogdill, and A. E. Coons (Eds.), *Leader behavior: its description and measurement*. Columbus. Ohio: Ohio State University, Bureau of Business Research.

Hendrick, S. S. (1981). Self-disclosure and marital satisfaction. *Journal of Personality and Social Psychology*, 40, 1150 – 1159.

Houston, M. J. and M. L. Rothchild. (1978). Conceptual and methodological perspectives on involvement, Subhash C. Jain, ed.. Chicago: American Marketing Association, in *Research Frontiers in Marketing: Dialogues and Directions*. 184-187.

Hsu, C.-L. and Lu, H.-P. (2007). Consumer behavior in online game communities: a motivational factor perspective. *Computers in Human Behavior*, 23(3), 1642 – 1659.

Hsu, C.-L., and Lu, H.-P. (2004). Why do people play on-line games? An extended TAM with social influences and flow experience. *Information and Management* (41), 853-868.

Hsu, S. H., Lee, F.-L. and Wu, M.-C. (2005). Designing action games for appealing to buyers. *CyberPsychology and Behavior*, 8(6), 585 – 591.

Johannsen, Murray (n.d.). *A Short Primer To Transformational Leadership* [Online]. Available: <http://www.legacee.com/Info/Leadership/LeaderResources.html> [2008, August 17].

Johnson, S. (2005, May). Dome Improvement. *Wired*, Issue13.05, 1-2 [Online]. Available: <http://www.wired.com/wired/archive/13.05/flynn.html> [2008, July 25].

King, S. A. (1996, December). Is the Internet addictive, or are addicts using the Internet? [Online]. Available: <http://webpages.charter.net/stormking/iad.html> [2008, July 11].

Klang, M. (2004). Avatar: From deity to corporate property: A philosophical inquiry into digital property in online games. *Information, Communication and Society*, 7(3), 389 – 402.

Lashway, Larry (1996, April). *Facilitative Leadership*. ERIC Digest [Online]. Available: <http://eric.uoregon.edu/publications/digests/digest096.html> [2008, July 14].

Lashway, Larry (1997, January) *Visionary Leadership*. ERIC Digest [Online]. Available: <http://eric.uoregon.edu/publications/digests/digest110.html> [2008, September 10].

Okleshen, C., and Grossbart, S. (1998). Usenet groups, virtual community and consumer behaviors. *Advance in Consumer Research*, 25(1), 276 – 282.

Path-Goal Theory of Leadership. (No date). [Online]. Available: http://changingminds.org/disciplines/leadership/styles/path_goal_leadership.htm [2008, July 30].

Reeves, Byron , Malone, Thomas W. , and O ' Driscoll, Tony (2008, May). *Leadership ' s online labs*. Harvard business review [Online]. Available: http://harvardbusinessonline.hbsp.harvard.edu/hbsp/hbr/articles/article.jsp?ml_action=get-articleandarticleID=R0805C [2008, August 18].

Rost, J.C. (1991). *Leadership for the Twenty-First Century*. New York: Praeger Publishers.

Sergiovanni, T. J. (1994). *Building Community in Schools*. San Francisco: Jossey-Bass.

Slater, R. O. (1995). The sociology of leader- ship and educational administration. *Educational Administration Quarterly*, 31(3), 449-472.

Taylor, Mark B. (1981). *Product Involvement Concept: An Advertising Planning Point of View*. *Attitude Research Plays for High Stakes*, pp. 94-99

Wills, G. (1994). *Certain Trumpets: The Call of Leaders*. New York: Simon and Schuster.

World Warcraft (n.d.). World of WarcraftR reaches new milestone 10 million subscribers [Online]. Available: <http://www.blizzard.com/us/press/080122.html> [2008, August 11].