取消文化之現象分析

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11/16/24

Table of contents

report 的重要頁碼:

52-網路癮誘與脫序行為之子題說明

92-資料人口結構與母群人口結構比較表

281-各題目之測量概念

資料簡介

Table 1: 變數前處理

Variables	Manipulation
q2	出生年改成年齡
q2_rr	將 rrq2 的年齡分層變數重新命名 q2_rr
q3	移除。不關心地區造成的差異
q4	重新劃分為四個等級，劃分參考人口結構表格的分類方式
q6,q7	時間統一單位 (分)
q8	移除。大部分的人都有透過網路接觸名人的資訊或討論 (只有四個人沒有)。
q9	移除。無法界定是工作性質或娛樂性質
q10	改成" 使用幾個與 yt 名人討論相關的社群媒體"，因為有些社群媒體不會造成抵制名人行為。
q11	改成" 有無使用 YT 或 Twitch"，原因與第十題類似。
q12~q15	移除。q28,q29 關心的時間範圍較廣並不只局限於疫情期間。
q16~q19	將每個類別補 0(變成 1,0)，再創建一個標籤變數 1719_label
q20~q26	參考碩士論文: 台灣消費者抵制行為之研究 -以台商親中言論衍生之抵制為例 (https://www.airitilibrary.com/Article/Detail/U0004-G0107932056) 之做法，將相同大主題的 ordinal 主觀評分加總作為該主題程度的分數。

原始資料維度: rows×columns = 1004 × 207

處理後資料維度: rows×columns = 1004 × 42

Table 2: 變數解釋

Variables	Explanation	remark
q1	性別	1: 男性, 2: 女性
q2	年齡	
q2_rr	年齡分層	1:18~29, 2:30~39, 3:40~49, 4:50~59, 5:60~69, 6:70+
q4	教育程度	1: 高中及以下, 2: 專科, 3: 大學, 4: 研究所
q5_1	週平均上網天數	
q6	上網分鐘 (工作、學習)	
q7	上網分鐘 (娛樂、休閒)	
q10	使用幾個與名人討論相關的社群媒體	
q11	是否使用 YT,Twitch 或 bilibili	1: 是,0: 否
q17_01	是否參與過: 不傷害、騙人	1: 是,0: 否
q17_02	是否參與過: 不傷害、不騙人	1: 是,0: 否
q19_01	是否參與過: 傷害、騙人	1: 是,0: 否
q19_02	是否參與過: 傷害、不騙人	1: 是,0: 否
q1719_label	是否至少有參與過一種網路惡搞	1: 是,0: 否
q20	主動激化 (引戰) 行為接受度	(接受)2~10(可以接受)
q22	他人攻擊行為的頻率	(從來沒有)5~20(經常)
q23	自己攻擊行為的頻率	(從來沒有)5~20(經常)
q24	媒體識讀素養	(低)5~20(高)
q25	網路論戰接受度	(低)4~20(高)
q26	不文明留言的影響力	(低)3~12(高)
q27_1	抵制意圖	(弱)1~5(強)
q28_YN	是否採取過抵制行為	1: 是, 0: 否
q28_1	採取過: 取消關注	1: 是, 0: 否
q28_2	採取過: 拒絕觀看	1: 是, 0: 否
q28_3	採取過: 在網路上留言或發文指責	1: 是, 0: 否
q29_1	抵制的原因: 歧視特定國家、種族或性別	1: 是, 0: 否
q29_2	抵制的原因: 有不同的政治意識型態或價值觀	1: 是, 0: 否
q29_3	抵制的原因: 做出不道德、不正當或不合法行為	1: 是, 0: 否
q30_1	抵制行為的有效程度	(無效)1~5(有效)
q31_1	抵制前的同理心	(沒同理)1~4(有同理)
q32_1	抵制行為的對名人的傷害程度	(不嚴重)1~5(嚴重)
q33_1	抵制行為的對自己的重要程度	(不重要)1~5(重要)
q34_1	抵制成本	(非常少)1~5(非常多)
q35_1	抵制規模感知	(小)1~5(大)
q36_1	抵制的社會壓力	(小)1~4(大)
q38	心理幸福感	(不滿意)2~10(滿意)
q39_1	生活品質	(不快樂)1~5(快樂)
q40	國民黨喜好程度	(不喜歡)0~5 (喜歡)
q41	民進黨喜好程度	(不喜歡) 0~5 (喜歡)
q42_1	意識形態	(台獨)0~10: (統一)
weight	人口結構修正權重	

敘述統計

DB.csv
41 Variables 1004 Observations

q1

n	missing	distinct	Info	Mean	Gmd
1004	0	2	0.724	1.594	0.4829

Value	1	2
Frequency	408	596
Proportion	0.406	0.594

---

q2

n	missing	distinct	Info	Mean	Gmd	.05	.10	.25	.50	.75	.90	.95
1004	0	59	0.999	38.96	15.02	21	22	28	37	48	58	64

lowest : 19 20 21 22 23, highest: 73 74 77 79 81

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q2_rr

n	missing	distinct	Info	Mean	Gmd
1004	0	6	0.942	2.481	1.436

Value	1	2	3	4	5	6
Frequency	281	285	221	127	71	19
Proportion	0.280	0.284	0.220	0.126	0.071	0.019

