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臺灣大學生與在職者之智慧型手機使用習慣差異研究

Taiwanese People's Smartphone Usage Behavior:

Differences Between College Students and Workers

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中文摘要

在這個科技發達的時代，智慧型手機為人們帶來便利，卻也導致手機成癮的問題。我們這組認為大學生及在職者為大量使用智慧型手機的兩大族群，因此特別使用問卷針對大學生及在職者做研究，進而比較兩組受訪者智慧型手機的使用行為及差異。從研究結果當中，我們獲得兩大推論：一、大學生使用智慧型手機時間大於在職者，並主要花費在休閒娛樂用途。二、大學生身為年輕世代有自己的潮流與普遍手機使用模式，而這點在社交軟體類型及輸入訊息方式中顯而易見。

關鍵字：智慧型手機、手機成癮、大學生、在職者

Abstract

In the era with the advanced technology, smartphones provide people with great convenience, but also lead to the problems of cell phone addiction to modern people. Our group perceive college students and workers are the two major groups who spend vast amount on using smartphones. Therefore, by distributing questionnaires, we aim to investigate and compare the different smartphone usage behavior between college students and workers. From our study, we deduce two facts: one, college students spend more time on using smartphones than workers do, and mainly use apps for entertainment. Two, college students, as the ones in the younger generation, have their own trend and common use, which can be clearly found in the social media they use and their ways of texting messages to others.

Keyword：smartphone, cell phone addiction, college student, workers

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Introduction

Smartphone, as defined by the Oxford Dictionaries, is a mobile phone that performs many of the functions of a computer, typically having a touchscreen interface, Internet access, and an operating system capable of running downloaded apps ([1] "Smartphone"). In the modern era with the advanced technology, smartphones have become an indispensable tool for each individual. On one hand, smartphones provide people with great convenience; on the other hand, smartphones also lead to the problems of cell phone addiction.

According to the *Investigation of People's Usage Behaviors of 4G Data in Daily Life in 2017*, a study conducted by the Foreseeing Innovative New Digiservices (FIND) of the Institute for Information Industry (III), 51.5% of people are cell phone users in moderate level who spend 2 to 5 hours on using cell phones in a day while 28.1 % of people are cell phone users in severe level who spend over 5 hours on using cell phones in a day ([2] FIND). With this phenomenon, a new term emerges. "Phubbing," the practice of ignoring one's companion or companions in order to pay attention to one's phone or other mobile device ([3] "Phubbing"), as defined by the Oxford Dictionaries, illustrates how modern people are totally addicted to smartphones.

In terms of the phenomenon of phubbing, we consider college students and

workers the two major groups that spend most time on using smartphones. For college

students, they spend a great amount of time using social media by smartphones

because social media enable them to communicate with their friends and establish

their self-presentation ([4] Pempek et al. 227), which refers to how people attempt to

present themselves to control or shape how others (called the audience) view them

([5] "Self-Presentation"). for them Also, using mobile phones can help college

students eliminate feelings of loneness ([6] Toda et al., 2008) and their negative

emotion caused by family stress and emotional stress ([7] Chiu 49) since online

relationships have the ability to provide fulfillment of unmet real life social need ([8]

Young 237). Furthermore, speaking of social media, college students nowadays have

more preferences for Instagram over Facebook. The fact is that Instagram primarily

focuses on images or pictures whereas Facebook focus more on texts. When people

want to record their life experience, they will probably prefer to post their photos than

compose an article ([9] Sheldon & Bryantn 89). Moreover, as a newer form of social

media, Instagram has not been flooded with the elder yet. As a result, it is still cool

among the young generation ([10] Watts). For workers, instant messaging is widely

used in the workplace because of the replacement of technology, polychronicity,

privacy and fairness ([11] Cameron & Webster 85).

Because of different research we found below, we are curious about different

groups' smartphone usage behaviors. Therefore, we aim to analyze and compare the different smartphone usage behavior between college students and workers. Before we conduct the research, we propose two hypotheses: one, college students spend more time on using smartphones than workers do, and mainly use apps for entertainment. Two, college students, as the ones in the younger generation, have their own trend and common use, which can be clearly found in the social media they use and their ways of texting messages to others.

Method

We adopt quantitative method to conduct our research. To be more specific, we design questionnaires and distribute to 300 participants in total. The 300 participants are composed of two different groups: college students whose ages range between 18 and 26 and workers whose ages range between 23 and 69.

In the questionnaire, we aim to investigate the smartphone usage behavior between college students and workers. The questionnaire is made up of six dimensions: habits of using smartphones, the purposes of using smartphones, ways of contacting others in daily life, preferences for using apps for instant communications, preferences for using social medias, and the extent of dependence on smartphones.

Results

Based on the six dimensions in our questionnaires, we propose two research

questions. One, college students spend more time on using smartphones than workers do, and they mainly use apps for entertainment. Two, college students, as the ones in the younger generation, have their own trend and common use, which is clearly reflected in the social media they use and their ways of texting messages to others. The details are as follows.

1. **College students spend more time on using smartphones than workers do, and mainly use apps for entertainment.**

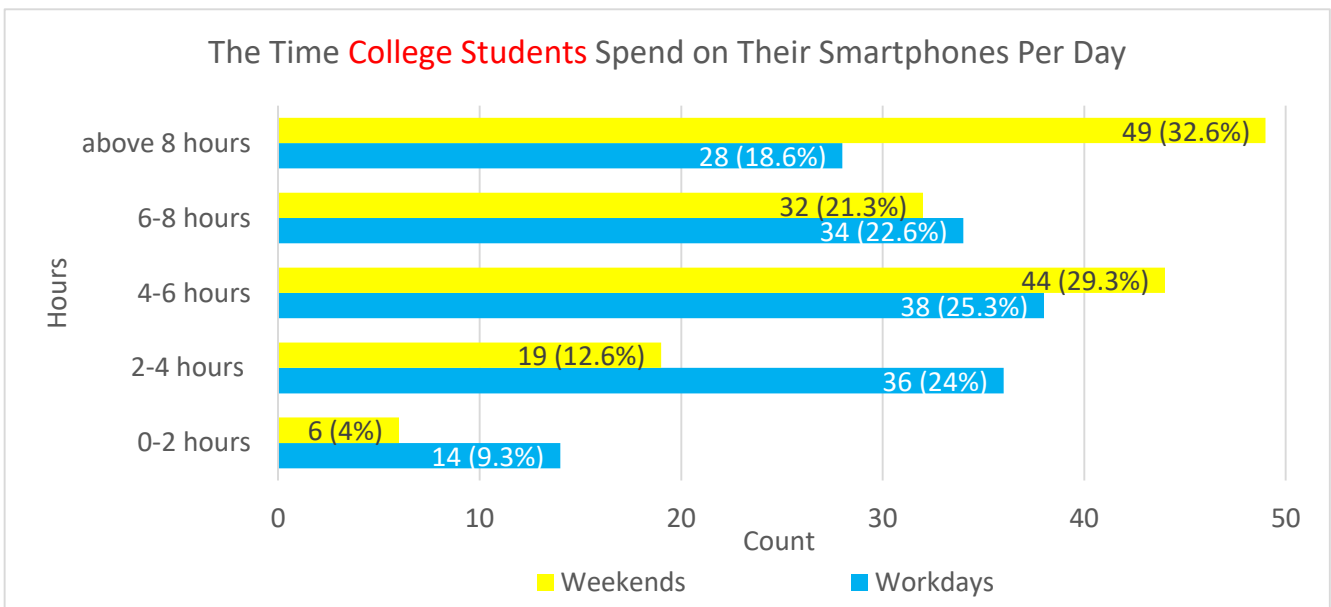**1.1 The high-frequency smartphone usage of Taiwanese people**

Fig. 1. The Time College Students Spend on Their Smartphones Per Day

The Time Workers Spend on Their Smartphones Per Day

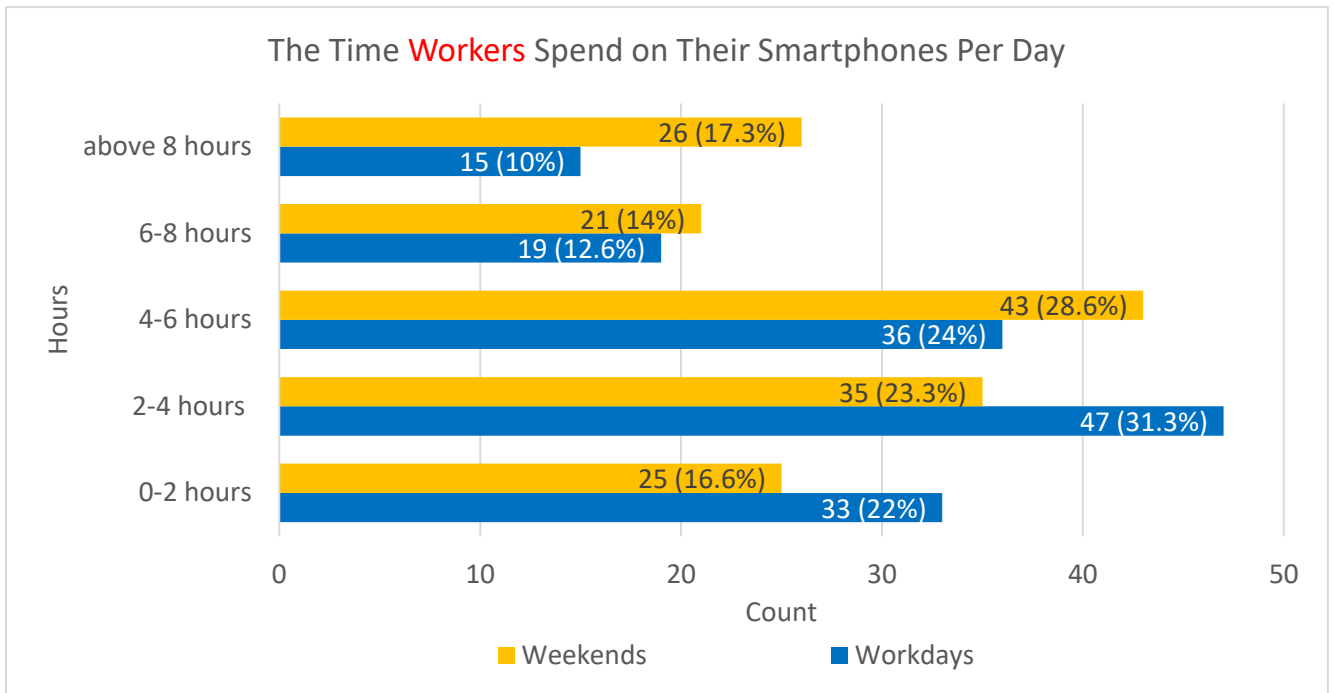| Hours	Weekends	Workdays
above 8 hours	26 (17.3%)	15 (10%)
6-8 hours	21 (14%)	19 (12.6%)
4-6 hours	43 (28.6%)	36 (24%)
2-4 hours	35 (23.3%)	47 (31.3%)
0-2 hours	25 (16.6%)	33 (22%)

