

國立中山大學 113 學年度 碩士班暨碩士在職專班招生考試試題

科目名稱：傳播理論與實務【行銷傳播所碩士班甲組】

—作答注意事項—

考試時間：100 分鐘

- 考試開始鈴響前不得翻閱試題，並不得書寫、劃記、作答。請先檢查答案卷（卡）之應考證號碼、桌角號碼、應試科目是否正確，如有不同立即請監試人員處理。
- 答案卷限用藍、黑色筆(含鉛筆)書寫、繪圖或標示，可攜帶橡皮擦、無色透明無文字墊板、尺規、修正液（帶）、手錶(未附計算器者)。每人每節限使用一份答案卷，不得另攜帶紙張，請衡酌作答。
- 答案卡請以 2B 鉛筆劃記，不可使用修正液（帶）塗改，未使用 2B 鉛筆、劃記太輕或污損致光學閱讀機無法辨識答案者，其後果由考生自行負擔。
- 答案卷（卡）應保持清潔完整，不得折疊、破壞或塗改應考證號碼及條碼，亦不得書寫考生姓名、應考證號碼或與答案無關之任何文字或符號。
- 可否使用計算機請依試題資訊內標註為準，如「可以」使用，廠牌、功能不拘，唯不得攜帶具有通訊、記憶或收發等功能或其他有礙試場安寧、考試公平之各類器材、物品（如鬧鈴、行動電話、電子字典等）入場。
- 試題及答案卷（卡）請務必繳回，未繳回者該科成績以零分計算。
- 試題採雙面列印，考生應注意試題頁數確實作答。
- 違規者依本校招生考試試場規則及違規處理辦法處理。

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一、單選題(共 50 分，每題 5 分):

- 下列有關傳播媒體產業之敘述，何者為正確？
 - 只有媒體收視率與節目的品質是媒體表現良莠、是否符合公共利益之標準。
 - 新聞電視頻道數目眾多，顯示媒體已朝多元化發展。
 - 媒體的產業結構會影響媒體的市場行為，媒體的市場行為會影響其經營績效；媒體的產業結構會影響其經營績效；媒體的市場行為與經營績效也會影響媒體的產業結構。
 - 媒體的所有者並不會影響媒體產出的內容。因此，限制政治人物不能擁有媒體或限制媒體經營者性別的規定並不合理。
- 國際媒體市場中，聯合製作模式的好處是：
 - 更關注地方性的需求，垂直擴張，將媒介議題搬上政治舞台，維持優良傳統價值。
 - 可以募集更多資金，提高內容品質，進入原本無法觸及的市場，為影視產品爭取全球性的曝光，以獲取更高的利益。
 - 可以製作左右閱聽人思考的節目內容，改變閱聽人的態度，宣揚民主價值。
 - 可以貼近民眾所發生的一般事件和日常活動，以及不尋常的情境，以便更完整地蒐集資料、整理資料，製作符合聯合製作合作方的利益之節目內容。
- 小明分別給予對死刑持支持與反對意見的受測者閱讀兩份不同的報導：一份內容表明死刑對犯罪率有威嚇的作用，而另一份則表明不會有威嚇的作用。他們發現支持死刑的受測者認同死刑對犯罪率有威嚇的作用，刊載這樣內容的報導對他們來說比表明死刑對犯罪率不會有威嚇的作用的報導更具說服力。反對死刑的受測者相信與自己既存態度一致的報導，認為死刑對犯罪率不會有威嚇的作用。對他們而言，反對死刑的文章比表明死刑對犯罪率有威嚇的作用的報導之說服力更高。也就是說，人們傾向於接受與自己既存態度一致的論點，選擇性地接受與他們觀點一致的資訊，忽視或反駁反對它的證據。這種現象叫做
 - Biased Assimilation Effect
 - Spiral of silence
 - Framing effects
 - Agenda setting
- 下列哪一項不是專家學者詬病台灣電視、廣播收視率衡量的因素？
 - 測量的技術與方法僵化，多年未見改善。
 - 未能隨機抽樣，樣本未能完全代表不同族群。
 - 樣本規模不夠大，以至於不具代表性。
 - 被測受眾與實際受眾不一致性太高，導致失去準確性。
- 媒體所有權集中的優劣為？
 - 媒體所有權集中的優點是有多餘的資源可以發展人工智慧來產製媒體內容，設法利用旗下媒體宣揚人工智慧的好處，因此節省成本。缺點為媒體所有權集中造成媒體集團製作成本高、市場風險高而趨於保守，不願改變，多產製市場導向的節目內容。
 - 媒體所有權集中的優點是媒體所有權集中造成媒體集團可能利用旗下的各種媒體之間的協作、互動，提高競爭對手的進入障礙，造成媒體內容多貼近閱聽眾需求。缺點為媒體所有權集中造成媒體集團製作成本高、市場風險高而趨於保守，不願改變，多產製市場導向的節目內容。
 - 媒體所有權集中的優點是可以整合內容與通路資源，以最少成本製作內容，透過最多元的管道傳送給消費者。缺點為媒體所有權集中造成媒體集團可能利用旗下的各種媒體之間的協作，迫使競爭對手退出市場，造成市場上的多樣性減少。
 - 媒體所有權集中的優點是可以保障媒體多元化，展現經濟自由化與政治多樣化，保障

