探討影響社群自我揭露之因素：以Facebook為例

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摘要

The main purpose of this study is to investigate the reason of people willing to
self-disclose and the influences of social support, self-disclosure in Facebook. The study
observed and gave questionnaire to 785 users for observation and retrieved 191 questionnaires.
Reliability analysis, descriptive statistics and MNOVA were adapted to analysis the
questionnaire. The results showed that the gender, social support, and internet user experience
had a significant impact affect the operation amount of function. The gender, internet user
experience, and Facebook message respond awareness had a significant impact affect
self-disclose. The gender and social support had a significant impact affect Facebook message
respond awareness.

關鍵字：self-disclosure, social support, online community, observation method