For the frequency table, variable is rounded to the nearest 0

---

q4

n	missing	distinct	Info	Mean	Gmd
1004	0	4	0.817	2.739	0.9407

Value	1	2	3	4
Frequency	155	121	559	169
Proportion	0.154	0.121	0.557	0.168

For the frequency table, variable is rounded to the nearest 0

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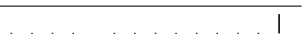
q5_1



n	missing	distinct	Info	Mean	Gmd	.05	.10	.25	.50	.75	.90	.95
1004	0	13	0.277	6.658	0.6393	4.0	6.5	7.0	7.0	7.0	7.0	7.0

Value	0.5	1.0	1.5	2.0	3.0	3.5	4.0	4.5	5.0	5.5	6.0	6.5	7.0
Frequency	16	8	3	8	6	9	6	1	15	6	14	11	901
Proportion	0.016	0.008	0.003	0.008	0.006	0.009	0.006	0.001	0.015	0.006	0.014	0.011	0.897

For the frequency table, variable is rounded to the nearest 0

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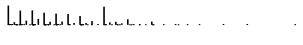
q6



n	missing	distinct	Info	Mean	Gmd	.05	.10	.25	.50	.75	.90	.95
1004	0	92	0.995	264.6	239.6	0	0	90	240	420	540	600

lowest : 0 1 5 10 15, highest: 900 960 1080 1200 1440

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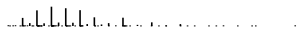
q7



n	missing	distinct	Info	Mean	Gmd	.05	.10	.25	.50	.75	.90	.95
1004	0	91	0.991	267.9	177.9	60	90	150	240	330	480	600

lowest : 0 7 20 30 50, highest: 900 960 1020 1035 1200

---

q10

n	missing	distinct	Info	Mean	Gmd
1004	0	8	0.94	2.388	1.476

Value	0	1	2	3	4	5	6	7
Frequency	44	224	336	217	101	56	15	11
Proportion	0.044	0.223	0.335	0.216	0.101	0.056	0.015	0.011

For the frequency table, variable is rounded to the nearest 0

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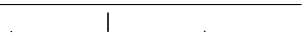
q11



n	missing	distinct	Info	Mean	Gmd
1004	0	3	0.235	1.022	0.1637

Value	0	1	2
Frequency	32	918	54
Proportion	0.032	0.914	0.054

For the frequency table, variable is rounded to the nearest 0

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q17_01

n	missing	distinct	Info	Sum	Mean	Gmd
1004	0	2	0.225	82	0.08167	0.1502

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q17_02

n	missing	distinct	Info	Sum	Mean	Gmd
1004	0	2	0.32	122	0.1215	0.2137

---

q19_01

n	missing	distinct	Info	Sum	Mean	Gmd
1004	0	2	0.009	3	0.002988	0.005964

---

q19_02

n	missing	distinct	Info	Sum	Mean	Gmd
1004	0	2	0.015	5	0.00498	0.00992

---

q1719_label

n	missing	distinct	Info	Sum	Mean	Gmd
1004	0	2	0.338	130	0.1295	0.2257

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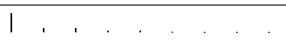
q20



n	missing	distinct	Info	Mean	Gmd
1004	0	9	0.785	2.925	1.33

Value	2	3	4	5	6	7	8	9	10
Frequency	596	140	135	54	57	10	8	1	3
Proportion	0.594	0.139	0.134	0.054	0.057	0.010	0.008	0.001	0.003

For the frequency table, variable is rounded to the nearest 0

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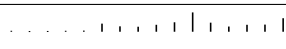
q22



n	missing	distinct	Info	Mean	Gmd	.05	.10	.25	.50	.75	.90	.95
1004	0	16	0.987	15.05	3.851	10	10	13	15	18	20	20

Value	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Frequency	10	3	6	9	12	82	54	50	70	95	193	90	52	70
Proportion	0.010	0.003	0.006	0.009	0.012	0.082	0.054	0.050	0.070	0.095	0.192	0.090	0.052	0.070

Value	19	20
Frequency	72	136
Proportion	0.072	0.135

For the frequency table, variable is rounded to the nearest 0

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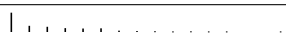
q23



n	missing	distinct	Info	Mean	Gmd	.05	.10	.25	.50	.75	.90	.95
1004	0	14	0.92	6.989	2.504	5	5	5	6	8	10	12

Value	5	6	7	8	9	10	11	12	13	14	15	16	17	20
Frequency	423	137	115	84	76	82	30	23	14	6	7	3	2	2
Proportion	0.421	0.136	0.115	0.084	0.076	0.082	0.030	0.023	0.014	0.006	0.007	0.003	0.002	0.002

For the frequency table, variable is rounded to the nearest 0

---

q24

n	missing	distinct	Info	Mean	Gmd	.05	.10	.25	.50	.75	.90	.95
1004	0	16	0.985	13.74	2.95	9	10	12	14	15	17	18

