網路成癮預測模式之路徑分析 李祐蒼,馬恆 工業管理學系 管理學院 hengma@chu. edu. tw

摘要

This study aims to investigate the prevalence of Internet addiction among the general

public and the factors that may affect the extent of Internet addiction. Based on which

previous theories and research, the study was constructed to discover the relationships

between the backgrounds, the behaviors of the Internet users and the addictive patterns. Data

was collected by randomly conducting a survey to 200 residents of Changhua City. Multiple

regression analysis was employed to establish a predict model, which was followed by an

application of path analysis to clarify the effects of the variables. The results show that age is

the most important factor that causes the highest correlation, which time and educational

background represents the second and third reception. The results of the path analysis display

that the younger the user is or the less education the user receives, the more deeply he or she

becomes addicted to the Internet.

關鍵字: Internet addiction, Internet behavior, path analysis