

媒介多工：動機與效果

張郁敏

摘要

媒介多工也被稱為同時性媒介使用、雙螢或多螢媒介使用行為，指的是在一段時間內同時使用兩個以上的媒介，例如在觀看電視時透過行動裝置上網。這種媒介使用行為越來越常見，因此近年來成為學術研究的新焦點，主要研究議題包括探討媒介多工的動機與效果。本次研討會將分享幾個相關研究結果，包括年輕世代為什麼會產生媒介多工行為、不同世代的媒介多工動機與行為是否相同、年輕世代在媒介多工時為何會產生購買衝動、以及年輕世代因媒介多工所誘發的衝動購買行為是否會影響情感福祉（包括憂鬱感與焦慮感）及認知福祉（包括生活滿意度）。

關鍵詞：雙螢、動機、媒介多工、福祉、購買衝動

Media multitasking: Motives and effects

CHANG Yuhmin

Abstract

Media multitasking, also called simultaneous media usage or multi-screening, has become an increasingly prevalent media usage behavior in the recent media-saturated environment. Media multitasking means individuals use multiple media during a short period of time, which has drawn much research attention because of its popularity worldwide. A series of studies related to the motives and effects of media multitasking will be discussed, including (1) why young adults multitask with multiple media; (2) whether different generations have different media multitasking motives and behaviors; (3) why media multitasking increases the impulse to buy; and (4) what the relationship is among media multitasking, impulse buying, affective well-being (i.e., depression and anxiety), and cognitive well-being (i.e., life satisfaction).

Keywords: multi-screening, motives, media multitasking, well-being, impulse to buy