Value	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Frequency	9	5	7	9	27	70	61	106	117	183	164	107	72	46
Proportion	0.009	0.005	0.007	0.009	0.027	0.070	0.061	0.106	0.117	0.182	0.163	0.107	0.072	0.046

Value	19	20
Frequency	13	8
Proportion	0.013	0.008

For the frequency table, variable is rounded to the nearest 0

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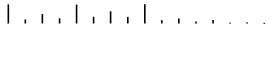
q25



n	missing	distinct	Info	Mean	Gmd	.05	.10	.25	.50	.75	.90	.95
1004	0	17	0.985	9.188	4.175	4	4	6	9	12	14	16

Value	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Frequency	162	34	80	44	160	57	102	56	163	27	43	16	30	6
Proportion	0.161	0.034	0.080	0.044	0.159	0.057	0.102	0.056	0.162	0.027	0.043	0.016	0.030	0.006

Value	18	19	20
Frequency	9	3	12
Proportion	0.009	0.003	0.012

For the frequency table, variable is rounded to the nearest 0

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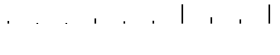
q26



n	missing	distinct	Info	Mean	Gmd	.05	.10	.25	.50	.75	.90	.95
1004	0	10	0.941	9.47	2.536	5	6	9	9	12	12	12

Value	3	4	5	6	7	8	9	10	11	12
Frequency	42	6	6	84	38	47	307	100	69	305
Proportion	0.042	0.006	0.006	0.084	0.038	0.047	0.306	0.100	0.069	0.304

For the frequency table, variable is rounded to the nearest 0

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q27_1

n	missing	distinct	Info	Mean	Gmd
1004	0	5	0.925	3.102	1.181

Value	1	2	3	4	5
Frequency	73	209	368	251	103
Proportion	0.073	0.208	0.367	0.250	0.103

For the frequency table, variable is rounded to the nearest 0

---

q28_YN

n	missing	distinct	Info	Sum	Mean	Gmd
1004	0	2	0.63	703	0.7002	0.4203

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q28_1

n	missing	distinct	Info	Sum	Mean	Gmd
1004	0	2	0.75	490	0.488	0.5002

---

q28_2

n	missing	distinct	Info	Sum	Mean	Gmd
1004	0	2	0.726	591	0.5886	0.4848

---

q28_3

n	missing	distinct	Info	Sum	Mean	Gmd
1004	0	2	0.155	55	0.05478	0.1037

---

q29_1

n	missing	distinct	Info	Sum	Mean	Gmd
1004	0	2	0.706	381	0.3795	0.4714

---

q29_2

n	missing	distinct	Info	Sum	Mean	Gmd
1004	0	2	0.62	293	0.2918	0.4137

---

q29_3

n	missing	distinct	Info	Sum	Mean	Gmd
1004	0	2	0.723	598	0.5956	0.4822

---

q30_1

n	missing	distinct	Info	Mean	Gmd
1004	0	6	0.936	2.299	1.896

Value	0	1	2	3	4	5
Frequency	301	45	90	235	287	46
Proportion	0.300	0.045	0.090	0.234	0.286	0.046

For the frequency table, variable is rounded to the nearest 0

---

q31_1

n	missing	distinct	Info	Mean	Gmd
1004	0	5	0.924	1.784	1.491

Value	0	1	2	3	4
Frequency	301	80	222	337	64
Proportion	0.300	0.080	0.221	0.336	0.064

For the frequency table, variable is rounded to the nearest 0

---

q32_1

n	missing	distinct	Info	Mean	Gmd
1004	0	6	0.927	2.453	1.921

Value	0	1	2	3	4	5
Frequency	301	14	72	227	326	64
Proportion	0.300	0.014	0.072	0.226	0.325	0.064

For the frequency table, variable is rounded to the nearest 0

---

q33_1

n	missing	distinct	Info	Mean	Gmd
1004	0	6	0.932	2.017	1.695

Value	0	1	2	3	4	5
Frequency	301	57	155	328	141	22
Proportion	0.300	0.057	0.154	0.327	0.140	0.022

For the frequency table, variable is rounded to the nearest 0

---

q34_1

n	missing	distinct	Info	Mean	Gmd
1004	0	6	0.925	1.429	1.372

Value	0	1	2	3	4	5
Frequency	301	297	105	279	19	3
Proportion	0.300	0.296	0.105	0.278	0.019	0.003

For the frequency table, variable is rounded to the nearest 0

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q35_1

n	missing	distinct	Info	Mean	Gmd
1004	0	6	0.932	1.993	1.782

Value	0	1	2	3	4	5
Frequency	301	132	63	330	137	41
Proportion	0.300	0.131	0.063	0.329	0.136	0.041

For the frequency table, variable is rounded to the nearest 0

---

q36_1

n	missing	distinct	Info	Mean	Gmd
1004	0	5	0.924	1.306	1.176

Value	0	1	2	3	4
Frequency	301	244	320	129	10
Proportion	0.300	0.243	0.319	0.128	0.010