試題請隨卷繳回，請留意背面是否有題

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公共利益與滿足民主社會的多元需求。缺點為媒體所有權集中造成媒體集團壯大而剛愎自用，只產出只對自己有利的立場的節目內容，忽視閱聽人之需求、自主權、與主導權。

6. 媒體常使用框架來形塑內容。請問下列有關框架的描述，何者正確？

A Frames refer to situations in which individuals are more inclined to express their opinions openly when they believe their views align with the majority within the group. Conversely, if individuals recognize that their opinion is in the minority, they tend to be more reserved and choose to remain silent.

B Frames are defined as the extent to which existing attitudes or beliefs influence how the media audience processes information. The audience tends to accept arguments that align with their pre-existing attitudes, selectively embrace information that is consistent with their viewpoints, and disregard or counter evidence opposing it.

C Frames enable audiences to identify and bring attention to particular issues. They play a central role in shaping the problems that attract audience attention and guide public opinion towards specific issues.

D Frames are interpretive schemata upon which individuals rely to comprehend events and derive meaning from information. Frames play a crucial role in shaping how a person focuses on, comprehends, and reflects upon an issue.

7. According to the Innovation Diffusion Theory,

A when consumers perceive that the adopted new technology can improve work performance, they are more inclined to adopt this new technology.

B when consumers perceive that the adopted new technology can enhance their work more than other technologies, they are more inclined to adopt this new technology.

C when consumers perceive that the adopted new technology is easy to learn, they are more inclined to adopt this new technology.

D when consumers perceive that the adopted new technology is powerful and competent, they are more inclined to adopt this new technology.

8. Consuming alternative health media (AHM), such as The Dr. Oz Show, may be able to shift the attitudes of its audience on consequential health topics.

“We define AHM as informational sources that promote and amplify non-mainstream, non-standard treatments and health practices unsanctioned by such custodians of U.S. health information as the CDC and the Food and Drug Administration (FDA). In general, AHM market these products and practices as superior to those offered by mainstream medicine, cast at least some of mainstream medicine’s treatment and practices as needless or harmful, and express distrust of the process by which treatments and vaccines are authorized or approved by the FDA...”

If AHM do persuade, we might expect regular viewers of the Dr. Oz program to become more likely to view the MMR vaccine as safe after exposure to his “endorsement.” ...An experimental study of the effect of exposure to his original antipathetic, and then his altered, science-consistent position on the safety of bio-engineered organisms demonstrated that exposure to his account of his conversion was persuasive (Lyons et al., 2019)...endorsement of a science consistent position by a media celebrity within his own program in front of an audience that had been exposed to his vaccination-hesitant guests and tropes. This shift mattered in part because it occurred in a venue that overcame one of the paramount challenges facing those trying to correct misinformation: The audience reached by the problematic content is unlikely to see corrections of it (Jackson & Jamieson, 2007)...

Importantly, attitudes toward the MMR vaccine might affect those about other forms of vaccination, a hypothesis whose real-world implications were magnified by the fact that we were able to assess them as a measles outbreak was ongoing in the height of the 2018–2019 flu season. In the presence of the flu season, we thought that attitude changes about the MMR vaccine might spill over to affect attitudes about the seasonal flu vaccine. This supposition was grounded in an earlier

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finding that negative perceptions of the MMR vaccine shaped subsequent ones about a projected Zika vaccine (Ophir & Jamieson, 2018).

