

()

1.

(networked communication)

(a sense of another mind)

(connection with another

?
mind)
(social presence) ?

“
”
.

, , , ,

,
(mediating role) (Biocca et al., 2003).

(short et al., 1976)

(salience with others)

(quality) .

(1976)

“ ”

/ (present or absent)

(connectedness)

(Biocca

et al., 2003).

, , , ,
()

“ ”

2.

1) (Short et al., 1976)

(social presence)

(Short, Williams & Christie)

1976

“

(salience with others)”

:

Social Presence

(quality)

[]

, Social Presence

Social Presence

. (1976, p. 65).

(1)

(2)

(3)

(1976) , ‘ - , ‘ - , ‘

(1976)

(capacity)

1) together)

(presence)

(a sense of being

CMC

CMC

?

(Hwang, 2006).

(Nowark, 2001).

(connectedness)

(Nowark, 2001).

2)

(presence),

(Biocca, et al., 2003;

Lombard & Ditton, 1997).

(presence)

(a sense of being there)

International Society for Presence

Research (ISPR)

(ISPR.info).

“

”

“

”

(illusion of non- mediation)

(Lombard & Ditton, 1997).

there) (a sense of being

(Biocca, et al. 2003).

1997,). (Towell & Towell,
(Mason, 1994)

“ ”

“ ”

(Heeter, 1992)

“ ”
(Biocca &
Nowak, 2001) “ ”

“ ”
/ (present/absent)

“ ”
“ (virtual togetherness)”
(Durlach & Slater, 2000).

“ ”
(psychological involvement)

3.

CMC

1:

?

2:

?

4.

2

1

. 2

1

CMC

SPSS (ver. 12.0)

LISREL(ver. 8.53)

1) 1

involvement)

2003)

(Nowark, 2001)

(psychological
(Biocca et al.,

2) 2

1

24

5

(1 :

, 5 :

)

310
 46 28 236
 103 (44.2%), 133
 (55.8%) 18 29 22
 1 71 (29.4%) 2 63 (27.6%), 3 61 (28.2%), 4
 23 (19.8%)

5.

1)

24
 (exploratory factor analysis)
 (principle component analysis) (varimax)
 (eigenvalues) 1.0 .60
 .40
 < 1> 5
 “ ” (mutual awareness) 6
 16.7% “ ” (mutual
 understanding) 4 14.5%
 “ ” (attentional allocation)
 12.8% (emotional
 connectedness) 5 9.4%
 (awareness of co- location)
 3 8.2% 5
 60%
 .77- .83

< 1>

.....		1	2	3	4	5
		=.83	=.84	=.78	=.77	=.82
1.	(Mutual Awareness)					
	.	.75				
	.	.75				
	.	.71				
	.	.63				
	.	.60				
	.	.57				
2.	(Mutual Understanding)					
	.		.68			
	.		.65			
	.		.62			
	.		.57			
3.	(Attentional Allocation)					
	.			.75		
	.			.73		
	.			.66		
	.			.57		
	.			.54		
	.			.52		
4.	(Emotional Connectedness)					
	.				.83	
	.				.78	
()	.				.64	
	.				.62	
	.				.49	
5.	(Awareness of Co- location)					
	.					.76
	.					.68
	.					.64
Eigenvalues		3.86	3.58	3.11	2.8	2.6
		16.7%	14.5%	12.8%	9.4%	8.2%
		16.7	31.2%	44%	53.4%	61.6%

LISEEL 8.53 (Confirmatroy factor analysis:
CFA) . 5 (24)
 . (p<.01, SRMR=.064, NNFI=.93, CFI=.94, RMSEA=.100).
(Hu & Bentler, 1999)
 . 250 SRMR
CFI, NNFI, RNI, RMESA .
NNFI, RMESA 250
(overreject) . 250
SRMR RNI CFI, Gamma Hat
 . 236 SRMR
CFI . SRMR .08 , CFI
.90 .
RMSEA .
< 2> , , Cronbach's alpha

(property of medium)
(property of medium user)

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