科目：統計學　　　　　　　系所組： 工商心理與衡鑑學組

一、請先閱讀以下實證文獻摘要，回答後續問題：

Pugh, S. D., Groth, M., & Hennig-Ghurau,T.(2010). Willing and Able To Fake Emotions: A Closer Examination of the Link Between Emotional Dissonance and Employee Well-Being. *Journal of Applied Psychology*, doi:10.1037/a0021395.

Emotional dissonance resulting from an employee's emotional labor is usually considered to lead negative employee outcomes, such as job dissatisfaction and emotional exhaustion. Drawing on Festinger's (1957) cognitive dissonance theory, we argue that the relationship between service employees' surface acting and job dissatisfaction and emotional exhaustion is moderated by 2 aspects of a service worker's self-concept: the importance of displaying authentic emotions (reflecting the self-concept's self-liking dimension) and the employee's self-efficacy when faking emotions (reflecting the self-competence dimension). A survey of 528 frontline employees from a wide variety of service jobs provides support for the moderating role of both self-concept dimensions, which moderate 3 out of 4 relationships. Theoretical and practical implications are discussed from the perspectives of cognitive dissonance and emotional labor theories.

（一）請寫出研究中的自變項與依變項。--15%

（二）工作者的自我概念在整個研究中扮演何種角色？--10%

（三）下表為上述研究之結果，請問：

1.步驟二的回歸係數相當於變異數分析中的何種檢定訊息？--10%

2.步驟三的回歸係數相當於變異數分析中的何種檢定訊息？--10%

3.請分別解釋第一個模式（Emotional exhaustion）與第二個模式（Job Satisfaction）中，Surface Acting × Importance of Authentic Emotional Display 之 β 係數的意義（兩個模式的 β 分別為.17 與-.15）。--30%

Regression Summary for Importance of Authenticity and Self-Efficacy Surface Acting

Predictor	Emotional exhaustion					Job satisfaction				
	R^2	ΔR^2	B	$SE\ B$	β	R^2	ΔR^2	B	$SE\ B$	β
Step 1: Control variables	.00					.01*				
Gender			.04	.07	.02			.19	.08	.10*
Job tenure (in years)			.00	.01	.03			.01	.01	.05
Step 2: Independent variables	.19**	.19**				.10**	.09**			
Surface acting			.32	.03	.43**			-.26	.04	-.31**
Importance of authentic emotional display			.14	.04	.13*			-.04	.05	-.04
Surface acting self-efficacy			-.00	.00	-.10*			.00	.00	.10*
Step 3: Interactions	.23**	.04**				.12**	.03**			
Surface Acting × Importance of Authentic Emotional Display			.15	.03	.17*			-.14	.04	-.15**
Surface Acting × Surface Acting Self-Efficacy			-.00	.00	-.10*			.00	.00	.05

Note. N = 528. All coefficients are reported for the final step.
* p < .05. ** p < .01.

(四)請根據下圖說明研究之結果。--10%
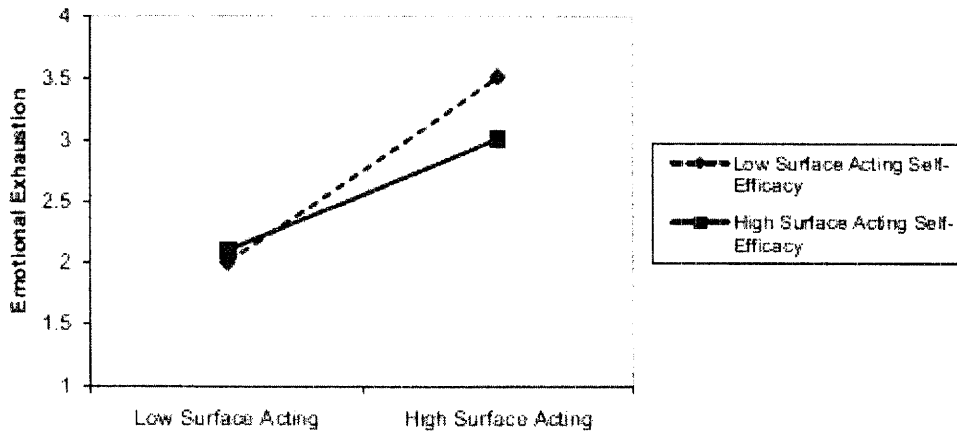
(五)你覺得這份研究有什麼可改進的地方？根據上述研究結果，你會如何發展與設計後續的研究？--15%