For the frequency table, variable is rounded to the nearest 0

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q38

n	missing	distinct	Info	Mean	Gmd
1004	0	9	0.951	6.232	1.561

Value	2	3	4	5	6	7	8	9	10
Frequency	12	22	81	154	301	247	151	30	6
Proportion	0.012	0.022	0.081	0.153	0.300	0.246	0.150	0.030	0.006

For the frequency table, variable is rounded to the nearest 0

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q39_1

n	missing	distinct	Info	Mean	Gmd
1004	0	5	0.863	3.26	0.8707

Value	1	2	3	4	5
Frequency	28	127	443	368	38
Proportion	0.028	0.126	0.441	0.367	0.038

For the frequency table, variable is rounded to the nearest 0

---

q40

n	missing	distinct	Info	Mean	Gmd
1004	0	5	0.916	2.345	1.31

Value	1	2	3	4	5
Frequency	346	171	335	99	53
Proportion	0.345	0.170	0.334	0.099	0.053

For the frequency table, variable is rounded to the nearest 0

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q41

n	missing	distinct	Info	Mean	Gmd
1004	0	5	0.923	2.472	1.321

Value	1	2	3	4	5
Frequency	301	167	351	131	54
Proportion	0.300	0.166	0.350	0.130	0.054

For the frequency table, variable is rounded to the nearest 0

---

q42_1

n	missing	distinct	Info	Mean	Gmd	.05	.10	.25	.50	.75	.90	.95
1004	0	11	0.859	3.869	2.235	0	0	2	5	5	5	6

Value	0	1	2	3	4	5	6	7	8	9	10
Frequency	140	60	53	76	82	518	28	15	9	3	20
Proportion	0.139	0.060	0.053	0.076	0.082	0.516	0.028	0.015	0.009	0.003	0.020

For the frequency table, variable is rounded to the nearest 0

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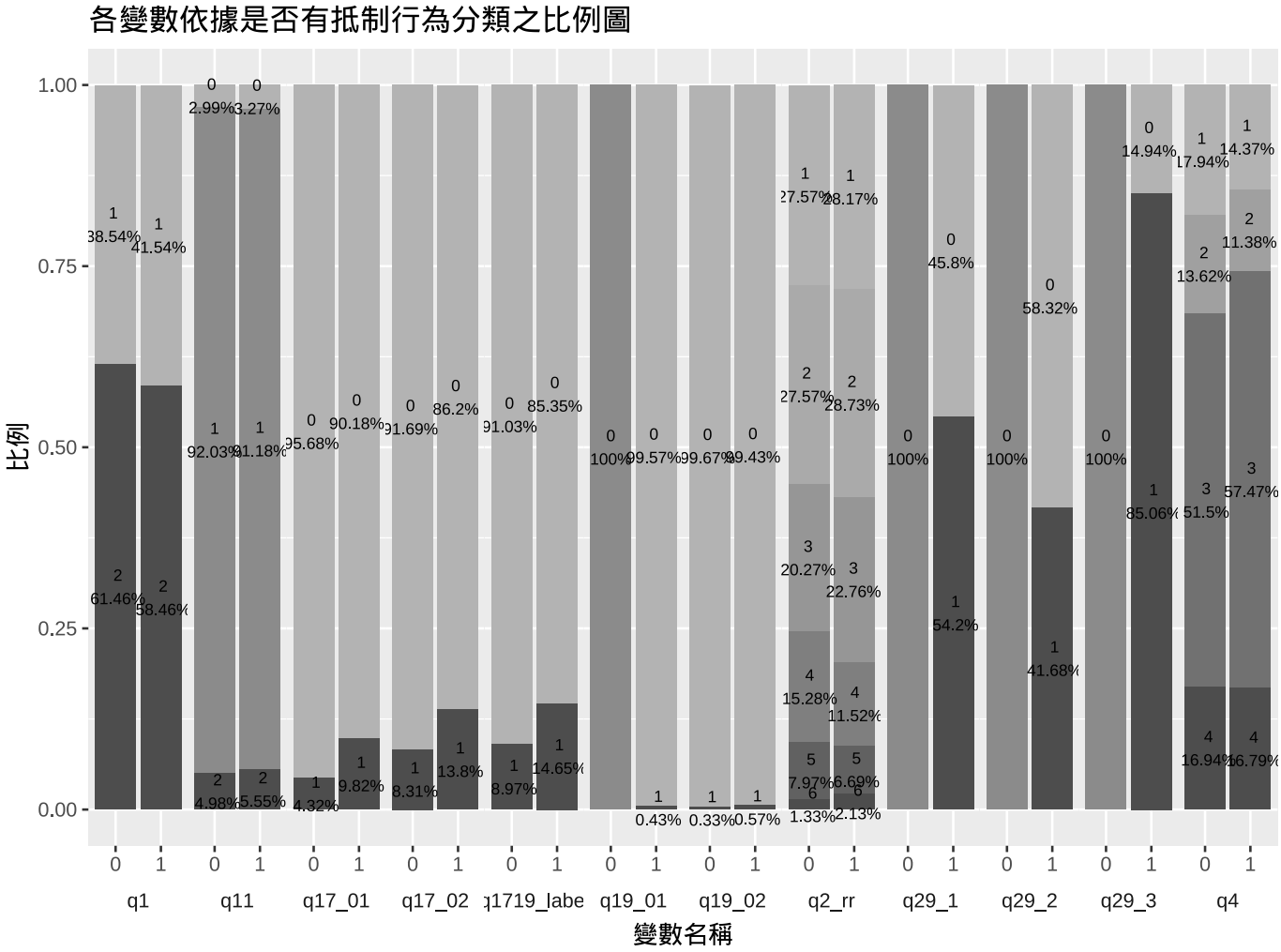
weight

n	missing	distinct	Info	Mean	Gmd	.05	.10	.25	.50	.75	.90	.95
1004	0	13	0.48	0.5647	0.9876	0	0	0	0	0	2	3

