

民眾對天氣預報常識認知之現況分析

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摘要

天氣預報是生活中不可或缺的一項重要資訊，中央氣象局每天發布最新的天氣預報提供民眾瞭解未來的天氣概況及變化，然而民眾對於天氣預報內容的認知如何，是研究者所欲探討的主題。本研究以調查研究法，探究民眾在天氣預報常識認知現況情形，並以統計方法考驗之，分析結果受試樣本每週觀看氣象報告的經驗，以低頻率的最多(41.4%)，中頻率居次(32.6%)，最少為高頻率(26.4%)；調查民眾觀看天氣預報的管道途徑，以電視(72%)為最大比例，其次為手機(氣象APP)(66.5%)，最後是用電腦網路(氣象局官網)(55.5%)來獲取氣象預報資訊。受試民眾在天氣預報常識得分方面，屬於不及格的表現，對天氣預報常識相關概念存在迷思概念，且在天氣圖的判讀、分析及天氣預測部分不甚瞭解。不同年齡、職業、教育程度、氣象報告觀看經驗的民眾在天氣預報常識的認知程度有顯著差異存在($p<.05$)，而性別變項則無。以多元迴歸分析民眾的天氣預報常識結果，觀看次數、年齡、職業與教育程度四個變項具有 12.8% 解釋民眾天氣預報常識認知變異量的能力。

關鍵詞：天氣預報常識

The Analysis of the current situation in the public's general conception of the weather forecast

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Abstract

In Taiwan, the Central Weather Bureau (CWB) provides the public with the latest meteorological and weather forecast information, which is essential in many aspects of modern life. Meanwhile, it is equally important to understand the public's perception on the contents of weather forecasts. Here, we conduct survey research methods to evaluate the general knowledge of the public on weather forecasts and verify the results with statistical analyses. Results show that regarding the frequency of acquiring weekly weather-forecast information, the majority of the participants acquired infrequently (41.4%), followed by 32.6% of the participants acquiring at medium frequency, and a minor amount acquiring frequently (26.4%). Televisions were the most frequently used (72%) platform on accessing weather forecasts among the participants, followed by mobile device applications (66.5%), and computers (55.5%, specifically the CWB webpage). Participants fail the test on the common knowledge of the weather forecast information, and the misconception is existed in their relevant common knowledge of the weather forecast information. On average, the participants' understanding of the general knowledge on weather forecasts was poor. Particularly, reading and analyzing weather maps and understanding weather prediction was very challenging. Significant differences ($p<.05$) exist among age, profession, educational level, and experience on weather-forecast reading among the participants on their general knowledge, whereas gender was insignificant. Multiple regression analysis was applied on the surveyed results of the participant's general knowledge. The results of the analysis show that the four variables including frequency of acquirement, age, profession, and educational level can attribute to 12.8% of the variety on the public's general knowledge of weather forecasting.

Keywords: General knowledge of the public on weather forecasts