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論文名稱 (英)	The relationship between the contact and literacy of television alcohol advertising and the drinking behavior of students in a technological college in Taipei County
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關鍵字 (英)	TV alcohol advertising literacy drinking behavior college student
摘要 (中)	<p>本研究之目的在探討大專學生電視酒類廣告接觸、識讀與飲酒行為的關係，為一橫斷性調查研究。研究母群體為九十三學年度第二學期就讀於台北縣某技術學院日間部的學生，研究對象的選取採二階段「分層集束抽樣法」，研究工具採結構式問卷。於民國 94 年 4 月至 5 月間，以團體自填的方式施測，最後獲得有效樣本 1005 名。所得資料以描述性統計、獨立樣本 t 檢定、單因子變異數分析、卡方檢定、皮爾森積差相關及邏輯斯迴歸等統計方法進行分析。研究重要結果如下：一、70.3%的研究對象過去一年內曾喝過酒，很少喝者佔最多，最常喝啤酒，最多人喝過台灣啤酒，於各種情境下飲酒的頻率皆偏低。二、研究對象電視酒類廣告的暴露程度屬於中等偏多，印象程度屬於中等，四分之三以上的人對電視酒類廣告會有所注意；研究對象對電視酒類廣告製作技術的瞭解能力屬於偏高，對勸服策略的辨別能力屬於中等偏高，對隱含訊息的解讀屬於中等偏向不同意。三、研究對象背景因素中的性別、年齡、電視收視時間、父母同儕的飲酒行為、父母同儕的態度以及飲酒環境的接觸狀況，電視酒類廣告接觸情形中的暴露、印象及注意程度，以及電視酒類廣告識讀能力中的製作技術的瞭解、隱含訊息的解讀等變項與飲酒頻率有顯著相關。四、納入邏輯斯迴歸分析後，電視酒類廣告接觸情形中的「注意程度」，以及電視酒類廣告識讀能力中「製作技術的瞭解」、「隱含訊息的解讀」等變項，對研究對象飲酒頻率仍具有顯著的解釋力。最後，依據研究結果對未來飲酒衛生教育、電視酒類廣告規範及未來研究提出建議。</p>
摘要 (英)	<p>Our concern is to uncover the relationship between the contact and literacy of television alcohol advertising and the drinking behavior of college students. This is a cross-sectional study. The study group was composed of day time students studying in a technology college in Taipei County in spring of 2005. The study subjects chosen were on the basis of two phase “stratified-cluster sampling”. We provided structural questionnaires, and asked team members to fill out by themselves from April to May in 2005. Finally, we have 1005 effective information. The data obtained were analyzed by Descriptive Statistics, Independent- Samples t Test, One-Way ANOVA, Chi-Square Test, Pearson’s Product- Moment Correlation and Logistic Regression Analysis. The main findings of this study are concluded as below: 1.70.3% subjects had experience of drinking alcohol in past one year. Most of them were random to drink. The most often to drink was beer, especially for Taiwan Beer. But the frequency of drinking was a little low in various situations. 2.The exposed degree related to TV alcohol advertising was middle to high. The impression was in middle degree. Over 3/4 subjects noticed TV alcohol advertising. They understood the cinema skill well, had middle to high discriminating ability to the persuading strategies and showed middle to disagreement to the implied message. 3.The drinking frequency had significant relations with background factors like sex, age, time of</p>

	<p>watching TV, drinking behavior and attitude of their parents and friends, and the contact of the drinking environments. It also had relations with exposedness, impression, notice, apprehension about the cinema skill, and the implied message decipherment. 4. After the Logistic Regression Analysis, the “notice degree” in TV alcohol advertising contact, and “cinema skill understanding”, “implied message decipherment” in TV alcohol advertising literacy still had important influence to subjects’ drinking frequency. At the end, we proposed some suggestions to future researches, health education, and TV alcohol advertising regulations.</p>
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