

會議手冊

會議初稿,請勿引用 Draft Paper not for Citation or Quotation

人社中心20週年系列活動

「2024調查研究: 方法、應用與新發展」 學術研討會

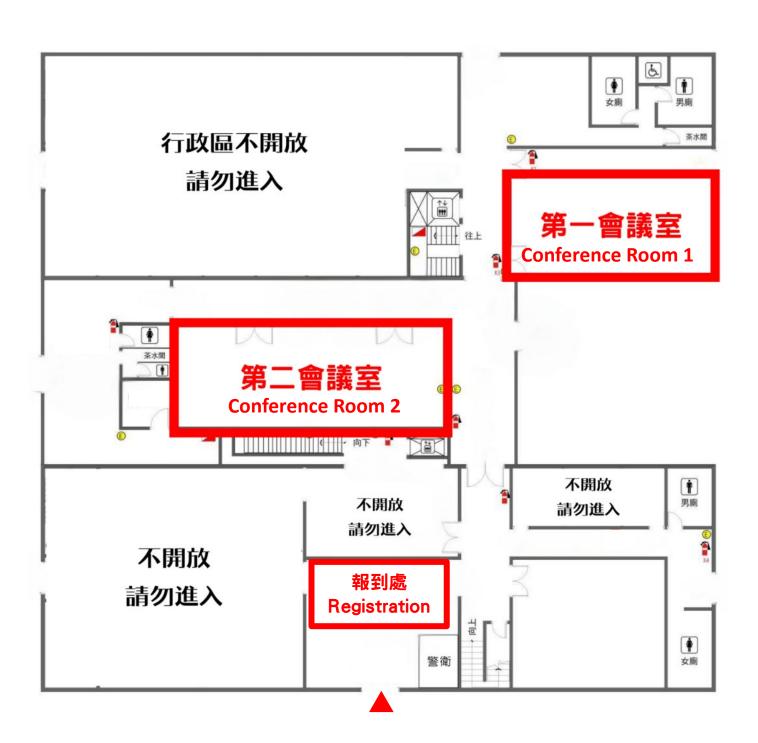
> 會議日期:2024/8/22-8/23 中央研究院人文社會科學研究中心

主辦單位

中研院人社中心調查研究專題中心 CSR 中研院人社中心調查研究專題中心 Center for Survey Research, RCHSS, Academia Sinica 合辦單位



人社中心一樓平面圖

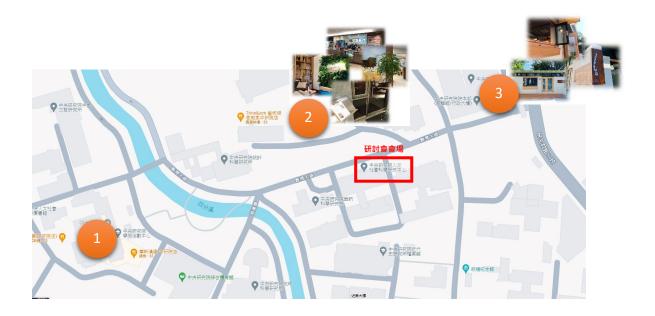


院內餐飲資訊

1. 美食街、MOS、路易莎咖啡、北雲餐廳 :學術活動中心1樓及周邊 (美食街營運資訊請參考下頁)

2. Trine&Zen :蔡元培紀念館1樓

3. 小賣部 :舊大門旁



餐廳共食區開放時間:週一~週五 09:00~20:30

B02 LOUISA COFFEE: 週一~週日 08:00~19:00

A02 怡林自助餐: 週一~週五 11:30~14:00

A03 波奇家+旋饕: 週一~週五 11:30~14:00、17:00~20:30

A04 中研茶、中研冰: 週一~週五 10:00~18:00

A08 義猶未盡: 週一~週五 11:30~14:00

A09 青青蔬食: 週一~週五 08:00~09:00、11:30~14:00

A10 學徒豬排: 週一~週五 11:30~14:00

週六補班日正常營業



餐廳平面圖



人社中心20週年系列活動

「2024調查研究:方法、應用與新發展」學術研討會

論文發表場次 議事規則

8月22日-23日 中央研究院人文社會科學研究中心



發表時間

每篇論文發表時間16分鐘 請在發表場次前提早到場,通知工作人員協助存放檔案



結束前2分鐘



提醒2

請把握時間勿超時



討論時間

- 由各場次主持人視情況安排討論時間。
- 提問人發言前請舉手,經各場次主持人同意後,說明姓名及服務單位再發言。

(02)2787-1821 csrevent@gate.sinica.edu.tw

主辦單位:中央研究院人社中心調查研究專題中心 合辦單位:國科會臺灣實證資料推動與加值計畫 人社中心 **20** 週年系列活動 CSR2024

「2024 調查研究:方法、應用與新發展」學術研討會

會議議程

會議日期: 2024年8月22日至23日

會議地點:中央研究院人文社會科學研究中心第一會議室、第二會議室

主辦單位:中央研究院人文社會科學研究中心調查研究專題中心

合辦單位:國科會臺灣實證資料推動與加值計畫

	8月22日(四)第一天		
時間	第二會議室		
8:50-9:20	報到		
9:20-9:30	開場致詞		
	蘇碩斌(國科會人文及社會科學研究發展處處長)		
9:30-9:40	拍攝團體照		
9:40-10:40	[實證 1]臺灣社會變遷基本調查		
	主持人:吳齊殷(中央研究院)		
	 ● 南臺灣社會資本的時空落差:從人口組成效應到機會結構制約/謝雨生(國立臺灣大學)、盧禹文(美國喬治亞大學)、傅仰止(中央研究院) ● 初探台灣世代收入差異的結構因素:臺灣社會變遷調查、家庭收支調查與人力運用調查的比較・1990-2022/李俊穎(中央研究院)、林宗弘(中央研究院)、張宜君(國立臺灣師範大學) ● Working Hard, Can't Catch Up: Analysis of Economic Anomie in Taiwan, 2005-2020/彭思錦(東海大學)、蔡明璋(中央研究院) 		
10:40-11:00	茶叙		

	8月22日(四)第一天				
時間	第一會議室	第二會議室			
11:00-12:00	英文場次 In English 場次 2: 世界價值觀調查 (World Values Survey) 主持人: Ming-Chang Tsai (蔡明璋) (Academia Sinica, Taiwan)	[實證 2] 臺灣傳播調查資料庫 主持人:張卿卿(中央研究院)			
	2-1 A Nationalist Personality? A Multi-country Study of Direct and Indirect Associations Between the Big Five and Nation-related Attitudes / Ben Goldsmith (Australian National University), Michael Kumove (Australian National University) 2-1 Postmaterialism, Generational Replacement and Value Change: An Age-Period-Cohort Analysis of the US, Japan, Türkiye and China / Ming-Chang Tsai (蔡明璋) (Academia Sinica, Taiwan)	 The Impact of Like-Skipping Behavior on Social Media: An Analysis of Age Differences and Social Consequences /張郁敏(國立政治大學) 社群媒體使用者參與社群互動與社會存在認知 /岳修平(國立臺灣大學)、胡秋帆(國立臺北教育大學) 社交媒體上自我揭露真實性與心理幸福感:未揭露的自我 /陶振超(國立陽明交通大學) 			
12:00-13:20	ф	- 午自理			
13:20-14:20	場次 3: 長期與追蹤調查 主持人: 黃紀(國立政治大學) 3-1 從反送中到反黑警香港警察的政治信任變 遷圖像/吳思緯(中央警察大學) 3-2 Retirement and Life Satisfaction: A Cross-country Comparison/鄭輝培(東吳大學)、于若蓉(中央研究院)、陶宏麟(東吳大學) 3-3 Longitudinal Analysis of Widowhood Effects on Life Satisfaction: A Comparative Study of Australia and Taiwan/張峰彬(國立政治大學)	 [實證 3] 臺灣法實證研究資料庫主持人:陳昭如(國立臺灣大學) ● Exploring Attitudes Toward the Potential Override of Advance Directives in Taiwan: A Population-Based Study on Late-Life Medical Decision-Making / 官曉薇(國立臺北大學)、蔡博方(國立清華大學) ● 同溫層作為真理的測試? /蘇慧婕(國立臺灣大學) ● 以機器學習方式探究法院公正度及滿意度之影響因素: 台灣法實證資料庫調查資料之觀點 /邵靖惠(國立成功大學)、陳寶玉(國立成功大學)、童雋傑(國立成功大學) 			
14:20-14:40		 茶叙			

	8月22日(四) 第一天				
時間	第一會議室	第二會議室			
14:40-15:40	場次4:調查方法	[實證 4] 亞洲民主動態調查計畫			
	主持人:蔡佳泓(國立政治大學)	主持人:黃旻華(國立臺灣大學)			
	4-1 再探社會期望偏誤之期刊論文的變遷:BERT				
	Topic Modeling 在主題上的運用 / 廖培珊(中央				
	研究院)、陳怡蒨(元智大學)、曾茂仁(國立	Structural Economic Reforms and Trust in			
	臺灣師範大學)、宋品岳(國立政治大學)	Governments / 吳親恩 (中央研究院)、田園 (華			
	4-2 混合調查模式的模式效應評估:以 KIT 為例	盛頓大學) 、梁聖宇(國立臺灣大學)			
	/陳鴻嘉(輔仁大學)、謝淑惠(中央研究院)、	Distributive Unfairness, Nationalism, and Preference for			
	張鑑如(國立臺灣師範大學)、王淮棋(國立臺	Redistribution / 陳若蘭 (國立中山大學)、吳文欽			
	灣師範大學)	(中央研究院)、曾筑翎(中央研究院)			
	4-3 Differences in Survey Attitudes and Motivations	The Impact of the Covid-19 Pandemic and the			
	between Frequent and Less Frequent Participants in	Resilience of Democracy in East Asia /吳心喆(國立			
	Online Surveys: Findings from Taiwan /于若蓉(中央	臺灣大學)、黃凱苹(國立臺灣大學)			
	研究院)、杜素豪(中央研究院)				
15:40-16:00		茶叙			
16:00-17:00	場次 5:實驗設計	[實證 5]臺灣選舉與民主化調查資料庫			
	主持人:吳重禮(中央研究院)	主持人:陳陸輝(國立政治大學)			
	5-1 以列項實驗探討大學生之性別不平等態度 /	Correlation of Covariates and Its Implications for the			
	陳則翰 (東吳大學)、賴定佾 (中央研究院)	Interpretation of Marginal Effects /蔡岳倫(國立政治			
	5-2 The People's Voice: Chinese Public Opinion on Key	大學)、蔡奇霖(國立臺北大學)、蔡宗漢(中			
	Issues in US-China Relations / Ronan Tse-min Fu	央研究院)			
	(Academia Sinica), Elain I-lien Lee (Academia Sinica)	● The Gender Gap in the Duty to Vote /王靖興(國立成			
	5-3 Lost in Words: Framing Effects on Measures of	功大學)			
	Willingness to Fight / Wen-chin Wu (Academia Sinica),	● 台灣民眾政治極化的圖像與趨勢 /蕭怡靖(國			
	Ding-yi Lai (Academia Sinica), Chu-Ling Tseng	立政治大學)			
	(Academia Sinica)				
18:00-20:00	晚宴(邀請制)			

「2024 調查研究:方法、應用與新發展」學術研討會

	8月23日(五) 第二天				
時間	第一會議室				
9:00-9:30	報到				
9:30-10:20	英文場次 In English				
	專題演講:Conjoint Analysis for Policy Research Discuss	sions for Advancement			
	主講人:Yusaku Horiuchi (Dartmouth College, USA)				
	主持人:Hsin-Hsin Pan (Soochow University, Taiwan)				
10:20-10:40	茶箱	紋			
10:40-12:00	英文場次 In English				
	場次 6:實驗民調 (Survey Experiments)				
	主持人:Wen-chin Wu (Academia Sinica)				
	6-1 From Ukraine to Taiwan: How Distance Affects Support for Foreign Intervention / Atsushi Tago (Waseda University, JP)				
	6-2 Crisis Deflation / Kai Quek (University of Hong Kong, HK)				
	6-3 Foreign Visits and Politician's Image of National Security Defender: A Conjoint Analysis in Taiwan / Hsin-Hsin Pan				
	(Soochow University, Taiwan), Koji Kagotani (Chuo University,JP)				
	6-4 Conjoint Analysis of the 2024 Taiwanese Presidential Electi	ion / Yusaku Horiuchi (Dartmouth College, USA)			
12:00-13:20	中午	自理			
13:20-14:20	場次7:量表設計與資料品質	[實證 6] 幼兒發展調查資料庫			
	主持人:黃敏雄(中央研究院)	主持人:張鑑如(國立臺灣師範大學)			
	7-1 負向情緒評估的作答反應心向指標與五大人格	● 數大便是美?大型調查數據的統計異質性分析 /邱皓政(國立臺灣師範大學)			
	特質之相關性 / 楊世瑋(國立嘉義大學) 黃財尉(國	● 以 KIT 之縱貫資料檢視臺灣幼兒的社會行為發			
	立嘉義大學)、辜美安(慈濟科技大學)	展樣貌/程景琳(國立臺灣師範大學)			
	7-2 Bias in Cognition and Family Context: When Parents	Having One More Child or Not? The Contribution of			
	Report on Parental Involvement and Child's Aggressive	Father's Involvement and Appraisal of Family			
	Behavior/陳怡蒨(元智大學)、吳心楷(國立臺灣	Resources to Taiwanese Mothers Having an Additional			
	師範大學)、辛靜婷(國立清華大學)	Child Within Three Years /吳志文(國立臺灣師範			
		大學)			
14:20-14:40	茶纸	紋			