Finally, we expected the effect of Dr. Oz's endorsement to be more pronounced for some viewers than others. Since it is often the case in media effects research (Hillygus, 2010; Motta & Fowler, 2016), we anticipated that the effect of the endorsement would be conditional, not only on whether people watched Oz's program, but also on other audience-level characteristics, in this case on the audience's prior knowledge about vaccines. Well-informed regular Oz viewers who are highly knowledgeable about vaccination may already recognize that the MMR and flu vaccine are safe. Although science-related knowledge does not guarantee that individuals will hold accurate perceptions in that domain—especially on politically and culturally polarized issues—(e.g., Kahan, 2017; Kahan et al., 2012), knowledge about vaccine-relevant topics is associated with holding more accurate views about vaccines (Motta et al., 2018). Less knowledgeable viewers, on the other hand, may not only lack factual knowledge about vaccines, but be more likely to subscribe to anti-vaccine misinformation, and therefore have more room for attitudinal adjustment. Because we expect that regular viewers of Oz's program see him as a trusted source of health-related news, we suspect that his endorsement regarding vaccine safety (and potentially other health topics; which we view as an important direction for future research) will encourage regular viewers to update their attitudes in response (Chaiken, 1980).”

摘錄自 Dominik A Stecula, Matthew Motta, Ozan Kuru, Kathleen Hall Jamieson, The Great and Powerful Dr. Oz? Alternative Health Media Consumption and Vaccine Views in the United States, *Journal of Communication*, Volume 72, Issue 3, June 2022, Pages 374–400, <https://doi.org/10.1093/joc/jqac011>

由以上內容，我們可以推論：

A Consumers of alternative health media who are low in knowledge about vaccines should be more likely than those high in knowledge to be misinformed about vaccines in general and to view the MMR vaccine and seasonal flu shot as very risky.

B Consumers of alternative health media who are high in knowledge about vaccines should be more likely than those low in knowledge to be misinformed about vaccines in general and to view the MMR vaccine and seasonal flu shot as very risky.

C Consumers of alternative health media who are low in knowledge about vaccines should be more likely than those high in knowledge to be misinformed about vaccines in general and to view the MMR vaccine and seasonal flu shot as safe.

D Consumers of alternative health media who are high in knowledge about vaccines should be more likely than those low in knowledge to be misinformed about vaccines in general and to view the MMR vaccine and seasonal flu shot as safe.

9. 承上題，下列描述何者是正確的？

A Consuming alternative health media does not have the ability to change the attitudes of its audience towards vaccines and seasonal flu shots.

B The endorsement of Dr. Oz has a greater influence on non-regular viewers than on regular viewers in terms of their attitude shift toward vaccines.

C Alternative health media have been sanctioned by custodians of U.S. health information as the CDC and the Food and Drug Administration (FDA).

D Regular viewers of Dr. Oz's program who are low in knowledge about vaccines should become more likely to view the MMR vaccine and seasonal flu shot as safe, following the airing of Oz's "endorsement episode" (relative to before it).

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10. 平面媒體錯誤報導時，其主管機關為何？

- A 司法部。
- B 資通安全會。
- C 文化部。
- D 國家通訊傳播委員會。

二、申論題(共 50 分，中英文作答皆可):

1. Computer-Mediated Communication (CMC) revolutionized how individuals interact across time and space. Nowadays, AI is increasingly pervasive in our daily lives and has been incorporated into human-to-human communication.

(1) What is AI-Mediated Communication (AI-MC)? Please define. (10%)

(2) What are the effects of AI-MC on human interactions and interpersonal relationships? Please focus on providing clear, detailed explanations, supported by relevant examples and evidence to demonstrate a comprehensive understanding of the topic. (15%)

2. Social media users not only engage with content from online personalities but also make purchasing decisions based on their recommendations. Recognized as influencers, these content generators on social platforms like Instagram and YouTube significantly influence followers' purchasing behavior. Researchers often utilize the parasocial interaction or parasocial relation paradigm to analyze and elucidate the connection between influencers and their followers, as well as its impact on subsequent consumer behaviors.