Fig. 2. The Time Workers Spend on Their Smartphones Per Day

Since technology has developed really rapidly nowadays, smartphone is considered a necessity by plenty of people in Taiwan. In July 2015, the Foreseeing Innovative New Digiservices (FIND), website of the Institute for Information Industry (III), claimed that almost 66.4% of the Taiwanese people who are above 12-year-old possess their own smartphones. Surprisingly, among different age groups, it is the people above 50-year-old that have the highest percentage of possessing mobile devices ([12] FIND). The revolution caused by the well-developed technology is no longer merely a trend in teenagers; instead, it has a great influence on people in all ages. As more and more Taiwanese people nowadays have their own smartphones, the time they spend on their smartphones increased a lot. According to the statistic provided by the Foreseeing Innovative New Digiservices in 2018, 51.5% of

Taiwanese people use their smartphones for 2 to 5 hours a day, while the other 28.1% are the smartphone users in severe level, spending more than 5 hours a day on using smartphones ([13] FIND). Furthermore, our research shows that among the first group who are college students, the majority (25.3%) spend 4 to 6 hours a day on their smartphones on workdays; while on weekends, 32.6% of them use smartphones for more than 8 hours a day (Fig.1). On the other hand, among the other group who are workers, the majority (31.3%) spend 2 to 4 hours a day on their smartphones on workdays; while on weekends, 28.6% of them use smartphones for 4 to 6 hours a day (Fig.2). Our data demonstrate that using smartphones is the main phenomenon for both Taiwanese college students and workers on either workdays or weekends.
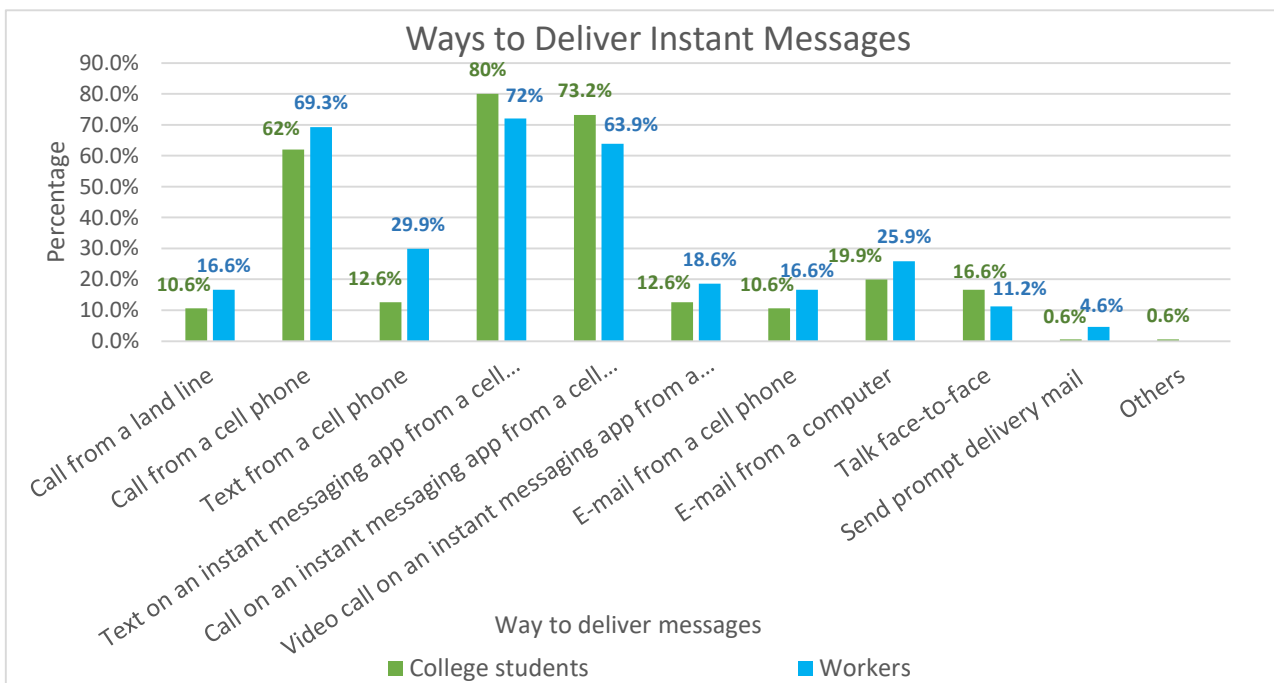

Fig. 3. Ways to Deliver Instant Messages

Also, in our questionnaires, we ask our respondents about how they deliver instant messages with questions with five-scaled points. Then, we add the percentages of the responses "always" and "usually" together to compare with each option. And the result turns out that when people get some messages needed to be delivered to others immediately, the top three ways, which are "texting on an instant messaging app from a cell phone," "calling on an instant messaging app from a cell phone," and "calling from a cellphone," used by both the college students and workers are all related to their cell phones (Fig. 3). From the results of the time people spend on their smartphones and of the ways to deliver instant messages, it is obvious that smartphone (cell phone) not only is an important device to contact with one another, but has already become an indispensable part in Taiwanese people's life.

1.2 College students spend more time on smartphones for entertainment than workers do
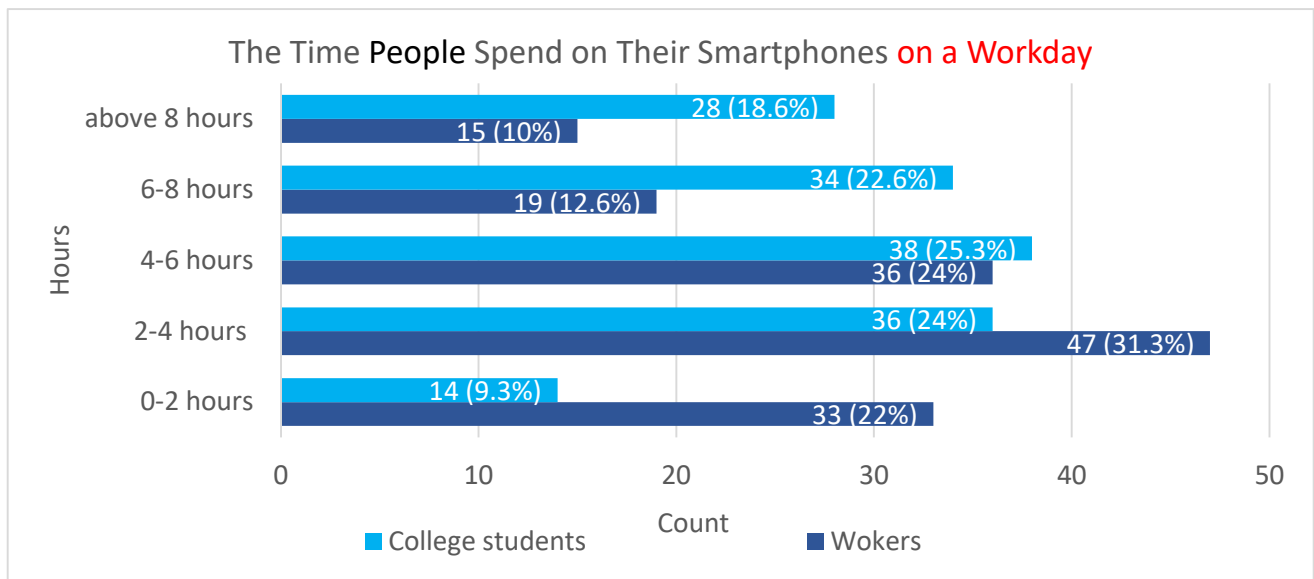
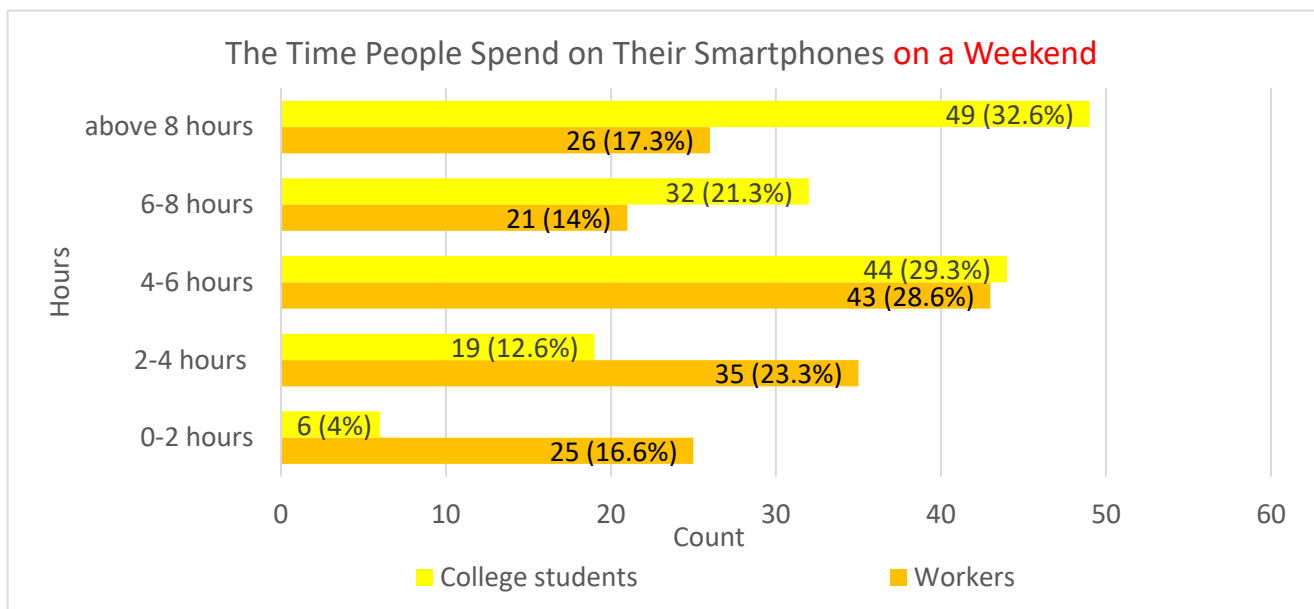Fig. 4. The Time People Spend on Their Smartphones on a Workday