	8月23日(五)第二	天 天
時間	第一會議室	第二會議室
14:40-16:00	場次8:國家印象	場次 9:社會變遷及幼兒調查資料應用
	主持人: 薛健吾(國立政治大學)	主持人:吳志文(國立臺灣師範大學)
	8-1 Modernization, Ideology, and Attitudes towards the US and	9-1 家庭結構與年紀對政治參與的影響 / 童雋傑
	China in Australia and Asia / Ming-Chang Tsai (Academia	(國立成功大學)、鄭力維(國立成功大學)
	Sinica, Taiwan), Salvatore Babones (University of Sydney,	9-2 台灣民眾之環境態度與環境行為和其宗教信仰
	Australia)	的關聯性實證研究/崔呈瑄(國立臺灣大學)
	8-2 台灣民意對中國的印象: 2013-2023 / 黃瑋益(國	9-3 幼兒社交技能與學習策略的混合學習模式及其
	立政治大學)	在潛能班教學中的實踐與效果研究/丁楷婷(臺
	8-3 政治議題討論之閱聽人言論分析_以 鍾明軒評	北市立大學)
	論中國事件為例/張嘉娟(國立臺灣師範大學)、謝	9-4 KIT 資料庫父母職參與、情緒理解、情緒調節與
	宜庭(國立臺灣師範大學)	幼兒負向情緒性氣質試題縱貫恆等性檢驗/陳彥
	8-4 旅遊類型、感知文化距離與保護主義態度:以台	君(國立成功大學)
	灣人赴中旅遊為例 / 林文正(中央研究院)、潘欣欣	
	(東吳大學)	

賦歸

8月22日(四)第一會議室



	場次 2:世	場次 2:世界價值觀調查 (World Values Survey)		
	主持人:Ming-Chang Tsai (Academia Sinica, Taiwan)			
8月22日	2-1	A Nationalist Personality? A Multi-country Study of Direct and		
11:30-12:00		Indirect Associations Between the Big Five and Nation-related Attitudes / Ben Goldsmith (Australian National University),		
第一會議室		Michael Kumove (Australian National University)		
	2-2	Postmaterialism, Generational Replacement and Value Change: An Age-Period-Cohort Analysis of the US, Japan, Türkiye and China / Ming-Chang Tsai (Academia Sinica, Taiwan)		

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A Nationalist Personality? A Multi-country Study of Direct and Indirect Associations Between the Big Five and Nation-related Attitudes

Ben Goldsmith

College of Arts and Social Sciences, Australian National University

Michael Kumove

School of Politics and International Relations, Australian National University

Do some personality characteristics make individuals more prone to nationalist attitudes? In this study we build on the limited existing evidence associating the Big Five personality dimensions with different nation-related attitudes. We draw on existing data from four major survey projects: the American National Election Study, the Canadian Election Study, the Korean General Social Survey, and the World Values Survey. Altogether we examine the relationship between the Big Five and nationrelated attitudes across 28 countries / territories covering all global regions. This provides the broadest picture to date of general patterns across a diverse set of national contexts (previous studies focused on a total of 8 countries, 7 of which are in Europe). In addition, we assess the degree to which the associations we find are direct, or work indirectly through Right Wing Authoritarianism or Social Dominance Orientation. We thus provide the fullest available accounting of how personality relates to national identity, national pride, civic nationalism, ethnic nationalism and national chauvinism. To the best of our knowledge, our study is the first to address the association of personality to all five of these nation-related attitudes in a single study, and the first to focus on national chauvinism in particular.

世界價值觀調查 (World Values Survey) | 2-2

Postmaterialism, Generational Replacement and Value Change: An Age-Period-Cohort Analysis of the US, Japan, Türkiye and China

Ming-Chang Tsai
Research Center for Humanitites and Social Sciences, Academia Sinica

Economic inequality has been regarded as a critical source of nationalism for two reasons. First, it fosters a sense of shared identity among low-income people (Shayo 2009). Specifically, a higher level of inequality indicates a larger size of low-income people, so it makes low-income people's self-identity more aligned with each other and results in stronger nationalism. Secondly, nationalism can suppress individual preferences for redistribution, so political leaders often incite nationalism to deflect pressure for wealth redistribution stemming from economic inequality (Solt 2011). However, in this article, we present an alternative perspective on the interplay between income distribution, nationalism, and preference for redistribution. We argue that previous studies have been insufficient in demonstrating the role of economic inequality in shaping individuals' nationalism. These studies rely on macrolevel indicators of inequality, the Gini index for example, to explain individual attitudes, assuming that individuals possess accurate knowledge of the true extent of inequality. However, given that the assumption of complete information about inequality is widely disputed in the literature (Gimpelson and Treisman 2018), we argue that individuals' perceptions of income distribution unfairness are more crucial in explaining the formation of nationalism and the demand for redistribution. Furthermore, when individuals perceive unfair income distribution, their sense of nationalism weakens, as they feel alienated from the rich and become less interested in political and public affairs (Solt 2008). In other words, heightened perceptions of distributive unfairness lead people to detach from their political community. Our arguments are supported by the empirical analysis of data collected by several waves of the Asian Barometer Survey and Latinobarometer Survey in 34 Asian and Latin American countries in more than two decades.. More importantly, our results of multilevel models are robust and demonstrate that individual perceptions on distributive fairness play a more significant role in explaining individual nationalism.

Retirement, Life satisfaction, Event study, the Comparative Panel File, the Panel Study of Family Dynamics

	場次 3:長	場次3:長期與追蹤調査	
	主持人:	主持人:黃紀(國立政治大學)	
8月22日	3-1	從反送中到反黑警香港警察的政治信任變遷圖像 / 吳思緯(中央警察大學)	
13:20-14:20 第一會議室	3-2	Retirement and Life Satisfaction: A Cross-country Comparison / 鄭輝培(東吳大學)、于若蓉(中央研究院)、陶宏麟(東吳大學)	
	3-3	Longitudinal Analysis of Widowhood Effects on Life Satisfaction: A Comparative Study of Australia and Taiwan /張峰彬(國立政治大學)	

會議初稿、請勿引用 Draft Paper not for Citation or Quotation

追蹤調查方法 | 3-1

從反送中到反黑警--香港警察的政治信任變遷圖像

吳思緯 中央警察大學國境警察學系

香港於 2019 年 3 月爆發反對逃犯條例修訂草案運動(以下簡稱反送中事件) 後,逐漸開始明顯發現香港警察不一樣了,並連帶影響對警察的信任感,甚至有部分公民覺得沒有警察才比較安全。

回顧以往警察在香港人的印象裡,曾經是貪腐集團、也曾經有英雄地位,這種印象主要來自於過往歷史記憶,有賴於反貪改革以及相對於中國大陸的高效與服務精神,所塑造的公共形象,較諸日前反送中事件應處實況在新聞播送下一被香港警察布袋彈射破護目鏡眼睛血液四濺,元朗捷運站的黑衣人聚眾暴力行兇下香港警察的不作為。許多香港人對反送中事件中香港警察呈現的反差與內心評價的轉折,所衍生之懷疑與譴責,對照到部分建置派公民與中國大陸人的看法,卻覺得警察是守護秩序者與人民英雄,香港人對於警察印象之對立分疏亦值得深思,值得探討的是,對於警察的信任感是如何轉折,以及其轉折因素暨影響。

本文以「世界價值觀調查」(World Values Survey, WVS)香港地區第七波調查釋出之問卷調查資料為基礎,分析香港公民影響警察信任度背後的因素。透過該實證資料輔以文獻回顧和理論探討,設計人口統計學變數(性別、年齡、教育程度)、經濟學變數(對個人經濟情況評估)、政治學變數(權威信任程度、國家當局腐敗程度、參與政治行動程度)為自變項;設計香港公民對香港警察之信任程度依變項,嘗試分析人口統計學、經濟、政治因素對於香港公民之於警察信任度產生的影響。

政治信任、政治支持、公共形象、程序正義、中國因素

追蹤調查方法 | 3-2

Retirement and Life Satisfaction: A Cross-country Comparison

鄭輝培 東吳大學經濟系 于若蓉 中央研究院人文社會科學研究中心 陶宏麟 東吳大學經濟系

Due to longer life expectancies and declining birth rates, population aging is a prevalent trend in developed countries. Understanding the changes in subjective wellbeing before and after retirement is essential to assess whether prolonging an individual's career contributes positively or negatively to their overall welfare. This paper examines how retirement may affect the life satisfaction among people from countries with varied cultural and socioeconomic regimes, including the United Kingdom, Germany, Australia, the United States, South Korea, and Taiwan. Utilizing panel data from the Comparative Panel File and the Taiwan Panel Study of Family Dynamics, our preliminary results based on the event study approach indicate that the impacts of retirement on individual life satisfaction vary across countries. We observe that, after retirement, individuals from the United Kingdom, Germany, and Australia experience an improvement in their life satisfaction. However, in contrast to these positive findings, we find that post-retirement life satisfaction deteriorates for individuals from South Kore, while it remains unchanged for those from the United States and Taiwan. The potential mechanisms behind the results need to be further explored.

Retirement, Life satisfaction, Event study, the Comparative Panel File, the Panel Study of Family Dynamics

追蹤調查方法 | 3-3

Longitudinal Analysis of Widowhood Effects on Life Satisfaction: A Comparative Study of Australia and Taiwan

張峰彬 國立政治大學社會學系

This study examines the differential impacts of widowhood on life satisfaction among men and women in Australia and Taiwan, focusing on cultural and gender-based variations. We propose that Confucian values in Taiwan intensify the negative effects of widowhood for more than in Australia. Additionally, many Asian countries, including Taiwan, exhibit significant gender disparities in household and labor market roles compared to Western countries. Considering that men are typically the primary earners, we hypothesize that widowhood affects life satisfaction differently for men and women in both countries.

To test these hypotheses, we analyze longitudinal data from the "Household, Income, and Labor Dynamics in Australia (HILDA)" dataset and the Taiwanese "Panel Study of Family Dynamics (PSFD)" dataset. Using fixed-effect models, our findings reveal that the negative effects of widowhood are more pronounced in Taiwan than in Australia. In Australia, both men and women experience reduced well-being following spousal loss, with life satisfaction returning to baseline levels within five years. In contrast, Taiwanese men generally recover to baseline life satisfaction within two years, while Taiwanese women continue to experience adverse effects beyond five years. These results underscore significant cultural and gender-specific differences in the impact of widowhood on life satisfaction.

