

<b>題目</b>	英語學習市場之資源競爭研究—以區位理論分析
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<b>摘要</b>	本研究以區位理論分析台灣英語學習市場中，傳統雜誌與新興線上學習媒體之競爭關係。本研究探討媒體消費者滿足區位，分析不同媒體的資源利用情況並評估競爭優勢。研究發現，兩種媒體的競爭激烈，其中又以線上學習掌握資源種類較多，且線上學習之於傳統雜誌已產生替代現象。線上學習在「社交」、「經濟」、「互動」等方面佔有優勢。本研究建議，英語教學媒體應致力強化社交、經濟、與互動，以取得市場競爭優勢。
<b>關鍵字</b>	區位理論，英語學習市場，競爭性替代，社交，經濟，互動
<b>Title</b>	Research on Competition in the English Learning Market: A Niche Analysis
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<b>Abstract</b>	The study aims to analyze the competition relationship between the magazine and online English learning market with a niche analysis. This study compares the gratification niches of the two media. It measures the patterns of resource uses and to assesses their superiorities. The findings discover that there is a strong competition relationship between the two media. The E-learning meets a wider spectrum of needs and has a competitive displacement effect on the print magazine. The results indicate the E-learning's superiority over print magazine on the "socialize," "economic," and "interaction" dimensions, whereas neither medium is superior on the "choices" dimension. Significantly, the superiority in convenience of the E-learning may contribute to decreasing magazine use. The findings suggest that an English learning medium should endeavor to provide socialize, economic, and interaction in order to gain competitive advantages.
<b>Key Words</b>	Niche theory, English language learning market, Competitive displacement, Socialize, Economic, and Interaction