Fig. 5. The Time People Spend on Their Smartphones on a Weekend

Even though both college students and workers spend plenty of time on smartphones, it turns out that college students actually spend even more time on their smartphones than workers do. On workdays, most of the workers (31.3%) use smartphones for 2 to 4 hours a day while most of the college students (25.3%) spend 4 to 6 hours a day on smartphones (Fig. 4). On the other hand, on weekends, most of the

workers (28.6%) spend 4 to 6 hours a day on their smartphones, while most of the college students (32.6%) use smartphones for more than 8 hours (Fig. 5). From the data we collect, we deduce that college students are the smartphone users in severe level who spend more than 5 hours a day on their smartphones.
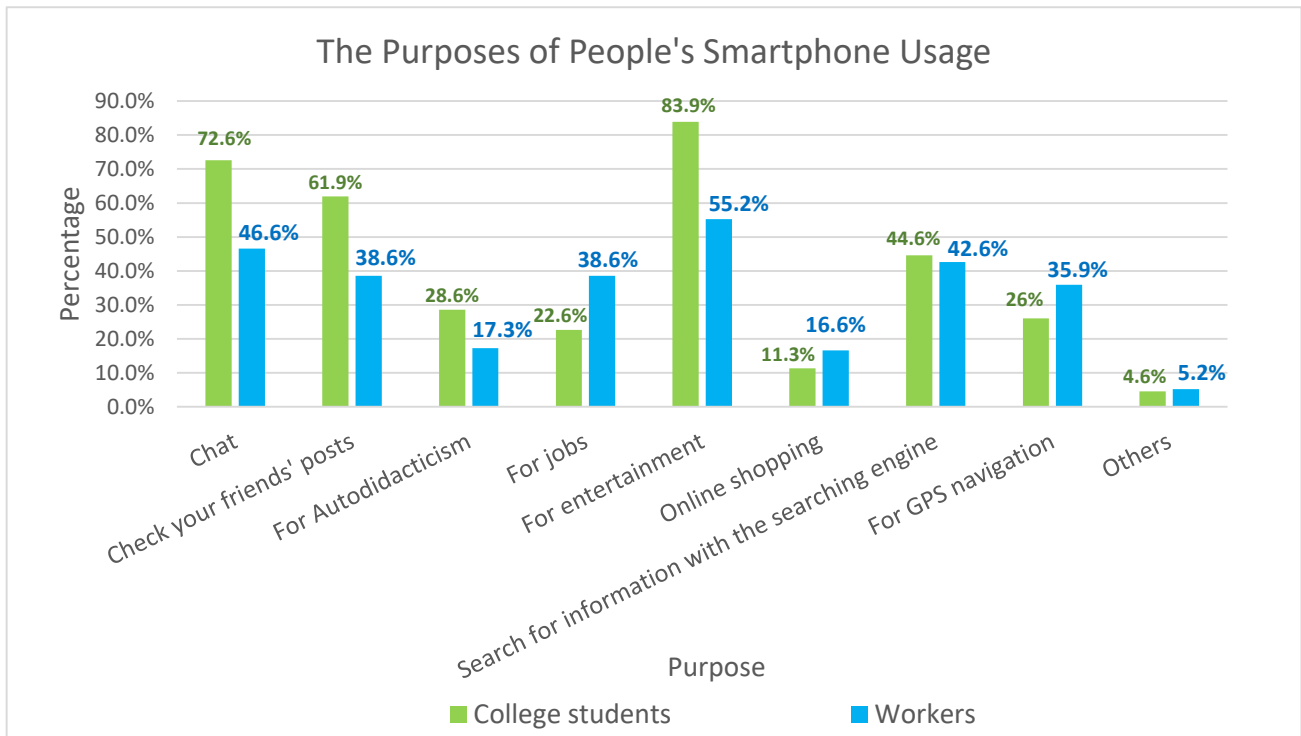

Fig. 6. The Purposes of People's Smartphone Usage

Aside from studying how much time our participants spend on smartphones, we aim to understand the main purposes of our respondents' smartphones usage. For each question, we use five-scaled points to understand respondents' frequency of using cellphones for certain purposes. Then, we add the percentage of the answers "always" and "usually" together to compare with other questions. The research result turns out that for college students, the top three purposes for using smartphones are: "for entertainment" (83.9%), "for chatting" (72.6%), and "for checking their friends'

posts" (72.6%). On the other hand, for workers, the top three purposes are: "for entertainment" (55.2%), "for chatting" (46.6%), and "for searching for the information with the searching engine" (42.6%). Surprisingly, more than half of the workers (55.2%) and the college students (83.9%) claim that the major purpose for using smartphones is for entertainment. However, there are still more percentage of the college students claim their main purposes are actually for entertainment such as listening to the music, watching videos, or playing games. Furthermore, by reading the whole chart, we discover that most of the percentages of each purpose for the workers to use their smartphones are evenly distributed. In contrast, the purposes of the college students' smartphone usage somewhat focus on things that can make them relax (for entertainment, chatting and checking their social media) (Fig.6). Therefore, we deduce that because college students have more free time than workers do, most of the purposes for them to use smartphones are not related to their school works but for entertainment.

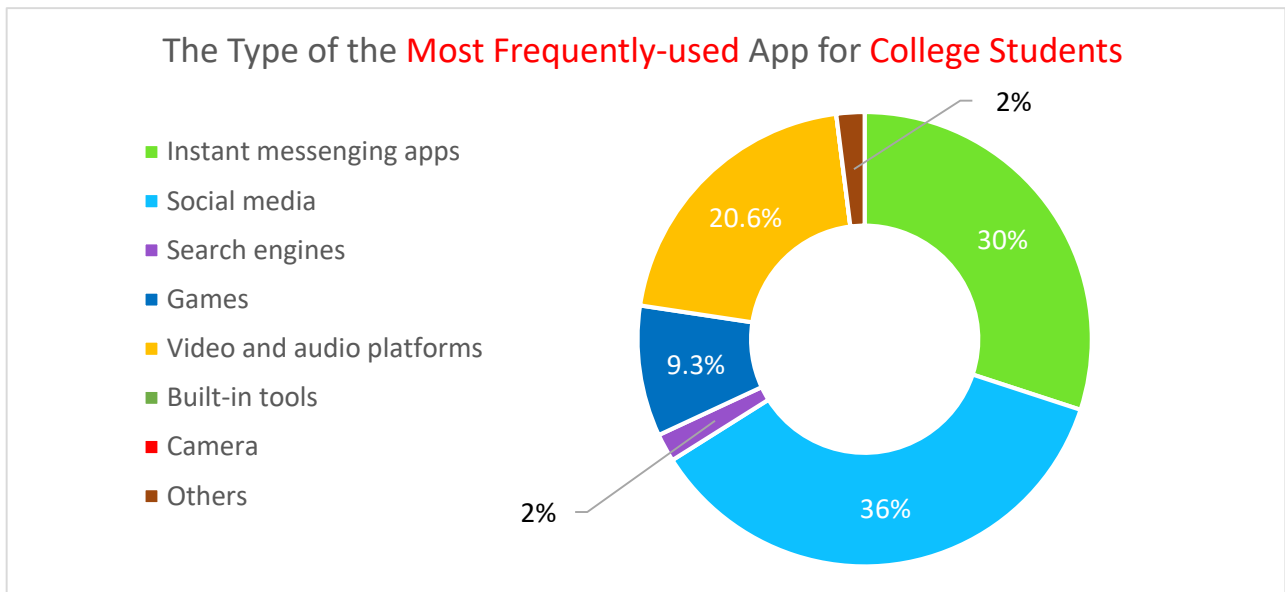**1.3 College students use social media the most, while workers use instant message**

a lot

The Type of the Most Frequently-used App for College Students

- Instant messenging apps
- Social media
- Search engines
- Games
- Video and audio platforms
- Built-in tools
- Camera
- Others