Widowhood, Life Satisfaction, Fixed-effects models, Comparative study

	場次 4:調査方法	
	主持人:	蔡佳泓(國立政治大學)
8月22日	4-1	再探社會期望偏誤之期刊論文的變遷:BERT Topic Modeling 在主題上的運用 / 廖培珊 (中央研究院)、陳怡蒨 (元智大學)、曾茂仁 (國立臺灣師範大學)、宋品岳 (國立政治大學)
第一會議室	4-2	混合調查模式的模式效應評估:以 KIT 為例 /陳鴻嘉(輔仁大學)、謝淑惠(中央研究院)、張鑑如(國立臺灣師範大學)、王淮棋(國立臺灣師範大學)
	3-3	Differences in Survey Attitudes and Motivations between Frequent and Less Frequent Participants in Online Surveys: Findings from Taiwan /于若蓉(中央研究院)、杜素豪(中央研究院)

會議初稿、請勿引用 Draft Paper not for Citation or Quotation

調查方法 | 4-1

再探社會期望偏誤之期刊論文的變遷: BERT Topic Modeling 在主題上的運用

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中央研究院人文社會科學研究中心
陳怡蒨
元智大學社會政策暨科學發展學系
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本研究從調查研究方法的理論觀點,來分析調查資料中社會期望(social desirability)之回答偏誤在不同國家文化間的共通性與獨特性。社會期望偏誤包含了自我欺瞞與形象整飾兩種組成因素,在調查訪問的過程中,受訪者常可能考慮自身的形象整飾,因而提供非真實的回答。過去文獻檢視社會期望偏誤時,會發現此一回答偏誤呈現跨文化和跨國家的差異。然而其討論的主題、關鍵句和相關知識內容如何隨研究者使用的語義和時間而改變或持續,仍有待進一步的研究。

本研究結合自然語言文本探勘技術 (Natural Language Processing, NLP)和大型語言模型訓練過的 BERT 來對期刊文本內容進行主題分析。資料來源為刊載於Web of Science 和社會學全文資料庫 (SocINDEX with Full Text) 兩大資料庫的期刊論文全文、摘要以及關鍵字,出版時間為 1967 年到 2024 年。透過檢索「社會調查」與「社會期望」之關鍵詞,獲得相關研究和調查的文獻資料,並藉此呈現社會期望偏誤在調查研究主題發展上的變遷和分析結果的內容裡語意因各國文化的不同所形成的差異,分析樣本為 1013 筆期刊文本,共約 50,650 的有效句子。本研究期待回答兩個研究問題:第一,社會期望偏誤在調查研究發展上的變遷,主題和關鍵詞如何隨時間而變化。第二,社會期望偏誤之調查研究發展的近五十年間,主題的發展和變遷是否存在潛在的群聚現象?如果有,這個群聚現象可否預測文章被引用次數?

BERT 可以幫助 NLP 更進一步的學習,並把時間的發展以權值的方式加入考量,更可以透過機器學習的方式,找尋大量文本中配適主題的關鍵字詞、字詞類屬和詞意關聯性在不同時間點出現的規律,也可以用非監度式學習(unsupervised)的方法和 classification 找出限定的時間範圍內群聚分布的現象。此種資料探索的過程均需要進一步對文本中關鍵字分布次數、前後文句間出現機率和詞句鑲嵌(sentence embedding)的可能性作深入的分析和檢視。

社會期望偏誤、跨文化、主題分析、調查研究

調查方法 | 4-2

混合調查模式的模式效應評估:以 KIT 為例

陳鴻嘉 輔仁大學新聞傳播學系 謝淑惠 中央研究院人文社會科學研究中心 張鑑如 國立臺灣師範大學幼兒與家庭科學學系 王淮棋 國立臺灣師範大學

一直以來,面對面訪問相較於電話訪問與網路調查,多半有著較佳的樣本 代表性與資料品質等諸多優點,但最大的缺點便是時效性差以及成本過高。而近 年來混合調查模式的日益盛行,正是試圖解決面對面訪問的調查成本過高的問題。 不過若混合調查模式同時包含了有訪員以及無訪員的調查模式時,模式效應 (mode effect)的評估便有其必要了。

模式效應可分為選樣效應(selection effect)與測量效應(measurement effects)。前者是因為不同調查模式所能接觸的到受訪者人口特徵不同,而可能有不一樣的調查結果;後者則是指受訪者面對同樣的問卷題目,可能因為調查模式不同,而有不一樣的回應。本研究擬採用台灣幼兒發展調查資料庫(Kid in Taiwan: National Longitudinal Study of Child Development and Care,簡稱 KIT)進行混合調查模式的模式效應評估研究。

KIT 係自 2016 年起,分別針對全台灣 3 月齡與 36 月齡兩組的幼兒進行長期 追蹤調查。該調查從 2020 年起,開始將 3 月齡 的樣本透過隨機分派,以面對 面訪問以及網路調查兩種調查模式進行資料蒐集,目前已累積三波 的資料,應 有足夠的資料得以評估混合調查的模式效應。

本研究擬先檢視這三波資料中,不同調查模式下的受訪者人口特徵,接著分析項目無反應(item nonresponse)的比例、量表題的直線回答(straightlining)以及社會期許效應(social desirability effect)是否會因為調查模式而有所差異。最後綜合上述分析結果,評估混合調查模式的模式效應,並提供調查實務上的建議。

模式效應、混合調查模式、台灣幼兒發展調查資料庫、選樣效應、測量效應

調查方法 | 4-3

Differences in Survey Attitudes and Motivations between Frequent and Less Frequent Participants in Online Surveys: Findings from Taiwan

于若蓉 中央研究院人文社會科學研究中心 杜素豪 中央研究院人文社會科學研究中心

This study utilizes a probability-based online panel in Taiwan to investigate the socio-demographic characteristics, attitudes toward surveys, trust in survey institutions, and motivations of survey participation among panel members with varying degrees of participation frequency in online surveys. Our findings indicate that frequent participants tend to be the youngest, while infrequent participants have the highest incomes and are more likely to use a mobile device during the survey. Nonparticipants, in contrast, are more likely to be female, older, have lower levels of education, be recruited from a traditional survey mode, and reside in a city. Findings on survey attitudes indicate that frequent participants exhibit a more positive attitude towards the intentions of survey institutions compared to infrequent and nonparticipants. Infrequent participants, on the other hand, tend to have more favorable perceptions regarding the credibility and social value of surveys compared to nonparticipants. With respect to reasons for participating in surveys, heavy participants perceive monetary rewards to be more important than non-participants. These findings enhance our understanding of the characteristics and attitudes of professional and non-professional respondents within an East Asian society.

professional respondents, attitudes toward surveys, motivations of survey participation, trust in survey institutions, survey on surveys

	場次 5:實	場次 5:實驗設計 主持人:吳重禮(中央研究院)	
	主持人:		
8月22日	5-1	以列項實驗探討大學生之性別不平等態度 /陳則翰(東吳大學)、賴定佾(中央研究院)	
16:00-17:00 第一會議室	5-2	The People's Voice: Chinese Public Opinion on Key Issues in US- China Relations / Ronan Tse-min Fu (Academia Sinica), Elain I- lien Lee (Academia Sinica)	
	5-3	Lost in Words: Framing Effects on Measures of Willingness to Fight / Wen-chin Wu (Academia Sinica), Ding-yi Lai (Academia Sinica), Chu-Ling Tseng (Academia Sinica)	

會議初稿、請勿引用 Draft Paper not for Citation or Quotation

實驗設計 | 5-1

以列項實驗探討大學生之性別不平等態度

陳則翰 東吳大學社會學系 賴定佾 中央研究院政治學研究所

本文探討台灣大學生於當代推動性別平權社會下的不平等態度、想法,與其 身處的場域、人際網絡之間的關聯。透過實驗性民意調查的列項實驗(list experiment)指出,存在於傳統民意調查方法的社會期許偏誤(social desirability bias)。由於近年對於性別平等方面的傳統調查方式,如一般的網路問卷調查,所 採用的測量性別平等態度之題目,對於接受性別平等教育成長的當代大學生而言, 可能有被視為「正確」的標準答案,因而受訪者可能為了符合社會主流的期待, 而傾向隱藏其真實想法,進而影響問卷測量的準確度。為了測量台灣接受性別平 等教育下成長起來的年輕族群,對於性別議題上的態度,本文結合列項實驗與網 路調查,藉由列項實驗中的保護機制,降低社會期望偏誤對受訪者的影響,檢視 受訪者(18-23歲年輕人)對於性別平等政策(女性保障名額),以及對於突破傳 統性別框架的女性(高學歷女性)之看法。研究結果顯示,對於性別平等政策(女 性保障名額)而言,具有11.58%的社會期望偏誤。相較於直接問項中受訪者大約 有 33.68%認為女性保障名額政策削弱了男性的機會和權利,列項實驗則呈現僅 有 22.1% 受訪者認同這個說法。對於突破傳統性別框架的女性(高學歷女性)部 分,直接問項中大約 18.42%受訪者認為學歷越高的女性越不好相處,相對的在 列項實驗中,23.1%受訪者同意這個說法,顯示具有4.68%的社會期望偏誤存在。 本文使用列項實驗進行調查大學生對於性別議題的態度,目前較少文章使用這樣 的方式進行實證研究,因此預期本文能對大學生之性別不平等態度有更進一步的 發現。

性別不平等;民意調查;列項實驗;社會期許偏誤

The People's Voice: Chinese Public Opinion on Key Issues in US-China Relations

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As US-China relations evolve and shape the global geopolitical landscape, understanding Chinese citizens' perceptions and priorities on key issues is crucial for crafting effective foreign policies and fostering constructive dialogue. This study combines topic modeling and a conjoint experiment to investigate which aspects of US-China relations are most salient to Chinese citizens and how they evaluate US presidential candidates' policy positions on these issues.

We begin by creating a comprehensive corpus of news reports from People's Daily and remarks from the Ministry of Foreign Affairs website of China. Through topic modeling, we identify six critical issues in US-China relations that feature prominently in official Chinese narratives: Taiwan, Trade, East and South China Sea, Technology, Human Rights, and China's international influence. These topics form the basis for a conjoint experiment analyzing Chinese citizens' attitudes and preferences when presented with different US presidential candidates' policy stances on China.

To analyze the data from the conjoint experiment, we utilize the Average Marginal Component Effect (AMCE) and Marginal Means (MM) methods. The AMCE estimates the causal effect of each attribute level on the probability of supporting a US presidential candidate, while the MM provides insights into the relative salience of different attribute levels.

The AMCE results reveal that Chinese citizens are particularly sensitive to US presidential candidates' positions on Taiwan. Using maintaining the One-China Policy as the base category, if a candidate supports Taiwan's independence, Chinese citizens are 19 percent less likely to support this candidate. Similarly, if a candidate blurs the One-China Policy and strengthens military and diplomatic relations with Taiwan, Chinese citizens are 9 percent less likely to support this candidate.

The MM results show that the Taiwan issue is the most salient among Chinese citizens, with policies supporting Taiwan's independence having the lowest predicted probability of support (0.36). Maintaining the One-China Policy garners the highest predicted probability of support (0.63), underscoring its centrality in shaping public opinion.

Chinese citizens also place significant emphasis on China's international influence. US presidential candidates who aim to maintain US global leadership and limit China's global influence receive low support (0.45), while candidates who support a multipolar world and recognize China's status as a rising power are viewed more favorably (0.55). This suggests that status-seeking considerations have taken root among the Chinese public, extending beyond official discourse.

Human rights and the East and South China Sea issues also shape Chinese citizens' views. Candidates who critique China's human rights situation and implement direct sanctions face lower support (0.46) compared to those who abstain from commenting (0.53). Respecting China's sovereignty claims in the East and South China Sea leads to higher support (0.54) than deploying warships or allying with neighboring countries to counterbalance China (0.48).

Interestingly, while trade and technological restrictions are significant issues in US-China relations, Chinese citizens do not consider them as crucial as other issues. Canceling punitive tariffs on China is more favorable (0.52) than increasing them (0.47), and lifting restrictions on Chinese companies is preferred (0.53) over tightening them (0.48). However, these issues are relatively less salient compared to Taiwan, international influence, human rights, and territorial disputes.

This study provides valuable insights into the complex dynamics of public opinion in China regarding US-China relations. By highlighting the issues that resonate most strongly with Chinese citizens, it offers a nuanced understanding of the factors shaping their perceptions and preferences. These findings can inform policy discussions and public diplomacy efforts, emphasizing the importance of considering public sentiments alongside official positions in navigating US-China relations. Recognizing the voice of the Chinese people is an essential step towards building mutual understanding and constructive engagement.

national interest; Chinese foreign policy; conjoint experiment

Lost in Words: Framing Effects on Measures of Willingness to Fight

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Mobilizing citizens for defense is crucial in international conflicts, as demonstrated by recent events such as the Russia-Ukraine War in 2022 and the Israel-Hamas War in 2024. These conflicts highlight the critical importance of citizens' willingness to fight. However, existing research, including those using the standard question in the World Values Survey (WVS), often overlooks significant methodological issues in measuring this willingness, particularly the effects of framing and social desirability bias in survey questions. This study addresses these gaps through theoretical and methodological perspectives. We argue that the way questions are framed can significantly influence responses. For example, a patriotism frame may increase willingness to fight, while a warcost frame might decrease it. Through experimental surveys with varied wording, we assess the impact of these different frames on responses between two distinct groups: civilians and military recruits. We also measure the extent of social desirability bias that the patriotism frame may induce. Additionally, our findings reveal that military recruits display a lower willingness to fight compared to civilians, likely due to their greater awareness of the costs associated with war. Even when including individual-related control variables such as gender, age, education level, income, distributive unfairness, and military capacity, the findings of this study remain consistent. Our research provides deep insight into the social biases in measuring willingness to fight and raises further questions to be addressed. Specifically, future research could explore how different cultural contexts affect the framing effect in measuring willingness to fight. Furthermore, our research design serves as an exemplary model for enhancing the internal validity of experimental studies. By conducting multiple surveys targeting different groups ordinary citizens and soldiers—our findings can be more accurately generalized to individuals on the front lines. Using multiple samples allows for a clearer understanding of the effects and their limitations, thereby helping to avoid over-inference. Future experimental designs can refer to this approach to improve their own validity and reliability. This study emphasizes the need for carefully designed surveys and suggests alternative strategies to enhance the willingness to fight among various groups, ensuring more accurate assessments of national defense readiness.