(1) Please define parasocial interaction and parasocial relation. (10%)

(2) Do you think that the concept of parasocial interaction or parasocial relation can fully capture the evolving dynamics of contemporary human interactions and associated relationships within the context of social media influencer-follower connections? If so (if not), why? (10%)

3. Research on online self-disclosure often focused on privacy concerns and perceived gratifications, which have been found to consistently predict disclosure behavior (Dienlin & Metzger, 2016; Krasnova et al., 2012). We thus included both horizontal (with regard to other users) and vertical privacy concerns (with regard to providers) as negative predictors, and typically perceived benefits of disclosure (i.e., enjoyment, relationship development, and self-presentation/ expression) as positive predictors. (Reference: Masur, Bazarova, & DiFranzo, 2023)

Assessing the strength of distinct social norm effects on self-disclosure, what research question you may ask? (請根據上段文字提出一個研究問題，中英文皆可；5%)

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一、單選題(共 10 題，每題 3 分，共計 30 分)

1. 團隊討論後所產生的決策往往不是更加保守就是更加風險偏好是因為？
(A) 團體迷思
(B) 團體偏移
(C) 團隊謬誤
(D) 團體共識
2. 下列敘述何者正確？
(A) 組織中的計畫性變革通常由變革驅動者來負責，變革驅動者可能是管理者或員工，也可能是公司外聘的顧問團
(B) 運用一些新想法，改善品質、程序或勞務稱做創新，是以所有的創新都會涉及變革；所有的變革也都會涉及創新
(C) 創新的組織擁有傾向注重手段而非重結果的文化特質
(D) 以上皆是
3. iPhone 的出現改變了智慧型手機的生態，則 iPhone 是源於哪一種創新來源？
(A) 意料之外的事件
(B) 市場結構的改變
(C) 不協調的狀況
(D) 新知識
4. 有的企業常保留擅長的核心業務，將其它非核心業務外包，以創造最高價值及保持最佳彈性，但外包時為了找尋合作的外包業者，則容易產生？
(A) 交易成本
(B) 外部成本
(C) 變動成本
(D) 沉沒成本
5. 五力分析(five forces model)的分析標的為？
(A) 總體環境
(B) 個別企業
(C) 競爭現況
(D) 產業環境
6. _____ 是根據每一個工作要素的標準，將所有員工按照劃分等級的百分比予以評核。
(A) 強制分配法
(B) 座標式評等法
(C) 直接排列法
(D) 輪替排列法

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7. 關於領導的敘述，下列何者為非？

- (A) 領導是屬於「帶心」的工作
- (B) 領導是指藉由影響他人的行為以達到群體或組織目標所採取的行動
- (C) 領導著重於「對人」的影響，其工作重點在於魅力與權力
- (D) 領導工作包含管理

8. 在組織中，下列何者是影響高倫理行為最重要的因素。

- (A) 環境因素
- (B) 組織因素
- (C) 倫理政策與法規
- (D) 領導者的行為

9. 阿明：「嗚哇，今天營養午餐有三色豆耶...真不想吃。」阿美：「你不吃等下老師來就碎碎唸啦~」阿明：「好吧，我吃，老師的碎碎唸比三色豆痛苦多了...」阿明的行為屬於下列何種增強理論(reinforcement theory)的方法？

- (A) 正向增強 (positive reinforcement)
- (B) 負向增強 (negative reinforcement)
- (C) 懲罰 (punishment)
- (D) 削弱 (extinction)

10. 阿雄看到某業者的廣告文案寫著：「天天都便宜！」心想：「不可能啦，我一看就知道了，業者都黑心，一定是天天都騙你。」阿雄這樣的心態是屬於？

- (A) 過濾作用(filtering)
- (B) 資訊超荷(information overload)
- (C) 選擇性知覺(selective perception)
- (D) 定錨偏誤(anchoring bias)

二、問答題(請以中文作答，字跡請勿潦草以免影響閱讀與對內容的理解，共計 3 大題，故請妥善調配時間)(70 分)

1. 請解釋何謂「沉沒成本效應(sunk cost effect)」，並說明企業在經營決策上可能會如何受到「沉沒成本效應」之影響。(10 分)