2%
30%
20.6%
9.3%
2%
36%

Fig. 7. The Type of the Most Frequently-used App for College Students

The Type of the Most Frequently-used App for Workers

- Instant messenging apps
- Social media
- Search engines
- Games
- Video and audio platforms
- Built-in tools
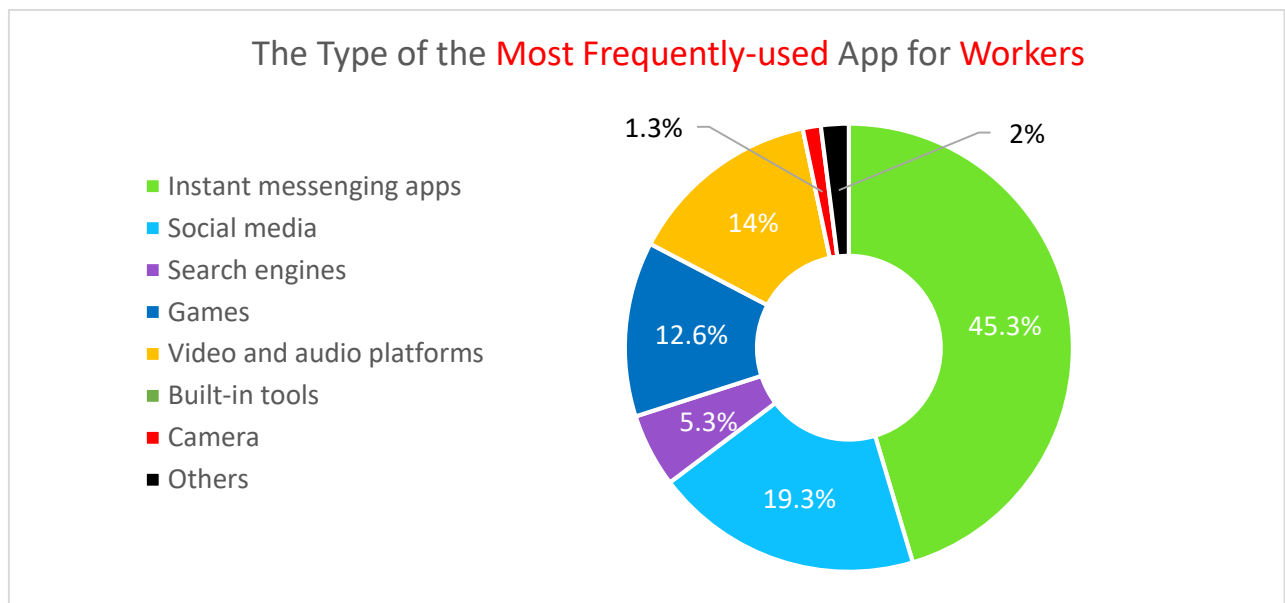- Camera
- Others

1.3%
2%
14%
12.6%
5.3%
19.3%
45.3%

Fig. 8. The Type of the Most Frequently-used App for workers

Based on the statement that colleges students spend more time on their

smartphones mainly for the use of entertainment, we focus on the most frequently-

used apps which college students and workers use. The outcome indicates that for

most of the college students (36%), the most frequently-used apps are social media (Fig. 7). For the workers, most of them (45.3%) use the instant messaging app the most. (Fig. 8).

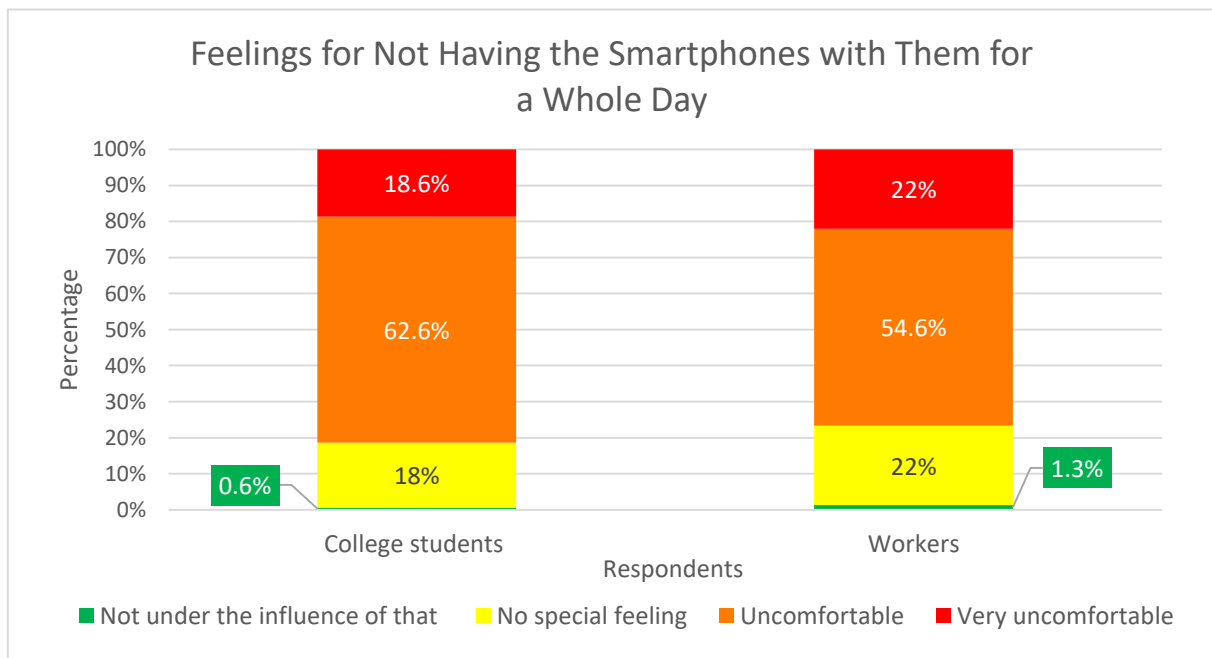**1.4 College students slightly have more tendency toward smartphones dependence than workers do**

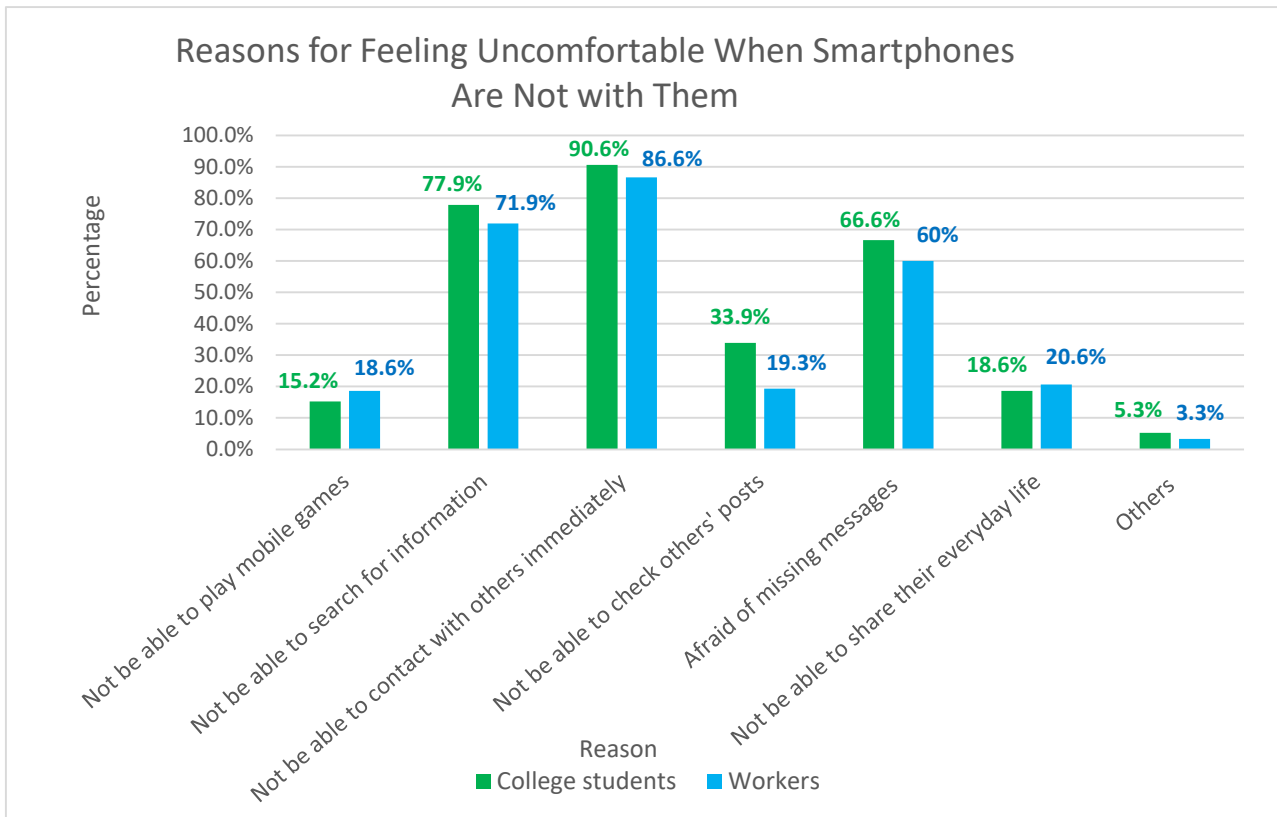Fig. 9. Feelings for Not Having the Smartphones with Them for a Whole Day

