

The Exploration of Impact on Purchase Intention for the Flame War from the Conflict Perspective

許智凱、鍾育明

E-mail: 9805924@mail.dyu.edu.tw

ABSTRACT

Thanks to the prosperousness of science and technology these days, the rising of the Internet let people have another way to search for the information. Focusing on the contact from people leads the Internet from military and academic purposes to the important position until now. The Internet becomes one part of people's lives for communication, life, entertainment, business, and relationship. The occurrence of the Internet is the same as the situation of the occurrence of telephones and televisions in the past. Internet provides a new way of information and communications to connect people. For the past few years, it has been already entering everywhere of our lives. In every condition through computers, communicating and discussing the interests or problems of people on line are more and more popular. It's inevitable to bring the conflicts from different opinions in the process of pursuing good discussion environment. Therefore, this research is to help people understand the effectiveness and benefits from discussing topics on line through both sides of onlookers and participators. And it helps to know how much the participators accept the discussion on line. The result of the research shows that "cognitive disagreement", "behavioral Interference", "negative emotion", "deindividuation", "cues filtered out", and "the dominance of the computing subculture" are the factors of effecting the discussion on line. And the purposes of purchasing are affected by the discussions on line as well; it may decrease the intention of purchasing of the participators.

Keywords : computer-mediated communication、 conflict、 flame war

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