2. 請先閱讀以下關於「企業道德違規」研究的摘錄內容：

Company moral transgressions are prevalent in today's marketplace. Company moral transgressions can be broadly defined as the breach of social and/or moral norms (Huber, Vogel, and Meyer 2009; Kaptein 2008).¹ According to research on business ethics, people have a belief system about right and wrong and thus what companies ought and ought not to do (Evan and Freeman 1988). These moral beliefs about business organizations comprise the rules, standards, principles, or codes that people use to evaluate company behaviors (Lewis 1985). When a company deviates from these moral beliefs, it constitutes a moral transgression (Jones 1991). Consider Nike's poor labor practices in developing countries, BP's oil spill in the Gulf of Mexico, Urban Outfitter's offensive clothing and advertising, and Volkswagen's emissions scandal. Due to the Internet and social media, such company moral transgressions rapidly receive public scrutiny (Crockett 2017) and can damage transgressing firms. For example, company sales

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and stock market value may plummet due to angry customers and disappointed investors (Frooman 1997; Grappi, Romani, and Bagozzi 2013; Klein, Smith, and John 2004). Yet not all consumers are likely to have the same level of concern toward company moral transgressions given that people often differ in how they judge and respond to everyday moral transgressions (Graham, Haidt, and Nosek 2009; Lovett, Jordan, and Wiltermuth 2012).

While this organizational misconduct may lead consumers to penalize companies when it comes to purchasing their products (Hardeck and Hertl 2014), little is known about the reasons that explain why most consumers actually decide to continue to support these perpetrators. Research on corporate social irresponsibility and expectancy violation theory supports the idea that organizations can be punished by consumers for their unethical conducts (Bhattacharya et al. 2009; Trudel and Cotte 2009; Kim et al. 2019). According to Hardeck and Hertl (2014), unethical actions might be value-destroying activities that may erode buying intentions, corporate reputation, and consumers' willingness to pay price premiums. However, as explained by Jackson et al. (2014), in contrast to accepted wisdom, evidence suggests that the link between corporate irresponsibility and reputational penalties is actually weaker than expected. From a consumer behavior perspective, many consumers decide not to boycott irresponsible brands, even though doing so could damage their moral self.

Research exploring individuals' support for transgressors has its origin in motivated reasoning theory, which essentially explains that individuals need to preserve cognitive consistency in their decisions to protect the self (Kunda 1990). To achieve this, individuals tend to engage in a variety of moral justification processes. For example, the disengagement theory suggests that individuals tend to support transgressors by engaging in a process of moral rationalization (Tsang 2002). This mechanism involves a self-regulatory process by which individuals employ diverse strategies to justify immoral actions and make them personally acceptable (Bandura 1999). As moral rationalization puts the individuals' social image at risk by publicly revealing information about their own moral standards, Bhattacharjee et al. (2013) proposed that individuals may prefer to use alternative reasoning strategies that do not imply condoning the immoral action. These authors claimed that individuals may be supporting transgressing actors by engaging in a process of moral decoupling. Moral decoupling is a moral reasoning strategy by which the individual selectively dissociates judgments of performance and judgments of morality (Haberstroh et al. 2017). Thus, moral decoupling enables individuals to acknowledge that an organization is engaged in an immoral action, but to still justify their support for the company because of its performance. Both moral rationalization and, more recently, moral decoupling have been applied to explain counterfeit purchasing behaviors (Chen et al. 2018), support for public figures or celebrities or endorsed brands (Lee et al. 2016; Wang and Kim 2019), or purchases of pirated products (Eisend 2019). In addition to rationalization and decoupling, Lee and Kwak (2016) propose coupling as another moral reasoning strategy, which integrates morality judgment with performance judgment. Owing to their high moral standards or the nature of the scandal, some consumers may find it difficult to justify improper behavior or to dissociate judgment of morality from judgment of performance. Individuals engaged in moral coupling tend to take company moral transgressions into consideration when evaluating a company's performance. This strategy may lead individuals to view a transgressed celebrity unfavorably, and such perceptions may be transferred to the associated brands and products. As a result, consumers using moral coupling strategies view the transgressor's morality, as well as the transgressor's performance, more negatively, and thus, react negatively to the transgressor and related entities (Lee and Kwak, 2016; Lee et al., 2016).