Fig. 10. Reasons for Feeling Uncomfortable When Smartphones Are Not with Them

As an overview of the results above, to look directly about the respondents' opinions of their extent of smartphones dependence, the result comes out surprisingly that the difference between these two groups' answers are so little that it cannot completely support our hypothesis that college students are more likely to suffer from smartphone dependence. As for the results, it illustrates that the total percentage of the college students who feel uncomfortable or very uncomfortable when their smartphones are not with them for a whole day (81.2%) are slightly outnumber that of workers (76.6%). This evidence might somewhat show that college students depend on their smartphones more; nevertheless, that is actually more workers feel very uncomfortable when their smartphones are not with them for a whole day (22%). As a

result, the only conclusion that can be made is that both the college students and workers depend on their smartphones a lot since more than the half of each group will have negative feelings when they cannot reach their smartphones (Fig. 9). Then, to ask the reasons for their negative feelings, we use the five-scaled points about their agreement of each reason. And then we add the percentages of the answer "agree" and "very agree" together to make the comparison with one another reasons. The statistic turns out that for the agreement of each reason, college students' opinions are quite similar to workers'. Most of them are worry about not being able to contact with others immediately, not being able to search for information, or missing messages (Fig. 10). As a result, in addition to those top three reasons for that caused college students' uncomfortableness when their smartphones are not with them, the other reason "not being able to check others' posts" also has more percentage of agreement. Just as the result of the previous part, social media are an important place where students can escape from their stress. As for workers, since they also have the stress from their workplace, they also tend to depend on their smartphones a lot. Also, in addition to the top three reason that cause their negative feelings when smartphones are not with them, reasons like "not being able to share their everyday lives" or "not being able to play mobile games" get more agreement from those workers. Its shows that they also try to relive their stress by sharing their lives with others or by playing

mobile games. Take mobile games as example. Playing mobiles games will arouse

players' variety of emotion such as excitement, tension, expectation, confusion, and

depression. By constantly playing them, players can challenge themselves to reach the

sense of achievement and confidence that cannot be acquired in the reality. Actually,

since the elder always have more ability to self-control, they might not be addicted to

those mobile games ([14] Xu et al. 186) Therefore, more agreement of the reason that

not being able to play mobile games should be made by the college students.

However, because the two groups of our respondents are college students and

workers, and the people with job includes both the young and the elder, it makes the

ambiguity in our research.

2. College students have their own trend and their own common use

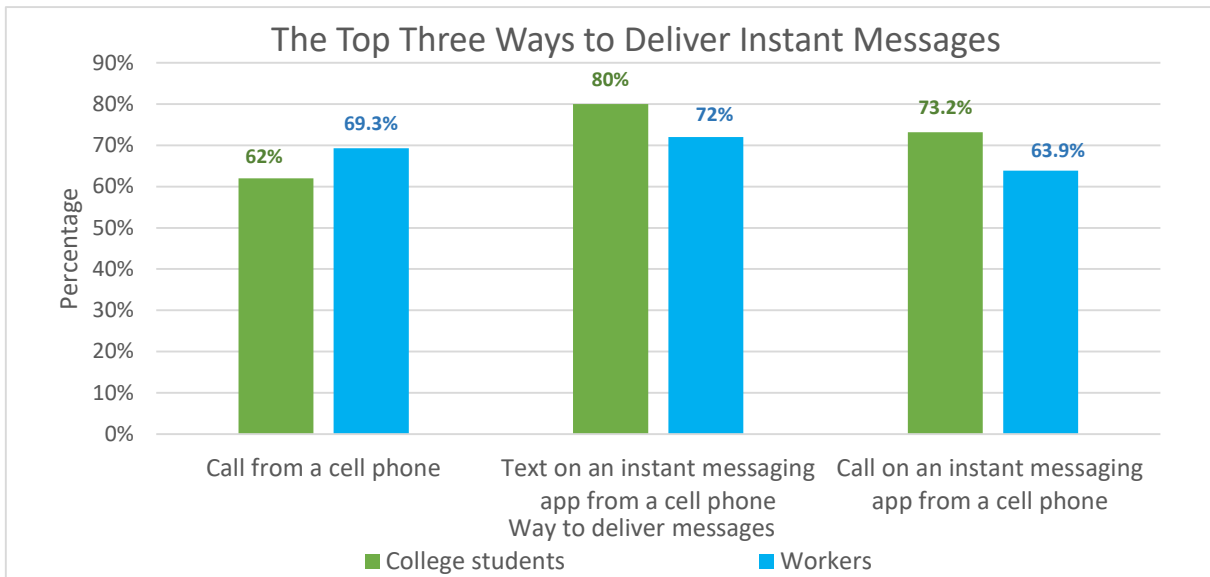**2.1 The main reason for college students to choose their contact method is**

"FREE."

The Top Three Ways to Deliver Instant Messages

Percentage

- Call from a cell phone: College students 62%, Workers 69.3%
- Text on an instant messaging app from a cell phone: College students 80%, Workers 72%
- Call on an instant messaging app from a cell phone: College students 73.2%, Workers 63.9%

Way to deliver messages

■ College students ■ Workers

Fig. 11. The Top Three Ways to Deliver Instant Messages

The Reasons Why People Text on an Instant Messaging App from a Cell Phone

Percentage

- For free: College students 95.8%, Workers 95.2%
- Prefer typing than speaking: College students 49.2%, Workers 56.1%
- Can have chating record: College students 70.4%, Workers 82%
- Can have enough time to think the response: College students 91.7%, Workers 89.7%
- Others: College students 4.1%, Workers 4.6%

