

摘要

本研究以訪談調查、內容分析與統計檢定等方法探討不同世代對於流行插畫風格的偏好判斷傾向，包含偏好與否及偏好判斷的因素組合。自大臺北地區募集 180 位參與者進行施測訪談，其中青少年與成人各半，各組男女亦各半。研究結果顯示：世代間對於流行插畫的偏好判斷因素具有顯著差異；不同世代對於各種風格流行插畫的偏好判斷因素亦具有顯著差異，而認知評價是最重要的偏好判斷因素。此外，成人的偏好判斷並沒有持續朝向認知因素發展，反而趨向類似兒童的題材與情緒判斷，推測此一現象可能源自於文化環境的世代差異影響，但仍需未來研究再加以確認。

關鍵詞：世代差異、風格偏好、流行插畫、偏好判斷

Abstract

This study explores generational differences in preference and judgement factors to the styles of popular illustrations by means of interview survey, content analysis and statistical test. A total of 180 subjects were recruited from the Taipei area, evenly divided between adolescents and adults, as well as males and females. The results showed significant differences of preference and judgement factors between generations and the same as in different illustration styles; cognitive assessment is the most important factor of preference judgement. In addition, the preference judgement factors of adults are not corresponding to the progress of cognitive development in that they are not moving forward to more advanced stages, but backward to those of subjective and emotional judgments of children. This phenomenon may be caused from the fact of generational differences in adepting to the visual cultural environment, but still needs to be confirmed in the future studies.

Keywords: generational differences, style preference, popular illustration, preference judgement