

## 中文摘要

電子化民主強調公民參與的重要性，政府亦積極投入推動的工作，值得我們注意的是，就政府所設置的電子化民主機制而言，民眾在使用上的觀感和意願可能是重要的，本研究想要了解對於已使用過的民眾而言，哪些因素會影響他們持續使用該機制的意願？本研究以計畫行為理論為研究架構之基礎，並依據文獻整合假設自覺風險性對態度、持續使用意願有顯著影響。

本研究主要的目的有二：一是透過文獻探討以了解電子化民主起源與實行目標，並藉此了解電子化民主對民眾而言，扮演何種角色與提供哪些功能和效益。二是透過實證研究來對計畫行為理論進行模式檢測，檢視該理論是否適用於解釋持續使用意願的影響因素，並藉此了解影響民眾持續使用意願的因素。

實證研究的結果顯示影響民眾持續使用網路公共論壇意願的因素為態度和認知行為控制，僅主觀規範較無顯著影響。由此可知，計畫行為理論並不能完全解釋「持續使用意願」的影響因素，但仍有部分論點可以適用於解釋「持續使用意願」的影響因素。再者，對民眾持續使用網路公共論壇之意願的影響力最大為民眾對使用論壇的態度。此外，本研究發現在網路公共論壇使用上，由於個人資料外洩或侵犯隱私的機率低，故對已使用過的民眾而言，風險問題可能並無影響，故自覺風險性對「網路公共論壇持續使用意願」的影響並不顯著。

# *Exploring the Key Factors of Citizens Usage of Online Public Forums*

## **Abstract**

Issues concerning e-Democracy emphasize the importance of citizen participation. Governments in the worldwide invest much in pushing e-Democracy. Specifically, citizens' attitude and intention are crucial for e-Democracy institutions of Governments. The central theme in this research is: which factors will affect their continuance usage intention for citizens who have been using online public forums? The research model based on Theory of Planned Behavior supposes that attitude and continuance usage intention will be affect by perceived risk.

There are two purposes in this research. Firstly, it attempts to realize the origin and the goal of e-Democracy according to some related literatures. Secondly, it also conducts a model-testing to examine the applicability of the theory through the investigation.

Results of the investigation indicated that citizens' continuing usage intention of online public forums is affected by the attitude and perceived behavior control. Further, subjective norm didn't have any obvious influence. These largely show that Theory of Planned Behavior based model is partly suitable to explain the factors of the citizens' usage intention. Overall, the most crucial factor affecting citizens' usage intention is their attitude toward using online public forums. In addition, perceived risk had no obvious influence on the usage intention as expected. This may be due to lower probabilities that individual data or privacy being damaged in online public forums.