Reason

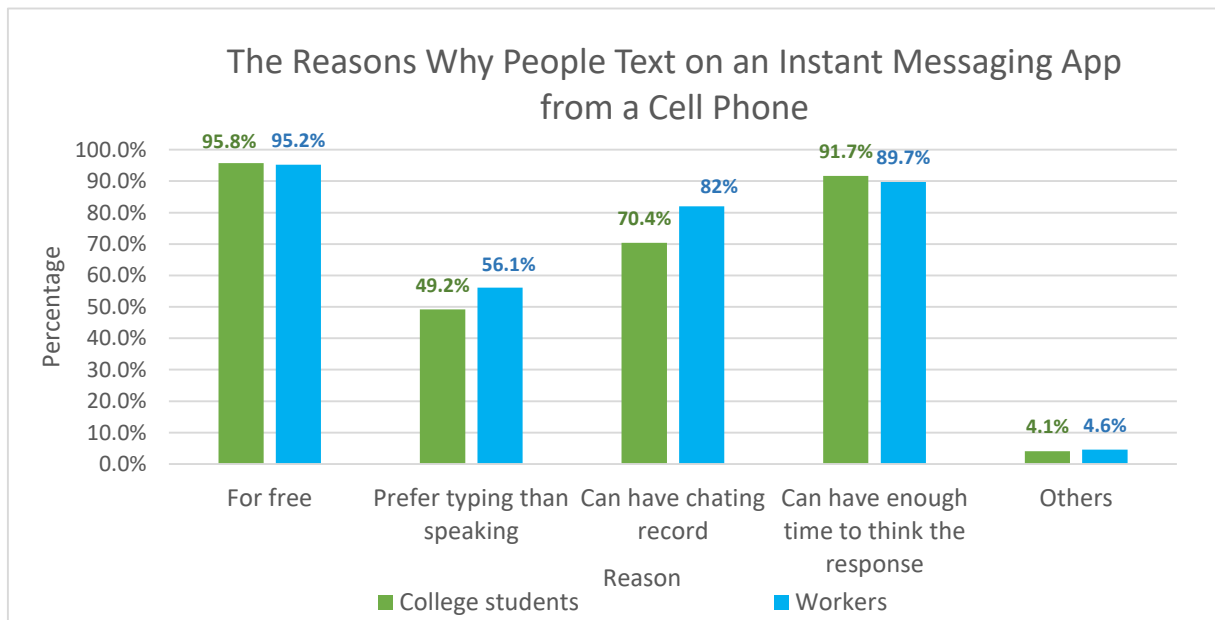■ College students ■ Workers

Fig. 12. The Reasons Why People Text on an Instant Messaging App from a Cell
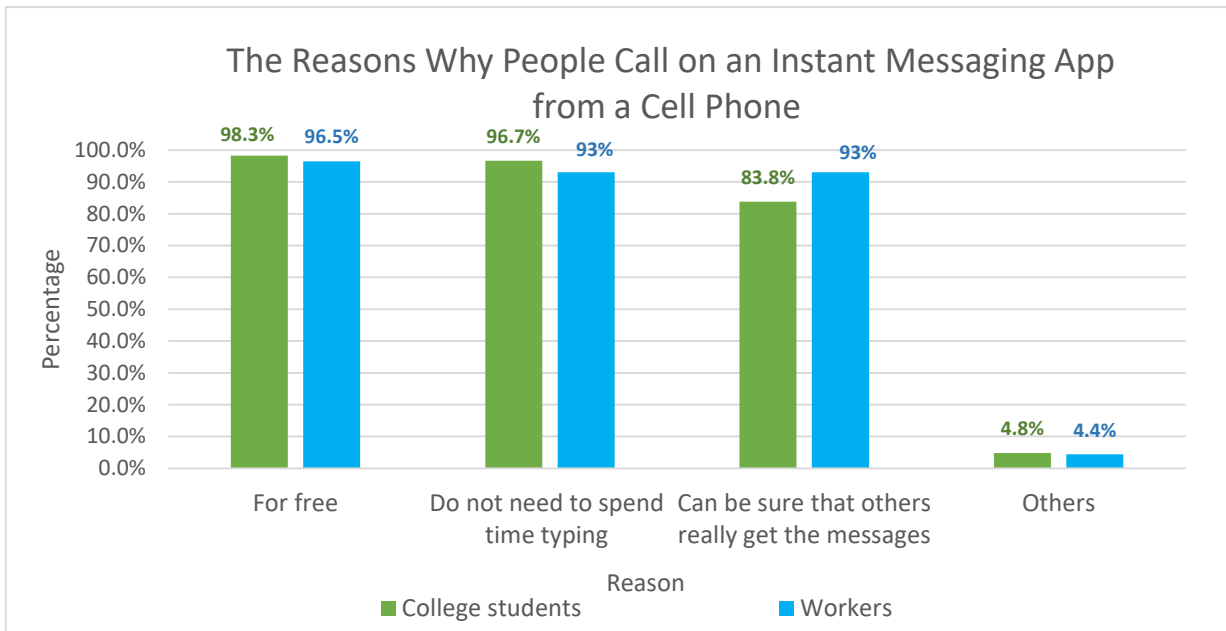
Phone

Fig. 13. The Reasons Why People Call on an Instant Messaging App from a Cell
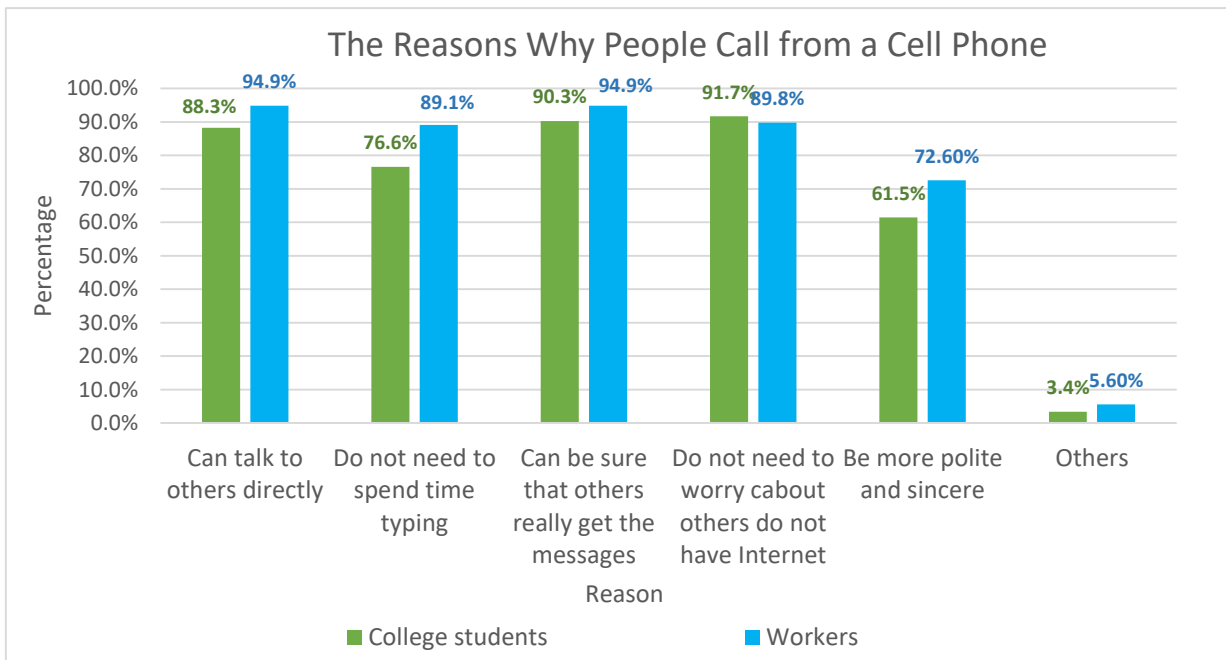
Phone

Fig. 14. The Reasons Why People Call from a Cell Phone

For the top three ways both college students and workers claim to use to deliver

instant messages (Fig. 11), we further research on the reasons why they use those

contact methods. After we add the answer "agree" and "very agree" of the five-scaled

points of each option together, the outcome turns out that most of the reasons have the similar agreement between the college students and the workers (Fig. 11, 12 &13). Nonetheless, according to the top three ways college students use to deliver instant messages, those ways having the features of freeness ("texting on an instant messaging app from a cell phone" and "calling on an instant messaging app from a cell phone") are more popular than the one that need to pay ("calling from a cellphone") among college students. Which phenomenon indicates that unlike workers, college students care more about their spending since they do not have the steady income.

2.2 Instagram has almost become college students' main trend

Preference for Social Media

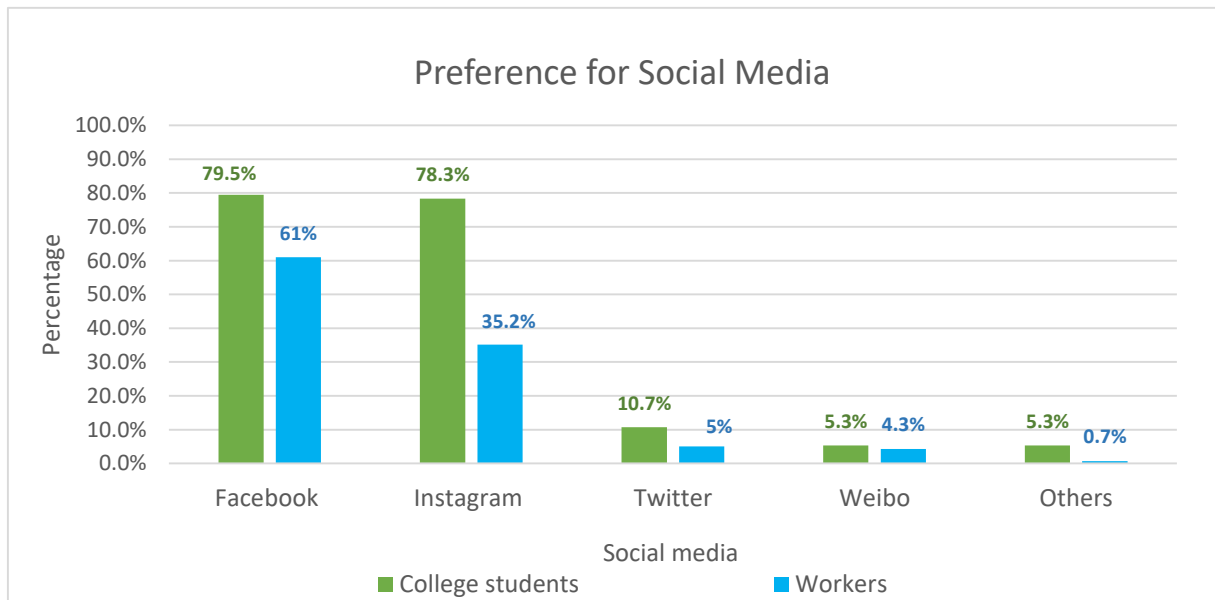| Social media	College students	Workers
Facebook	79.5%	61%
Instagram	78.3%	35.2%
Twitter	10.7%	5%
Weibo	5.3%	4.3%
Others	5.3%	0.7%

Fig. 15. Preference for Social Media

To research on the preference for social media of both the college students and workers, for each social media, we ask our respondents questions with five-scaled

points. Then we add the answer, "usually" and "always," up to conduct the comparison between each social media. As for the result, it not only shows that college students tend to use social media more frequently, but also shows some distinct differences between college students' and workers' social media usage (Fig. 15). The statistic illustrates that the percentage of the college students' Facebook usage (79.5%) and the percentage of the college students' Instagram usage (78.3%) are quite similar. Furthermore, the percentage of the college students' Instagram usage (78.3%) is far outnumber that of workers'(35.2%). As a result, it can be inferred that Instagram has almost become the current trend among college students.

