

(共 2 頁)

一、請寫出下列短文的中文原意。25%

The current study aims to identify the personality characteristics associated with being a Facebook user or nonuser, and to examine whether these characteristics are related to the way people use the site. The results show that Facebook users are more likely to be extraverted and narcissistic, but they also have stronger feelings of family loneliness. On the other hand, Facebook nonusers are more likely to be conscientious, shy, and socially lonely. Furthermore, with the exception of romantic loneliness, all of the measured personality characteristics are significantly associated with differential preferences for particular types of Facebook features.

二、請先閱讀以下訊息，用中文回答下列問題：

The current study examined online word-of-mouth (WOM) communication in a different cultural setting (People's Republic of China). The impact of negative and positive WOM information was tested in relation to message credibility, brand interest, purchase intention, and forwarding intention. Consistent with previous research in Western countries, Chinese participants were found to be more likely to trust and pass along negative product reviews while they tended to develop stronger brand interests and purchase intention for products with positive reviews. Moreover, product involvement and previous WOM experience appeared to have significant effects on participants' responses to online WOM. Implications of the results and future research directions were also discussed.

(1) 根據上文，請問本篇論文欲探討的研究問題為何？5%

(2) 根據上文，本篇研究結果為何？20%

學系： 企業管理系

科目： 英文

三、英翻中 (20 分)

說明：請將以下英文句子翻譯成中文，句後括號內為句子的出處，不用翻譯。英文姓名不用翻譯成中文。請見以下例子。

例：Though fresh pumpkin is available only in the fall and winter, canned products are just as healthful. (Advanced. P. 24, Sept, 2009)

答：雖然新鮮南瓜只在秋冬兩季才有，但罐裝南瓜也一樣有益健康。

- 1, Tens of billions of spam messages fly through cyberspace daily. (Studio Classroom, p. 49, Sept, 2008. ) (5%)
- 2, In North America, leaving a tip is very important. It shows service staff they have done a good job and can improve the way others see you. (Studio Classroom, p. 53, Sept, 2008. ) (5%)
- 3, For many Chinese, the story of US basketball player Jeremy Lin is inspirational not only because of his miraculous rise as a star player with the New York Knicks, but also because of his devout faith in Christianity. (<http://stream.aljazeera.com/story/linsanity-and-christianity-china-0022062>) (10%)

四、英文作文 (30 分)

說明：請用英文說明為何選擇靜宜企管碩士學程，及碩士畢業後的計畫，英文作文長度約二百五十字。作文至少兩段，至多四段。評分重點包括內容、組織、文法、用字遣詞、標點符號、大小寫。

提示：可先說明自己大學就讀的科系及個人的興趣。解釋想要繼續碩士學程的原因；為何選擇靜宜大學 (Providence University) 的企業管理系 (Dept. of Business Administration)；取得碩士學位 (master degree) 後的計畫。