

研究論文

社會資本對參與的效果：線上與線下層面的探討

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摘要

本文研究問題在於同時探討網路與實體世界兩個層面，了解社會資本如何影響政治參與以及公民參與。研究採用次級資料分析法，資料來自「台灣傳播調查資料庫」在2018年以全台灣地區民眾為母體，經由隨機抽樣後所執行的面訪。依據分析結果，可歸納兩個主要研究發現。第一，線上社會資本的效果有限，在本文所分析的四類參與(線上政治參與、公民參與，以及政治社團參與和投票兩種線下政治參與)，僅對公民參與產生正向效果；而且其顯著效果出現於只放入線上社會資本變項的情況，若同時放入線下社會資本，則線上社會資本的影響力即未能達到統計上的顯著水準。第二，相較於線上社會資本，線下社會資本的效果明顯較強，在未將線上社會資本納入控制的情況下，線下社會資本對於線上政治參與、政治社團參與、公民參與皆具顯著

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正向影響力。縱使在同時納入線上社會資本後，線下社會資本仍對線上政治參與、公民參與具顯著效果。

關鍵詞：線上社會資本、線下社會資本、政治參與、公民參與、社群媒體

Research Article

Examining the Effects of Social Capital on Participation: An Exploration of Online and Offline Dimensions

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Abstract

This study investigates the effects of social capital on political participation and civic engagement by examining both online and offline dimensions. The research uses a secondary data analysis method, drawing data from the Taiwan Communication Survey conducted in 2018, which involved a representative sample of the overall population in Taiwan and employed face-to-face interviews following random sampling. Based on the results of the analysis, two key findings can be summarized. First, the impact of online social capital is limited. Among the four types of participation analyzed in this study (online political participation, civic engagement, offline political group participation including voting, and civic engagement), social capital only demonstrates a positive effect on civic participation. Additionally, this effect is significant when considering online social capital as the sole variable. However, when offline social capital is considered simultaneously, the significance of online social capital diminishes. Second, in comparison to online social capital, the effect of offline social capital is notably stronger. In the absence of controlling for online

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social capital, offline social capital significantly influences online political participation, civic participation, and participation in political organizations in a positive manner. Even when online social capital is included in the analysis, offline social capital continues to exhibit a significant effect on online political participation and civic engagement.

Keywords: online social capital, offline social capital, political participation, civic engagement, social media