Value	0	1	2	3	4	5	6	7	8	12	13	14	20
Frequency	807	48	60	42	26	9	3	2	1	2	2	1	1
Proportion	0.804	0.048	0.060	0.042	0.026	0.009	0.003	0.002	0.001	0.002	0.002	0.001	0.001

For the frequency table, variable is rounded to the nearest 0



各變數依有無抵制行為分類畫比例圖

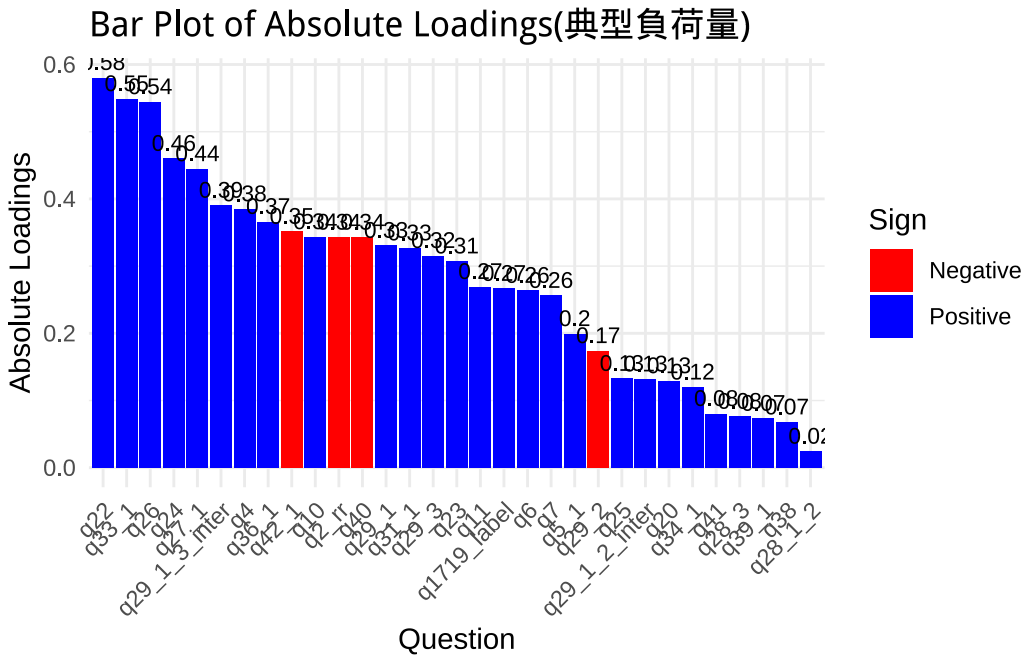
抵制程度與其他因素之關聯分析

Canonical analysis and PCA-對全部變數做

```
[1] 0.5561838 0.3779913 0.2467229

                   [,1]        [,2]
q2_rr         -0.34266949 -0.12711767
q4             0.38487966 -0.15842647
q5_1           0.19914117  0.23277952
q6             0.26345928  0.11129500
q7             0.25597871  0.19167914
q10            0.34336636 -0.05520667
q11            0.26924437 -0.10191258
q1719_label    0.26642705 -0.11947314
q20            0.12905657 -0.31645562
q22            0.58027872 -0.04811900
q23            0.30722923 -0.21727920
q24            0.45986052 -0.02083631
q25            0.13248128 -0.11773570
q26            0.54426288  0.03699984
q27_1          0.44448715 -0.44852953
q28_1_2        0.02414203  0.24982439
```

```
q28_3           0.07609393 -0.35184289
q29_1           0.33046972 -0.12221603
q29_2          -0.17379321 -0.18147466
q29_3           0.31538893  0.02180216
q31_1           0.32667211  0.44132060
q33_1           0.54874451 -0.07820923
q34_1           0.11960599  0.33788881
q36_1           0.36602606 -0.02013521
q29_1_2_inter   0.13162928 -0.22028703
q29_1_3_inter   0.39016731 -0.09069338
q38             0.06768219  0.11086560
q39_1           0.07310548  0.15654272
q40            -0.34264406  0.26799181
q41             0.08027230  0.09291283
q42_1          -0.35131883  0.14988977
```

```
           [,1]        [,2]
q30_1 0.4995686 -0.03443097
q32_1 0.3064858  0.88958246
q35_1 0.9630194 -0.11880929
```




```
[1] 0.7751 0.3213
```

```
[1] 0.3177 0.2017
```

```
[1] 0.2397 0.0459
```

```
[1] 0.0983 0.0288
```

