

國立雲林科技大學資訊管理系
110 學年度第 1 學期博士班資格考
科目：資訊管理理論與應用
時間：4 hours (Closed book)

作答時，請注意各題之比例配分，並清楚標示題號

- For the Qualifying Exam, you are expected to be scientifically conversant in the chosen subject and demonstrate critical thinking about the selected theories. You have to adhere to the highest standards of intellectual and professional integrity
- You can answer each question in Mandarin or English.

Please use the paper entitled “**SOCIAL PRESENCE IN VIRTUAL WORLD COLLABORATION: AN UNCERTAINTY REDUCTION PERSPECTIVE USING A MIXED METHODS APPROACH**” as materials to answer the following questions.

Part I. (50%)

- a) Based upon your own understanding, what is the central theme of social presence theory? (10%)
- b) How this paper conceptualizes the role of social presence into the proposed trust model? (10%)
- c) In your opinion, what is the major contribution of this paper? How do they advance the social presence theory? (10%)
- d) Design a study based on social presence theory to remedy the current theoretical gaps identified by the authors. (20%)

Part II. (50%)

This paper focuses on the applications of VWs as a workplace collaboration tool for organizations, discuss the following issues under the context of e-learning:

- e) Summarize major themes of studies on VWs and analyze their relevance to e-learning.
- f) Based on appropriate theories to discuss the advantages and disadvantages of learning in VMs.
- g) Discuss the relationship of institutional trust-building factors and social presence in e-learning background.
- h) Suggest some theories that can complement social presence theory to enhance the effectiveness of e-learning.