

# 遊憩問卷調查中間項選擇之探討

楊文燦\*、黃琬琿\*\*

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【摘要】遊客問卷調查係休閒遊憩研究中，為探知遊客的心思意念，研究者普遍使用的一種方法。問卷中間項的選擇是否周延，將影響研究結果及結果應用者之決策。本文之目的即以（一）態度之定義和其與行為之關係；（二）遊憩機會序列二項假說之驗證等二例，來探討問卷選項之內容效度及問項間相關性之建構效度問題，期提供研究者在問卷設計上之參考。本文建議問卷問項之選擇應根據研究主題，不但要將相關變項做完全、清楚、且具體的定義，以提高研究之內容效度；而且應就研究主題之架構做完整之驗證，以提昇研究之建構效度。

【關鍵詞】休閒遊憩，變項，假說，內容效度，建構效度。

## A Discussion on Variable Selection in Recreation Questionnaire Survey Research

Wen-Tsann Yang\*      Won-Jiun Huang\*\*

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【Abstract】Visitor questionnaire survey is a common method which recreation researchers would like to use in order to investigate visitors' states of minds toward leisure and recreation. Whether or not the questions asked in the survey are complete would affect the study results and, consequently, affect the decisionmaking processes. The purpose of this paper was to use two examples: first, definition of attitude and its relations to behavior; secondly, tests of two hypotheses underlying the Recreation Opportunity Spectrum (R.O.S.) to investigate the content validity of variable selection and construct validity of relationships between different variables, hopefully, for the references of recreation researchers in ques

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\* 逢甲大學 土地管理研究所 副教授

Associate Professor, The Graduate Institute of Land Management, Feng Chia University.

\*\*逢甲大學 土地管理研究所 研究生

Graduate student, The Graduate Institute of Land Management, Feng Chia University.