

一、簡答題(40%)

1. 非隨機抽樣研究為何無法用以推論至母群體?但適合何種類型研究?
2. 某潮牌服飾店有一新行銷方案推出,該公司管理人員如何確定該方案與銷售業績改變兩者之間具有可能之因果關係?
3. 大學很苦惱為什麼現在學生休學率這麼高。請您幫學校釐清影響學生休學的可能中介變項與調節變項有哪些?
4. 一組大四學生正在進行毒癮犯的毒品使用動機與戒治研究。請問他們若想要用「焦點訪談」與「個別訪談」進行研究,各有甚麼優缺點?

二、閱讀評論題(40%)

Abstract: Behavioral scientists routinely publish broad claims about human psychology and behavior in the world's top journals based on samples drawn entirely from Western, Educated, Industrialized, Rich, and Democratic (WEIRD) societies. Researchers - often implicitly - assume that either there is little variation across human populations, or that these "standard subjects" are as representative of the species as any other population. Are these assumptions justified? Here, our review of the comparative database from across the behavioral sciences suggests both that there is substantial variability in experimental results across populations and that WEIRD subjects are particularly unusual compared with the rest of the species - frequent outliers. The domains reviewed include visual perception, fairness, cooperation, spatial reasoning, categorization and inferential induction, moral reasoning, reasoning styles, self-concepts and related motivations, and the heritability of IQ. The findings suggest that members of WEIRD societies, including young children, are among the least representative populations one could find for generalizing about humans. Many of these findings involve domains that are associated with fundamental aspects of psychology, motivation, and behavior - hence, there are no obvious a priori grounds for claiming that a particular behavioral phenomenon is universal based on sampling from

a single subpopulation. Overall, these empirical patterns suggests that we need to be less cavalier in addressing questions of human nature on the basis of data drawn from this particularly thin, and rather unusual, slice of humanity. We close by proposing ways to structurally re-organize the behavioral sciences to best tackle these challenges.

資料來源: Joseph Henrich, Steven J. Heine and Ara Norenzayan (2010). "The weirdest people in the world?" Behavioral and Brain Sciences, 33, 61-83. doi:10.1017/S0140525X0999152X.

1. 請問本文主要論述重點為何?
2. 在研究方法上你有哪些提升研究結果的看法與建議?

三、申論題(20%)

近日藝人徐若瑄的碩士論文以自己為題，進行研究，引發外界的議論。根據其指導教授指出，她用的研究方法為自述法(Self-narrative research)，又稱為「自我敘說」或「自我敘事」的研究。

1. 請問該名徐姓藝人以自己為題的研究法，社會大眾關注的焦點與學術研究間的可能落差為何?
2. 在研究法上，您有何建議能確保此類研究之信效度?