Despite this recent research interest, there is still only a limited understanding of the essential issue as to why consumers continue to buy products from legal companies that have been publicly exposed as performing unethical actions. While most of the previous studies are focused on analyzing morally reprehensible purchasing conducts that can generate increased cognitive dissonance, such as buying

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counterfeit goods (Chen et al. 2018; Orth et al. 2019), little effort has been devoted to exploring how consumers react to business misconduct. Due to the complex nature of moral dilemmas, it is critical to understand how consumers respond to businesses' unethical actions in ambiguous situations where they may engage in different reasoning strategies to support the perpetrators with their own actions. Furthermore, a literature review on the central topic on consumers' reactions to business misconduct reveals additional research gaps. Although it has been acknowledged that ethical organizational misbehaviors in the marketplace affect consumers' emotions, attitudes and behavioral reactions, consumers do not always arrive at similar negative moral judgments (Lo et al. 2019). Some consumers reduce and rationalize the offense, others judge the transgression in a strict way, others dissociate the immorality and performance judgments to maintain their support for the transgressor, and still others find it difficult to make these disassociations and engage in coupling routes to condemn the perpetrator (Ingram et al. 2005; Lee and Kwak 2016; Lo et al. 2019). Hence, diverse contextual and personal idiosyncrasies and boundary conditions could explain why consumers reach different moral judgments and engage in different reasoning mechanisms to continue to buy products from a transgressing brand.

摘自：

Kim, D., Lee, J. S., Jang, W., & Ko, Y. J. (2022). Does causal reasoning lead to moral reasoning? Consumers' responses to scandalized athletes and endorsements. *International Journal of Sports Marketing and Sponsorship*, 23(3), 465-484.

Matute, J., Sánchez-Torelló, J. L., & Palau-Saumell, R. (2021). The influence of organizations' tax avoidance practices on consumers' behavior: The role of moral reasoning strategies, political ideology, and brand identification. *Journal of Business Ethics*, 174, 369-386.

Wang, S., & Kim, K. J. (2020). Consumer response to negative celebrity publicity: The effects of moral reasoning strategies and fan identification. *Journal of Product & Brand Management*, 29(1), 114-123.

Xu, H., Bolton, L. E., & Winterich, K. P. (2021). How do consumers react to company moral transgressions? The role of power distance belief and empathy for victims. *Journal of Consumer Research*, 48(1), 77-101.

(1) 請說明人們可能使用哪幾種道德推論策略來面對企業組織的不道德行為，並介紹個別的內涵以及產生的道德判斷結果。(15分)

(2) 無論就危機管理或危機溝通而言，瞭解人們會如何知覺或是回應企業組織的不道德行為，都至關重要。請嘗試結合過去所學習過的理論，或根據個人的經驗與觀察，提出一個會影響人們決定採用何種道德推論策略的重要變數，並請邏輯性推導出該變數的影響效果。(25分)

3. 請先閱讀下列文章

“Consumer-brand relationship and psychological distance”

We employ psychological distance as a useful complement to the consumer-brand relationship (CBR) literature as a means of conceptualizing self-brand distance. Psychological distance refers to the “subjective experience that something is close or far away from the self, here, and now” (Trope and Liberman 2010, p. 440). At its core, psychological distance reflects the subjective feeling of how far, in abstract psychological space, a target (e.g., object, event) is perceived to be from the self (Alter and Oppenheimer 2008). We suggest that psychological distance can be construed as the foundation underlying the numerous conceptualizations of self-brand distance in the CBR literature.

Because CBRs represent socially construed dyads that are in many ways akin to an interpersonal relationship (Fournier 1998), the array of consumer-brand relationships identified in previous research

試題請隨卷繳回，請留意背面是否有題

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should vary predictably along the social dimension of psychological distance, based on the relational norms and behaviors that constitute each relationship. Consider two examples. With “committed” brand relationships, consumers are faithful to the brand in some lasting way and think about these brands relatively similarly to their more intimate interpersonal connections (Miller, Fournier, and Allen 2012). In this case, much like personal relationships (e.g., Linville, Fischer, and Yoon 1996), it is clear that the brand will be perceived as psychologically close and incorporated into the self-concept (Fournier 1998). Conversely, “secret affair” brand relationships, also characterized by high levels of affect, imply that brands are kept hidden to avoid a public association. Indeed, their nearest relational neighbor is the “complete stranger” type (Zayer and Neier 2011), underlining that secret affair brands lie more in the domain of “not me.”

節錄自 Connors, S., Khamitov, M., Thomson, M., & Perkins, A. (2021). They're just not that into you: how to leverage existing consumer-brand relationships through social psychological distance. *Journal of Marketing*, 85(5), 92-108.

(1) 請簡單摘要此文章的內容 (6 分)

(2) 若你是企業主管，你如何應用此文章的內容？請從 committed brand 與 secret affair brand 的觀點分別說明 (14 分)