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關鍵字(英)	advergame internet advertising product placement goal animation information processing
摘要(中)	本研究採用 2 × 2 受測者組間設計的多因子實驗法，檢驗當暴露於不同節奏的動畫時，不同點選目標的玩家，如何注意和處理遊戲式廣告內的產品訊息和動畫，及形成廣告態度和品牌態度的強弱。研究結果顯示，有別於玩家在線上電玩遊戲中，採取如情感轉移機制等經驗處理策略，遊戲式廣告的玩家，反而傾向經由認知處理的過程，形成對於置入產品的

	<p>態度。因此，本研究發現，遊戲式廣告的傳播效果，不應以置入式行銷的觀點來說明。其次，玩家處理遊戲式廣告的過程，可從基於獲得新產品資訊並滿足娛樂的目標，和出於單純娛樂的目標兩種論點進行討論。當玩家出於單純娛樂的目標點選遊戲，傾向經由簡單處理路徑形成態度。當玩家基於獲得新產品資訊並滿足娛樂的目標點選遊戲，傾向經由雙重中介假設預測的處理路徑形成態度。因此，有別於過去學者的建議，本研究發現，傳統雙重路徑的資訊處理模式，可能仍適合解釋網路媒體廣告的傳播效果。最後，節奏愈緊湊的動畫，傾向影響玩家注意遊戲式廣告的方向和強度，但較不影響處理遊戲內產品訊息或動畫等執行元素的深度。節奏較適中的動畫，可能提高玩家處理產品訊息或動畫的機會，但較不影響分配注意力的焦點。由此可知，除了點選目標和動機因素之外，動畫的呈現節奏，也可能增加玩家處理產品訊息的機會，影響遊戲的傳播效果。</p>
<p>摘要 (英)</p>	
<p>論文 目次</p>	<p>第壹章、研究動機 1 第一節 遊戲式廣告有別於置入式行銷 1 第二節 問題陳述與研究目的 3 第貳章、理論回顧 5 第一節 玩家涉入遊戲式廣告的類型和程度 5 第二節 點選目標對於資訊處理和傳播效果的影響 7 第三節 動畫和產品訊息整合對於資訊處理過程的影響 10 第四節 動畫節奏對於資訊處理和傳播效果的影響 11 第參章、研究方法 15 第一節 研究架構 15 第二節 前測 16 第三節 正式實驗 22 第四節 實驗施測物 26 第五節 實驗樣本 29 第肆章、研究結果 31 第一節 受訪者輪廓 31 第二節 效度檢驗 32 第三節 信度檢驗 33 第四節 操弄檢定 35 第五節 研究假設檢驗 37 第伍章、結論 43 第一節 研究發現與解釋 43 第二節 實務應用 47 第三節 研究限制與未來建議 48 附錄一、前測問卷 49 附錄二、正式實驗問卷 56 附錄三、遊戲式廣告畫面擷錄 67 參考書目 78</p>
<p>參考</p>	<p>一、中文書目 姚志隆、許志嘉（2004），Flash 動畫中產品置入效果之研</p>

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