把相關性 <0.2 的刪除

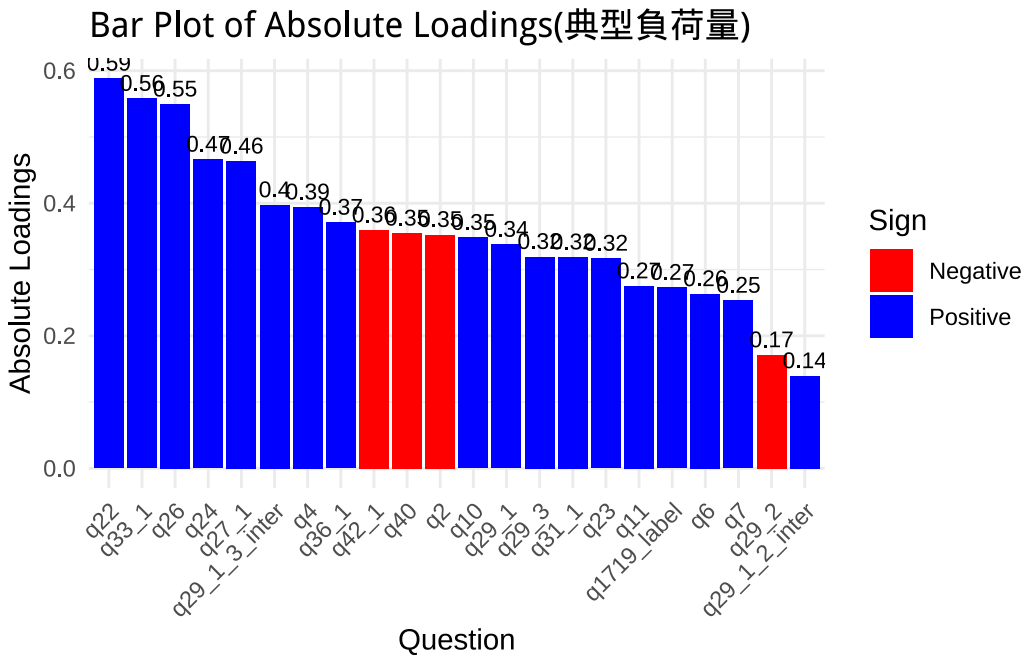
Canonical analysis and PCA-對部分變數做

```
[1] 0.5491303 0.3080383 0.2167755
```

```
                  [,1]         [,2]
q2           -0.3524738  0.112447831
q4            0.3939891  0.169151038
q6            0.2631390 -0.144361295
q7            0.2532195 -0.241424300
```

```
q10             0.3480989  0.090704548
q11             0.2749240  0.129400318
q1719_label     0.2726931  0.145533310
q22             0.5883727  0.026662627
q23             0.3166683  0.269995867
q24             0.4660494 -0.014066930
q26             0.5493299 -0.068466753
q27_1           0.4633001  0.491031766
q29_1           0.3376495  0.140524604
q29_2          -0.1709580  0.253546067
q29_3           0.3192567 -0.087835274
q31_1           0.3186398 -0.609734428
q33_1           0.5578453  0.040078869
q36_1           0.3709875 -0.003419853
q29_1_2_inter   0.1393835  0.270552928
q29_1_3_inter   0.3973077  0.089141394
q40            -0.3545999 -0.297924790
q42_1          -0.3594051 -0.180217286
```

```
           [,1]       [,2]
q30_1 0.5053046 -0.1210111
q32_1 0.2701933 -0.9432468
q35_1 0.9658674  0.1151440
```




```
[1] 0.7729 0.2884
```

```
[1] 0.3153 0.2294
```

```
[1] 0.2330 0.0274
```

```
[1] 0.0951 0.0218
```

Logistic regression model

可以知道有使用 youtube 和 twitch 的人、越不能接受別人因為一些因素而罵他的人做出抵制行為的機率越小，越常做出網路攻擊行為和看到別人的攻擊行為、越想抵制名人的話就越有可能做出抵制行為。

q10 跟 q24 注意一下可能有關連

```
                   Estimate   Std. Error     z value     Pr(>|z|)
(Intercept)    -3.443157453 8.578436e-01 -4.01373575 5.976525e-05
factor(q2_rr)2 -1.781098847 5.451256e-01 -3.26731800 1.085716e-03
factor(q2_rr)3 -1.326262335 5.180304e-01 -2.56020169 1.046114e-02
factor(q2_rr)4 -0.635108406 5.201474e-01 -1.22101611 2.220799e-01
factor(q2_rr)5 -0.374594209 5.313286e-01 -0.70501420 4.808014e-01
factor(q2_rr)6 -1.017103750 5.783136e-01 -1.75874093 7.862152e-02
factor(q4)2     0.601989791 4.468168e-01  1.34728539 1.778883e-01
factor(q4)3     1.280926736 6.129434e-01  2.08979610 3.663612e-02
factor(q4)4    15.509708656 5.088361e+02  0.03048076 9.756836e-01
q7              0.002208398 7.761326e-04  2.84538714 4.435748e-03
q10            -0.194937011 1.004294e-01 -1.94103527 5.225400e-02
q22             0.207751064 3.635753e-02  5.71411362 1.102773e-08
q24            -0.094450890 4.171811e-02 -2.26402604 2.357251e-02
q27_1           1.139680119 1.335926e-01  8.53101508 1.450691e-17
```

