

Tool, Toy, Telephone, Territory, Trade, or Treasure of Information: Taiwanese Students' Attitudes toward the Internet

Chien Chou, Huan-Chueh Wu, Chao-Hsiu Chen

Institute of Education

National Chiao Tung University

Hsinchu, Taiwan 30010

The purposes of this study are to investigate different levels of Taiwanese students' attitudes toward the Internet according to a 6-T framework and to understand possible factors in making differences in their attitudes. This study adopts a cross-sectional design to collect data from about 1,860 surveys completed by Taiwanese 5th graders, 8th graders, 11th graders, and college sophomores. Through a confirmatory factor analysis, this study validates the 6-T model and shows that it can help explain the six factors—Tool, Toy, Telephone, Territory, Trade, and Treasure of information, which are critical to Internet attitudes. This study found that the Tool and Toy factors yield the greatest recognition among students while the Trade factor seems to yield the least recognition among all grade groups. The results also indicate that as students grow older, they have increasingly positive attitudes toward the Internet. In addition, students' motivation to use the Internet and their weekend time-on-Internet can predict their attitudes toward the Internet. Implications of these results are also discussed.