Willingness to fight, willingness to defend, framing effect, social desirability, survey experiment

8月22日(四)第二會議室



	[實證	[實證 1] 臺灣社會變遷基本調查		
	主持。	主持人:吳齊殷(中央研究院)		
	1-1	南臺灣社會資本的時空落差:從人口組成效應到機會結構制約/		
		謝雨生(國立臺灣大學)、盧禹文(美國喬治亞大學)、傅仰止		
8月22日(四)		(中央研究院)		
9:40-10:40	1-2	初探台灣世代收入差異的結構因素:臺灣社會變遷調查、家庭收		
第二會議室		支調查與人力運用調查的比較,1990-2022/李俊穎(中央研究		
		院)、林宗弘(中央研究院)、張宜君(國立臺灣師範大學)		
	1-3	Working Hard, Can't Catch UP: Analysis of Economic Anomie in		
		Taiwan, 2005-2020 / 彭思錦(國立臺北大學)、蔡明璋(中央研究		
		院)		

南臺灣社會資本的時空落差:

從人口組成效應到機會結構制約

謝雨生

臺灣大學生物產業傳播暨發展學系榮譽教授 盧禹文 美國喬治亞大學社會學系博士生

傅仰止

中研院社會所特聘研究員

產業發展形塑特定區域的就業結構,制約居民接觸各種職業的機會,進而建構與職業相關的社會資本特色。南臺灣的政經發展背景特殊,民眾的社會資本與其他地區的民眾有何差異?其差異如何變遷?主要的差異成分是什麼?是區域之間的人口組成不同,還是接觸網絡的社會資本建構有所落差?本文從空間社會學觀點探索臺灣不同區域的社會資本差異及其變遷。實證資料取自「臺灣社會變遷基本調查」1997年與2017年調查結果,透過個人與特定職業者連結的「定位法」測量社會資本。研究初步發現南臺灣民眾日常生活中的人際接觸相對熱絡,但是社會資本卻偏低。進一步以Blinder-Oaxaca 群體平均數差異分解,區辨南臺灣社會資本落差及落差變化的主要解釋成分,結果顯示人口組成的區域差異為重要成分,但其角色經過二十年後明顯下降;南臺灣的基礎社會資本長期偏低,但其落差在二十年後大幅縮小。社會資本建構的地區差異同樣有相當明顯的時序變化,其解釋力從南臺灣高於非南臺灣,轉變為低於非南臺灣。整體而言,南臺灣社會資本的時空落差肇因於區域民眾的「人口組成差異」、「社會資本建構差異」和「基礎社會資本差異」三大因素,各自隨著臺灣產業發展所帶動的居民及職業結構變化,展現出從人口組成到機會結構的制約力道。

關鍵字:南臺灣、社會資本、定名法、差異分解、空間社會學

初探台灣世代收入差異的結構因素:臺灣社會變遷調查、家庭收支調查與人力運用調查的比較,1990-2022

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收入不平等是社會學的核心議題之一,台灣社會輿論也相當關注。本文整合了微觀與巨觀的分析視角,探討世代收入差異的結構因素。本研究利用 1990 年至 2022 年的台灣社會變遷基本調查、人力運用調查與家庭收支調查,檢驗世代的所得差異與其原因。我們將因素分為:人口規模、經濟發展程度、勞動市場供需條件以及貿易指標四類,以階層線性模式分析三份資料,結果大致相同。符合世代規模的預期,人口規模越大,該世代的平均收入也越低,經濟發展方面,經濟成長率無法拉抬平均收入、貧富差距越大則會降低平均收入,勞動市場供需條件中,服務業以及大學以上學歷就業占比皆會降低勞動者平均收入,貿易效果則顯示對中國貿易依賴會惡化平均收入,但是總貿易比重增加收入。最後,本研究呈現三份資料的優勢與弱點,並提供改善調查方法的實務建議。

關鍵字:收入不平等、世代、出生世代、階層線性模式

Working Hard, Can't Catch UP:

Analysis of Economic Anomie in Taiwan, 2005-2020

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This article is interesting in the long-term attitude transition in the traditional

meritocratic ideology. This shift fits what scholars called anomie, the status that old

value is declining while the new one doesn't appear yet. According to scholars, this is

the consequence of social change. This article uses two questions in the Taiwan Social

Change Survey to capture the anomie status in Taiwan. One regards the attitude toward

the usefulness of suffering; the other is related to the usefulness of hardworking. In

addition, this article applied the newly developed APC analytical method, called

Intrinsic Estimator, to estimate the long-term transition of these attitudes. The result

indicates two points. First, the outcome of the period effect shows that globalization

deepens the feeling of anomie over time in Taiwan. Second, the result of the age effect

shows that the feeling of anomie has a high connection with individuals' life course

experiences. And those who are middle age are the group that feels most dissatisfied in

the workplace. However, the result from the cohort effect is insignificant. This article

believes that because globalization is overwhelming among all the people in society, it

is erasing the cohort difference in our data.

Keyword: Anomie, IE, Globalization, Life Course Experience

	[實證	2] 臺灣傳播調查資料庫
	主持。	人:張卿卿(中央研究院)
o ⊟ 22 □ (m)	2-1	The Impact of Like-Skipping Behavior on Social Media: An Analysis of
		Age Differences and Social Consequences / 張郁敏(國立政治大
8月22日(四) 11:00-12:00		學)
第二會議室	2-2	社群媒體使用者參與社群互動與社會存在認知 / 岳修平(國立臺
		灣大學)、胡秋帆(國立臺北教育大學)
	2-3	社交媒體上自我揭露真實性與心理幸福感:未揭露的自我 / 陶振
		超(國立陽明交通大學)

The Impact of Like-Skipping Behavior on Social Media:

An Analysis of Age Differences and Social Consequences

Yuhmiin Chang (張郁敏)

國立政治大學廣告學系特聘教授

This study investigates the psychological effects of like-skipping behavior on social

media users across different age groups, drawing on data from the "2023 Taiwan

Communication Survey (Phase Three, Year Two; n = 816)." Utilizing the Temporal

Need-Threat Model and socioemotional selectivity theory, the research examines the

relationships among like-skipping, social ostracism, defensive behaviors, and

resignation intentions. The findings reveal that like-skipping significantly predicts

feelings of social ostracism, which subsequently lead to defensive actions and

resignation intentions. Notably, older individuals exhibit a higher propensity for

defensive behaviors when affected. This research positions like-skipping as a critical

factor in exacerbating social ostracism, offering valuable insights into the dynamics of

online interactions and their broader psychological impacts.

Keywords: like-skipping, social ostracism, defensive behaviors, social media,

Temporal Need-Threat Model, socioemotional selectivity theory

社群媒體使用者參與社群互動與社會存在認知

岳修平 國立臺灣大學生傳系/心理系特聘教授

胡秋帆

國立臺北教育大學課程與教學傳播科技研究所 助理教授

社會互動(social interaction)為人與人之間相互刺激與回應的歷程,本質上會對人類帶來情感性的感受(Krach et al., 2010)。而社會存在感(social presence)是指使用者認知其互動代理人(agent)為「真人」的程(Short et al., 1976),在互動歷程中,當人們覺得自己可接觸或覺察到另一個實體的認知與情感時,便會出現社會存在感(Biocca,1997),而不需由其他人進行調解(Heerink et al., 2008; Shin & Choo, 2011; Lombard & Ditton, 2006)。此概念源自於人們透過電腦中介溝通之經驗,過去研究經常在遠距視訊教學、網路教學、多媒體代理人教學、以及線上會議等活動中進行檢視,並可由對話程度、內容、或自陳報告等進行分析。基本上,社會存在感乃是個人對特定社交互動對象(真人或人造實體)的連續心理感知,因此並非一種「存在」或「不存在」的二元概念(Short et al., 1976; Biocca et al., 2003)。人與人透過行動科技、通訊軟體、以及社群媒體進行生活與工作等,已是相當普遍之行為。尤其除了一般親友聯繫與社交活動外,參與社群共同協作任務,或是進行資訊分享交流,在這些網路社群參與歷程中,可能帶來正面與負面的效益,包括認知活動與情緒感受,並可能因為多元的參與而與單一互動對象或是社群團體成員產生不同的社會存在感。

過去已有相關研究探討前述社交互動經驗、情緒感受、社會資本、科技接受程度、 生活滿意度與幸福感等議題,但在解析社會存在之意義內涵與社會互動需求滿足 的連結較為少見,同時也較少有檢視個人特質(如同理心)與前述透過網路社群 媒體進行社會互動等的檢驗。因此,本研究目的為(1)了解人口變項與網路行 為的關係;(2)分析社群媒體使用者參與社群互動中所認知之社會存在意義感受; (3)比較具備同理心程度是否影響使用網路社群媒體參與互動之社會存在認知。

社交媒體上自我揭露真實性與心理幸福感:未揭露的自我主

陶振超

國立陽明交通大學傳播與科技學系教授

社交媒體與心理幸福感之間的關係,一直是學術界的重要議題(Kross et al., 2021)。實證研究至今結果並不一致,發現社交媒體經由自我呈現(self-presentation)、自我揭露(self-disclosure)、情緒分享(emotional sharing),可能增加、也可能減少心理幸福感。特別是人們在社交媒體上自我呈現、自我揭露的真實性(authenticity),導致社交媒體出現負面影響。目前這方面的研究仍相當有限,其背後的內在心理機制討論的也很少,為本為的研究焦點。

心理真實性對心理幸福感的影響,一直是人際間面對面互動的重要議題,也 發現兩者之間呈正相關。社交媒體上自我呈現、自我揭露的興起,及屬於公開或 半公開讓自己的個人網絡或一般大眾瀏覽,使得學者好其自我呈現、自我揭露與 心理真實性之間的關係。尤其在社交媒體上的情緒表達,也就是情緒的社交分享, 是社交媒體上的普遍的活動,其正面社交分享居多的現象,如何影響心理真實性 與心理幸福感。本文發現正面社交分享的心理真實性較低,負面社交分享的心理 真實性較高,反映之前文獻提到假自我呈現的存在,及其可能對心理幸福感造成 的負面影響。

	[實證	3] 臺灣法實證研究資料庫
	主持。	人:陳昭如(國立臺灣大學)
8月22日(四) 13:20-14:20 第二會議室	3-1	Exploring Attitudes Toward the Potential Override of Advance
		Directives in Taiwan: A Population-Based Study on Late-Life Medical
		Decision-Making / 官曉薇(國立臺北大學)、蔡博方(國立清華大
		學)
	3-2	同溫層作為真理的測試? / 蘇慧婕(國立臺灣大學)
	3-3	以機器學習方式探究法院公正度及滿意度之影響因素: 台灣法實
		證資料庫調查資料之觀點 / 邵靖惠(國立成功大學)、陳寶玉
		(國立成功大學)、童雋傑(國立成功大學)

Exploring Attitudes Toward the Potential Override of Advance Directives in Taiwan: A Population-based Study on Late-life Medical Decision-making

Grace Hsiao-Wei Kuan (官曉薇)

Professor & Vice Dean for Department of Law, College of Law, National Taipei
University

Po-Fang Tsai (蔡博方)

Associate Professor & Vice Chair for School of Medicine, College of Life Sciences and Medicine, National Tsing Hau University

This study examined attitudes towards potential overrides of advance directives using data from a population-based survey in Taiwan. Key findings include: (1) the attitude towards AD overrides significantly correlated with attitudes towards delegating medical decision-making to others; (2) factors such as gender, age, marital status, education, and mode of care decision-making influence both attitudes towards AD overrides and delegation of medical decision-making; (3) synergistic effects were observed among age, marital status, and education factors, indicating their interdependence; and (4) the mode of care decision-making had a more significant explanatory effect than the combined cluster of age, marital status, and education factors. These findings underscore the complex interactions between socio-economic factors, care decision-making mode and attitudes towards advance directives in Taiwan. This study contributes to existing research on ADs by expanding focus to include patients' attitudes toward potential AD overrides in the context of elderly medical care. It provides insights that can assist medical practitioners in better understanding not only patients' attitudes towards completing ADs but also their comfort level with the possibility of these directives being overridden by family members or physicians.