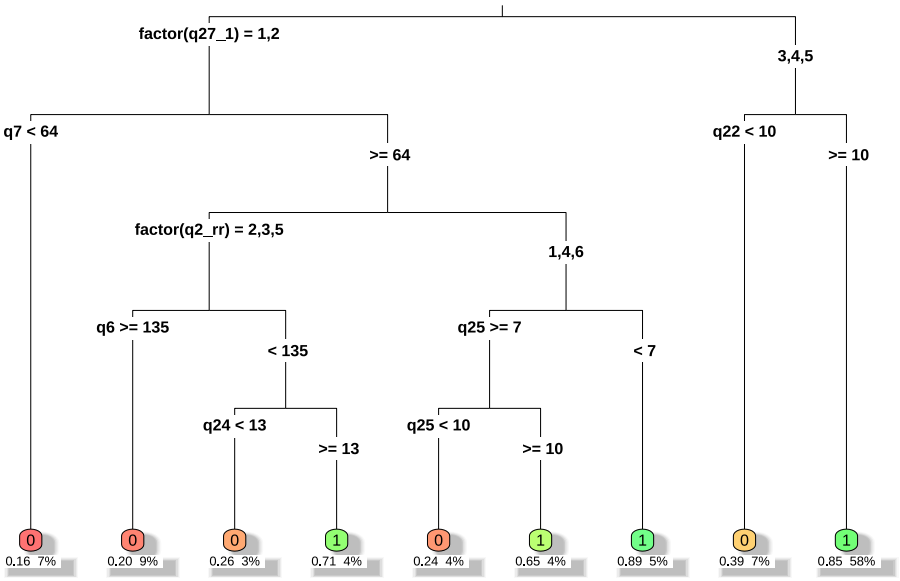
```
                   Estimate   Std. Error     z value     Pr(>|z|)
(Intercept)    -4.003858660 1.081613e+00 -3.70174636 2.141206e-04
factor(q1)2     0.301020260 2.659802e-01  1.13173919 2.577441e-01
factor(q2_rr)2 -1.524405473 5.794409e-01 -2.63082114 8.517885e-03
factor(q2_rr)3 -1.179197289 5.591051e-01 -2.10907994 3.493768e-02
factor(q2_rr)4 -0.274542333 5.745279e-01 -0.47785731 6.327518e-01
factor(q2_rr)5 -0.021541055 5.737412e-01 -0.03754490 9.700505e-01
factor(q2_rr)6 -0.634759012 6.550963e-01 -0.96895529 3.325675e-01
factor(q4)2     0.739747046 4.652097e-01  1.59013676 1.118040e-01
factor(q4)3     1.073504861 6.641386e-01  1.61638675 1.060107e-01
factor(q4)4    16.616492669 8.639366e+02  0.01923346 9.846549e-01
q5_1            0.067471959 6.042053e-02  1.11670591 2.641201e-01
q6              0.000394368 7.793506e-04  0.50602126 6.128417e-01
q7              0.001636039 8.673783e-04  1.88618856 5.926955e-02
q10            -0.226125767 1.069859e-01 -2.11360312 3.454918e-02
factor(q11)1   -0.456942136 4.223225e-01 -1.08197436 2.792639e-01
factor(q11)2   15.461327401 1.226372e+03  0.01260738 9.899410e-01
q1719_label     0.515035700 5.731433e-01  0.89861598 3.688572e-01
q20            -0.025375985 8.437241e-02 -0.30076166 7.635962e-01
q22             0.176064106 4.778706e-02  3.68434709 2.292896e-04
q23             0.058955338 6.673193e-02  0.88346521 3.769850e-01
q24            -0.121617518 4.740560e-02 -2.56546729 1.030369e-02
q25             0.041577751 3.425826e-02  1.21365621 2.248790e-01
q26             0.032830240 5.387480e-02  0.60938032 5.422724e-01
q27_1           1.160280094 1.404110e-01  8.26345561 1.415148e-16
```