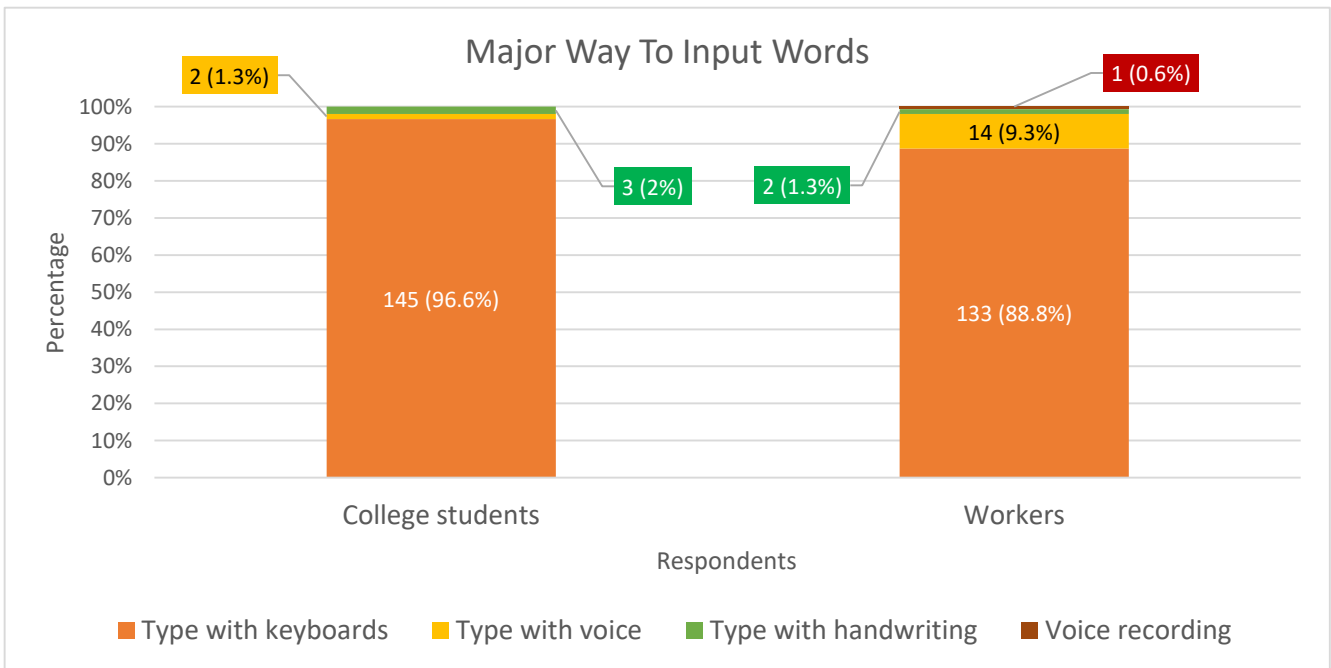**2.3 The common use of college students: Typing on smartphone's touch keyboard.**

Fig. 16. Major Way To Input Words

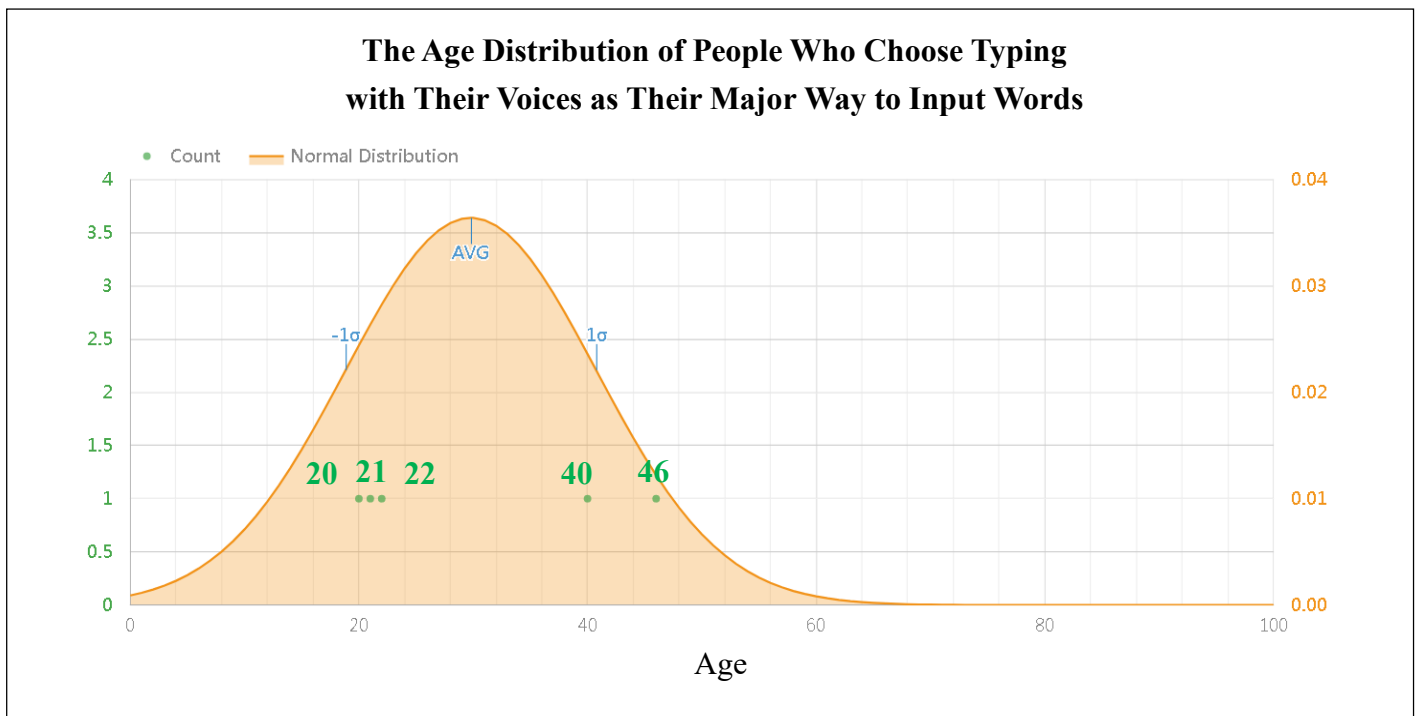**The Age Distribution of People Who Choose Typing with Their Voices as Their Major Way to Input Words**

Fig. 17. The Age Distribution of People Who Choose Typing with Their Voices as Their Major Way to Input Words

Most of the smartphones nowadays not only allow their users to record people's voice as messages, but also allow their users to type with three different ways, with touch keyboard, with voice, and with handwriting. To understand the major way that people use to input their words, we ask both the college students and workers their habits of typing. The outcome shows that the majority of both the college students (96.6%) and the workers (88.8%) type on their smartphones' touch keyboards to input their words. Nevertheless, there are more workers type with their voice (9.3%) than college students do (1.3%) (Fig. 16).

As the older might have difficulty reading the words on their touch keyboard, and it might be inconvenient for the older to type the words with their fingers. The

best way for them to input words is exactly with their voices ([15] Nanfang Daily).

Therefore, for the differences between word-typing, we believe that the major factor is

not if respondents are students or not, but their ages. In consequence, to focus on the

age of those who claim that typing with their voice as their major way to input words,

the statistic surprisingly shows out that half of the 5 respondents who choose typing

with their voices as their major way to input words are actually in the age of 20s (Fig.

17). This ambiguous results might be caused by lacking of samples and the uneven

distribution of respondents between different age groups. Since our questionnaires

were sent to 150 workers, and 150 college students, instead of 150 teenagers and 150

middle-aged people, the relation between people's ages and their majors way to input

words need to be further explored. The conclusion we can now be sure is that there is

a slight different between the major ways for college students and workers to input

words: most of the college students tend to type on their smartphones' touch

keyboard, while the minority of workers tends to type with their voice. As the result,

typing on the smartphone's keyboard is still the common use of both college students

and workers.

Conclusion

In our study, we aim to analyze and compare the different smartphone usage

behavior between college students and workers. After we conduct the research, we

have obtained strong evidence to support our two hypotheses which we proposed at the very beginning of our study. From the study, in terms of hypothesis one, which is "college students spend more time on using smartphones than workers do, and they mainly use apps for entertainment," we now conclude that college students do spend more time on using smartphones than workers do. In addition, when college students use smartphones, they focus more on those apps for entertainment, such as games, video and audio platforms. However, both of the college students and workers tend to have smartphones dependence.

Our second hypothesis is "college students, as the ones in the younger generation, have their own trend, which can be clearly found in the social medias they use and their ways of texting messages to others." For this hypothesis, we also gathered abundant evidence to support our hypothesis and claim that college students have their own trend and their own common use. The trends and the common use can be clearly seen in these three aspects: cost, social media and typing way. First of all, speaking of different contact methods, the majority of college students choose to contact others through instant messaging apps. We then further discover the main reason is that instant messages are free and thus enable college students to save money on the cell phone fees. Secondly, according to our study, even though Facebook is still considered the most widely-used social media, Instagram has become the mainstream

used by college students because of its functions. Lastly, when it comes to different ways of typing, college students have their trend which is directly typing on the keyboard. Even though there are a small group of the workers type with their voice as their common use, to type on smartphone's touch keyboard is still the common use of both the college students and the workers. However, since we did not have clear questions to ask our respondents the reasons for those certain smartphone usage in our questionnaires, the actual reasons are still needed to be further researched on.

There is no denying that smartphones have played an important role in people's daily life, not to mention the high-frequency smartphone usage of Taiwanese people. After we conduct the research on college students and workers, which we consider the two main groups which spend most time on using smartphones, we still have better understanding on the differences of smartphone usage behaviors between college students and workers even though the reasons for their smartphones usages are still needed to be researched on.

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Appendix: Questionnaire

臺灣大學生與在職者之智慧型手機使用習慣差異研究
Taiwanese People's Smartphone Usage Behavior: Differences Between College Students and Workers

基本資料

暱稱：_____

性別：□男、□女、□其他

國籍是否為台灣：(□是、□否：請填寫國家_____)

年齡：_____ 歲

職業：

1. 學生（①國中生、②高中生、③大學生、④碩博士）
2. 軍公教
3. 金融業
4. 科技業/資訊業
5. 製造業
6. 服務業
7. 農林漁牧業
8. 醫療相關
9. 藝文相關
10. 運輸業
11. 傳播類
12. 商業
13. 自由業
14. 家管
15. 待業中
16. 退休
17. 其他 _____

一、智慧型手機使用習慣

1. 請問您是否持有智慧型手機？ □是 □否
2. 請問您於平日一天當中使用智慧型手機的時間約為多少小時？
   □0-2，□2-4，□4-6，□6-8，□8以上
3. 請問您於假日一天當中使用智慧型手機的時間約為多少小時？
   □0-2，□2-4，□4-6，□6-8，□8以上
4. 請問您平均一天當中使用頻率最高的應用程式種類為何？
   ①通訊軟體(Messenger、Line、WeChat等等）
   ②社交軟體(Facebook、Instagram、微博等等）

③搜尋引擎(Google、Yahoo!等等）

④遊戲程式

⑤影音平台或手機內建音樂程式(YouTube等等）

⑥相機

⑦手機內建功能(記事本、時鐘等等）

⑧其他:_____

5. 呈上題，使用時間約為多少小時?