Keywords: advance directive, older adult, medical decision-making, autonomous/non-autonomous decision, care-related factors

同溫層作為最佳的真理測試?

臺灣民眾對於網路資訊管制模式的意向

蘇慧婕

臺灣大學法律學院副教授

2022年,國家通訊傳播委員會(NCC)提出《數位中介服務法》草案,因部分條文引發箝制言論自由之質疑,NCC最終宣布撤回草案。然而網路言論 諸如虛假訊息、深度偽造訊息和性私密影像 的管制難題仍然存在,我們終究無法迴避以下問題:違法網路言論應由誰以何種手段管制?又應如何權衡社群媒體平臺責任、政府權力界線,以及個人的言論與秘密通訊自由?

本次會議報告內容是報告人關於社群平台管制研究的一部分。該研究的完整 目標是在重新檢視,古典的憲法言論自由保障預設了自由的理念市場,亦即「自 由開放競爭之言論市場終將獲致真理或最佳決策」的想像,然而此種想像以及由 此而生的憲法言論自由體系,在歷經公共領域的技術變遷之後,是否仍能適用於 私人平台化的網路言論市場。報告人認為,從廉價言論(cheap speech)、網路再 中介化(re-intermediation)、注意力經濟(attention economy)等公共領域的技術變遷 來看,當今網路言論市場的資訊生產、傳播和消費模式,都已經不再符合古典言 論市場的想像,從而網路言論管制容許性的界線,以及私人言論中介者的規制角 色,都必然會有別於傳統標準。至於具體的管制模式和管制手段,則會依據違法 言論類型和受到言論危害的公私權益而有所差異。舉例來說,政治不實言論通常 是涉及公共事務論辯的高價值言論,其管制也蘊涵高度的寒蟬效應風險和政府濫 權、打壓異己疑慮。網路性私密影像則涉及受到高度保障的隱私權,損害不可逆 且無法完全消除的性質將大幅提升即時防止損害擴大的保護需求。而深度偽造並 非本質有害的技術,只是可能被濫用來破壞言論交換的真誠性原則,或許強制揭 露、而非全面禁止才是合宜的管制手段。另外,作為網路資訊瓶頸且在治理上集 立法、執行、裁決於一身的私人平台,也應負擔不同以往的管制功能。以上是從 當代網路資訊環境以及憲法言論自由體系推導而出的初步管制圖像。在前述的理 論研究基礎之上,報告人即擬進一步釐清臺灣民眾對於上開問題的整體意向,以 及不同群體(包含性別、年齡、教育程度、政黨傾向與網路使用習慣)之間的差 異,以與前述理論成果相互參照。

以機器學習方式探究法院公正度及滿意度之影響因素:台灣法實證 資料庫調查資料之觀點

Exploring Factors Influencing Public Attitudes Toward Courts Using Machine Learning: An Analysis of the 2023 Taiwan Legal Culture and Social Change Survey (Taiwan Database for Empirical Legal Studies)

> Jing-Huey Shao (邵靖惠) 國立成功大學法律學系教授

Bao-Yu Chen(陳寶玉) 國立成功大學臨床醫學所博士班候選人

Jun-Jie Tung(童雋傑) 國立成功大學政治學系大學部學生

This study investigates the factors influencing public attitudes toward courts in Taiwan. Specifically, we explore how and to what extent people trust the fairness of courts and their satisfaction with them. Literature indicates that shared social values between individuals and authorities ascribe legitimacy to legal institutions (Jackson 2018, Tyler 2006). People's experiences or perceptions of government agencies also link through legitimacy to influence their attitudes (Murphy & Cherney 2012). Hence, the potential influencing factors in this study are categorized into several dimensions and presented using machine learning techniques to highlight the important variables selected, as well as how these variables affect trust and satisfaction with the courts. Beyond traditional statistical methods, this approach reveals detailed changes and trends between independent and dependent variables. The features of Boruta and SHAP are particularly noteworthy.

8月22日(四) 14:40-15:40 第二會議室		4] 亞洲民主動態調査計畫 人: 黃旻華(國立臺灣大學)
	4-1	Structural Economic Reforms and Trust in Governments / 吳親恩(中央研究院)、田園(華盛頓大學)、梁聖宇(國立臺灣大學)
	4-2	Distributive Unfairness, Nationalism, and Preference for Redistribution / 陳若蘭(國立中山大學)、吳文欽(中央研究院)、曾筑翎(中央研究院)
	4-3	The Impact of the Covid-19 Pandemic and the Resilience of Democracy in East Asia / 吳心喆(國立臺灣大學)、黃凱苹(國立臺灣大學)

Structural Economic Reforms and Trust in Governments

Chin-en Wu(吳親恩) Institute of Political Science at Academia Sinica Yuan Tien(田園) Washington University Seng-Yee Sin(梁聖宇) National Taiwan University

Political trust refers to that people trust in the object's competence to act in the subject's interest and thereby is important to the function of political system. It is often argued that besides culture factors, political institutions' performances, both economic performance and procedural performance, shape people's trust in governments. In this article, we plan to study how the implementation of structural economic reforms shapes people's trust in the governments. Structural economic reforms include various types of reform such as market regulation, trade, corruption control and rule of law, size of government, and macroeconomic policy.

Structural economic reforms tend to harm some segments of the society in the short run but increase overall social welfare in the long run by making resource allocation more efficient.

Austerity measures often lead to a decline in public trust in government due to their perceived negative impact on social services and disposable incomes. However, this trust can be restored when austerity policies are made through inclusive and deliberative political institutions. By fostering greater public participation and ensuring that decision-making processes are transparent and representative, the result can better address citizens' concerns and incorporating diverse views. Moreover, when individuals perceive that their opinions are considered and that their contributions significantly influence policy decisions, they are more likely to understand the rationale and necessity behind austerity measures. This decision-making process not only help rebuild confidence in the political system, as people feel more engaged and valued in the governance process. Employing three waves of Global Barometer survey and economic liberalization data, we implement difference in difference method to empirically examine the relationship. (節錄)

Distributive Unfairness, Nationalism, and Preference for Redistribution

Chu-Ling Tseng(曾筑翎) 中央研究院政治學研究所研究助理 Roulan Chen(陳若蘭) 中山大學政治經濟學系副教授 Wen-Chin Wu(吳文欽) 中央研究院政治學研究所研究員

Economic inequality has been regarded as a critical source of nationalism for two reasons. First, it fosters a sense of shared identity among low-income people (Shayo 2009). Specifically, a higher level of inequality indicates a larger size of low-income people, so it makes low-income people's self-identity more aligned with each other and results in stronger nationalism. Secondly, nationalism can suppress individual preferences for redistribution, so political leaders often incite nationalism to deflect pressure for wealth redistribution stemming from economic inequality (Solt 2011). However, in this article, we present an alternative perspective on the interplay between income distribution, nationalism, and preference for redistribution. We argue that previous studies have been insufficient in demonstrating the role of economic inequality in shaping individuals' nationalism. These studies rely on macro-level indicators of inequality, the Gini index for example, to explain individual attitudes, assuming that individuals possess accurate knowledge of the true extent of inequality. However, given that the assumption of complete information about inequality is widely disputed in the literature (Gimpelson and Treisman 2018), we argue that individuals' perceptions of income distribution unfairness are more crucial in explaining the formation of nationalism and the demand for redistribution. Furthermore, when individuals perceive unfair income distribution, their sense of nationalism weakens, as they feel alienated from the rich and become less interested in political and public affairs (Solt 2008). In other words, heightened perceptions of distributive unfairness lead people to detach from their political community. Our arguments are supported by the empirical analysis of data collected by several waves of the Asian Barometer Survey and Latinobarometer Survey in 34 Asian and Latin American countries in more than two decades.. More importantly, our results of multi-level models are robust and demonstrate that individual perceptions on distributive fairness play a more significant role in explaining individual nationalism.

Keywords: economic equality, misperceiving inequality, nationalism, national pride, identity, diversionary theory, psychological theory, cohesion theory.

The Impact of the Covid-19 Pandemic on Political Support in East Asia

Kai-Ping Huang (黄凱苹)

國立臺灣大學政治系副教授

Hsin-Che Wu (吳心喆)

國立臺灣大學政治系副教授

In this paper, we examine whether the Covid-19 pandemic affected ordinary people's evaluations of their political systems, using the Wave 5 (2018-19) and Wave 6 (2021-22) of the Asian Barometer Survey. The findings show that following the Covid-19 pandemic, citizens who voted for the ruling party and perceived easy access to healthcare increased their trust in the executives and national government. By contrast, economic performance and democratic practices dominate to sustain system support. Therefore, the lasting effects of the pandemic on society and economy are determined by how leaders and governments respond to it. It is essential for leaders to take decisive action and implement effective solutions to ensure the long-term stability of their

Keywords: Covid-19 pandemic, specific support, diffuse support, economic evaluations, access to healthcare

political systems.

	[實證 5]臺灣選舉與民主化調查資料庫	
	主持人:陳陸輝(國立政治大學)	
8月22日(四)	5-1	Correlation of Covariates and Its Implications for the Interpretation of
16:00-17:00		Marginal Effects / 蔡岳倫(國立政治大學)、蔡奇霖(國立臺北大
第二會議室		學)、蔡宗漢(中央研究院)
	5-2	The Gender Gap in the Duty to Vote / 王靖興(國立成功大學)
	5-3	台灣民眾政治極化的圖像與趨勢 / 蕭怡靖(國立政治大學)

Correlation of Covariates and Its Implications for the Interpretation of Moderated Eects

Yueh-lun Tsai (蔡岳倫) 國立政治大學政治學系碩士生

Chi-lin Tsai(蔡奇霖) 國立臺北大學公共行政暨政策學系助理教授

> Tsung-han Tsai(蔡宗漢) 中研院政治所副研究員

In this article, we study how the effect of an explanatory variable on the outcome variable is moderated by other variables in a linear regression model with multiplicative interactions. Three commonly used estimators--marginal elfects (ME), frst differences (FD), and subgroup differences (SGD)-in combination with two summaririzing approaches--case-created and observed-value--are investigated in this article. We bring critical attention to how these estimators and approaches differ from each other in terms of their underlying assumptions about the correlation between regressors. We show that estimators with the observed-value approach take the correlation between control variables into account, when those variables are interacted with the explanatory variable of interest. In contrast, estimators with the observed-value approach assume the independence of control variables. We also show that both MD-based and FD-based estimators do not take the relationship between the explanatory variable of interest and control variables into account, when the model does not involve nonlinear transformation of the explanatory variable and its interactions with control variables. By contrast, the relationship between the explanatory and control variables plays a role in the SGD-based estimation. We examine how these differences affect the interpretation of the estimates and conclude with a discussion about the implications of our research findings.

Keywords: multiplicative interactions, second-order interactions, three-way interactions, marginal effects, frst differences, subgroup comparisons, average-case approach. observed-value approach

The Gender Gap in the Duty to Vote

Ching-Hsing Wang (王靖興)

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This study investigates gender differences in the duty to vote in Taiwan, using survey

data from TEDS2012, TEDS2016, and TEDS2021. The analysis reveals a slight decline

in the sense of duty to vote, from 75.4% in 2012 to 71.7% in 2021, with women

consistently showing a higher sense of duty than men. Additionally, this study finds

that support for democracy, political efficacy, political interest, strength of party

identification, and age all contribute to a heightened sense of civic duty. On the other

hand, mediation analysis demonstrates that the sense of duty to vote significantly

mediates the relationship between gender and voter turnout, indicating that being

female positively influences voter turnout through this sense of duty. Overall, this study

underscores the critical role of the sense of duty to vote in mediating the relationship

between gender and voter turnout. By highlighting the persistent gender differences and

the mediating effect of civic duty, the findings offer a robust basis for policy

interventions aimed at enhancing electoral engagement.

Keywords: Duty to vote, civic duty, gender difference, mediation analysis, TEDS.

