

# 以衝突觀點探討網路論戰對購買意圖之影響

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## 摘要

近年來拜科技發達之賜，網際網路的興起使消費者多一條資訊搜尋途徑，著眼於人際接觸層面，讓網際網路從最早的軍事、學術用途演變至今，已成為許多人溝通、生活、娛樂、商業、發展人際關係的一部分。網路的出現就如同過去電話、電視等媒體出現時的狀況相同，網際網路提供了一種新的資訊傳播方式，在過去幾年來，已經席捲進入我們生活中每個角落，透過電腦中介傳播的各種環境中，上網討論自己感興趣、有疑問的話題已經是習以為常的事情，在追求良好討論環境的過程中，因參與者之意見不一致而產生的衝突固然不可避免，因此本研究希望不管是以參與者或者旁觀者的立場，而加入網路論戰的過程進行研究，都能夠透過研究與探討，藉以了解在網路社群討論中網路論戰所產生之效益，以及參與者對網路論戰的接受程度為何。研究結果顯示：認知分歧、行為干擾、負面情緒、去個人化、線索去除、電腦次文化是影響網路論戰的因素，而購買意圖也因網路社群的言論而受影響，降低參與者的購買意圖。

關鍵詞：電腦中介傳播、衝突、網路論戰

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