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硕士学位论文

大学生的微信沉迷与满足感：拖延、害怕错过与
感知社会支持

Wechat Addiction and Gratifications of
College Students in China: Procrastination,
Fear of Missing out and Perceived Social
Support

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摘要

微信自2011年问世以来，从单一的聊天工具发展成了现在的多功能社交媒体，在中国人的生活工作中越来越占据重要的位置。作为当前中国最为热门的社交媒体，微信一直为各个群体青睐，然而，人们使用微信的动机、使用微信的行为特点以及微信沉迷潜在的负面影响却鲜少为人所知。本文依托使用与满足理论，对大学生群体使用微信的原因和影响因素进行了探索，以问卷调查为主，辅以访谈与焦点小组的方法，从福州大学、华侨大学和厦门大学抽取了609个大学生样本。研究发现

：（1）大学生群体的微信使用表现出高频率、短时间的碎片化的特点，有16.7%的大学生可以被认定为微信沉迷；（2）微信沉迷的症状表现有强迫性使用、对社交活动失去兴趣和缺乏控制力；（3）大学生微信使用的动机有获取信息、便利性、维持关系、自由表达、缓解负面情绪和隐私管理，不同的使用动机对于微信使用、微信沉迷和感知社会支持有不同程度的预测力。除了微信的使用与满足之外，本研究还探索了社会心理学变量对于微信使用和沉迷的影响。结果发现，拖延与害怕错过的心理特质与微信沉迷存在显著的正相关关系，两者都是预测微信沉迷的有效因子。本研究还探索了信沉迷对于使用者感知社会支持潜在的影响，但结果显示微信沉迷与使用都无法显著预测感知社会支持。

本文基于国内已有的对微信的研究，尝试着将社会心理学变量放入研究框架，对用户行为进行解释，不仅对大学生沉迷微信提供了自查工具，还补充了微信使用满足感的内容，具有现实和理论意义。

关键词：微信沉迷；使用与满足理论；拖延

Abstract

Since launched in 2011, Wechat has been successfully turned into a multi-functional app that inserts a great influence on Chinese people's lives. Even though Wechat has been a favorite for all ages, the motives, behavioral patterns and the possible negative impact of addiction have been rarely known. This paper explores the reasons and predictors of Wechat use and Wechat addiction among college students in China based on the Uses and Gratification Theory.

Quantitative and qualitative methods are applied in this study. A total of 609 samples are collected from Fuzhou University, Huaqiao University and Xiamen University in Fujian. The results showed that college students use Wechat in a fragmented way, with high frequency and short time period. Applying Young's standards for Internet addiction, 16.7% of the surveyed students are identified as Wechat addicts with syndromes of preoccupation, lost interests in social activities and loss of control. This paper concluded that College students use Wechat for information seeking, convenience, maintenance of relationship, free expression, negative emotion alleviation and privacy management. It should be noted that different motives predict Wechat addiction differently. Besides the uses and gratifications of Wechat, sociopsychological variables are also added into the model to examine whether they can predict Wechat use and addiction. It is found that procrastination and fear of missing out (FoMO) are positively associated with Wechat addiction, and both of them are good predictors of Wechat addiction. This study also discussed the possible impact Wechat addiction has on perceived social support, and the results of the regression show that Wechat addiction isn't a suited predictor the perceived social support even though the level of Wechat use positively and significantly predict perceived social support.

This paper offered not only a self-monitored tool for college students in terms of Wechat addiction, but also an extension of current research on the uses and

gratifications of Wechat. Theoretical and practical implications are provided as well as suggestions for future study.

Keywords: Wechat Addiction; Uses and Gratifications; Procrastination

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