台灣民眾政治極化的圖像與趨勢

蕭怡靖

國立政治大學選舉研究中心研究員暨政治學系教授

在高度競爭的政治環境下,台灣民眾是否存在政治極化?如果有極化的圖像與趨勢為何?又那些特徵的民眾更具極化的特質?本文利用台灣1996至2024年總統與立委選舉結束後的全國性民意調查資料,依據民眾近30年來,在統獨議題上的立場、對主要政黨的立場認知及情感好惡的差距,採「橫斷面買時性資料分析」(cross-sectional and longitudinal data analysis)的方法,檢視台灣民眾政治極化的圖像與趨勢。研究發現,台灣民眾在統獨議題的立場上雖有政黨歸類的現象,但整體而言仍呈現倒 U 型分布,並無意識形態或議題立場的極化。反觀,民眾對主要政黨的立場認知與情感好惡則存在明顯的情感極化態勢,傾向將敵對政黨的統獨立場往光譜兩端推移,同時更為厭惡敵對政黨,且敵我差距逐年擴大。而這種情感極化主要存在於有黨性的民眾,且認同民進黨、黨性愈強、統獨立場愈明確及年齡愈長的民眾,情感極化的程度愈高。至於情感極化的成因與可能導致的後果,正持續受到學界高度的討論。

關鍵詞:政治極化、情感極化、統獨議題、政黨認同

8月23日(五)第一會議室



Conjoint Analysis: Common Misunderstandings and Discussions for Advancement

Yusaku Horiuchi

Department of Government and the Program in Quantitative Social Science at

Dartmouth College

The complexity of conjoint analysis---now one of the most commonly used statistical tools among social scientists---necessitates careful consideration and justification of various design decisions. In this talk, Horiuchi underscores a seemingly obvious yet frequently overlooked point: researchers should design experiments based on their specific research questions. However, in many applications of conjoint analysis, this principle is often neglected, with researchers following how other researchers design conjoint experiments without fully aligning their designs with what they intend to discover. Among many design-related issues, Horiuchi highlights the critical yet underappreciated aspect of design choice—the number of profiles presented to respondents. He examines how the presence of an additional profile can influence respondents' assessments and choices. Through simulations, he demonstrates that stated preferences are influenced by the survey structure itself. Drawing on concepts from social psychology, such as assimilation and contrast effects, Horiuchi designed and fielded a novel experiment revealing that respondents' answers are also psychologically impacted by the presence of another profile. These insights raise significant implications for the commonly used two-profile choice design in conjoint analysis. Horiuchi concludes by discussing key considerations when presenting two profiles to respondents, advocating for researchers to explicitly test how people compare options and make decisions. This approach can lead to more insightful and accurate studies.

	場次 6: 賃	場次 6:實驗民調 (Survey Experiments)	
	主持人:吳文欽(中央研究院)		
8月23日	6-1	From Ukraine to Taiwan: How Distance Affects Support for Foreign Intervention / Atsushi Tago (Waseda University, JP)	
10:40-12:00 第一會議室	6-2	Crisis Deflation / Kai Quek (University of Hong Kong, HK)	
	6-3	Foreign Visits to Major Powers and Politicians' Image as National Security Defender for Minor Power: A Conjoint Analysis / Hsin-Hsin Pan (Soochow University, Taiwan), Koji Kagotani (Chuo University, JP)	
	6-4	Conjoint Analysis of the 2024 Taiwanese Presidential Election / Yusaku Horiuchi (Dartmouth College, USA)	

會議初稿、請勿引用 Draft Paper not for Citation or Quotation

實驗民調 (Survey Experiments) | 6-1

From Ukraine to Taiwan: How Distance Affects Support for Foreign Intervention

Atsushi Tago
School of Political Science and Economics, Waseda University

This paper delves into the dynamic relationship between distance from conflict and public support for military intervention in the context of friendly countries facing aggression. Focusing on the recent surge of Western assistance to Ukraine and the growing concerns about China-Taiwan tensions, our experimental study, conducted in Japan and the Czechia, investigates whether geographical proximity influences individuals' willingness to endorse the use of force. Findings reveal significant variations in support based on the distance from the conflict zone, with Czech respondents less inclined to support intervention in Taiwan, contrasting with Japanese respondents. These insights pose critical considerations for the future of the liberal international order and military planning, underscoring the challenges in garnering widespread public backing for interventions in geographically distant scenarios.

Conflict, Public support, Military intervention, Geographical proximity

實驗民調 (Survey Experiments) | 6-2

Crisis Deflation

Kai Quek
Department of Politics and Public Administration,
University of Hong Kong

Crises over highly salient issues are very dangerous. They generate strong domestic pressure on leaders not to back down. As the leader escalates, the domestic costs of backing down increase, making deescalation harder. We propose a novel mechanism of deescalation that nips the crisis in the bud at the first instance: Crisis deflation. From this general mechanism, we generate five specific strategies of crisis deflation: A state can deflate a crisis by framing it as an isolated incident, by minimizing its significance, by technicalizing it, or by directing attention to a larger constituency (e.g., citizens instead of leaders) or to a larger value (e.g., world peace and stability). By fielding an experiment in China involving the highly salient Diaoyu/Senkaku dispute over territorial sovereignty, we establish the causal efficacy of these strategies in giving leaders the domestic political space to deescalate a high-stakes crisis by deflating it at the first instance.

crisis deflation, domestic pressure, deescalation, issue salience

Foreign Visits to Major Powers and Politicians' Image as National Security Defender for Minor Power: A Conjoint Analysis

Hsin-Hsin Pan
Department of Political Science, Soochow University

Koji Kagotani Graduate School of Policy Studies, Chuo University, Tokyo

Given that mutual visits frequently take place between politicians of major and minor powers, why politicians of minor powers visit major powers remains underaddressed. Specifically, while the politicians of major powers sell a strong-power image in handling international affairs to their people back home, what do politicians of minor powers gain by such visits? Focusing on the foreign visits the politicians of minor power make to major powers, we argue that the politicians of minor powers build an image as national security defenders by visiting major powers as the people of minor power use foreign visits as an information shortcut to evaluate a politician's capacity in the management international affairs. By applying a conjoint analysis in Taiwan, we offer the first empirical evidence to demonstrate that foreign visits to major powers make politicians preferable national security defenders. Also, the differential effect between visitors and non-visitors is greater for the US than for China in image-building while visiting both is the favorite. Finally, visiting the US is effective at image-building when Taiwan-US relations are perceived as fair or good. Visiting the US and China creates such an image when Taiwan-China relations are perceived as bad. The findings shed light on studies of public opinion on foreign policies.

foreign visits, minor powers, major powers, image-building, conjoint analysis, national security defender

實驗民調 (Survey Experiments) | 6-4

Conjoint Analysis of the 2024 Taiwanese Presidential Election

Yusaku Horiuchi

Department of Government and the Program in Quantitative Social Science at Dartmouth College

The results of the Taiwanese Presidential Election on January 13, 2024, will be decisive for the future of Taiwan's democracy. The election is a three-way race between the incumbent Democratic Progressive Party (DPP), Kuoming Tang (KMT), and Taiwan People's Party, with tensions high as Beijing and Washington look to Taipei's next move. The goal of the research project is to use conjoint analysis, a survey methodology that improves upon traditional opinion polls, to investigate the Taiwanese electorate's multidimentional policy preferences underlyig voters' single choice.

Conjoint analysis, Taiwan, Presidential Election, policy preferences

	場次7:	場次7:量表設計與資料品質	
	主持人:黃敏雄(中央研究院)		
8月23日 13:20-14:20 第一會議室	7-1	負向情緒評估的作答反應心向指標與五大人格特質之相關性 / 楊世瑋(國立嘉義大學)、黃財尉(國立嘉義大學)、辜美 安(慈濟科技大學)	
7. 日 成 生	7-2	Bias in Cognition and Family Context: When Parents Report on Parental Involvement and Child's Aggressive Behavior / 陳怡蒨 (元智大學)、吳心楷(國立臺灣師範大學)、辛靜婷(國立清華大學)	

會議初稿、請勿引用 Draft Paper not for Citation or Quotation

量表設計與資料品質 | 7-1

負向情緒評估的作答反應心向指標與五大人格特質之相關性

楊世瑋

> 國立嘉義大學輔導與諮商學系 辜美安

加拿大多倫多大學公共衛生學院/慈濟科技大學護理系

精神疾病是一個重要且日益關注的公共健康議題,因此負向情緒的評估在 現代心理健康研究中愈發重要。然而,此類型的評估往往因受測者作答時的刻意 隱瞞或誇大不實而影響評估的準確性。本研究旨在探討受測者之負向情緒評估的 作答反應心向與其五大人格特質之間的相關性,研究中就564名大學生的負向情 緒評估作答結果進行分析,並以 Huang 和 Lu 在 2017 年所發展出的多元計分之 異常作答指標中的 W、B、C、M 四項作答反應心向指標(Person-Fit Statistics, PFS) 檢測受測者在進行負向情緒評估時隱瞞、誇大、特質與無質四種作答反應心向。 研究結果顯示,神經質型人格特質與 C 指標呈現中度的正相關(r=.490,p<.001) 及 M 指標呈現中度的負相關 (r=-.515, p<.001), 此與外向型 (C:r=-.199,p<.001; M:r=.212,p<.001)、友善型(C:r=-.215,p<.001; M:r=.241, p<.001)及審慎型(C:r=-.176,p<.001;M:r=.169,p<.001)人格特質所 呈現的結果相反,反應神經質型人格特質在負向情緒及非負向情緒評估的作答穩 定程度有別於外向型、友善型及審慎型。神經質型人格特質與 W(r=.408,p<.001) 及 B(r=.247,p<.001) 指標則呈現中度與低度的正相關,此與外向型(W:r= -.128; B:r=-.120, p<.005)、友善型(W:r=-.246, p<.001; B:r=-145, p<.005) 及審慎型(W:r=-.168,p<.001;B:r=-.114,p<.005)人格特質所呈現的結果 相反,反應神經質型人格特質在進行負向情緒評估時易出現隱瞞與誇大的作答反 應心向,而外向型、友善型及審慎型人格特質則相反。開放型人格特質則與此四 項指標皆未呈現顯著的相關性。此外,負向情緒的作答反應心向與人格特質的相 關性會因所評估的負向情緒類型不同而有所差異。因此,建議未來在進行負向情 緒評估時,應考量不同人格特質作答反應心向上的差異,以提高評估結果的準確 性和可靠性。

異常作答反應;作答反應心向指標; 五大人格特質; 負向情緒評估

量表設計與資料品質 | 7-2

Bias in Cognition and Family Context: When Parents Report on Parental Involvement and Child's Aggressive Behavior

陳怡蒨 元智大學社會暨政策發展學系 吳心楷 國立臺灣師範大學科學教育研究所 辛靜婷 國立清華大學幼兒教育系

Parent report is often used to assess parenting practices, child-rearing styles, perception of co-parenting, and child behavior. While mothers and fathers play different roles in the family, prior research in this field is considerably limited and lacks information that considers the bias of mother and father perspectives, particularly in countries with traditional Confucian culture. Until recently, research has increased attention to the validity of parent reports. Some parental characteristics, marital status, parenting attitude, or co-residential family members may systematically bias a parent's report of their spouse's behavior, and child's problem behaviors. In addition, report accuracy may differ depending on the parents' and children's gender. This study proposes several theoretical hypotheses (e.g., family interdependence, family autonomy, gender-role attitude, and social information process) to examine report similarity and accuracy of parent involvement and the child's aggressive behavior according to the reporter's role of being a parent, the presence of family members, and parents' characteristics. Based on the interdependent argument, parents with the presence of grandparents at home may alter their' expectations of co-parenting attitude compared with those who did not have other family members at home. On the other hand, married couples with higher education have a better perception of father involvement in child-rearing practices. This study aims to answer three research questions as follows: (1) Are there discrepancies between fathers' and mothers' reports of father involvement and child-aggressive behavior? (2) If the answer is yes, what social factors (marital status, co-residential grandparents, number of children at home, and parents' age, child's gender, mothers' education, and employment) can explain the discrepancies between fathers' and mothers' reports in father involvement and child-aggressive behavior? (3) Are the discrepancy patterns consistent in two sample cohorts?

Using data from two cohorts (36 months and three months) of 「臺灣幼兒發展調查資料庫」(Kids in Taiwan: National Longitudinal Study of Child Development & Care, KIT), total 8,358 children. The first cohort comes from the 36-month sample, including 2,335 children aged 4-6. The second cohort comes from the 3-month sample, including 6,023 children and their parents. The preliminary results showed that although fathers' and mothers' reports are similar in parental involvement over time, but mothers consistently report lower levels of father involvement than do fathers when report their partner's involvement. This pattern is consistent in two cohorts of parents. Divorced, co-residential grand-parent, and fathers' age, as well as mothers' education and employment, associated larger discrepancies between fathers' and mothers' reports in father involvement and child's aggressive behavior. The difference of two cohort samples (3-months versus 36-months) and the implication for survey research were also discussed.