這個模型的節具象

Decision tree

glmnet

```
24 x 1 sparse Matrix of class "dgCMatrix"
                        s1
(Intercept)    1.241909e-01
factor(q1)2    .
factor(q2_rr)2 .
factor(q2_rr)3 4.108276e-05
factor(q2_rr)4 .
factor(q2_rr)5 .
factor(q2_rr)6 .
factor(q4)2    .
factor(q4)3    .
```




```
factor(q4)4    .
q5_1           1.186547e-04
q6             .
q7             .
q10            .
factor(q11)1   .
factor(q11)2   .
q1719_label    .
q20            .
q22            4.398174e-03
q23            1.496402e-02
q24            2.323481e-04
q25            .
q26            .
q27_1          1.293646e-01
```

```
Call:
glm(formula = factor(q28_YN) ~ factor(q2_rr) + factor(q4) + q5_1 +
    q6 + factor(q11) + q20 + q22 + q23 + q24 + q25 + q26 + q27_1,
    family = binomial, data = DB.csv, weights = weight)

Coefficients:
                Estimate Std. Error z value Pr(>|z|)
(Intercept)    -3.625e+00  1.029e+00  -3.523 0.000427 ***
factor(q2_rr)2 -1.208e+00  5.574e-01  -2.168 0.030184 *
factor(q2_rr)3 -9.085e-01  5.249e-01  -1.731 0.083512 .
factor(q2_rr)4 -1.871e-01  5.483e-01  -0.341 0.732956
factor(q2_rr)5  1.090e-01  5.469e-01   0.199 0.841954
factor(q2_rr)6 -6.224e-01  6.226e-01  -1.000 0.317468
factor(q4)2     7.211e-01  4.639e-01   1.555 0.120031
factor(q4)3     1.033e+00  6.371e-01   1.622 0.104814
factor(q4)4     1.616e+01  8.813e+02   0.018 0.985366
q5_1            5.975e-02  5.839e-02   1.023 0.306125
q6              8.728e-04  6.837e-04   1.277 0.201763
factor(q11)1   -5.837e-01  4.139e-01  -1.410 0.158421
factor(q11)2    1.548e+01  1.110e+03   0.014 0.988876
q20            -1.205e-02  8.127e-02  -0.148 0.882111
```

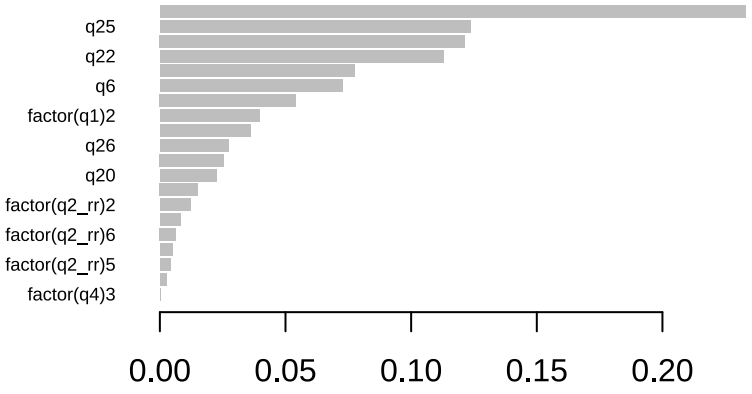
```
q22             1.701e-01  4.692e-02   3.624 0.000290 ***
q23             4.812e-02  6.346e-02   0.758 0.448334
q24            -1.185e-01  4.636e-02  -2.557 0.010562 *
q25             2.073e-02  3.202e-02   0.647 0.517346
q26             3.511e-02  5.226e-02   0.672 0.501650
q27_1           1.141e+00  1.375e-01   8.297  < 2e-16 ***
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

(Dispersion parameter for binomial family taken to be 1)

    Null deviance: 725.89  on 196  degrees of freedom
Residual deviance: 529.59  on 177  degrees of freedom
AIC: 569.59

Number of Fisher Scoring iterations: 15
```

XGboost

```
           Feature         Gain       Cover   Frequency
            <char>        <num>       <num>       <num>
 1:           q27_1 0.2329983184 0.180811885 0.076586433
 2:             q25 0.1235653256 0.122423453 0.141137856
 3:              q7 0.1214601829 0.108267883 0.146608315
 4:             q22 0.1128001898 0.099768470 0.085339168
 5:             q24 0.0775921481 0.100296717 0.102844639
 6:              q6 0.0725312232 0.083698683 0.129102845
 7:             q23 0.0541768008 0.066413511 0.062363239
 8:    factor(q1)2 0.0395527633 0.023358191 0.040481400
 9:             q10 0.0360021004 0.050972006 0.043763676
10:             q26 0.0274303022 0.039336914 0.056892779
11:            q5_1 0.0255197591 0.015752553 0.022975930
12:             q20 0.0224519204 0.037992280 0.029540481
13: factor(q2_rr)4 0.0151494872 0.007291870 0.008752735
14: factor(q2_rr)2 0.0120515848 0.010878604 0.007658643
15: factor(q2_rr)3 0.0081787588 0.018585054 0.016411379
16: factor(q2_rr)6 0.0064576736 0.013046566 0.008752735
17:    factor(q4)2 0.0049817343 0.010721838 0.005470460
18: factor(q2_rr)5 0.0043601254 0.006292100 0.012035011
19:   factor(q11)1 0.0025555516 0.002137381 0.002188184
20:    factor(q4)3 0.0001840503 0.001954043 0.001094092
           Feature         Gain       Cover   Frequency
```

參考文獻

台灣消費者抵制行為之研究 —以台商親中言論衍生之抵制為例 (https://www.airitilibrary.com/Article/Detail/U0004-G0107932056)


q25
q22
q6
factor(q1)2
q26
q20
factor(q2_rr)2
factor(q2_rr)6
factor(q2_rr)5
factor(q4)3
0.00
0.05
0.10
0.15
0.20