

東海大學統計學系學術演講

時 間：114 年 5 月 20 日（星期二下午 14:10~15:00）

地 點：管理學院新大樓 M240

主講人：鄭宗記 教授（政治大學 統計學系）

講 題：Measuring Subjective Well-being Indicators in Taiwan

Abstract

This research conducts a meaningful comparison of self-reported importance and satisfaction in various life domains to promote the understanding of subjective well-being (SWB). Results from a nationwide telephone survey with regard to 12 indicators of well-being in Taiwan suggest that satisfaction attitude rating does incorporate the judgment of importance among SWB indicators. We further reveal different patterns of association, similarity, and discrepancy between importance and satisfaction across SWB indicators by performing both explanatory and confirmatory analyses. All the various analytical results lead to crucial meanings for interpreting the general level of SWB, especially under a cultural context such as Taiwan society. The adapted Importance-Performance analysis classifies the SWB measurements into four meaningful quadrants according to the importance and satisfaction scores. Applying a regression modelling strategy, we explore how importance judgment together with other demographic factors influences the satisfaction attitude and further verify what potential factors relate to their discrepancy. Graphical analyses enhance the presentation.

敬請公告，歡迎參加！

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