Survey error, Bias, Parent report, Child Aggressive Behavior, Parental Involvement

	場次 8: 國	國家印象
	主持人:薛健吾(國立政治大學)	
8月23日	8-1	Modernization, Ideology, and Attitudes towards the US and China in Australia and Asia /蔡明璋(中央研究院)、Salvatore Babones (University of Sydney)
14:40-16:00 第一會議室	8-2	台灣民意對中國的印象: 2013-2023 / 黃瑋益(國立政治大學)
	8-3	政治議題討論之閱聽人言論分析_以 鍾明軒評論中國事件為例 / 張嘉娟(國立臺灣師範大學)、謝宜庭(國立臺灣師範大學)
	8-4	旅遊類型、感知文化距離與保護主義態度:以台灣人赴中旅 遊為例 / 林文正(中央研究院)、潘欣欣(東吳大學)

會議初稿、請勿引用 Draft Paper not for Citation or Quotation

Modernization, Ideology, and Attitudes towards the US and China in Australia and Asia

Ming-Chang Tsai

Research Center for Humanities and Social Sciences, Academia Sinica

Salvatore Babones

University of Sydney

The perception of global powers by the general public in other societies is a key indicator for gauging the strength of their soft power, which influences domestic opinions and policymaking by local governments. This paper compares Australia to East and Southeast Asian countries to evaluate the extent to which the US and China are considered to have favorable influences on their respective countries, based on data from the most recent survey conducted by the Asian Barometer in 2018-2019. Hypotheses are proposed to assess three major theories: institutional similarity, political-economic buffers, and nationalist ideology. The similarity in institutional structure with modernized Western countries, measured by commonly used indices such as Human Development Index, globalization, economic freedom, and democratization, does not show the expected pattern of correlation. The more highly advanced countries analyzed in this study did not report more favorable attitudes towards the US; instead, they perceived China to be more acceptable. When testing the buffer factors, the results from regression estimation provide substantial evidence that when respondents perceive economic growth and have confidence in the government, they tend to view both powers favorably, believing they are protected and defended from potential problems. Nationalism is found to decrease amiable attitudes toward the US and China. However, Australia and Taiwan are specific cases, as those who express stronger nationalism tend to show a pro-American attitude.

pro-Americanism, pro-China attitude, institutions, ideology, nationalism

台灣民意對中國的印象: 2013-2023

黄瑋益 政治大學俄羅斯研究所/國立師範大學英語學系

民意如流水?本文預期從接觸理論與團體威脅論二元的種族途徑評估台灣民眾對中國官方的意象與評價。問題意識在於透過台灣選舉民主化調查(TEDS)2021-2023年的民意調查,評估國族認同在區分我群與他群政治的信任程度有多少差異?本文研究貢獻在於以台灣人民對於中國政府的不信任程度呈現接近長尾的分布狀況,區分出在時序上儘管中共國台辦宣稱民共交流貿易量上升,並不隨經濟的外溢效果影響到台灣民眾在政治上對於中國政府的認同有所提升,反倒增加不信任。所謂台灣人民對於本土的政治印象和經濟印象並不隨之影響到團體內對於中國政府有增加更多的信任度。

政治信任、民主政體、國家形象

政治議題討論之閱聽人言論分析_以 鍾明軒評論中國事件為例

張嘉娟 國立臺灣師範大學大眾傳播研究所 謝宜庭 國立臺灣師範大學大眾傳播研究所

社群媒體、影音平台的興盛,使閱聽眾不再以傳統新聞媒體作為單一接收訊息之渠道,並且也不再只是資訊接收者,同時成為了產製者。本應使網路世界成為體現民主價值的理想公共領域,如今卻不乏充斥不文明媒體內容與仇恨性留言。除了無法促進社會議題的溝通、討論,訴諸於情緒的言論遍布留言區,更加可能導致撕裂社會。

作為網路公民的我們都應負起守護網路環境的責任,具有一定程度影響力的網路紅人、意見領袖更是。本研究以 YouTube 之影片留言為例,針對 YouTuber 鍾明軒的 2020 年【反擊也要長的漂亮!】影片與 2024 年【這就是我 看到的中國!】影片,以次數分配分析、滯後序列分析進行留言類型的比較與分析,欲探討閱聽人對於不同態度的媒體內容呈現方式之討論行為為何,以及是否將對閱聽人之留言產生正、負面影響。研究結果指出,影片中的客觀、中立態度之言論,將確實對閱聽人之留言態度產生正面影響。相反而言,影片中的情緒性、仇恨言論,將對閱聽人之留言態度產生負面影響。

閱聽人、微名人、滯後序列分析、言論分析

旅遊類型、感知文化距離與保護主義態度:以台灣人赴中旅遊為例

林文正 中央研究院社會學研究所 潘欣欣 東吳大學社會學系

旅遊活動一直是中國政府對台統戰工作的重要項目,目標在於減少台灣民 眾對中國的各項心理距離,特別是強化傳統中國歷史與文化的連結。相關研究也 發現旅遊有助於改變民眾對外關係態度。若是將這兩段觀察進行連結後,則會出 現截然不同的觀點: 赴中旅遊經驗有助於台灣民眾認知到文化相似性並減少對外 關係的保守主義態度;相反的觀點為赴中旅遊經驗會擴大兩岸文化差距並提高台 灣民眾對外關係的保護態度。是此,為了進一步釐清旅遊、感知文化距離與保護 主義態度的關係。本研究以台灣社會變遷基本調查計畫 2018 的全球化與文化組 的資料進行分析。先將個人的旅遊地點分為四類:「無相關旅遊經驗者、他國旅 遊經驗者(不含中國)、僅赴中旅遊經驗者、混合旅遊經驗者」來比較旅遊類型 的差異。再使用因素分析將文化題問項來重新整合為咸知文化距離題組。進一步 控制其他變數後,以擁有他國旅遊經驗者作為對照組來觀察其他旅遊類型者的感 知文化距離之中介效果。發現無經驗者的對外保護主義態度較高、且受到正向的 部分中介效果影響;混合經驗者則有較低的對外保護主義態度並受到負向的部分 中介效果作用。值得注意的是,赴中者的對外保護主義態度僅呈現顯著正向的直 接效果,表示中國對台旅遊政策對於縮短文化差距的效果有限,反而會直接強化 台灣民眾對外的保護主義態度。

卦中旅遊;台灣; 咸知文化距離; 保護主義

8月23日(五)第二會議室



	[實證	登6]臺灣幼兒發展調查資料庫
	主持。	人:張鑑如(國立臺灣師範大學)
8月23日(五) 13:20-14:20 第二會議室	6-1	數大便是美?大型調查數據的統計異質性分析 / 邱皓政(國立臺
		灣師範大學)
	6-2	以 KIT 之縱貫資料檢視臺灣幼兒的社會行為發展樣貌/ 程景琳
		(國立臺灣師範大學)
	6-3	Having One More Child or Not? The Contribution of Father's
		Involvement and Appraisal of Family Resources to Taiwanese Mothers
		Having an Additional Child Within Three Years / 吳志文(國立臺灣
		師範大學)

數大便是美?追蹤調查數據的統計異質性分析

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樣本規模是統計分析的一項重要議題,如果樣本數太少,觀察數據不僅無法反映母體特徵,分析結果也將缺乏檢定力而無法有效檢驗參數的狀態;相反的,樣本規模如果很大,母體代表性可以輕易達成,統計檢定力也十分優異,但同時也帶來小效果但強顯著的過度拒絕虛無假設的困擾,更重要的是大樣本當中所存在的次群體差異可能會影響參數估計的穩定性,此時必須透過統計模型來抽絲剝繭找出潛在異質性,近年來此一風潮逐漸興起,稱之為異質性革命(heterogeneity revolution)(Bryan, Tipton, & Yeager, 2021)。

在社會科學研究中,異質母體往往無法直接測量或客觀辨識,例如個人的性格類型、政黨/政治傾向、教育或文化弱勢族群、行銷研究中的消費族群等,必須透過潛在類別分析(latent class analysis; LCA)或潛在剖面分析(latent profile analysis; LPA)等潛在變數模式來建立潛在類別變數(latent categorical variable),藉以反映次母體的狀態(Goodman, 1974; Lazarsfeld, 1950),然後才能進一步探討潛在類別變數在其他研究變數上的差異或關係,亦即帶有輔助變數(auxiliary variable)(Asparouhov & Muthén, 2014),完整探討潛在異質性的內涵及其前因後果。此外,除了橫斷面資料需要辨識潛在次母體的狀態與差異,縱貫面的發展性數據也存在潛在異質性的辨識需求,藉以探討潛在類別所反映的異質性如何隨著時間的遞延而發生變動,稱為潛在轉移分析(latent transitional analysis; LTA)(Bye & Schechter, 1986; Collins & Wugalter, 1992)。

由於縱貫性重複測量的共變結構混合了個體隨時間變動的變異,亦即個體內變異(within-subject variation),以及不隨時間變化的個別差異,亦即個體間變異(between-subject variation),傳統的 LTA 模式設定無法分離兩者,不僅造成參數估計偏誤,也影響標準誤估計,從而使得顯著性檢定失效,檢定力降低。替代做法是在模型中增加隨機截距(random intercept; RI)來估計觀察資料中個體間變異,分離出來的個體內變異得以用於估計異質分類的變動情形,稱為隨機截距潛在轉移分析(random-intercept latent transitional analysis; RI-LTA)(Muthén & Asparouhov, 2022)。

本研究取用臺灣幼兒發展調查資料庫(Kids in Taiwan: National Longitudinal Study of Child Development & Care, KIT)(張鑑如,2023)的3月齡組嬰幼兒發展狀況和照護資料進行RI-LTA的實徵分析。排除填答者關係非父母親、漏答率

達 50%、特殊兒童(重大傷病、早產兒、非婚生幼兒),保留男嬰 1471 名(50.8%)、 女嬰 1425 名 (49.2%),男女比例相當,與初始樣本性別比例 (51.1%:48.9%) 無顯著差異 (χ^2 (1)=.108,p=.742)。變數取用「親職參與」量表當中的父親資料,亦即父親「照顧這孩子的衣食等生活基本需求」、「教這孩子生活常規」、「幫助這孩子的學習活動」、「關愛與回應這孩子」、「陪這孩子玩」等五題 4 點計分量表題目。在潛在類別數目的設定上,為便於說明,不逐一檢測實徵資料當中的最佳潛在類別數量,而逕以 K=2 的三個潛在類別狀態來進行分析。遠端變數為 18 月齡下的五題父職參與量表得分,共變項為嬰幼兒性別以及隨時間變動的 3、6、12 月齡下父母親工作狀態、嬰幼兒健康狀態,分別預測 3、6、12 月齡各對應時點下的潛在類別變數,各變數關係與模式設定列於圖 1,各模型的分析以 Mplus8.11(Muthén & Muthén, 1998-2017)的 MLR 估計法進行完全訊息最大概似法(FIML)混合模型評估。

(節錄)

以KIT之縱貫資料檢視臺灣幼兒的社會行為發展樣貌

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幼兒階段的社會能力(social competence),除了反映在個體當下之人際互動與心理適應之外,也與個體後續的適應有長期的關聯性。例如,在紐西蘭所進行之為期32年的縱貫研究發現,孩子在發展早期之社交連結(social connectedness)能力,相較其學業成就表現,對於其之後在成人階段的社會參與、利社會行為等正向適應之表現,有更好的預測力(Olsson, McGee, Nada-Raja, & Williams, 2013)。

「社會能力」反映出個體在不同環境脈絡的社會互動中,除了能實踐個人擬達成的目標之外,又能同時與他人維持正向的人際關係(Rubin & Rose-Krasnor, 1992)。Campbell等人(2016)認為社會能力包含了個體能與他人建立正向關係、能與互動對象協調及溝通自己的行為和情緒、並能在社會互動過程中覺察自己調節情緒及行為的能力。亦即,社會能力涉及個體在人際互動時,能夠維持正向互動關係的能力與行為表現,同時包含了與「自我」及「他人」有關的面向,即能成功達成自己的目標及獲得效能感,也能與同儕及成人有良好的關係、在人際團體中能取得適當的位置、並能表現出符合社會期待的行為(Rose-Krasnor, 1997)。

根據「關係發展系統(Relational Developmental Systems)」的理論主張,在探討個體發展或適應情形時,需同時關注個體本身的個人因素、個體所處之環境脈絡因素,以及兩者相互影響的交互作用結果(Lerner, Hershberg, Hilliard, & Johnson, 2015)。針對影響幼兒社會能力的個人因素方面,過去研究發現幼兒本身的氣質特性、認知能力、情緒能力、語言能力等,皆是影響其社會行為發展的可能原因;而在環境脈絡因素方面,父母教養風格、家庭社經地位、同儕關係、或文化背景等,也都是可能影響幼兒社會能力之重要因素。

