

國科會計畫

計畫編號: NSC96-2416-H018-006-MY2

研究期間: 9708-9807

探討娛樂型資訊系統使用行為形成過程中知覺好玩性的中介變數角色  
Investigating the Mediating Role of Perceived Playfulness in the Adoption of  
Hedonic Information Systems

王怡舜

中文摘要

隨著娛樂型資訊系統與線上遊戲系統的普及與發展，探討使用者對於娛樂型資訊系統的接受行為已經成為實務界及學術界的一個新興的研究議題。雖然知覺好玩性 (perceived playfulness) 或知覺娛樂性(perceived enjoyment) 已經被證實是影響使用者是否使用娛樂型資訊系統或線上遊戲系統的重要影響因素，然而目前卻很少有研究探討知覺好玩性的前置因素，以及知覺好玩性在娛樂型資訊系統使用行為中的中介變數角色。因此本研究的主要目的在於探討娛樂型資訊系統使用行為形成過程中，知覺好玩性所扮演的中介變數角色。本研究將以先前的理論文獻為基礎，針對「多人線上遊戲」的環境，提出潛在的知覺好玩性前置因素，包括二項個人差異變數(電腦自我效能及電腦焦慮)及三項系統特性變數(挑戰性、回饋性以及速度)。本研究進一步提出探索性的研究模式與假說，並假設這些前置因素會直接影響行為意向或透過知覺好玩性的中介來間接影響行為意向。本研究將蒐集台灣地區的樣本資料，運用結構方程模式來檢定研究模式與假說。在第二年的研究計畫中，本研究將進一步擴充並驗證第一年所提出的探索性研究模式，透過系統環境及理論模式的擴充與驗證，以強化研究模式的一般化能力。本研究的結果將可以對於娛樂型資訊系統或線上遊戲系統的設計與推廣活動，提供重要的理論與實務意涵。

關鍵字：娛樂型資訊系統；線上遊戲；知覺好玩性；系統特性；個人差異

## Abstract

With the proliferation of hedonic information systems/online games, understanding users' acceptance of hedonic information systems has become a new topic for practitioners and academics. While perceived playfulness or perceived enjoyment has been found to have a significant influence on the behavioral intention to use hedonic information systems/online games, little research has been conducted to investigate empirically the antecedents of perceived playfulness and the mediating role that perceived playfulness has in user adoption of hedonic information systems. Thus, the main purpose of this study is to explore the mediating role of perceived playfulness in the psychological process of user adoption of hedonic systems. Based on previous literature, two individual difference variables (i.e., computer self-efficacy and computer anxiety) and three system characteristics variables (i.e., challenge, feedback, and speed) were proposed as potential antecedents of perceived playfulness in the context of massive multiplayer online games. The exploratory research model and hypotheses were then presented, and the five antecedents were hypothesized to influence behavioral intention directly and/or indirectly through the mediation of perceived playfulness. Data will be collected from respondents in Taiwan to test the research model using structural equation modeling approach. In the second year, this study will attempt to extend and validate the exploratory model proposed in the first year. The generalizability of the model can be enhanced through the extension and validation of theory and context. The results of this study can provide several important implications for the research and practices of hedonic information systems/online game design and promotion.

Key words : Hedonic information systems; Online game; Perceived playfulness;  
System characteristics; Individual differences