　　□1小時以內，□1小時，□2小時，□3小時，□4小時，□5小時以上

6. 請問您平均一天當中使用頻率第二高的應用程式種類為何？

①通訊軟體(Messenger、Line、WeChat等等）

②社交軟體(Facebook、Instagram、微博等等）

③搜尋引擎(Google、Yahoo!等等）

④遊戲程式

⑤影音平台或手機內建音樂程式(YouTube等等）

⑥相機

⑦手機內建功能(記事本、時鐘等等）

⑧其他:_____

7. 承上題，使用時間約為多少小時?

　　□1小時以內，□1小時，□2小時，□3小時，□ 4小時，□5小時以上

二、使用目的

1. 請問您每天使用智慧型手機各種目的之頻率？

①休閒聊天

　　　　□總是　　□經常　　□很少　　□極少　□ 完全沒有

②查看好友動態

　　　　□總是　　□經常　　□ 很少　□極少　□完全沒有

③自主學習需求(線上字典、學習APP等等）

　　　　□總是　　□經常　　□很少　　□極少　□ 完全沒有

④工作需求

　　　　□總是　　□經常　　□很少　　□極少　□ 完全沒有

⑤娛樂(聽音樂、看影片、玩遊戲等等）

　　　　□總是　　□經常　　□很少　　□極少　□ 完全沒有

⑥購物

　　　　□總是　　□經常　　□很少　　□極少　□ 完全沒有

⑦使用搜尋引擎查詢資料(查看股市、氣象、新聞等等）

　　　　□總是　　□經常　　□很少　　□極少　□ 完全沒有

⑧其他 _____

　　　　□總是　　□經常　　□很少　　□極少　□ 完全沒有

三、聯絡方式

1. 如果有急事需要立即傳達訊息給對方，您會選擇何種方式傳遞訊息？

①用市話撥打電話

　　　　□總是　　□經常　　□很少　□極少　□ 完全沒有

②透過手機打電話

　　　　□總是　　□經常　　□很少　□極少　□ 完全沒有

③透過手機傳簡訊

　　　　□總是　　□經常　　□很少　□極少　□ 完全沒有

④透過手機使用通訊軟體中的通話功能

　　　　□總是　　□經常　　□很少　□極少　□ 完全沒有

⑤透過手機使用通訊軟體中的視訊功能

　　　　□總是　　□經常　　□很少　□極少　□ 完全沒有

⑥透過手機傳E-mail

　　　　□總是　　□經常　　□很少　□極少　□ 完全沒有

⑦用電腦寄E-mail

　　　　□總是　　□經常　　□很少　□極少　□ 完全沒有

⑧直接與對方見面，面對面傳遞訊息

　　　　□總是　　□經常　　□很少　□極少　□ 完全沒有

⑨郵寄限時信件

　　　　□總是　　□經常　　□很少　□極少　□ 完全沒有

⑩其他：＿＿＿＿＿＿＿＿

　　　　□總是　　□經常　　□很少　□極少　□ 完全沒有

2. 請問您選擇使用手機直接撥打電話的主要原因是？（最多兩項）

①方便，能直接找到聯絡對象

②省時，不須花時間打字

③確定對方確實接收到訊息

④不須擔心對方沒有網路

⑤較有禮貌及誠意

⑥其他：＿＿＿＿＿＿＿＿

3. 請問您使用通訊軟體(例如Line, Messenger, WeChat 等等)與他人聯繫的主要方式為何?

①線上通話(請跳至第4題)

②視訊　　(請跳至第5題)

③文字訊息(請跳至第6題)

④語音訊息(請跳至第7題)

4. 請問您偏好使用通訊軟體中的線上通話功能的主要原因為何?
①免費
②省時，不需要花時間打字
③確定對方確實接收到訊息
④其他：＿＿＿＿＿＿＿＿

5. 請問您偏好使用通訊軟體中的視訊功能的主要原因為何?
①免費
②省時，不需要花時間打字
③確定對方確實接收到訊息
④其他：＿＿＿＿＿＿＿＿

6. 請問您偏好使用通訊軟體中的文字訊息功能的主要原因為何？
①免費
②偏好文字勝於開口
③會留下談話紀錄
④有充分時間思考如何回覆對方
⑤其他:＿＿＿＿＿＿

7. 請問您偏好使用通訊軟體中的語音功能的主要原因為何?
①免費
②省時，不需要花時間打字
③會留下談話紀錄
④有充分時間思考如何回覆對方
⑤喜歡錄下自己的聲音
⑥其他:＿＿＿＿＿＿

8. 請問您在使用智慧型手機時，輸入文字的主要方式是?
①鍵盤打字
②手寫打字
③語音打字
④語音輸入（錄音）

四、通訊軟體使用偏好

1. 您是否有使用通訊軟體之習慣？□是 □否
2. 請問您使用各種通訊軟體之頻率為何？
①LINE
□總是　　□經常　　□很少　□極少　□ 完全沒有
②Messenger
　　□總是　　□經常　□很少　□極少　□ 完全沒有
③iMessage
　　□總是　　□經常　□很少　□極少　□ 完全沒有
④Facetime
　　□總是　　□經常　□很少　□極少　□ 完全沒有
⑤WeChat
　　□總是　　□經常　□很少　□極少　□ 完全沒有
⑥Whatsapp
　　□總是　　□經常　□很少　□極少　□ 完全沒有
⑦其他:_____
　　□總是　　□經常　□很少　□極少　□ 完全沒有
3. 何種原因讓您偏愛使用此些通訊軟體？
①版面符合個人喜好
　　　　□非常同意 □同意 □沒意見 □不同意 □非常不同意
②功能符合個人需求
　　　　□非常同意 □同意 □沒意見 □不同意 □非常不同意
③通話音質好或者視訊畫質清楚
　　　　□非常同意 □同意 □沒意見 □不同意 □非常不同意
④開發軟體的國家
　　　　□非常同意 □同意 □沒意見 □不同意 □非常不同意
⑤同儕皆在使用
　　　　□非常同意 □同意 □沒意見 □不同意 □非常不同意
⑥其他:_____
　　　　□非常同意 □同意 □沒意見 □不同意 □非常不同意
4. 通訊軟體中的何種功能會使您偏愛使用該通訊軟體？（可複選）
　　①能夠顯示對方已讀
　　②能夠收回訊息
　　③喜愛其貼圖
　　④能夠看到對方正在輸入訊息
　　⑤內建語音訊息
　　⑥內建視訊等通話功能
　　⑦附有抽籤選日子等的有趣功能

⑧其他:_____

五、社交軟體使用偏好

1.您是否有使用社交軟體之習慣? □是 □否

2.請問您使用各種社交軟體之頻率為何?

①Facebook

　　□總是　　□經常　　□很少　□極少　□ 完全沒有

②Instagram

　　□總是　　□經常　　□很少　□極少　□ 完全沒有

③Twitter

　　□總是　　□經常　　□很少　□極少　□ 完全沒有

④微博

　　□總是　　□經常　　□很少　□極少　□ 完全沒有

⑤其他:_____

　　□總是　　□經常　　□很少　□極少　□ 完全沒有

3.承上題,什麼原因讓您偏愛使用此些社交軟體?

①可決定瀏覽對象

　　□非常同意 □同意 □沒意見 □不同意 □非常不同意

②看到廣告機率較小

　　□非常同意 □同意 □沒意見 □不同意 □非常不同意

③喜愛此社交軟體的功能

　　□非常同意 □同意 □沒意見 □不同意 □非常不同意

④區域限制

　　□非常同意 □同意 □沒意見 □不同意 □非常不同意

⑤跟隨潮流

　　□非常同意 □同意 □沒意見 □不同意 □非常不同意

⑥追蹤特定人物（偶像、遊戲或影劇官方等等）

　　□非常同意 □同意 □沒意見 □不同意 □非常不同意

⑦其他:_____

　　□非常同意 □同意 □沒意見 □不同意 □非常不同意

六、對智慧型手機依賴程度

1. 若您有一天智慧型手機不在身邊，您的感受是？
①非常不舒服，一定要智慧型手機不離身才自在
②不舒服，智慧型手機不在身邊會覺得不自在但大致上生活不受影響
③沒感覺，手機不在身邊只有少許影響
④完全沒感覺，智慧型手機不在身邊對生活完全沒有影響

2. 若一天無法使用智慧型手機，會使您感覺不方便的原因為：
①無法玩手機遊戲
　　　　□非常同意 □同意 □沒意見 □不同意 □非常不同意
②無法查資料
　　　　□非常同意 □同意 □沒意見 □不同意 □非常不同意
③無法即時與他人聯絡
　　　　□非常同意 □同意 □沒意見 □不同意 □非常不同意
④無法查看他人動態
　　　　□非常同意 □同意 □沒意見 □不同意 □非常不同意
⑤害怕遺漏訊息
　　　　□非常同意 □同意 □沒意見 □不同意 □非常不同意
⑥其他:_____
　　　　□非常同意 □同意 □沒意見 □不同意 □非常不同意