家庭環境是提供幼兒社會化 (socialization) 過程中,最重要的發展脈絡。父

母親藉由親子互動所培養之親子關係及所展現出之教養行為,對於孩子的社會發展都是重要的成長環境經驗。在正向溫暖的互動下,親子雙方感到自在安適,有助於建立雙方的安全依附;而幼兒與主要照顧者的安全依附關係,與幼兒進行同儕互動的社會能力具有顯著正相關(Groh et al., 2014)。此外,主要照顧者的教養行為包含對於孩子的管教照護,以及在過程中對孩子的情感表達;照顧者與孩子互動時,溫暖的態度反映了對孩子的正向情感及支持,而具有回應性的教養行為則顯現照顧者能敏銳於孩子的需求,及提供呼應需求的回饋反應(Kochanska & Aksan, 2004; Pinquart, 2017)。

本篇報告在檢視影響幼兒社會能力之相關因素時,將納入幼兒個人條件與其環境脈絡因素進行考量;並以「臺灣幼兒發展調查資料庫」針對社會行為面向所收集之合群性、主動性及獨立性等正向社會行為,以及攻擊、退縮行為等反映適應不良之問題行為,整理臺灣幼兒在社會能力面向上的發展現況。「合群行為」指幼兒樂意與他人親近互動之表現,乃幼兒在進行團體活動時必需展現的友善行為,題項如:「孩子能和其他小朋友一起合作完成工作」;「主動行為」指幼兒能自發展現自己想法或行動的態度與行為、或主動參與或開啟人際互動,題項如:「在參加活動或討論時,孩子會主動發表自己的看法或意見」;「獨立行為」指幼兒能獨力完成照顧自己、自我管理、問題解決等任務,題項如:「孩子能完成自己能力可以做到的事,不需要別人的協助」。而攻擊行為是指幼兒意圖造成他人生理或心理傷害的負向行為,包含外顯及內隱形式的攻擊,題項如:「孩子會踢、打、推或捏其他的小朋友」;「退縮行為」指幼兒想要迴避新奇陌生之環境經驗的行為表現,顯項如:「孩子不願意去嘗試新的活動或接觸新的環境」。

(節錄)

Having One More Child or Not? The Contribution of Paternal Involvement and Appraisal of Family Resources to Taiwanese Women Having an Additional Child Within Three Years

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Having one more child is undoubtedly a challenging stressor. However, the Taiwanese government encourages families to take on this challenge to counteract the nation's severe fertility crisis (National Development Council, 2023). This study addresses this pressing issue of low fertility rates in Taiwan, focusing on factors influencing the decision of families with existing children to have another child.

Existing research on fertility intentions has several limitations. First, many studies focus on attitudes and social norms surrounding the intention to have children (e.g., Matera et al., 2023; Tama et al., 2021; Zhang et al., 2022), overlooking the influences of ongoing parenting experiences. Second, while some research highlights the contribution of husbands' time spent on childcare to women's fertility intentions (e.g., Cheng & Hsu, 2020; Fiori, 2011; Yoon, 2016), the quality of husbands' involvement in childcare and the underlying mediating mechanisms remain unclear. Finally, most studies concentrate on fertility intentions (e.g., Cheng & Hsu, 2020; Kavas, 2019; Zhuang et al., 2020) rather than actual increases in number of children (i.e., fertility outcomes), which is more relevant to Taiwanese society's demographic concerns.

This study seeks to fill these gaps by focusing on Taiwanese women with young children, employing an alternative framework from family stress management models (Boss, 1988; McCubbin & Patterson, 1983; Patterson, 2002; Weber, 2011). The research uses data from the "Kids in Taiwan: National Longitudinal Study of Child Development and Care" (KIT project), which provides representative and longitudinal data (Chang et al., 2017). This data allows the study to investigate how women's perceptions of their husbands' paternal involvement in childcare (PIC) and supportive coparenting partnership (SCP) influence their fertility outcomes within three years. Additionally, the study examines the mediating effect of women's appraisal of family childcare resources (FCR). (資業)

	場次 9:社	土會變遷及幼兒調查資料應用
	主持人:	吳志文(國立臺灣師範大學)
8月23日	9-1	家庭結構與年紀對政治參與的影響 / 童雋傑(國立成功大學)、鄭力維(國立成功大學)
14:40-16:00 第二會議室	9-2	台灣民眾之環境態度與環境行為和其宗教信仰的關聯性實證研究 / 崔呈瑄(國立臺灣大學)
	9-3	幼兒社交技能與學習策略的混合學習模式及其在潛能班教學 中的實踐與效果研究 / 丁楷婷(臺北市立大學)
	9-4	KIT 資料庫父母職參與、情緒理解、情緒調節與幼兒負向情 緒性氣質試題縱貫恆等性檢驗 / 陳彥君(國立成功大學)

會議初稿、請勿引用 Draft Paper not for Citation or Quotation

家庭結構與年紀對政治參與的影響

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政治參與是指公民在社會活動中的一種參與形式,特別是指涉公民在政治過程中的行為。隨著我國的人口老化成為趨勢,老年人口的增加不僅成為重大的社會經濟議題,並引發家庭結構的變化,進而影響到個別家庭成員的政治參與。這使得家庭因素除了影響家庭內部以及社會整體的資源分配外,也改變了選民結構,亦即選民的政治參與也會受到老年人口增長所改變。公民參與政治活動與否可以歸因於自身的資源多寡和意願高低。關於家庭結構和年齡方面的討論上,過往文獻多是探究孩童對於父母政治參與的影響,較為缺乏老年人口對於其他家庭成員的政治參與之效果。鑒於人口結構的變化持續發生,於是,本研究希冀檢視家庭結構和年齡是否會對於選民的政治參與行為產生影響。

我們透過臺灣社會變遷基本調查(Taiwan Social Change Survey, TSCS),2012年與2022年性別組的資料進行分析。我們發現,若選民處在家庭中老年人口越多的家庭結構中,隨著個人年齡增長,他們會更傾向減少投票參與。在穩健性檢驗後,也發現65歲以上同住家人扶養比與年紀的交互作用項會與投票參與呈現負相關。綜上,家庭結構的變化以及老年人口的增長在我們的研究中發現確實會對於民眾的政治參與產生影響,希望此結果一方面使我們對於資源、家庭結構對於政治參與的影響有更多理解。同時,在政策層面上也能讓政府知曉影響民眾政治參與的潛在動機,並針對相關的政策做出調整,以增加民眾在投票、政治活動等面向的參與。

政治參與、家務勞動、家務分工、性別政治

台灣民眾之環境態度與環境行為和其宗教信仰的關聯性實證研究

崔呈瑄

國立台灣大學氣候變遷與永續發展國際學位學程

長久以來,實證研究對於宗教信仰與民眾環境態度的關聯性已有許多著墨。然而過往研究多關注以猶太教 -基督教倫理 Judeo-Christianity)為主流宗教信仰的國家,少有研究將信奉其他宗教信仰的國家作為研究範疇。除此之外,過往研究對於宗教信仰與民眾環境態度的關聯性並沒有一致的結論。有鑑於前述因素,本研究以擁有多元宗教文化的台灣為例,使用〈臺灣社會變遷基本調查計畫2020 第八期第一次:環境組〉的資料進行迴歸分析,試圖探索宗教信仰之於台灣民眾環境態度與環境行為之間的關聯性。研究結果發現宗教信仰會造成民眾在環境關懷、環境政策偏好與日常環境行為出現顯著差異。值得注意的是,前述的顯著差異僅與民眾是否擁有宗教信仰有關,並與民眾實際信奉的宗教無顯著關連。真正影響民眾環境態度與環境行為的是民眾參與宗教活動的次數。民眾越投入宗教活動,其就更可能表現出較強烈的環境態度與環境行為。總結而言,本研究不僅描繪了台灣宗教與民眾環境態度和環境行為的關連性,更發現了台灣民眾參與宗教活動的頻率將有助於提升其環境態度和環境行為。

環境態度、環境行為、宗教信仰、臺灣社會變遷基本調查

幼兒社交技能與學習策略的混合學習模式及其在潛能班教學中的實 踐與效果研究

丁楷婷 臺北市立大學

本研究旨在為幼兒教育領域提供新的研究視角,與方法,涌過幼兒發展調查 數據庫瞭解 72 個月齡幼兒的情緒表達能力,與語言認知能力,並探索採用混合 學習模式輔助潛能班教師(即研究者本身)設計學習策略,與社交技巧課程教案的 可行性,以期提高幼兒的學習動機。研究對象為5名生理性別均為男性的72個 月齡幼兒。在學習策略課程設計,教師預期以講授方式介紹詞彙出現的背景,短 語排列方式,並提供相關的數位學習影音教材內容供學生模仿學習,進而鼓勵幼 兒獨立完成各堂課程的預期學習目標。在社交技巧課程,教師首先詢問幼兒當天 的情緒狀況,與背後原因,並引導幼兒共同討論如何解釋和理解當時的情緒;或 者討論情緒相關的社會議題,激發幼兒對生活周遭事務的關心。為了鼓勵幼兒參 與,教師預期通過讚美語言,與集點卡的方式激發幼兒積極提供解決方案;或者 通過引導幼兒觀看數位學習影音教材、書寫學習單的方式提供相關的情緒表達技 巧,情緒緩解方法。課程環將配合團體討論、情境視頻欣賞,與情景扮演等活動, 輔助幼兒通過雙重學習模式體驗課程,與多感官學習。學習策略課程的數位學習 影音教材資源包括出版社提供的國語課程教材、仿間數位影音教材,與教師自行 制作。社交技巧課程的數位影音教材則包括公共電視少兒 YouTube、仿間數位學 習影音教材和電視臺情緒類知識新聞報道。本研究預期通過持續 20 周的實驗, 觀察到幼兒在這種學習課程中,能夠提高課堂討論氛圍,進而提升幼兒的學習動 機。

然而,本研究還存在一些局限性,包括不同學習氣質的幼兒在團體討論中的參與意願、對同伴反饋的態度,以及掌握數位影音教材內容的理解程度。因此,研究者將在未來的研究中進一步探索如何解決這些問題,優化學習模式,提高課程的效果和可持續性。

本研究的創新性在於,預期將混合學習模式應用於潛能班學習,並探索學習策略,與社交技巧課程的設計,以及實施。該學習模式的適用性,與推廣性值得進一步研究,以確定其在其他學習情境中的有效性、可行性。

幼兒發展調查資料庫、混合學習、學習策略、社會技巧

KIT 資料庫父母職參與、情緒理解、情緒調節與幼兒負向情緒性氣質 試題縱貫恆等性檢驗

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臺灣幼兒發展資料庫(Kids in Taiwan: National Longitudinal Study of Child Development & Care, KIT)(張鑑如,2019;2021;2022)為臺灣幼兒研究建置完 整且具本土文化意義縱貫資料,對於幼兒福利、健康、家庭、托育政策與幼兒發 展相關實徵研究提供諸多信息。然而,KIT在跨波次的資料測量恆等性的檢驗上 仍缺乏相關驗證,因此本研究試圖檢驗該資料庫之社會情緒發展問卷及家庭問卷, 擷取其中社會情緒發展量表(Social and emotional development scale)中的幼兒 負向情緒性氣質(Negative emotionality temperament, NET)5題(依變數)、情緒 理解(Emotional understanding, EU)5 題(中介變數)、情緒調節(Emotional regulation, ER) 4 題(中介變數)共 3 個變數進行縱貫恆等性檢驗,並檢驗親職 參與量表(Parental involvement scale)中母親親職參與(Mother involvement, MAI) 5 題與父親親職參與(Father involvement, FAI) 5 題(皆為自變數)的縱貫恆等性 檢驗。本研究著重於檢驗上述分量表的縱貫恆等性,避免關心這些變數的研究者 在未進行恆等性考驗控制因素負荷量與閾難度的狀況下,就進行了潛在變數模式 的探討,這可能帶來跨波次測量結果錯估的風險。研究整併36月齡組三波資料, 分別為 36 月齡、48 月齡及 60 月齡幼兒,考量完整作答任何一個變項的幼兒共 計 1845 位、5535 筆資料。探討這些變數的縱貫恆等性的緣由來自於父母親職參 與會影響幼兒情緒;研究者好奇父母職參與的高低,對情緒理解與情緒調節的影 響高低是否進一步影響幼兒的負向情緒性氣質,負向情緒氣質會影響幼兒個體身 心靈發展,若負向情緒氣質降低將有助於幼兒的身心發展。總上所述,探討上述 變項於跨波次的縱貫恆等性檢驗,將有助於後續研究者探討這幾個變項時,確保 資料的測量恆等不受時間影響。

母職參與、情緒理解、情緒調節、縱貫恆等性